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EMPLOYMENT

- 2021 - present **Associate Professor**
Department of Advertising + Public Relations, Michigan State University
- 2013 - 2021 **Assistant Professor**
Department of Advertising + Public Relations, Michigan State University
- 2010 – 2013 **Assistant Professor**
Department of Communication & Media, American University of Kuwait

EDUCATION

- 2007 – 2010 **Doctor of Philosophy in Journalism**
Missouri School of Journalism, University of Missouri
Dissertation: The effects of stereotypical depictions of African Americans in web-based news stories presented in conditions with different levels of distraction.
- 2005 – 2006 **Master of Science in Mass Communication** (Fulbright scholar)
Oklahoma State University
Thesis: Media influence on Russian students in their perception of America
- 1999 – 2003 **Bachelor of Arts in International Journalism**
Rostov State University (Southern Federal University since 2006)
Rostov-on-Don, Russia

PEER-REVIEWED JOURNAL ARTICLES

- [31] Yang, J., Kanthawala, S., Joo, E., & **Kononova, A.** (Accepted for publication).
Can brand sponsorship help adoption of mHealth apps? The role of issue
relevance, brand involvement, and perceived app quality. *Journal of Promotion
Management*. [Published by Taylor & Francis; not ISI ranked]

- [30] Joo, E., **Kononova, A.**, Kanthawala, S., Peng, W., & Cotten, S. (2021). Smartphone users' persuasion knowledge in the context of consumer mHealth apps: Qualitative Study. *Journal of Medical Internet Research: mHealth and uHealth*, 9(4), e16518. DOI: 10.2196/16518. [ISI 2019: Impact: 5.034; Rank: 5/102 Health Care Sciences & Services, 2/27 Medical Informatics]
- [29] Peng, W., Li, L., **Kononova, A.**, Cotten, S., Kamp, K., & Bowen, M. (2021). What makes older adults use their wearable activity trackers longer?: A qualitative study on habit formation. *Journal of Medical Internet Research: mHealth and uHealth*, 9(1), e22488. DOI: 10.2196/22488. [ISI 2019: Impact: 5.034; Rank: 5/102 Health Care Sciences & Services, 2/27 Medical Informatics]
- [28] McAlister A., & **Kononova, A.** (2020). Consumption of fruits, vegetables, and nuts can be increased when multitasking with screens, 1-11. *Health Communication*. [ISI 2019: Impact: 1.965; Rank: 32/92 Communication]
- [27] Joshi, P., **Kononova, A.**, & Cotten, S. (2020). Understanding older adults' preferences for and motivations to use traditional and new ICT in light of socioemotional selectivity and selection, optimization, and compensation theories, 14, 20. *International Journal of Communication*. [ISI 2019: Impact: 1.194; Rank: 70/92 Communication]
- [26] **Kononova, A.**, Kim, W., Lynch, K., & Joo, E. (2020). Click, click, ad: The probability of congruent and incongruent ads in paginated online stories affects brand recognition and ad clicking intentions. *International Journal of Advertising*, 39(7), 1031-1058. Published online, DOI: 10.1080/02650487.2020.1732114. [ISI 2019: Impact: 3.606; Rank: 11/92 Communication]
- [25] **Kononova, A.**, Joshi, P., & Cotten, S. (2019). Contrary to myth, older adults multitask with media and technologies, but studying their multitasking behaviors can be challenging. *Innovation in Aging*, 3(4), igz029. DOI: 10.1093/geroni/igz029. [Published by Oxford Academic; not ISI ranked]
- [24] Li, L., Peng, W., **Kononova, A.**, Bowen M., & Cotten, S. (2019). Factors associated with older adults' long-term use of wearable activity trackers. *Telemedicine & e-Health*. Published online, DOI: 10.1089/tmj.2019.0052. [ISI 2019: Impact: 1.931; Rank: 60/102 Health Care Sciences & Services]
- [23] **Kononova, A.**, Li, L., Kamp, K., Bowen, M., Rikard, R., Cotten, S., & Peng, W. (2019). The use of wearable activity trackers among older adults: A focus group study of tracker perceptions, motivators, and barriers in different stages of behavior change. *Journal of Medical Internet Research: mHealth and uHealth*, 7(4), e9832. DOI: doi:10.2196/mhealth.9832. [ISI 2019: Impact: 5.034; Rank: 5/102 Health Care Sciences & Services, 2/27 Medical Informatics]

- [22] Lin, T.C., **Kononova, A.**, & Chiang, Y-H. (2019). Linking media multitasking to screen addiction among Internet users in the United States and Taiwan. *Journal of Computer Information Systems*. Published online, DOI: 10.1080/08874417.2018.1556133. [ISI 2019: Impact: 1.582; Rank: 114/156 Computer Science, Information Systems]
- [21] Kanthawala, S., Joo, E., **Kononova, A.**, Peng, W., & Cotten, S. (2019). Folk theorizing the quality and credibility of health apps. *Mobile Media and Communication*, 7(2), 175-194. DOI: 10.1177/2050157918796859. [ISI 2019: Impact: 2.545; Rank: 18/92 Communication]
- [20] Wasserman, J.A., **Kononova, A.**, Moldovan, T., & Cotten, S.R. (2019). A pilot study of multitasking among medical students. *Medical Science Educator*, 29(1), 139-148. DOI: 10.1007/s40670-018-00648-3. [Published by Springer; not ISI ranked]
- [19] Deng, T., Kanthawala, S., Hao, Q., Meng, J., Peng, W., **Kononova, A.**, Zhang, Q., & David, P. (2019). Measuring smartphone usage and task-switching with objective tracking and self-reports: An exploratory study. *Mobile Media & Communication*, 7(1), 3-23. DOI: 10.1177/2050157918761491. [ISI 2019: Impact: 2.545; Rank: 18/92 Communication]
- [18] Segijn, C. & **Kononova A.** (2018). Audience, media, and cultural factors as predictors of multiscreen use: A comparative study of the United States and the Netherlands. *International Journal of Communication*, 12, 4708-4730. Available at <https://ijoc.org/index.php/ijoc/article/view/9358>. [ISI 2018: Impact: 1.069; Rank: 61/88 Communication]
- [17] **Kononova, A.**, McAlister, A., & Oh, H.J. (2018). Screen overload: Pleasant multitasking with screen devices leads to the choice of healthful over less healthful snacks when compared with unpleasant multitasking. *Computers in Human Behavior*, 80, 1-11. DOI: 10.1016/j.chb.2017.10.042. [ISI 2018: Impact: 4.306; Rank: 12/137 Psychology/Multidisciplinary, 4/88 Psychology/Experimental]
- [16] **Kononova, A.**, Yuan, S., & Joo, E. (2017). Reading about the flu online: How health-protective behavioral intentions are influenced by media multitasking, polychronicity, and strength of health-related arguments. *Journal of Health Communication*, 32(6), 759-767. DOI: 10.1080/10410236.2016.1172289. [ISI 2017: Impact: 1.648; Rank: 30/84 Communication]
- [15] **Kononova, A.**, Joo, E., & Yuan, S. (2016). If I choose when to switch: Heavy multitaskers remember online content better than light multitaskers when they have the freedom to multitask. *Computers in Human Behavior*, 65, 567-575. DOI: 10.1016/j.chb.2016.09.011. [ISI 2016: Impact: 3.435; Rank: 15/129 Psychology/Multidisciplinary, 10/84 Psychology/Experimental]

- [14] **Kononova, A., & Yuan, S.** (2016). Take a break: Examining college students' media multitasking activities and motivations during study- or work-related tasks. *Journalism and Mass Communication Educator*, 72(2), 183-197. DOI: 10.1177/1077695816649474. [Published by Sage; not ISI ranked]
- [13] **Kononova, A., & Chiang, J.** (2015). Why do we multitask with media? Predictors of media multitasking among Internet users in the United States and Taiwan. *Computers in Human Behavior*, 50, 31-41. DOI: 10.1016/j.chb.2015.03.052. [ISI 2015: Impact: 2.880; Rank: 21/129 Psychology/Multidisciplinary, 20/85 Psychology/Experimental]
- [12] **Kononova, A., & Yuan, S.** (2015). Double-dipping effect? How combining YouTube environmental PSAs with thematically congruent advertisements in different formats affects memory and attitudes. *Journal of Interactive Advertising*, 15(1), 2-15. DOI: 10.1080/15252019.2015.1009524. [Published by Taylor & Francis; not ISI ranked]
- [11] **Kononova, A., & Akbar, M.** (2015). Interpersonal communication, media exposure, opinion leadership, and perceived credibility of news and advertising during December 2012 parliamentary election in Kuwait. *International Journal of Communication*, 9, 1206-1228. Available at <https://ijoc.org/index.php/ijoc/article/view/2725>. [ISI 2015: Impact: 0.701; Rank: 50/79 Communication]
- [10] **Kononova, A., Zazorina, T., Diveeva, N., Kokoeva, A., & Chelokyan, A.** (2014). Multitasking goes global: multitasking with traditional and new electronic media and attention to media messages among college students in Kuwait, Russia, and the United States. *International Communication Gazette*, 76(8), 617-640. DOI: 10.1177/1748048514548533. [no ranking for 2014; ISI 2015: Impact: 0.608; Rank: 52/79 Communication]
- [9] Mitchell, C., Dinkha, J., **Kononova, A., & Matta, M.** (2014). The body of dissatisfaction: A study of the effects of media imperialism in Kuwait. *American Journal of Humanities and Social Sciences*, 2(1), 76-87. DOI: 10.11634/232907811604471. [not ISI ranked]
- [8] **Kononova, A.** (2013). Multitasking across borders: A cross-national study of media multitasking behaviors, its antecedents, and outcomes. *International Journal of Communication*, 7, 1-20. Available at <https://ijoc.org/index.php/ijoc/article/view/2119>. [ISI 2013: Impact: 0.786; Rank: 41/74 Communication]
- [7] **Kononova, A.** (2013). Effects of distracting ads and cognitive control on the processing of online news stories with stereotype-related information. *Cyberpsychology, Behavior, & Social Networking*, 16(5), 321-328. DOI:

- 10.1089/cyber.2012.0396. [ISI 2013: Impact: 2.410; Rank: 9/61 Psychology, Social]
- [6] **Kononova, A.** & Alhabash, S. (2012). When one medium is not enough: Media use and media multitasking among college students in Kuwait. *Journal of Middle East Media*, 8(1). Available at [JMEM](#) website. [not ISI ranked]
- [5] Alhabash, S., Park, H.-J., **Kononova, A.**, Chiang, J., & Wise, K. (2012). Exploring the motivations of Facebook use in Taiwan. *Cyberpsychology, Behavior, & Social Networking*, 15(6), 304-311. DOI: 10.1089/cyber.2011.0611. [ISI 2012: Impact: 1.842; Rank: 17/60 Psychology, Social]
- [4] **Kononova, A.**, Alhabash, S., & Cropp, F. (2011). The role of media in socialization to American politics among international students. *International Communication Gazette*, 73(4), 302-321. DOI: 10.1177/1748048511398592. [no ranking for 2011; ISI 2015: Impact: 0.608; Rank: 52/79 Communication]
- [3] Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2009). Exploring the “wire” in the hardwired for news hypothesis: How threat proximity affects the cognitive and emotional processing of health-related news. *Communication Studies*, 60(3), 268-287. DOI: 10.1080/10510970902956024. [Published by Taylor & Francis; not ISI ranked]
- [2] **Kononova, A.** (2008). Media effects on Russian students’ attitudes toward the United States of America. *Russian Journal of Communication*, 1(4), 436-454. DOI: 10.1080/19409419.2008.10756729. [Published by Taylor & Francis; not ISI ranked]
- [1] **Kononova, A.G.** (2006). The image of a country and public diplomacy: American experience. *Academicheskii Vestnik for Russian Customs Academy*, 4, 167-169. [Published by the *Russian Customs Academy*; not ISI ranked]

BOOK CHAPTERS

- [1] Alhabash, S., Cunningham, C., & **Kononova, A.** (2019). Who is American?. In M. E. Len-Rios & E. Perry (Eds.), *Cross cultural journalism: Communicating strategically about diversity*. Routledge: New York.

MANUSCRIPTS IN PROGRESS

- [3] Crawford II, J., **Kononova, A.**, Moody-Ramirez, M., Bronstein, C., & Rosenthal, H. M. Covid-19, free speech, hate speech: Implication for Journalism Teaching. To be submitted to *Journalism and Mass Communication Educator*.

- [2] Joo, E., & **Kononova, A.** (Under review). How age alters the effects of perceived security and privacy on use intention as mediated by risk and trust: The case of biometric authentication technology for in-app payments. *Electronic Commerce Research and Applications*. [ISI 2019: Impact: 3.824; Rank: 34/156, Computer Science, Information Systems]
- [1] Peng, Z., **Kononova, A.**, & Watson, B. (Submitted). The Game, ads, and screens: An exploratory study of multi-screen ad avoidance and situational predictors during the Super Bowl Game. *International Journal of Advertising*. [ISI 2019: Impact: 3.606; Rank: 11/92 Communication]

PUBLISHED CONFERENCE PROCEEDINGS

- [21] Peng, W., Li, L., **Kononova, A.**, Cotten, S., & Kamp, K. (2021). Rethinking wearable activity trackers as assistive technologies: A qualitative study on long-term use. Published in the proceedings of the 54th *Hawaii International Conference on System Sciences*, 3923-3931.
- [20] Muraro, I. S., **Kononova, A.**, Dong, Y., Wright, C., Schames, J., Grace, D., & Ding, Y. (2020). Are we comparing apples to apples? Examining the effect of media multitasking in long-standing advertising measurement scales. Abstract published in the proceedings of the 2020 American Academy of Advertising Annual Conference, March 26-29, San Diego, USA (virtual conference).
- [19] Prieto, L.R., Sun, F., Zhang W., & **Kononova, A.** (2019). Technology use in rural dementia care: Perspectives from family caregivers, PWD, and service professionals. *Innovation in Aging*, 3(Supplement 1), p. S860. DOI: 10.1093/geroni/igz038.3161.
- [18] **Kononova, A.**, Segijn, C., Chinchanchokchai, S., David, P., Duff, B., Habek, R., Jeong, S-H., & Wang, Z. (2019). The rise of multitasking consumer: Why using media and devices at the same time is relevant to advertising. Special topics panel summary published in the proceedings of the 2019 *American Academy of Advertising*, March 27-31, Dallas, Texas, USA. Available at <https://aaasite.memberclicks.net/proceedings-2019-annual-conference>.
- [17] **Kononova, A.**, Quilliam E. T., & Richards, J. (2018). Is media multitasking a good remedy to avoid advertising? The effects of media multitasking habit on ad avoidance behaviors mediated by perceived advertising clutter and advertising skepticism. Full paper published in the proceedings of the 47th annual meeting of *Western Decisions Science Institute*, April 3-6, Kauai, Hawaii, United States. Available at http://wdsinet.org/Annual_Meetings/2018_Proceedings/papers/cr166.pdf.

- [16] Peng, Z., Vajrapana, P., Li, X., & **Kononova, A.** (2018). What to click: Exploring clicking behavior of students during online shopping from a cross-cultural perspective. Full paper published in the proceedings of the *2018 American Academy of Advertising* conference March 22-25, New York. Available at <https://aaasite.memberclicks.net/assets/Proceedings/2018f.pdf>.
- [15] DeClercq, J., Bowen, M., Cotten, S.R., Peng, W., **Kononova, A.**, Kamp, K., Rikard, R.V. (2017). Wearable activity trackers and older adults: The social effect and importance in healthcare. Abstract published at *Connected Health Conference*, October 25-27, Boston, MA. DOI: 10.2196/ipro.8580.
- [14] Lin, L., Peng, W., Kamp, K., Bowen, M., Cotten, S., Rikard, R.V., & **Kononova, A.** (2017). Understanding long-term adoption of wearable activity trackers among older adults. Submission published in the proceedings of the *3rd ACM Workshop on Wearable Systems and Applications (WearSys17)*, June 19, Niagara Falls, New York. DOI: 10.1145/3089351.3089819.
- [13] **Kononova, A.**, Joo, E., Kim, W., & Lynch, K. (2017). The probability of seeing congruent vs. incongruent ads in paginated online stories affects brand recognition memory and intentions to click on ads. Abstract published in the proceedings of the *2017 American Academy of Advertising* conference, March 23-26, Boston, Massachusetts. Available at <https://aaasite.memberclicks.net/assets/Proceedings/2017f-2.pdf>.
- [12] **Kononova, A.**, Quilliam, E., & Richards, J. (2016). Does multi-screening predict advertising avoidance? Direct and indirect effects of media multitasking, advertising skepticism, intrusiveness, and irritation. Full paper published in the proceedings of the *2016 American Academy of Advertising Conference*, March 17-20, Seattle, Washington, 95-106. Available at https://aaasite.memberclicks.net/assets/Proceedings/aaa_2016fina.pdf.
- [11] Alhabash, S., **Kononova, A.**, Richards, J., Wise, K., & Bailey, R. (2016). Your brain on advertising: Psychophysiological and neuroscientific approaches to studying advertising effects and processes (pre-conference). Pre-conference summary published in the proceedings of the *2016 American Academy of Advertising Conference*, March 17-20, Seattle, Washington, 5. Available at https://aaasite.memberclicks.net/assets/Proceedings/aaa_2016fina.pdf.
- [10] Hagerstrom, A., Alhabash, S., & **Kononova, A.** (2014). Emotional dimensionality and online ad virality: Investigating the effects of affective valence and content arousingness on processing and effectiveness of viral ads. Abstract published in the proceedings of the *2014 Conference of the American Academy of Advertising*, 109. Available at https://aaasite.memberclicks.net/assets/Proceedings/aaa_2014-07-14.compressed.pdf.

- [9] **Kononova, A.** & Akbar, M. (2013). Two-step flow of information approach: Media use, political advertising, and interpersonal communication in February and December 2012 parliamentary elections in Kuwait. Full paper published in the proceedings of the *2nd Annual International Conference on Journalism & Mass Communications* (JMComm 2013), October 28-29, Phuket, Thailand.
- [8] **Kononova, A.**, Bailey, R., Bolls, P., Yegiyani, N., & Jeong, J.Y. (2008). Here and faraway: Cognitive and emotional processing of national and foreign sensational and not sensational news. *Psychophysiology*, 45(s1), S97.
- [7] Wise, K., Alhabash, S., Eckler, P., Littau, J., & **Kononova, A.**, Sternadori, M. (2008). Motivational activation during common online activities. *Psychophysiology*, 45(s1), S119.
- [6] Leshner, G., Bolls, P., Moore, J., Gardner, E., Peters, S., **Kononova, A.**, Bailey, R., & Wise, K. (2008). The impact of narrative and emotion of breast cancer survivor testimonies on message processing for African female viewers. *Psychophysiology*, 45(s1), S98.
- [5] Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2007). The effect of perceived susceptibility on autonomic responses to and memory for health-related news. *Psychophysiology*, 44(s1), S21.
- [4] **Kononova, A.** (2006). The image of a country: The new television channel *Russia Today* attempts to improve the image of Russia abroad. Full paper published in the proceedings of the international conference *America, Russia, and the Commonwealth of Independent States*. OK Quality Printing, 53-56.
- [3] **Kononova, A.** (2005). National identity transformation in the process of globalization. Extended abstract published in the proceedings of the conference *Custom: History, Theory, and Practice*, 7, 28-33.
- [2] **Kononova, A.** (2004). Communications within a company: Company newsletters in Rostovskaya oblast, Russia. Extended abstract published in the proceedings of the conference *Communications in the Modern World*, Voronezh State University, 5, 21-25.
- [1] **Kononova, A.** (2004). Communications within a local company: Example of *Dom* corporation. Extended abstract published in the proceedings of the conference *Lomonosov-2004*, Moscow State University, 2, 161-163.

BOOK REVIEWS & NON-PEER-REVIEWED PUBLICATIONS

- [6] Crawford II, J., **Kononova, A.**, Moody-Ramirez, M., & Bronstein, C. (2019). Covid-19, free speech, hate speech: Implication for Journalism Teaching [White paper]. *Professional Freedom & Responsibility committee of the Association for*

Education in Journalism and Mass Communication. Available at https://www.aejmc.org/home/wp-content/uploads/2021/04/WhitePaper_free-speech-and-covid-19-AEJMC-PFR-essay.pdf.

- [5] Alhabash, S., **Kononova, A.**, & Huddleston, P. (2019). Watching zoo animals to reduce stress: Field and lab studies. Research Report. Project funded by the *Detroit Zoo and Doner Agency*.
- [4] **Kononova, A.** (2018). Book review. Jason A. Smith (Editor) and Bhoomi K. Thakore (Editor), *Race and contention in twenty-first century U.S. media*, Routledge, 2016, 240 pp., New York and London, Taylor & Francis Group, \$140 (hardcover). Available at <http://ijoc.org/index.php/ijoc/article/view/8850/2291>.
- [3] **Kononova, A.** (2018). Book review. Ethan Tussey, *The procrastination economy: The big business of downtime*, 2018, New York, NY: New York University Press, 2018, 256 pp., \$27.00 (hardcover). Available at <https://ijoc.org/index.php/ijoc/article/view/10371/2488>.
- [2] Richards, J., **Kononova, A.**, Lynch, K., & Thorson, E. (2017). Toward an open source ROI model for preprint newspaper advertising. Research Report. Project funded by News Media Alliance (NMA) (formerly, Newspaper Association of America). Available at [NMA](#) website.
- [1] **Kononova, A.** (September 2017). Competing with algorithms: What to teach to advertising undergraduates in the age of artificial intelligence - Lessons from a Media Planning and Strategy course. Newsletter of the *American Academy of Advertising*. Available at <https://aaasite.memberclicks.net/assets/Newsletters/2017-09.pdf>.

RESEARCH GRANT ACTIVITY

FUNDED PROJECTS

- [10] PRIMARY INVESTIGATOR for the psychophysiological experimental project “The role of modality in operating consumer vehicles: Perspectives from younger and older customers on touch- and voice-based commands.” To be funded by Cerence (formerly, Nuance) DRIVE Lab (\$40,000, pending), Fall 2020 – Fall 2021/Spring 2022.
- [9] PRIMARY INVESTIGATOR for the ethnographic project “A qualitative exploration of media and information/communication technology use of older adults with and without cognitive impairment and dementia.” Funded by S3 Collaborative Grant Award at Michigan State University (\$10,000), Spring 2019 – Spring 2021.

- [8] CO-ORGANIZER for the pre-conference project “Beyond takedowns: Understanding consumer psychology of engaging social media users about counterfeits” on using social media messages and channels to combat counterfeiting at the *Annual Brand Protection Strategy Summit*. Funded by the Center for Anti-Counterfeiting and Product Protection (A-CAPP) at Michigan State University (\$7,200), Summer – Fall 2019.
- [7] CO-PRIMARY INVESTIGATOR for the field and lab experimental project “Watching animals to reduce stress.” Funded by the Detroit Zoo in collaboration with Doner advertising agency, Detroit (\$16,790). Primary investigator: Dr. Saleem Alhabash (Department of Advertising + Public Relations at Michigan State University). Fall 2018 – Spring 2019.
- [6] CO-PRIMARY INVESTIGATOR for the experimental project “The power of algorithm: Effects of relevant and irrelevant ads in programmatic buying on consumers’ self- and product perceptions.” Funded by the School of Business at Endicott College (\$1,200). Primary investigator: Dr. Anna McAlister (School of Business, Endicott College). Fall 2018 – Spring-Summer 2021.
- [5] PRIMARY INVESTIGATOR for the focus-group project “The use of wearable activity trackers among older adults.” Funded by TRIFECTA, Michigan State University’s initiative to encourage interdisciplinary research in communication, health, and engineering (\$10,000). Fall 2016 – Spring 2017.
- [4] CO-INVESTIGATOR for the in-depth interview project “Staying fit: Long-term wearable technology uses among older adults.” Funded by S3 Collaborative Grant Award at Michigan State University (\$10,000). Primary investigator: Dr. Wei Peng (Department of Media and Information, Michigan State University). Fall 2016 – Spring 2017.
- [3] CO-PRIMARY INVESTIGATOR for the mixed-method project “Return on investment for preprint in newspaper industry: Phase I, Lansing, MI.” Funded by the News Media Alliance (formerly, Newspaper Association of America) (\$99,652). Primary investigator: Dr. Jef Richards (Department of Advertising + Public Relations, Michigan State University). Spring 2016 – Spring 2017.
- [2] RESEARCH ASSISTANT for the experimental project “Historical references in political news stories: Credibility, perceived newsworthiness, and understanding the news.” Funded from the *Frank Luther Mott Fund* research grant. Supervisor Dr. Betty Winfield; Missouri School of Journalism, University of Missouri, Fall 2007 – Spring 2008.
- [1] RESEARCH ASSISTANT for the psychophysiological experimental project “Cognitive and emotional responses to breast cancer survivor narratives.”

Funded by the *National Cancer Institute* and the *Center for Excellence in Cancer Communication Research*. Supervisor Dr. Glenn Leshner; Missouri School of Journalism, University of Missouri, Fall 2007.

OTHER GRANT PROPOSALS

- [17] CO-PRIMARY INVESTIGATOR on project “Improving Motivation via Virtual Engagement for Exercise in Heart Failure (iMoVE-HF),” TRIFECTA, Michigan State University’s initiative to encourage interdisciplinary research in communication, health, and engineering, 2020, not funded (\$8,000). (Primary investigator: Dr. Pallav Deka, College of Nursing, MSU).
- [16] CO-PRIMARY INVESTIGATOR on project “Evaluating brand protection consumer education: Brand media strategies to increase consumer literacy about counterfeit product buying.” *Johnson & Johnson*, 2019, in review (\$188,500). Collaboration with the Center for Anti-Counterfeit and Product Protection (A-CAPP) at Michigan State University (A-CAPP co-investigators: Ms. Kari Kammel and Dr. Jeffrey Rojek).
- [15] CO-INVESTIGATOR on project “Prescription drug abuse on social media: Investigating source effects and message cues on evaluations and intentions to purchase and use prescription drugs.” *Johnson & Johnson*, 2019, in review (\$54,300). Primary investigator: Dr. Saleem Alhabash (Department of Advertising + Public Relations, Michigan State University). Collaboration with MSU A-CAPP Center (A-CAPP co-investigators: Ms. Kari Kammel and Dr. Jeffrey Rojek).
- [14] CO-INVESTIGATOR on project “Understanding social influence regarding nonmedical use and abuse of prescription drugs: Counterfeit, illegal use, and other risks.” *Pfizer*, 2019, in review (\$131,200). Primary investigator: Dr. Saleem Alhabash (Department of Advertising + Public Relations, Michigan State University). Collaboration with MSU A-CAPP Center (A-CAPP co-investigators: Ms. Kari Kammel and Dr. Jeffrey Rojek).
- [13] CO-INVESTIGATOR on project “Buying drugs on Instagram: Effects of sources and appeal.” *Facebook* (Facebook/Instagram request for proposals for well-being and safety research), 2019, not funded (\$50,000). Primary investigator: Dr. Saleem Alhabash (Department of Advertising + Public Relations, Michigan State University). Collaboration with MSU A-CAPP Center (A-CAPP co-investigators: Ms. Kari Kammel and Dr. Jeffrey Rojek).
- [12] SPECIALIST on an interdisciplinary project with the College of Engineering and A-CAPP Center at Michigan State University, Engineering Research Center grant through *National Science Foundation (NSF)*. *NSF*, 2019, not funded (\$10,000,000). Primary investigator: Dr. Evangelyn Alocilja (College of Engineering, Michigan State University).

- [11] PRIMARY INVESTIGATOR on project “Testing the potential of media use as a protective factor against MCI/ADRD: Comparing cognitive, emotional, and physical health of older adults who prefer traditional vs. Internet-enabled technologies” *Michigan Alzheimer’s Disease Research Center (MADRC)*, 2019, not funded (\$35,000, direct costs).
- [10] PRIMARY INVESTIGATOR on project “Media and technology use in older adults with/without mild cognitive impairment and Alzheimer’s disease.” *Alzheimer’s Association of America*, 2018, not funded (\$150,000, direct costs).
- [9] PRIMARY INVESTIGATOR on project “The relationship between media use and media multitasking and cognitive impairment in older adults.” *Michigan Alzheimer’s Disease Research Center (MADRC)*, 2018, not funded (\$35,000, direct costs).
- [8] CO-PRIMARY INVESTIGATOR on project “A tailored intervention to increase physical activity using wearable activity trackers among older adults at risk of Type II Diabetes.” *American Diabetes Association*, 2018, not funded (\$545,032.83). Primary investigator: Dr. Shelia Cotten (Department of Media and Information, Michigan State University).
- [7] CO-PRIMARY INVESTIGATOR on project “A tailored intervention to increase physical activity using wearable activity trackers among older adults at risk of Type II Diabetes.” *National Institute of Nursing Research*, 2018, not funded (\$3,617,909.6). Primary investigator: Dr. Shelia Cotten (Department of Media and Information, Michigan State University).
- [6] CO-INVESTIGATOR on project “Cross-culturalism and diversity in advertising, public relations, and journalism education.” 2017 Mass Communication and Society Research Award, *Association for Education in Journalism and Mass Communication (AEJMC)*, 2017, not funded (\$10,000). Primary investigator: Dr. Saleem Alhabash (Department of Advertising + Public Relations, Michigan State University).
- [5] CO-PRIMARY INVESTIGATOR on project “Return on investment for preprint in newspaper industry: Phase II, Tulsa, OK, and Atlanta, GA.” *News Media Alliance*, 2016, not funded (\$265,522). Primary investigator: Dr. Jef Richards (Department of Advertising + Public Relations, Michigan State University).
- [4] CO-PRIMARY INVESTIGATOR on project “Developing strategies for the long-term use of wearable activity trackers: A longitudinal study of older adults.” *National Science Foundation, Smart and Connected Health program*, 2016, not funded (\$499,994). Primary investigator: Dr. Shelia Cotten (Department of Media and Information, Michigan State University).

- [3] CO-PRIMARY INVESTIGATOR on project “A Study of ethics and effectiveness in the modern media ecosystem.” *Association of National Advertisers*, 2015, not funded (\$311,407). Primary investigator: Dr. Jef Richards (Department of Advertising + Public Relations, Michigan State University).
- [2] PRIMARY INVESTIGATOR on project “New media use, media multitasking, and the risk of Alzheimer’s disease.” *National Institute of Aging (NIA)*, 2015, not funded (\$409,119).
- [1] CO-PRIMARY INVESTIGATOR on project “Scientists and media: Training educators and students for better coverage and promotion of natural sciences, environment, and health in Russia and the U.S.” U.S. State Department, 2014, not funded (\$100,000, direct costs). Other investigators: Eric Friedman (Knight Center for Environmental Journalism, School of Journalism, Michigan State University) and Dr. Norman Graham (European, Russian and Eurasian Studies, Michigan State University).

CONFERENCE PRESENTATIONS

- [81] Crawford II, J., Moody-Ramirez, M., Bronstein, C., **Kononova, A.**, & Rosenthal, H. M. (2021). Hate/free speech. Panel prepared by the AEJMC Elected Standing Committee on Professional Freedom and Responsibility (PF&R). *Association for Education in Journalism and Mass Communication*, August 4 – 7, virtual conference.
- [80] **Kononova, A.**, Alhabash, S., Huddleston, P., Deng, T., Kanver, D., Park, N., Graciano Velazquez, L., Smith, A., Hirsch, N., Nimmagadda, A., Dong, Y., & Lynch, K. (2020). Does watching animals in real life and on the screen have the same effects on stress reduction? Poster presented at the *Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication*, August 6 – 9, virtual conference.
- [79] **Kononova, A.**, Kim, W., Joo, E., & Lynch, K. (2020). Internet users respond to relevant and irrelevant ads within online paginated stories differently when the ads are presented at different proportions: Application to programmatic buying and contextual advertising. Paper presented at the *Advertising Division of the Association for Education in Journalism and Mass Communication*, August 6 – 9, virtual conference.
- [78] Joo, E. & **Kononova, A.** (2020). Supporting mHealth apps as a newer cause-related marketing strategy? Assessing sponsor’s real motives attributions mediating users’ evaluations of the app and sponsor. Presented at the *Mobile Communication Division of the 70th International Communication Association (ICA)* conference, May 21-25, Gold Coast, Australia (virtual conference).

- [77] Muraro, I. S., **Kononova, A.**, Dong, Y., Wright, C., Schames, J., Grace, D., & Ding, Y. (2020). Are we comparing apples to apples? Examining the effect of media multitasking in long-standing advertising measurement scales. Paper presented at the *American Academy of Advertising Annual Conference*, March 26-29, San Diego, USA (virtual conference).
- [76] **Kononova, A.**, Thorson, E., Richards, J.I., & Lynch, K. (2019). Does newspaper presence in household affect subscribers' and non-subscribers' perceptions of their buying behavior? A mixed-method study. Paper presented at the *Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication*, Toronto, Canada, August 7-11, 2019.
- [75] Alhabash, S., Lee, O., **Kononova, A.**, Richards, J.I., & Park, N.R., Deng, T., & Hirsch, J. (2019). Puffing on Instagram: Effects of puffery claim types on assessment of persuasive intentions and knowledge. Paper presented at the *Advertising Division of the Association for Education in Journalism and Mass Communication*, Toronto, Canada, August 7-11, 2019.
- [74] Joo, E., Kanthawala, S., **Kononova, A.**, Peng, W., & Cotten, S. (2019). Why smartphone users are willing to share personal information through mobile health apps: Perceptions of government, non-for-profit, and commercial app sponsors. Paper presented at the *2019 Global Conference of the American Advertising Association (AAA)*, July 12-15, Beijing, China.
- [73] **Kononova, A.**, Deng, T., Gracianovelazquez, L., Lynch, K., Hirsch, J.P., Park, N. R., & Hirsch, N. S. (2019). Driving, interrupted: Psychophysiological exploration of the effects of listening to music interrupted by ads on driving performance, emotional processing, and task immersion and satisfaction. Poster presented at 69th annual conference of the *International Communication Association*, May 24-28, Washington, D.C.
- [72] Hsu, Y.-C., **Kononova, A.**, Lin, C.-H., Santos Muraro, I., Park, N. R., & Hirsch, J.P. (2019). Blending in or standing out? The effects of brand familiarity in native and traditional advertising mobile videos on brand attitudes, memory, and purchase intention. Poster presented at 69th annual conference of the *International Communication Association*, May 24-28, Washington, D.C.
- [71] Li, L., Rheu, M.J., & **Kononova, A.** (2019). Viewing females in sexualized clothing on Instagram: Effects on women's body image. Paper presented at the 69th annual conference of the *International Communication Association*, May 24-28, Washington, D.C.
- [70] **Kononova, A.**, Segijn, C., Chinchanchokchai, S., David, P., Duff, B, Jeong, S-H., & Wang, Z. (2019). The rise of multitasking consumer: Why using media and devices at the same time is relevant to advertising. Special topics panel

presented at 2019 *American Academy of Advertising*, March 27-31, Dallas, Texas, USA.

- [69] Deng, T., Mundel, J., Lynch, K., **Kononova, A.**, & Alhabash, S. (2018). Predicting cellphone use while driving and walking among college students. Poster presented at 2018 convention of *Association for Education in Journalism and Mass Communication*, August 6 – 9, Washington, D.C.
- [68] Kanthawala, S., Joo, E., **Kononova, A.**, Peng, W., & Cotten, S. (2018). Folk theorizing the quality and credibility of health apps. Poster presented at 2018 convention of *Association for Education in Journalism and Mass Communication*, August 6 – 9, Washington, D.C.
- [67] Segijn, C. & **Kononova A.** (2018). Audience, media, and cultural factors as predictors of multiscreen use: A comparative study of the United States and the Netherlands." Poster presented at 2018 convention of *Association for Education in Journalism and Mass Communication*, August 6 – 9, Washington, D.C.
- [66] **Kononova, A.** & Segijn, C. (2018). Does multiscreening predict perceptions of advertising in different countries differently? A comparison between the United States and the Netherlands. Paper presented at the 2018 *International Conference on Research in Advertising*, June 21-23, Valencia, Spain.
- [65] **Kononova, A.**, Kamp, K. Li, L., Bowen, M., Rikard, R., Cotten, S., & Peng, W. (2018). The use of wearable activity trackers (WAT) among older adults: Analysis of WAT feature perceptions, motivators, and barriers in different stages of behavior change. Paper presented at 2018 conference of *International Communication Association*, May 24-28, Prague, Czech Republic.
- [64] **Kononova, A.**, Zhao, X., Joo, E., Yang, J., Kanthawala, S., & Xie, T. (2018). Are commercially sponsored health mobile apps credible? The role of visual attention to app interfaces and persuasion knowledge. Poster presented at *Kentucky Conference on Health Communication*, April 12-14, Lexington, Kentucky, United States.
- [63] **Kononova, A.**, Quilliam E. T., & Richards, J. (2018). Is media multitasking a good remedy to avoid advertising? The effects of media multitasking habit on ad avoidance behaviors mediated by perceived advertising clutter and advertising skepticism. Paper presented at the 47th annual meeting of *Western Decisions Science Institute*, April 3-6, Kauai, Hawaii, United States.
- [62] Peng, Z., Vajrapana, P., Li, X., & **Kononova, A.** (2018). What to click: Exploring clicking behavior of students during online shopping from a cross-cultural perspective. Paper presented at 2018 *American Academy of Advertising* conference March 22-25, New York.

- [61] DeClercq, J., Bowen, M., Cotten, S.R., Peng, W., **Kononova, A.**, Kamp, K., Rikard, R.V. (2017). Wearable activity trackers and older adults: The social effect and importance in healthcare. Poster presented at *Connected Health Conference*, October 25-27, Boston, Massachusetts.
- [60] **Kononova, A.**, Richards, J., Lynch, K., Thorson, E., & Li, H. (2017). Toward an open source ROI model for preprint newspaper advertising. A study Report for News Media Alliance. Report presented at the News Media Alliance's *AdXchange 2017* conference on September 19, Chicago, Illinois.
- [59] Li, L., Peng, W., Kamp, K., Bowen, M., Cotten, S.R., Rikard, R.V., & **Kononova, A.** (2017). Understanding long-term adoption of wearable activity trackers among older adults. Poster presented at the *3rd ACM Workshop on Wearable Systems and Applications (ACM WearSys 2017)* on June 19, Niagara Falls, New York.
- [58] Cotten, S.R., Bowen, M., Kamp, K., Rikard, R.V., **Kononova, A.**, & Peng, W. (2017). Barriers and opportunities for wearable activity tracker use for older adults. Poster presented at a panel discussion *Connected Lives for Seniors and Immigrants: Wearables, Apps, and Social Media Barriers and Opportunities at the Social Media & Society Conference* on July 30, Toronto, Ontario.
- [57] Bowen, M., Kamp, K., **Kononova, A.**, Peng, W., Cotten, S.R., Rikard, R.V., DeClercq, J., & Li, Lin. (2017). The role of motivation in helping older adults cross the wearable activity tracker divide. Poster presented at the *Partnership for Progress on the Digital Divide (PPDD) 2017 International Conference* on May 24-26, San Diego, California.
- [56] **Kononova, A.**, Richards, J., Lynch, K., & Li, H. (2017). Attention all advertisers! Groundbreaking ROI research on newspaper advertising, "ROI Aspirations." Report presented at the News Media Alliance's *MediaXchange 2017* conference on May 1, New Orleans, Louisiana.
- [55] **Kononova, A.**, Joo, E., Kim, W., & Lynch, K. (2017) Wait, it's not relevant! How the probability of seeing congruent vs. incongruent ads in paginated online stories affects brand recognition and ad clicking intentions. Paper presented at the 2017 *American Academy of Advertising* conference on March 23-26, Boston, Massachusetts.
- [54] **Kononova, A.**, Richards, J., Lynch, K., & Li, H. (2017). A look at preprint impact. Report presented at *Newspaper Target Market Coalition (NTMC)* conference on February 9, San Diego, California.

- [53] Richards, J.I., **Kononova, A.**, Lynch, K., & Li, H. (2016). Actual purchase behavior as a response to Preprint Exposure (Lansing, Michigan). Report presented at the *MediaWorks Data Summit* on September 27, New York.
- [52] **Kononova, A.**, McAlister, A., Oh, H.J., Kim, W., Zahry, N., Cash, S., Qi, C., Gao, X., Figueira, L., & Li, X. (2016). Pick a carrot: The effects of multitasking with screen devices on snack food choices. Poster presented at the annual conference of *International Communication Association* on June 9-13, Fukuoka, Japan.
- [51] Lin, T.C., **Kononova, A.**, & Chiang, Y. (2016). Exploring the relationships of media multitasking on screen device addiction among Internet users in the United States and Taiwan. Paper presented at the annual conference of *International Communication Association* on June 9-13, Fukuoka, Japan.
- [50] Richards, J.I., **Kononova, A.**, Lynch, K., & Li, H. (2016). The value of newspaper preprints for consumers and advertisers. Panel participation at the Newspaper Association of America's *MediaXchange 2016* conference on April 19, Washington, D.C.
- [49] **Kononova, A.**, Joshi, P., Smreker, K., Cotten, S., & Al-Riyami, A. (2016). Having it all: How Silent Generation & Baby Boomers use and multitask with traditional and new media. Paper presented at the annual conference of *American Society on Aging* on March 20-24, Washington, D.C.
- [48] **Kononova, A.**, Quilliam, E., & Richards, J. (2016). Does multi-screening predict advertising avoidance? Direct and indirect effects of media multitasking, advertising skepticism, intrusiveness, and irritation. Paper presented at the 2016 *American Academy of Advertising Conference* on March 17-20, Seattle, Washington.
- [47] Richards, J.I., **Kononova, A.**, Li, H., & Lynch, K. (2016). Newspaper Association of America field experiment of preprint advertising. Report presented at the *MediaWorks Consortium* on January 20, Dallas, Texas.
- [46] **Kononova, A.**, Yuan, S., & Joo, E. (2015). The effects of argument quality, multitasking with Facebook, and polychronicity on health-protective behavioral intentions. Poster presented at 2015 convention of *Association for Education in Journalism and Mass Communication (AEJMC)*, August 6-10, San Francisco, California.
- [45] Yuan, S., & **Kononova, A.** (2014). Take a break: Examining college students' multitasking activities during a study- or work-related task. Poster presented at 2014 convention of *Association for Education in Journalism and Mass Communication (AEJMC)*, August 4-8, Montreal, Canada.

- [44] Yuan, S., Joo, E., **Kononova, A.**, & Shen, Y. (2014). Double-dipping effect? How combining YouTube environmental PSAs with thematically congruent advertisements in different formats affects memory and attitudes. Paper presented at the *International Conference on Research in Advertising (ICORIA)*, June 26-28, Amsterdam, Netherlands.
- [43] **Kononova, A.**, Yuan, S., & Joo, E. (2014). Goal refreshing and stimulation: Can media multitasking help keep focus while reading health-related information online? Poster presented at 2014 conference of *International Communication Association*, May 22-26, Seattle, Washington.
- [42] **Kononova, A.**, & Chiang, Y. (2014). Why do we multitask with media? Predictors of media multitasking among Internet users in the United States and Taiwan. Paper presented at 2014 conference of *International Communication Association*, May 22-26, Seattle, Washington.
- [41] Hagerstrom, A., Alhabash, S., & **Kononova, A.** (2014). Emotional dimensionality and online ad virality: Investigating the effects of affective valence and content arousingness on processing and effectiveness of viral ads. Paper presented at 2014 Conference of the *American Academy of Advertising*, March 26-30, Atlanta, Georgia.
- [40] **Kononova, A.**, & Akbar, M. (2013). Two-step flow of information approach: Media use, political advertising, and interpersonal communication in February and December 2012 parliamentary elections in Kuwait. Paper presented at the *2nd Annual International Conference on Journalism & Mass Communications (JMComm 2013)*, October 28-29, Phuket, Thailand.
- [39] **Kononova, A.** (2013). Media multitasking: Theoretical and methodological implications. Paper presented at the *International Scientific Conference "New media today: Content and technology,"* October 14-15, Rostov-on-Don, Russia.
- [38] **Kononova, A.** (2013). The tales of ad-context congruency, ad format, and the preference for multitasking: The case of YouTube. Poster presented at the Advertising Division of the *Association for Education in Journalism and Mass Communication (AEJMC)*, August 8-11, Washington, D.C.
- [37] **Kononova, A.**, & Akbar, M. (2012). The role of advertising, news, and interpersonal communication in February 2012 parliamentary elections in Kuwait: Two-Step Flow of Information Approach. Paper presented at the *17th Annual Conference of Arab-U.S. Association of Communication Educators (AUSACE)*, November 16-19, Atlanta, Georgia.

- [36] **Kononova, A., & Alhabash, S.** (2012). Gender digital divide? Facebook uses and gratifications among Kuwaiti college students. Poster presented at the International Communication Division of the *Association for Education in Journalism and Mass Communication (AEJMC)*, August 9-12, Chicago, Illinois.
- [35] Huang, K., **Kononova, A.**, Chiang, Y., & Alhabash, S. (2012). Psychological individual differences and the U&G of Facebook: The relationship between personality traits and motivational reactivity and the motivations and intensity to use Facebook in Taiwan. Poster presented at the Communication Technology Division of the *Association for Education in Journalism and Mass Communication (AEJMC)*, August 9-12, Chicago, Illinois.
- [34] **Kononova, A.**, Alhabash, S., Zazorina, T., Diveeva, N., Kokoeva, A., & Chelokyan, A. (2012). Media multitasking and perceived attention to media messages: A study of college students in Kuwait, Russia, and the United States. Paper presented at the *Annual Conference of International Association for Media and Communication Research (IAMCR)*, July 15-19, Durban, South Africa.
- [33] Mitchell, C., **Kononova, A.**, Abdulhamid, A., & Al-Jabi, R. (2012). The collective interest model and the Arab Spring: Social networking as collective action. Paper presented at the *Annual Conference of International Association for Media and Communication Research (IAMCR)*, July 15-19, Durban, South Africa.
- [32] **Kononova, A.**, & Alhabash, S. (2011). Media multitasking among the youth in the Middle East: The case of Kuwait. Paper presented at the 16th *Annual Conference of Arab-U.S. Association of Communication Educators (AUSACE)*, October 28-31, American University of Beirut, Beirut, Lebanon.
- [31] **Kononova, A.**, Alhabash, S., Zazorina, T., Diveeva, N., Kokoeva, A., & Chelokyan, A. (2011). Multitasking across borders: Media multitasking behaviors in the U.S., Russia, and Kuwait. Poster presented at the Communication Technology Division of the *Association for Education in Journalism and Mass Communication (AEJMC)*, August 10-13, St. Louis, Missouri.
- [30] **Kononova, A.** (2011). Read, watch, learn: The effects of media multitasking on the processing of cognitively demanding information. Poster presented at the *Communication Theory Division of the Association for Education in Journalism and Mass Communication (AEJMC)*, August 10-13, St. Louis, Missouri.
- [29] Alhabash, S., Park, H.-J., **Kononova, A.**, & Wise, K. (2011). Exploring the motivations of online social network use in Taiwan. Paper presented at the *Communication Technology Division of the Association for Education in Journalism and Mass Communication (AEJMC)*, August 10-13, St. Louis, Missouri.

- [28] **Kononova, A.** (2011). Distracted: The effects of online news message elements on processing of stereotype-related information about African American characters and evaluations of news messages. Poster presented at the *Information Systems Division of 2011 International Communication Association (ICA) conference*, May 26-30, Boston, Massachusetts.
- [27] **Kononova, A.,** Winters, N.C., Myers, J.C., Williams, J.M., Dong, X., & Bolls, P. (2011). Learning about the world: The model of cognitive processing of international news messages. Poster presented at the *Information Systems Division of 2011 International Communication Association (ICA) conference*, May 26-30, Boston, Massachusetts.
- [26] **Kononova, A.,** & Wise, K. (2010). The new news: Orienting to structural features and Information Introduced in online news. Poster presented at the *Communication Technology Division of the Association for Education in Journalism and Mass Communication (AEJMC)*, August 408, Denver, Colorado.
- [25] **Kononova, A.,** Alhabash, S., & Cropp, F. (2010). Effects of international stories, previous knowledge, and credibility on images of foreign nations: An image theory perspective. Paper presented at the *Intergroup Communication Division of the 2010 International Communication Association (ICA) conference*, June 22-26, Singapore.
- [24] **Kononova, A.,** Alhabash, S., & Wanta, W. (2010). The 2008 Russian presidential election offers new attributes: A first- and second-level agenda setting analysis of the U.S. media coverage. Paper presented at the *Global Communication & Social Change Division of the 2010 International Communication Association (ICA) conference*, June 22-26, Singapore.
- [23] **Kononova, A.,** Alhabash, S., & Cropp, F. (2009). Media, politics, and non-voters: Attitudes of international students in the U.S. toward the 2008 presidential campaign. Poster presented at the *2009 conference of International Association for Media and Communication Research (IAMCR)*, July 21 – 24, Mexico City, Mexico.
- [22] **Kononova, A.,** Bailey, R., Bolls, p., Yegiyan, N., & Jeong, Y. (2009). Extremely sensational, relatively close: Cognitive and emotional processing of domestic and foreign sensational television news about natural disasters and accidents. Poster presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- [21] **Kononova, A.,** Wise, K., Alhabash, S., Eckler, P., & Littau, J. (2009). Cognitive and emotional processing while navigating CNN.com. Poster presented at the *2009 International Communication Association Conference*, May 21-25, Chicago, Illinois.

- [20] Alhabash, S., Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2009). The “face” of Facebook: Emotional responses during social networking. Poster presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- [19] Eckler, P., Wise, K., **Kononova, A.**, Alhabash, S., & Littau, J. (2009). Motivational activation during online shopping. Poster presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- [18] Winfield, B., Leshner, G., & **Kononova, A.**, (2009). Historical references in political news stories: Credibility, perceived newsworthiness, and understanding the news. Paper presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- [17] **Kononova, A.**, Bailey, R., Bolls, p., Yegiyan, N., & Jeong, Y. (2008). Here and faraway: Cognitive and emotional processing of national and foreign sensational and not sensational news. Poster presented at the *Society of Psychophysiological Research 2008 Annual Meeting*, October 1-5, Austin, Texas.
- [16] Wise, K., Alhabash, S., Eckler, P., **Kononova, A.**, Littau, J., & Sternadori, M. (2008). Motivational activation during common online activities. Poster presented at the *Society of Psychophysiological Research 2008 Annual Meeting*, October 1-5, Austin, Texas.
- [15] Leshner, G., Bolls, P., Moore, J., Gardner, E., Peters, S., **Kononova, A.**, & Bailey, R. (2008). The impact of narrative and emotion of breast cancer survivor testimonies on message processing for African American female viewers. Poster presented at the *Society of Psychophysiological Research 2008 Annual Meeting*, October 1-5, Austin, Texas.
- [14] Leshner, G., Bolls, P., Gardner, E., Moore, J., Peters, S., **Kononova, A.**, Bailey, R., & Wise, K. (2008). Effects of African American breast cancer survivor testimonies on cognitive, emotional, and behavioral outcomes. Paper presented to the *Minorities and Communication Division at the Association for Education in Journalism and Mass Communication Annual Convention*, August 5-9, Chicago, Illinois.
- [13] Cropp, F., Ibold, H., & **Kononova, A.** (2008). Making sense of convergence journalism education in Russia and the United States: A case study of academic collaboration. Paper presented at the *2008 Conference of the International Association for Media and Communication Research (IAMCR)*, July 20-25, University of Stockholm, Sweden.

- [12] Bolls, P. D., Leshner, G. M., Moore, J. J., Gardner, E., Baily, R. L., Peters, S., & **Kononova, A.** (2008). Cognitive and emotional effects of breast cancer survivor testimonies. Poster presented at the *2008 International Communication Association (ICA) Conference*, May 22-25, Montréal, Canada.
- [11] Bolls, P. D., Leshner, G. M., Moore, J. J., Gardner, E., Bailey, R. L., Peters, S., **Kononova, A.**, & Wise, K. (2008). Stories of feeling and courage: The effect of narrative and emotional tone on processing cancer survivor stories. Poster presented at the *2008 International Communication Association (ICA) Conference*, May 22-25, Montréal, Canada.
- [10] Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2008). How threat proximity affects the cognitive processing of health-related news. Paper presented at the *2008 International Communication Association (ICA) Conference*, May 22-25, Montréal, Canada.
- [9] **Kononova, A.** (2007). Attitudes of Russian students toward the United States: How “Russian Russians” differ from “Americanized Russians.” Paper presented at the *2007 NCA Annual Convention Communicating Worldviews: Faith-Intellect-Ethics*, November 15-18, Chicago, Illinois.
- [8] Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2007). The effect of perceived susceptibility on autonomic responses to and memory for health-related news. Poster presented at the *47th Annual Meeting of the Society for Psychophysiological Research (SPR)*, October 20-24, Savannah, Georgia.
- [7] **Kononova, A.** (2007). Media effects on Russian students in the perception of the United States. Poster presented at the *2007 Annual Convention of Association of Education in Journalism and Mass Communications*, August 9-12, Washington, D.C.
- [6] **Kononova, A.** (2006). Image of a country: The new television channel *Russia Today* attempts to improve the image of Russia abroad. Paper presented at the international conference *America, Russia, and the Commonwealth of Independent States*, April 6-9, Stillwater, Oklahoma.
- [5] **Kononova, A.** (2006). The coverage of the United States in Russian media: Historical perspective. Paper presented at the *8th Annual Conference of Central Association of Russian Teachers of America (CARTA)*, March 31 – April 2, Tulsa, Oklahoma.
- [4] **Kononova, A.** (2004). Communications within a company: Company newsletters in Rostovskaya oblast (Rostov region), Russia. Paper presented at the conference *Communications in the Modern World*, Voronezh, Russia.

- [3] **Kononova, A.** (2004). Communications within a local company: Example of *Dom* corporation. Paper presented at the conference *Lomonosov-2004*, Moscow, Russia.
- [2] **Kononova, A.** (2003). The image of the United States in the Soviet press during the first years of the Cold War (1946-1955). Paper presented at the *Rostov University Initiative Psychological Conference*, Rostov-on-Don, Russia.
- [1] **Kononova, A.** (2003). The coverage of the war in Iraq by Russian newspapers. Paper presented at the *Student Scholarly Conference in Journalism*, Rostov-on-Don, Russia.

COURSES TAUGHT

- 2013-present **Department of Advertising + Public Relations**
Michigan State University, USA
- *Media Planning and Strategy* (undergraduate-level course; required; class size range: 45 to 280 students)
 - *Digital Analytics* (undergraduate-level course; required; class size range: 20 to 30 students)
 - *Diversity, Equity, and Inclusion in Public Relations and Advertising* (undergraduate-level course, required; class size: 11-14)
 - *Audience Analytics* (master's-level course; required; class size range: 18 to 32 students)
 - *Social Marketing* (master's-level course; class size range: 2 to 10 students)
 - *Media Theory* (doctoral-level course, required; class size range: 10 to 15 students)
 - *Mediation and Moderation Modeling: Introduction to PROCESS* (doctoral-level course; class size: 14 students)
- 2010 – 2013 **Department of Communication & Media**
American University of Kuwait, Kuwait
- *Research Methods in Communication and Media* (undergraduate-level course; required; class size: ~25 students)
 - *Introduction to Mass Communication* (undergraduate-level course; required; class size: ~30 students)
 - *New Media and Society* (undergraduate-level course; class size: ~10 students)
 - *International Cases in PR* (undergraduate-level course; class size: ~5 students)
 - *Principles of Journalism* (undergraduate-level course; required; class size: ~15 students)

- *News Reporting and Editing* (undergraduate-level course; required; class size: ~20 students)

2007 – 2010

School of Journalism**University of Missouri, USA**

- *Quantitative Research Methods in Journalism & Mass Communication* (master's-level course; required; class size: ~5 students)
- *Principles of American Journalism* (undergraduate-level course; required; class size: ~15 students)
- *News Reporting and Writing* (undergraduate-level course; required; class size range: 15 to 20 students)

GUEST LECTURES

2020 – 2021

Lecturer in Responsible Conduct of Research series for graduate students

Lecture topic “Mentor/Mentee Relationships”
CCAS, Michigan State University

2013 – 2017

Guest speaker in doctoral courses

- Use of theory in research (Proseminar)
- Media multitasking research (Media Theory)
- Using psychophysiological tools in media research (Research Methods)

Information & Media Studies doctoral program
CCAS, Michigan State University

2007 – 2010

Guest lecturer in undergraduate courses

- The role of media in covering other nations and immigrants (Cross-Cultural Journalism)
- Culture and its effects on advertising and PR strategies of international communication (Global Communication)
- Writing for the web; Beat reporting (News Reporting and Writing)
- International media entertainment flows (International Journalism)
- Media economy: Deliberating market and public sphere models; News as entertainment (Principles of American Journalism)
- The specifics of media system in Russia (Reporting on International Issues)

Missouri School of Journalism, University of Missouri

STUDENT ADVISING AND MENTORING

- 2014-present **Graduate student advisor** (*Michigan State University*)
- Doctoral advisees: Barikisu Issaka; Dr. Eunsin Joo; Dr. Kristen Lynch
 - Doctoral co-advisee: Dr. Pradnya Joshi
 - Non-chair committee member: Dr. Sarah Gretter; Dr. Carrie Cunningham; Dr. Travis Kadylak; Dr. Shaheen Kanthawala; Dr. Paphajree Vajrapana; Dr. Aziz Muqqadam; Lin Li; Olivia Lee; Zhao Peng; Duygu Kanver; Ha Neul Kim
 - Master's student advisees: Tong Xie, graduate project winner; Chen Qi; Zhiran (Jessie) Ha; Justin Rumenapp; Anthony Tutolo; Tess Iles, Sonya Buckner
 - Master's student mentees: Xiyiting Li, graduate project winner
- 2015 – present **Supervising undergraduate students**
Undergraduate student scholarships to do and present research at the University Undergraduate Research & Arts Forum (UURAF)
- Diya Venkatesh (2020-2021)
 - Grace Daniel, Caroline Wright, Joao Ardenghy Schames (2019-2020)
 - Grace Daniel, Noah Hirsch (2018-2019)
 - Co-supervisor (with Dr. Shelia Cotten, Dr. Wei Peng, and Marie Bowen) Jessica Declercq (first place winning poster, 2018) (2017-2018)
 - Jamie Miller, Kara Schafer (2016-2017);
 - Angela Pellillo, Ashley Maynard (2015-2016)
- Michigan State University*
- 2019 – present **Supervising high school students**
Guiding the student in developing and executing an experimental project about task performance and time perceptions of heavy and light media multitaskers in multi- and mono-tasking situations
- Sebastian Fernandez, Sleepy Hollow High School, New York
- Michigan State University*
- 2017 **Supervising a visiting scholar**
- Cheng Hsuan Lin, master's student, Department of Communication and Technology, National Chiao Tung University, Taiwan
- Michigan State University*
- 2011 – 2013 **Student advisor (undergraduate level)**
American University of Kuwait
- 2011 – 2013 **Student research mentor (undergraduate level)**
- Aya Abdulhamid, Dana Hani, Rasha Al-Jabi
- American University of Kuwait*

DEPARTMENT/COLLEGE SERVICE

- 2021 – present **Director of Graduate Studies**
Department of Advertising + PR (ADPR) College of Communication Arts & Sciences (CCAS), *Michigan State University*
- 2015 – present **Co-director of Media and Advertising Psychology Lab (MAP lab)**
Department of Advertising + PR (ADPR) College of Communication Arts & Sciences (CCAS), *Michigan State University*
- 2017 – present **Research Resources ad-hoc committee member**
ADPR, CCAS, Michigan State University
- 2019 – 2020 **Sustained Dialogue Program**
Alternative moderator, moderator (certified), participant
CCAS, Michigan State University
- 2019 **Panel participant**
Reappointment Process: Advice to fellow junior faculty members
CCAS, Michigan State University
- 2018 – 2020 **Departmental Advisory Committee (standing), elected member**
ADPR, CCAS, Michigan State University
- 2018 **MSU's College of Arts & Sciences representative**
North American International Auto Show in Detroit
- 2017 – 2018 **By-Laws Revision ad-hoc committee member**
ADPR, CCAS, Michigan State University
- 2014 – 2016 **Graduate Studies standing committee member**
ADPR, CCAS, Michigan State University
- 2015 – 2016 **Search ad-hoc committee member (5 positions)**
Diversity representative on two search committees
ADPR, CCAS, Michigan State University
- 2015 – 2016 **Employee Retention Task Force (climate survey developer)**
CCAS, Michigan State University
- 2015 – 2016 **College Advisory Council member**
CCAS, Michigan State University
- 2015 – 2016 **Final master's graduate projects judge**
ADPR, CCAS, Michigan State University
- 2014 – 2015 **Undergraduate Studies standing committee member**
ADPR, CCAS, Michigan State University
- 2014 – present **Graduate student summer research project reviewer**
CCAS, Michigan State University

- 2012 **Communication & Media Department Assessment Committee**
American University of Kuwait
- 2012 **Curriculum revision volunteer**
American University of Kuwait
- 2011 – 2012 **Professional Development Committee member**
American University of Kuwait
- 2011 – 2011 **Task force for Essentials of Learning and Thinking course**
American University of Kuwait

ACADEMIC FIELD SERVICE

- 2018 - 2021 **Elected member of the Professional Freedom & Responsibility committee (PF&R)**
Association for Education in Journalism and Mass Communication
- 2020 **Member of 2020 AEJMC Equity and Diversity Award Selection Committee**
Association for Education in Journalism and Mass Communication
- 2020 - present **Editorial Board member**
International Journal of Human-Computer Interaction
- 2010 – present **Manuscript reviewer**
Journal areas include Communication, Computer Science and Information Systems, Educational Technology, Health Care & Services, Medical Informatics, Psychology, and other
- Communication Methods & Measures;
 - Communication Research;
 - Comprehensive Results in Social Psychology;
 - Cyberpsychology, Behavior, and Social Networking;
 - Cyberpsychology: Journal of Psychosocial Research on Cyberspace;
 - Digital Health;
 - European Journal of Marketing;
 - Frontiers in Psychology;
 - Global Health Research and Policy;
 - Health Communication;
 - Human Communication Research;
 - Information, Communication, and Society;
 - Interactive Learning Environments;
 - International Communication Research Journal;
 - International Journal of Adolescent Medicine and Health;
 - International Journal of Human-Computer Interaction;
 - Journal for the Measurement of Physical Behavior;
 - Journal of Advertising;

- Journal of Broadcasting and Electronic Media;
- Journal of Communication;
- Journal of Computer-Mediated Communication;
- Journal of Interactive Advertising;
- Journal of Marketing Communications;
- Journal of Marketing Management;
- Journal of Media and Communication Studies;
- Journal of Medical Internet Research and sister-journals;
- Journalism and Mass Communication Quarterly;
- Mass Communication & Society;
- Media Psychology;
- Review of Managerial Science.

2008 – present **Conference paper reviewer**
American Academy of Advertising; Association for Education in Journalism and Mass Communication; International Communication Association; National Communication Association; Technology, Mind, and Society

2011-present **Conference session discussant/moderator/chair**

- Advertising Division, Association for Education in Journalism and Mass Communication, virtual conference.
- “Attitudes, digital and mobile advertising,” *American Academy of Advertising*, 2020, virtual conference.
- “Media multitasking and cognitive process,” *International Communication Association*, 2019, Washington, D.C., USA.
- “Relationship maintenance on Facebook,” *International Communication Association*, 2014, Seattle, USA.
- Refereed Paper Research Session (scholar-to-scholar), *Association for Education in Journalism and Mass Communication*, 2011, St. Louis, USA.
- “Intercultural interactions: Challenges and obstacles,” paper session of *Intercultural Communication Division at International Communication Association* conference, 2011, Boston, USA.

2013 **Grant proposal reviewer**

- Fonds Wetenschappelijk Onderzoek – Vlaanderen, Belgium

PANELS, TALKS, WORKSHOPS

2021 **Summer Research Fellowship Open House**
 Information & Media doctoral program
ADPR, CCAS, Michigan State University

2021 **Participant in an online discussion panel “Research participants”**
 Trifecta Initiative Panel Event, Trifecta
Michigan State University

- 2020 **Speaker in a virtual event “Social Media Toolkit for Brand Protection”**
Online event “Brand’s New World” Part 2
A-CAPP, Michigan State University
- 2020 **Invited speaker**
Virtual talk “Using Theories of Media and Communication to Develop Health-Promoting Messages and Technologies”
College of Nursing, *Michigan State University*
- 2020 **Participant in an online panel “Evolving Consumer Behavior”**
Online event “Brand’s New World” Part 1
A-CAPP, Michigan State University
- 2020 **Participant in the Summer Online Instruction Readiness for Educational Excellence (SOIREE) course**
Michigan State University
- 2020 **Participant in the workshop by Quality Matters**
Quality Matters at MSU initiative for online course teaching excellence
Michigan State University
- 2020 **Respondent in PF&R’s Twitter chat event “COVID-19 pandemic and free speech: What are the implications”**
Professional Freedom and Responsibility committee (PF&R)
Association for Education in Journalism and Mass Communication
- 2020 **MSU Academic Communications Fellowship training**
University’s Communications office
Michigan State University
- 2019 **Co-organizer of pre-conference “Beyond takedowns: Understanding consumer psychology of engaging social media users about counterfeits”**
Annual Brand Protection Strategy Summit
Center for Anti-Counterfeiting and Product Protection (A-CAPP)
Michigan State University
- 2018 – 2019 **Session moderator**
Annual Brand Protection Strategy Summit
Center for Anti-Counterfeiting and Product Protection (A-CAPP)
Michigan State University
- 2019 **Special topics panel co-organizer and chair**
The rise of multitasking consumer: Why using media and devices at the same time is relevant to advertising
American Academy of Advertising

- 2013 – 2019 **Panel organizer, co-organizer, and speaker**
 Job search process: Training for doctoral students in the Information & Media Studies doctoral program
ADPR, CCAS, Michigan State University
- 2017 **Keynote speaker**
 Toward an open source ROI model for preprint newspaper advertising
 AdXchange conference
News Media Alliance
- 2016 **Speaker**
 The tales of media multitasking: What situational and habitual multitasking does to our memory, thinking, and behaviors
 Catalyst Talks “Say It In 6”
CCAS, Michigan State University
- 2014 – 2016 **Panel co-organizer and speaker**
 Conference travel: Training for doctoral students in the Information & Media Studies doctoral program
ADPR, CCAS, Michigan State University
- 2016 **Pre-conference co-organizer**
 Your brain on advertising: Psychophysiological and neuroscientific approaches to studying advertising effects and processes
American Academy of Advertising
- 2014 – 2016 **Brown bags organizer and judge**
 Conference presentation practice sessions (ICA, AAA) for graduate students
CCAS, Michigan State University
- 2015 **Panel speaker**
 Revise and resubmit strategies: Training for doctoral students in the Information & Media Studies doctoral program
ADPR, CCAS, Michigan State University
- 2010 **Workshop speaker**
 Strategies for student reporters about writing for a university’s newspaper, *The Voice of AUK, American University of Kuwait*
- 2009 – 2010 **Instructor**
 Orientation for New International Teaching Assistants (ONITA)
University of Missouri
- 2009 **Moderator of Entrepreneurial Journalism session**
 TalkFest: Puttin’ Feet on the Streets for Journalism
Missouri School of Journalism, University of Missouri

- 2005 – 2006 **Conference initiator and organizer**
America, Russia, and the Commonwealth of Independent States: A
New Generation Builds New Relationships
Oklahoma State University
- Spring 2004 **Participant and trainee**
Round table: Importance of newsletters within organizations
“Vsyta Reklama” advertising agency, Rostov-on-Don, Russia

PROFESSIONAL EXPERIENCE

- 2005 **Research assistant, Europe and Central Asia Desk**
Internship at the Committee to Protect Journalists (CPJ)
New York, USA
- 2003 –2004 **Newsletter editor**
“Vse Po Polochkam” newsletter for clients; “Vtoroy Dom” newsletter
for employees
Dom retail company
Rostov-on-Don, Russia
- 2001 –2003 **Media relations manager**
Non-for-profit organization “Support & Sympathy”
Rostov-on-Don, Russia
- 2000 –2002 **Initiator and editor**
University student newspaper “Igitur”
Rostov State University (Southern Federal University since 2006)
Rostov-on-Don, Russia
- 1995 –2006 **Freelance reporter and staff writer**
Local newspapers, Rostov-on-Don, Russia

MEMBERSHIPS, AWARDS, AND HONORS

- MSU Academic Communications Fellow, Spring 2020
- Sustained Dialogue certified moderator, Spring 2019
- Member of American Academy of Advertising (AAA), 2013 – present
- Member of the International Communication Organization (ICA), 2008 – present
- Member of the Association for Education in Journalism and Mass Communication, 2007 – present
- Part of MSU’s list of members of the International Anti-Counterfeiting Coalition (IACC) 2019 – present
- Member of Media Psychology thematic area (College of Communication Arts & Sciences, MSU) 2017 – present

- Member of Communication Neuroscience thematic area (College of Communication Arts & Sciences, MSU) 2017 – present
- Member of MSU's Cognitive Science program 2016 – present
- Member of Western Decisions Science Institute (WDSI), 2018 – 2019
- Member of Society for Psychophysiological Research (SPR), 2007 – 2009, 2016 – 2017
- Member of American Society on Aging, 2015 – 2016
- Member of the Society for Professional Journalists, 2010 – 2013
- Member of the United Nations Chapter, University of Missouri, 2007-2009
- Member of the Charles A. Fleming of the Kappa Tau Alpha National Journalism and Mass Communication Honor Society, USA, 2006
- Charles A. Fleming Memorial Scholarship, Department of Mass Communications, Oklahoma State University, Stillwater, USA, 2005 – 2006
- Fulbright Fund Fellowship, Russia – USA, 2005 – 2006
- Scholarship for leaders, The Foundation of Vladimir Potanin, Russia, 2003 – 2004
- Scholarship for students in journalism, The Foundation of Artem Borovik, Russia, 2001

MEDIA COVERAGE

- **ComArtSci.msu.edu:** [Anastasia Kononova named one of the most prolific media multitasking researchers](#)
- **ComArtSci.msu.edu:** [New Course on Diversity, Equity and Inclusion Reveals Steps to 'A Better World'](#)
- **MSU Today:** [New DEI course reveals steps to 'A better world'](#)
- **The Beat:** [From mindless to healthier: How to snack smarter while multitasking on screens](#)
- **Arise:** [People multitasking in front of screens mindlessly reach for snacks study says](#)
- **Fresh Plaza:** [How to snack smarter during screen time](#)
- **Hindustan Times:** [Here's why your grandma hates wearing a fitness band in the park](#)
- **La Dépêche:** [Les seniors abandonnent rapidement les bracelets connectés](#)
- **Daiji World:** [Why your grandma hates wearing fitness band in the park](#)
- **Docwire News:** [Why do older adults stop using fitbits and similar wearable devices](#)
- **IOL:** [Why your grandma hates wearing fitness bands in the park](#)

- **Science Daily:** [Older adults and wearable activity trackers](#)
- **MSU Today:** [What will make grandma use her Fitbit longer?](#)
- **CADL.org:** [Partnership with MSU class provides educational experience](#)
- **Detroit Zoo: Wellness study by Doner:** <https://www.thedrum.com/creative-works/project/doner-detroit-zoo-wellness-study>
- **Detroit Zoo, Wellness Campaign:** <https://detroitzoo.org/wellness/>
- **ComArtSci.msu.edu:** [Is privacy loss worth the perks of health apps? Getting the low-down on downloads](#)
- **AEJMC.org:** [AEJMC Election Profiles 2018.](#)
- **International Coach Federation:** [The Link Between Media Multitasking and Snacking by Savannah Patton \(June 19, 2018\).](#)
- **Retail Leader:** [Survey: E-commerce is Making Americans Fatter by Gina Acosta \(April 4, 2018\).](#)
- **The Science of Psychotherapy:** [Multiple Screen Use Affects Snack Choices \(March 31, 2018\).](#)
- **Patch:** [Can Multitasking Make You Fat? by Dave Copeland \(March 23, 2018\).](#)
- **Thrive Works:** [Media Multitasking Can Drive You to Eat Either Healthy or Unhealthy Snacks, Study Says by Taylor Bennett \(March 22, 2018\).](#)
- **WKAR:** [Multiple Screen Use Affects Snack Choices by Russ White \(March 21, 2018\).](#)
- **Medindia:** [Media Multitasking Linked to Healthy Eating by Colleen Fleiss \(March 19, 2018\).](#)
- **Medical Xpress:** [Multiple Screen Use Affects Snacking Behavior by Kristen Parker and Anastasia Kononova \(March 19, 2018\).](#)
- **Futurity:** [Media Multitasking May Push You to Healthy \(or Unhealthy\) Snacks by Kristen Parker \(March 18, 2018\).](#)
- **MSU Today:** [Multiple Screen Use Affects Snack Choices by Kristen Parker \(March 16, 2018\).](#)
- **ComArtSci.msu.edu:** [How Media Multitasking Affects Snacking Behavior by Kaitlin Dudlets \(December 6, 2017\).](#)
- **News Advertising Coalition:** [Print Ads Spur Newspaper Readers To Shop by Jennifer Peters \(October 19, 2018\).](#)
- **News Alliance Media:** [ROI Aspirations. Understanding the Value of Newspaper Preprint by Jef Richards \(May 1, 2017\).](#)

- **ComArtSci.msu.edu:** [Graduate Students Recognized at Research and Arts Poster Forum](#)
- **ComArtSci.msu.edu:** [Measuring the Impact of Mediated Communication.](#)
- **AUK Chronicle:** [One Medium is Not Enough: Media Multitasking Among AUK Students by Anastasia Kononova \(December 2011\), AUK Chronicle.](#)
- **American University of Kuwait:** [Gulf Studies Center Host 3rd Diwaniah \(sic\) \(March 2011\).](#)

OTHER SKILLS

Certifications:

- Montreal Cognitive Assessment (MoCA) test (certified to perform the test, expiration date August 19, 2022)

Research & statistical hardware and software:

- Acknowledge; Biopac psychophysiological equipment; DirectRT; MediaLab; NVivo; Tobii eye-tracking equipment; SAS (basics); SONA online recruitment system; SPSS, including various macros for SPSS (e.g., HLM, PROCESS); WinDaq.

Marketing tools and databases for media planning and digital analytics:

- Ad\$ponder (Kantar Media); BuzzSumo; Claritas 360; eMarketer; Facebook Insights; Google Analytics; Google Keyword Planner; Google Trends; HootSuite; IBIS World; Market Share Reporter; Meltwater; Mention; Intel; Simmons MRI Insights; Simply Analytics; Social Searcher; Standard Rates and Data Service (SRDS; Kantar Media); Talkwalker; Twitter Analytics; Winmo; World Advertising Research Center (WARC).

Systems and software for online and classroom teaching and editing:

- Blackboard; Camtasia; Desire2Learn (D2L); Media Space – Kaltura, Zoom