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EMPLOYMENT

- 2013 - present **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

- Kanthawala, S., Joo, E., **Kononova, A.**, Peng, W., & Cotten, S. (Forthcoming). Folk theorizing the quality and credibility of health apps. Submitted to *Mobile Media and Communication*.
- Segijn, C. & **Kononova A.** (Revise & Resubmit). Audience, media, and cultural factors as predictors of multiscreen use: A comparative study of the United States and the Netherlands." Submitted for publication to the *International Journal of Communication*.

- Kononova, A.**, Li, L., Kamp, K., Bowen, M., Rikard, R., Cotten, S., & Peng, W. (Revise & Resubmit). 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. Submitted for publication to the *Journal of Medical Internet Research*.
- Wasserman, J.A., **Kononova, A.**, Moldovan, T., & Cotten, S.R. (Revise & Resubmit). A pilot study of multitasking among medical students. Submitted for publication to *Medical Science Educator*.
- Deng, T., Kanthawala, S., Hao, Q., Meng, J., Peng, W., **Kononova, A.**, Zhang, Q., & David, P. (2018). Measuring Smartphone Usage and Task-Switching with Objective Tracking and Self-Reports: An Exploratory Study. *Mobile Media & Communication*. First published online on April 25, 2018.
- 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. First published online on October 27, 2017.
- 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.
- Kononova, A.**, Yuan, S., & Joo, E. (2016). Reading about the flu online: How health-protective behavioral intentions are influenced by media multitasking, polychronicity, and strength of health-related arguments. *Health Communication*, 1-9, <http://dx.doi.org/10.1080/10410236.2016.1172289>.
- 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*, 1077695816649474.
- 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.
- 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.
- 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.
- 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.

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.

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.

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.

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 http://www2.gsu.edu/~wwwaus/JMEM_home.html.

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.

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.

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.

Kononova, A. (2008). Media effects on Russian students’ attitudes toward the United States of America. *Russian Journal of Communication*, 1(4), 436-454.

Kononova, A.G. (2006). The image of a country and public diplomacy: American experience. *Academichesky Vestnic for Russian Custom Academy*, 4, 167-169.

PUBLISHED CONFERENCE PROCEEDINGS

Kononova, A. & Segijn, C. (2018). Does multiscreening predict perceptions of advertising in different countries differently? A comparison between the United States and the Netherlands. Abstract published in the proceedings of the 2018 International Conference on Research in Advertising, June 21-23, Valencia, Spain.

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. Published in the proceedings of the 47th annual meeting of *Western Decisions Science Institute*, April 3-6, Kauai, Hawaii, United States.

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. Proceedings of the 2018 American Academy of Advertising conference March 22-25, New York.

- 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 published at Connected Health Conference, October 25-27, Boston, MA.
- 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. *Proceedings of the 3rd ACM Workshop on Wearable Systems and Applications (WearSys17)*, June 19, Niagara Falls, New York.
- 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. *Proceedings of the 2017 American Academy of Advertising conference*, March 23-26, Boston, Massachusetts.
- 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. *Proceedings of the 2016 American Academy of Advertising Conference*, March 17-20, Seattle, Washington, 95-106.
- 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 (preconference). *Proceedings of the 2016 American Academy of Advertising Conference*, March 17-20, Seattle, Washington, 5.
- 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. *Proceedings of the 2014 Conference of the American Academy of Advertising*, 109.
- 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. *Proceedings of the 2nd Annual International Conference on Journalism & Mass Communications (JMComm 2013)*, October 28-29, Phuket, Thailand.
- Kononova, A.**, Bailey, R., Bolls, P., Yegiyan, 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.
- Wise, K., Alhabash, S., Eckler, P., Littau, J., & **Kononova, A.**, Sternadori, M. (2008). Motivational activation during common online activities. *Psychophysiology*, 45(s1), S119.
- 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.
- 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.

Kononova, A. (2006). The image of a country: The new television channel *Russia Today* attempts to improve the image of Russia abroad. Proceedings of the international conference *America, Russia, and the Commonwealth of Independent States*. OK Quality Printing, 53-56.

Kononova, A. (2005). National identity transformation in the process of globalization. Proceedings for the conference *Custom: History, Theory, and Practice*, 7, 28-33.

Kononova, A.G. (2004). Communications within a company: Company newsletters in Rostovskaya oblast, Russia. Proceedings for the conference *Communications in the Modern World*, Voronezh State University, 5, 21-25.

Kononova, A. (2004). Communications within a local company: Example of *Dom* corporation. Proceedings for the conference *Lomonosov-2004*, Moscow State University, 2, 161-163.

OTHER (NOT PEER-REVIEWED) PUBLICATIONS

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>.

Richards, J., **Kononova, A.**, Lynch, K., & Thorson, E. (2017). Toward an open source ROI model for preprint newspaper advertising. A study report for News Media Alliance. White paper, the News Media Alliance.

Kononova, A. (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 *American Academy of Advertising*.

MANUSCRIPTS UNDER REVIEW

Kononova, A., Kim, W., Joo, E., & Lynch, K. Click, Click, Ad: The Probability of Congruent and Incongruent Ads in Paginated Online Stories Affects Brand Recognition and Ad Clicking Intentions. Submitted for publication to *Journal of Interactive Advertising*.

Lin, T.C., **Kononova, A.**, & Chiang, Y-H. Linking media multitasking to screen addiction among Internet users in the United States and Taiwan. Submitted for publication to the *Media Psychology*.

McAlister, A., **Kononova, A.**, & Oh, H. J. The Effects of Single- and Multi-Screen Use on Consumption of Fruits, Vegetables, Nuts, and Unhealthy Snack Foods. Submitted for publication to *CyberPsychology, Behavior, & Social Networking*.

Joo, E., **Kononova, A.**, Kanthawala, S., Peng, W., & Cotten, S. Why Smartphone Users Are Willing to Share Personal Information Through Mobile Health Apps: Perceptions of Government, Non-for-Profit, and Commercial App Sponsors. Submitted for publication to the *International Journal of Communication*.

CONFERENCE PAPERS AND POSTERS

- Deng, T., Mundel, J., Lynch, K., **Kononova, A.**, & Alhabash, S. (2018). Predicting Cellphone Use while Driving and Walking Among College Students. Accepted for presentation at 2018 convention of *Association for Educators in Journalism and Mass Communication*, August 6 – 9, Washington, D.C.
- Kanthawala, S., Joo, E., **Kononova, A.**, Peng, W., & Cotten, S. (2018). Folk theorizing the quality and credibility of health apps. Accepted for presentation at 2018 convention of *Association for Educators in Journalism and Mass Communication*, August 6 – 9, Washington, D.C.
- 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." Accepted for presentation at 2018 convention of *Association for Educators in Journalism and Mass Communication*, August 6 – 9, Washington, D.C.
- Kononova, A.** & Segijn, C. (2018). Does multiscreening predict perceptions of advertising in different countries differently? A comparison between the United States and the Netherlands. Accepted for presentation at the 2018 International Conference on Research in Advertising, June 21-23, Valencia, Spain.
- 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. Accepted for presentation at 2018 conference of *International Communication Association*, May 24-28, Prague, Czech Republic.
- 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. Accepted for presentation at *Kentucky Conference on Health Communication*, April 12-14, Lexington, Kentucky, United States.
- 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. Accepted for presentation at the 47th annual meeting of *Western Decisions Science Institute*, April 3-6, Kauai, Hawaii, United States.
- 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. Accepted for presentation at 2018 *American Academy of Advertising* conference March 22-25, New York.
- 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. Presented at *Connected Health Conference*, October 25-27, Boston, Massachusetts.

- 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. Presented at the News Media Alliance's *AdXchange 2017* conference on September 19, Chicago, Illinois.
- 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. 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.
- 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. Presented at the *3rd ACM Workshop on Wearable Systems and Applications (ACM WearSys 2017)* on June 19, Niagara Falls, New York.
- 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. Presented at the *Partnership for Progress on the Digital Divide (PPDD) 2017 International Conference* on May 24-26, San Diego, California.
- Kononova, A.**, Richards, J., Lynch, K., & Li, H. (2017). Attention all advertisers! Groundbreaking ROI research on newspaper advertising, "ROI Aspirations." Presented at the News Media Alliance's *MediaXchange 2017* conference on May 1, New Orleans, Louisiana.
- 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. Presented at the *2017 American Academy of Advertising* conference on March 23-26, Boston, Massachusetts.
- Kononova, A.**, Richards, J., Lynch, K., & Li, H. (2017). A look at preprint impact. Presented at *Newspaper Target Market Coalition (NTMC)* conference on February 9, San Diego, California.
- Richards, J.I., **Kononova, A.**, Lynch, K., & Li, H. (2016). Actual purchase behavior as a response to Preprint Exposure (Lansing, Michigan). Presented at the *MediaWorks Data Summit* on September 27, New York.
- 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. Presented at the annual conference of *International Communication Association* on June 9-13, Fukuoka, Japan.
- 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. Presented at the annual conference of *International Communication Association* on June 9-13, Fukuoka, Japan.

- 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.
- 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. Presented at the annual conference of *American Society on Aging* on March 20-24, Washington, D.C.
- 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. To be presented at the 2016 *American Academy of Advertising* Conference on March 17-20, Seattle, Washington.
- Richards, J.I., **Kononova, A.**, Li, H., & Lynch, K. (2016). Newspaper Association of America field experiment of preprint advertising. Presented at the *MediaWorks Consortium* on January 20, Dallas, Texas.
- Kononova, A.**, Yuan, S., & Joo, E. (2015). The effects of argument quality, multitasking with Facebook, and polychronicity on health-protective behavioral intentions. Presented at 2015 convention of *Association for Educators in Journalism and Mass Communication* (AEJMC), August 6-10, San Francisco, California.
- Yuan, S., & **Kononova, A.** (2014). Take a break: Examining college students' multitasking activities during a study- or work-related task. Presented at 2014 convention of *Association for Educators in Journalism and Mass Communication* (AEJMC), August 4-8, Montreal, Canada.
- 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. Presented at the *International Conference on Research in Advertising* (ICORIA), June 26-28, Amsterdam, Netherlands.
- Kononova, A.**, Yuan, S., & Joo, E. (2014). Goal refreshing and stimulation: Can media multitasking help keep focus while reading health-related information online? Presented at 2014 conference of *International Communication Association*, May 22-26, Seattle, Washington.
- Kononova, A.**, & Chiang, Y. (2014). Why do we multitask with media? Predictors of media multitasking among Internet users in the United States and Taiwan. Presented at 2014 conference of *International Communication Association*, May 22-26, Seattle, Washington.
- 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. Presented at 2014 Conference of the *American Academy of Advertising*, March 26-30, Atlanta, Georgia.

- 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. Presented at the *2nd Annual International Conference on Journalism & Mass Communications (JMComm 2013)*, October 28-29, Phuket, Thailand.
- Kononova, A. (2013).** Media multitasking: Theoretical and methodological implications. Presented at the *International Scientific Conference "New media today: Content and technology,"* October 14-15, Rostov-on-Don, Russia.
- Kononova, A. (2013).** The tales of ad-context congruency, ad format, and the preference for multitasking: The case of YouTube. Presented at the Advertising Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 8-11, Washington, D.C.
- 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. Presented at the *17th Annual Conference of Arab-U.S. Association of Communication Educators (AUSACE)*, November 16-19, Atlanta, Georgia.
- Kononova, A., & Alhabash, S. (2012).** Gender digital divide? Facebook uses and gratifications among Kuwaiti college students. Presented at the International Communication Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 9-12, Chicago, Illinois.
- 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. Presented at the Communication Technology Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 9-12, Chicago, Illinois.
- 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. Presented at the *Annual Conference of International Association for Media and Communication Research (IAMCR)*, July 15-19, Durban, South Africa.
- Mitchell, C., **Kononova, A.**, Abdulhamid, A., & Al-Jabi, R. (2012). The collective interest model and the Arab Spring: Social networking as collective action. Presented at the *Annual Conference of International Association for Media and Communication Research (IAMCR)*, July 15-19, Durban, South Africa.
- Kononova, A., & Alhabash, S. (2011).** Media multitasking among the youth in the Middle East: The case of Kuwait. Presented at the *16th Annual Conference of Arab-U.S. Association of Communication Educators (AUSACE)*, October 28-31, American University of Beirut, Beirut, Lebanon.
- 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. Presented at the Communication Technology Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 10-13, St. Louis, Missouri.

- Kononova, A.** (2011). Read, watch, learn: The effects of media multitasking on the processing of cognitively demanding information. Presented at the Communication Theory Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 10-13, St. Louis, Missouri.
- Alhabash, S., Park, H.-J., **Kononova, A.**, & Wise, K. (2011). Exploring the motivations of online social network use in Taiwan. Presented at the Communication Technology Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 10-13, St. Louis, Missouri.
- 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. Presented at the Information Systems Division of *2011 International Communication Association (ICA)* conference, May 26-30, Boston, Massachusetts.
- 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. Presented at the Information Systems Division of *2011 International Communication Association (ICA)* conference, May 26-30, Boston, Massachusetts.
- Kononova, A.**, & Wise, K. (2010). The new news: Orienting to structural features and Information Introduced in online news. Presented the Communication Technology Division of the *Association for Educators in Journalism and Mass Communication (AEJMC)*, August 408, Denver, Colorado.
- Kononova, A.**, Alhabash, S., & Cropp, F. (2010). Effects of international stories, previous knowledge, and credibility on images of foreign nations: An image theory perspective. Presented at the Intergroup Communication Division of the *2010 International Communication Association (ICA)* conference, June 22-26, Singapore.
- 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. Presented at the Global Communication & Social Change Division of the *2010 International Communication Association (ICA)* conference, June 22-26, Singapore.
- 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. Presented at the *2009 conference of International Association for Media and Communication Research (IAMCR)*, July 21 – 24, Mexico City, Mexico.
- Kononova, A.**, Bailey, R., Bolls, p., Yegiyani, N., & Jeong, Y. (2009). Extremely sensational, relatively close: Cognitive and emotional processing of domestic and foreign sensational television news about natural disasters and accidents. Presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- Kononova, A.**, Wise, K., Alhabash, S., Eckler, P., & Littau, J. (2009). Cognitive and emotional processing while navigating CNN.com. Presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.

- Alhabash, S., Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2009). The “face” of Facebook: Emotional responses during social networking. Presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- Eckler, P., Wise, K., **Kononova, A.**, Alhabash, S., & Littau, J. (2009). Motivational activation during online shopping. Presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- Winfield, B., Leshner, G., & **Kononova, A.**, (2009). Historical references in political news stories: Credibility, perceived newsworthiness, and understanding the news. Presented at the *2009 International Communication Association (ICA) Conference*, May 21-25, Chicago, Illinois.
- 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. Presented at the *Society of Psychophysiological Research 2008 Annual Meeting*, October, 1-5, Austin, Texas.
- Wise, K., Alhabash, S., Eckler, P., **Kononova, A.**, Littau, J., & Sternadori, M. (2008). Motivational activation during common online activities. Presented at the *Society of Psychophysiological Research 2008 Annual Meeting*, October, 1-5, Austin, Texas.
- 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. Presented at the *Society of Psychophysiological Research 2008 Annual Meeting*, October, 1-5, Austin, Texas.
- 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. Presented to the Minorities and Communication Division at the *Association for Education in Journalism and Mass Communication Annual Convention*, August 5-9, Chicago, Illinois.
- 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. Presented at the *2008 Conference of the International Association for Media and Communication Research (IAMCR)*, July 20-25, University of Stockholm, Sweden.
- 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. Presented at the *2008 International Communication Association (ICA) Conference*, May 22-25, Montréal, Canada.
- 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. Presented at the *2008 International Communication Association (ICA) Conference*, May 22-25, Montréal, Canada.
- Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2008). How threat proximity affects the cognitive processing of health-related news. Presented at the *2008 International Communication Association (ICA) Conference*, May 22-25, Montréal, Canada.

Kononova, A. (2007). Attitudes of Russian students toward the United States: How “Russian Russians” differ from “Americanized Russians.” Presented at the *2007 NCA Annual Convention Communicating Worldviews: Faith-Intellect-Ethics*, November 15-18, Chicago, Illinois.

Wise, K., Eckler, P., **Kononova, A.**, & Littau, J. (2007). The effect of perceived susceptibility on autonomic responses to and memory for health-related news. Presented at the *47th Annual Meeting of the Society for Psychophysiological Research (SPR)*, October 20-24, Savannah, Georgia.

Kononova, A. (2007). Media effects on Russian students in the perception of the United States. Presented at the *2007 Annual Convention of Association of Education in Journalism and Mass Communications*, August 9-12, Washington, D.C.

Kononova, A. (2006). Image of a country: The new television channel *Russia Today* attempts to improve the image of Russia abroad. Presented at the international conference *America, Russia, and the Commonwealth of Independent States*, April 6-9, Stillwater, Oklahoma.

Kononova, A. (2006). The coverage of the United States in Russian media: Historical perspective. Presented at the *8th Annual Conference of Central Association of Russian Teachers of America (CARTA)*, March 31 – April 2, Tulsa, Oklahoma.

Kononova, A. (2004). Communications within a company: Company newsletters in Rostovskaya oblast (Rostov region), Russia. Presented at the conference *Communications in the Modern World*, Voronezh, Russia.

Kononova, A. (2004). Communications within a local company: Example of *Dom* corporation. Presented at the conference *Lomonosov-2004*, Moscow, Russia.

Kononova, A. (2003). The image of the United States in the Soviet press during the first years of the Cold War (1946-1955). Presented at the *Rostov University Initiative Psychological Conference*, Rostov-on-Don, Russia.

Kononova, A. (2003). The coverage of the war in Iraq by Russian newspapers. Presented at the *Student Scholarly Conference in Journalism*, Rostov-on-Don, Russia.

RESEARCH GRANT ACTIVITY

FUNDED PROJECTS

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.” Funded by Nuance DRIVE Lab (\$40,000), Fall 2018/Spring 2019.

CO-PRIMARY INVESTIGATOR for the project “Watching animals to reduce stress.” Funded by 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, USA). Fall 2018/Spring 2019.

CO-PRIMARY INVESTIGATOR for the project “Algorithms vs. people: Effects of relevant and irrelevant ads in programmatic buying on consumers’ self-perceptions.” Funded by the School of Business at Endicott College (\$1,200). Primary investigator: Dr. Anna McAlister (School of Business, Endicott College, USA). Fall 2018/Spring 2019.

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.

CO-INVESTIGATOR for the 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, USA). Fall 2016/Spring 2017.

CO-PRIMARY INVESTIGATOR for the project “Return on investment for preprint in newspaper industry: Phase I, Lansing, MI.” Funded by the News Media Alliance (formerly, Newspaper Advertising Association) (\$100,000). Primary investigator: Dr. Jef Richards (Department of Advertising + Public Relations, Michigan State University, USA). Spring, Fall 2016/Spring 2017.

PRIMARY INVESTIGATOR for two in-depth interview projects: 1. Multitasking with media and new media use among adults 65+ and 2. Health-related mobile apps: Search, evaluation, and downloading strategies. Funded by the Department of Advertising + Public Relations (\$8,000). Fall 2014/ Spring, Fall 2015.

PRIMARY INVESTIGATOR for two experimental projects: 1. Taking breaks to check Facebook while reading health-related information online and 2. The effects of multitasking with electronic media on snack choices. Funded by the Department of Advertising + Public Relations (\$7,500). Spring, Fall 2014/ Spring, Fall 2015.

RESEARCH ASSISTANT for 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, Fall 2007 – Spring 2008.

RESEARCH ASSISTANT for 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, Fall 2007.

OTHER GRANT PROPOSALS

PRIMARY INVESTIGATOR for project “The Relationship Between Media Use and Media Multitasking and Cognitive Impairment in Older Adults.” Submitted to Michigan Alzheimer’s Disease Center (MADC), January 2018, under review (\$35,000, direct costs).

CO-PRIMARY INVESTIGATOR for project “A Tailored Intervention to Increase Physical Activity Using Wearable Activity Trackers Among Older Adults at Risk of Type II Diabetes.” Submitted to American Diabetes Association, April 2018, under review (\$543,000, direct costs). Primary investigator: Dr. Shelia Cotten (Department of Media and Information, Michigan State University, USA).

CO-PRIMARY INVESTIGATOR for project “A Tailored Intervention to Increase Physical Activity Using Wearable Activity Trackers Among Older Adults at Risk of Type II Diabetes.” Submitted to National Institute of Nursing Research, February 2018, not funded (\$3,500,000). Primary investigator: Dr. Shelia Cotten (Department of Media and Information, Michigan State University, USA).

CO-INVESTIGATOR for project “Cross-culturalism and diversity in advertising, public relations, and journalism education.” Submitted for 2017 Mass Communication and Society Research Award, *Association for Educators in Journalism and Mass Communication* (AEJMC), April 2017, not funded (\$10,000). Primary investigator: Dr. Saleem Alhabash (Department of Advertising + Public Relations, Michigan State University, USA).

CO-PRIMARY INVESTIGATOR for project “Return on Investment for Preprint in Newspaper Industry: Phase II, Tulsa, OK, and Atlanta, GA” News Media Alliance (formerly, Newspaper Advertising Association), October 2016, not funded (\$275,000). Primary investigator: Dr. Jef Richards (Department of Advertising + Public Relations, Michigan State University, USA).

CO-PRIMARY INVESTIGATOR for project “Developing strategies for the long-term use of wearable activity trackers: A longitudinal study of older adults.” Submitted to National Science Foundation, Smart and Connected Health program, October 2016, not funded (\$500,000, direct costs). Primary investigator: Dr. Shelia Cotten (Department of Media and Information, Michigan State University, USA).

CO-PRIMARY INVESTIGATOR for project “A Study of Ethics and Effectiveness in the Modern Media Ecosystem.” Submitted to Association of National Advertisers, July 2015, not funded (\$300,000). Primary investigator: Dr. Jef Richards (Department of Advertising + Public Relations, Michigan State University, USA).

PRIMARY INVESTIGATOR for project “New media use, media multitasking, and the risk of Alzheimer’s disease.” Submitted to the National Institute of Aging (NIA), June 2015, not funded (\$275,000, direct costs).

INVESTIGATOR for project “Scientists and Media: Training Educators and Students for Better Coverage and Promotion of Natural Sciences, Environment, and Health in Russia and the United States.” Submitted to the U.S. State Department, March 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).

COURSES TAUGHT

- 2013-present Department of Advertising + Public Relations
Michigan State University
- *Media Theory* (doctoral-level course)
 - *Social Marketing* (master's-level course)
 - *Mediation and Moderation Modeling: Introduction to PROCESS* (doctoral-level course)
 - *Media Planning and Strategy* (undergraduate-level course)
 - *Digital Analytics* (undergraduate-level course)
- 2010 – 2013 Department of Communication & Media
American University of Kuwait
- *Introduction to Mass Communication* (undergraduate-level course)
 - *New Media and Society* (undergraduate-level course)
 -
 - *Research Methods in Communication and Media* (undergraduate-level course)
 - *International Cases in PR* (undergraduate-level course)
 - *Principles of Journalism* (undergraduate-level course)
 - *News Reporting and Editing* (undergraduate-level course)
- 2007 – 2010 School of Journalism
University of Missouri
- *Quantitative Research Methods in Journalism & Mass Communication* (master's-level course)
 - *Principles of American Journalism* (undergraduate-level course)
 - *News Reporting and Writing* (undergraduate-level course)

UNIVERSITY SERVICE

STUDENT ADVISING/MENTORING

- 2014-present **Graduate (master's and doctoral) student advisor**
Chairing 2 1/2 doctoral student committees
- Doctoral advisees: Kristen Lynch, Eunsin Joo
 - Co-advisor: Dr. Pradnya Joshi
- Have served/been serving on 8 doctoral committees as a non-chair member and advised/been advising and mentoring 7 master's students on professional and research track
Michigan State University
- 2015 – 2018 **Supervising undergraduate students**
Undergraduate student scholarships to do and present research at University Undergraduate Research & Arts Forum (UURAF)
- Jamie Miller, Kara Schafer (2016-2017);
 - Angela Pellillo, Ashley Maynard (2015-2016)
 - Co-supervisor (with Dr. Shelia Cotten, Dr. Wei Peng, and Marie Bowen) Jessica Declercq (first place winning poster)
- Michigan State University*

- 2017 **Supervising a visiting scholar**
 • ChengHsuan Lin, master's student, Department of Communication and
 Technology, National Chiao Tung University, Taiwan
Michigan State University
- FALL 2011 – **Student advisor (undergraduate level)**
2013 *American University of Kuwait*

COMMITTEE SERVICE

- 2017 – present **By-laws revision ad-hoc committee member**
Department of Advertising + PR (ADPR),
College of Communication Arts & Sciences (CCAS)
Michigan State University
- 2017 – present **Resources ad-hoc committee member**
ADPR, CCAS
Michigan State University
- 2014 – 2016 **Graduate Studies standing committee member**
ADPR, CCAS
Michigan State University
- Fall 2015 – Fall **Search ad-hoc committee member (5 positions)**
2016 ADPR, CCAS
Michigan State University
- Fall 2015 – **Employee retention task force (climate survey developer)**
Spring 2016 College of Communication Arts & Sciences (CCAS)
Michigan State University
- Fall 2015 – Fall **College Advisory Council member**
2016 CCAS
Michigan State University
- Fall 2014 – **Undergraduate Studies standing committee member**
Spring 2015 ADPR, CCAS
Michigan State University
- Spring 2012 **Communication & Media Department Assessment Committee
member**
American University of Kuwait
- Fall 2011 – **Professional Development Committee member**
Spring 2012 *American University of Kuwait*
- Spring 2011 – **Task force for Essentials of Learning and Thinking course**
Fall 2011 *American University of Kuwait*

OTHER UNIVERSITY SERVICE

- Spring, 2018 **MSU's College of Arts & Sciences representative**
MSU's CCAS' booth at North American International Auto Show, Detroit,
January 13-28, 2018

- Spring 2014,
2015, 2016 **Graduate student summer research project reviewer**
CCAS
Michigan State University
- Spring 2015, Fall
2015 **Final master's projects judge**
ADPR, CCAS
Michigan State University
- Spring 2012 **Curriculum revision volunteer**
American University of Kuwait

ACADEMIC FIELD SERVICE

- 2018 - present **ELECTED MEMBER OF THE PROFESSIONAL FREEDOM & RESPONSIBILITY COMMITTEE (RF&R)**
Association for Education in Journalism and Mass Communication
- 2010 – present **MANUSCRIPT REVIEWER**
- Communication Methods & Measures
 - Cyberpsychology, Behavior, and Social Networking
 - European Journal of Marketing
 - 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 of Advertising
 - Journal of Broadcasting and Electronic Media
 - Journal of Communication
 - Journal of Interactive Advertising
 - Journal of Marketing Management
 - Journal of Media and Communication Studies
 - Journal of Medical Internet Research
 - Journalism and Mass Communication Quarterly
 - Mass Communication & Society journal
- 2008 – present **CONFERENCE PAPER REVIEWER**
Technology, Mind, and Society conference
International Communication Association Conference
- Divisions: Information Systems, Communication and Technology, Mass Communication, Journalism Studies, Ethnicity and Race in Communication
Association for Education in Journalism and Mass Communication convention
 - Divisions: Communication Theory and Methodology; Communication Technology
National Communication Association Conference
 - Division: Russian Communication

- 2011-present **CONFERENCE DISCUSSANT/MODERATOR/CHAIR**
- “Relationship maintenance on Facebook” Communication & Technology Division at International Communication Association, 2014, Seattle, USA
 - Refereed Paper Research Session (scholar-to-scholar) of Communication Technology Division at the convention of 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

GUEST SPEECHES, PANELS, ETC.

- Fall 2017 **Guest speaker**
Use of theory in research
Proseminar for doctoral students, Information and Media Studies doctoral program
Michigan State University
- Fall 2013, 2014, Spring 2017 **Guest speaker**
Media multitasking research
Doctoral-level theory courses, Information and Media Studies doctoral program
Michigan State University
- Fall 2016 **Speaker**
Catalyst Talks “Say It In 6”
Talk: “The Tales of Media Multitasking: What situational and habitual multitasking does to our memory, thinking, and behaviors”
- Spring 2014, Fall 2016 **Panel co-organizer and speaker**
Providing guidelines about conference travel to doctoral students in Information and Media Studies
Michigan State University
- Spring 2016 **Pre-conference co-organizer**
Pre-conference “Your brain on advertising: Psychophysiological and neuroscientific approaches to studying advertising effects and processes.”
2016 American Academy of Advertising Conference
- Spring 2016 **Brown bag organizer**
Conference paper presentation practice session for *2016 International Communication Association* conference, Media and Information Studies doctoral program
Michigan State University
- Spring 2016 **Brown bag organizer**
Conference paper presentation practice session for *2016 American Academy of Advertising* conference, Media and Information Studies doctoral program
Michigan State University

- Fall 2015 **Guest speaker**
Using psychophysiological tools in media research
Doctoral-level methods course, Information and Media Studies doctoral program
Michigan State University
- Fall 2015 **Panel speaker**
Providing guidelines about strategies to revise and resubmit articles to academic journals to doctoral students in Advertising and Public Relations
Michigan State University
- Fall 2015 **Panel organizer and speaker**
Providing guidelines about job search process to doctoral students in Advertising and Public Relations
Michigan State University
- Fall 2014 **Presentation reviewer**
Conference paper presentation practice session for 2014 American Academy of Advertising conference, Media and Information Studies doctoral program
Michigan State University
- Fall 2013 **Panel speaker**
Providing guidelines about job search process to doctoral students in Media and Information Studies doctoral program
Michigan State University
- Fall 2010 **Workshop speaker**
Instructing student reporters about writing for a university's newspaper, *The Voice of AUK*
American University of Kuwait
- Summer 2010 **Guest lecturer**
The role of media in covering other nations and immigrants
Cross-Cultural Journalism course, Missouri School of Journalism
University of Missouri
- Fall 2009,
Spring 2010 **Instructor**
Orientation for New International Teaching Assistants (ONITA)
University of Missouri
- Fall 2009 **Guest lecturer**
Culture and its effects on advertising and PR strategies of international communication
Global Communication course, Missouri School of Journalism
University of Missouri
- Fall 2009 **Guest lecturer (2 lectures)**
Writing for the web; Beat reporting
News Reporting and Writing course, Missouri School of Journalism
University of Missouri
- Spring 2009 **Moderator**
Session "Entrepreneurial Journalism," TalkFest: Puttin' Feet on the Streets for Journalism
University of Missouri

- Spring 2009 **Guest lecturer**
International media entertainment flows
International Journalism course, Missouri School of Journalism
University of Missouri
- Spring 2009 **Guest lecturer (2 lectures)**
Media economy: Deliberating market and public sphere models
Principles of American Journalism course, Missouri School of Journalism
University of Missouri
- Spring 2008 **Guest lecturer**
News as entertainment
Principles of American Journalism course for non-majors, Missouri School of Journalism
University of Missouri
- Fall 2007 **Guest lecturer**
The specifics of media system in Russia
Reporting on International Issues course, Missouri School of Journalism
University of Missouri
- Fall 2005 –
Spring 2006 **Initiator and organizer**
International conference “America, Russia, and the Commonwealth of Independent States: A New Generation Builds New Relationships”
Oklahoma State University
- Spring 2004 **Participant and trainee**
Round table devoted to the importance of newsletters in organizations
“Vsyta Reklama” advertising agency, Rostov-on-Don, Russia

PROFESSIONAL EXPERIENCE

- Summer 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” retailing company, Rostov-on-Don, Russia
- 2001 –2003 **Manager of public relations**
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 media outlets
Rostov-on-Don, Russia

MEMBERSHIPS, AWARDS, AND HONORS

- Member of American Academy of Advertising (AAA), 2013 – present
- Member of Western Decisions Science Institute (WDSI), 2018 – present
- Member of the International Communication Organization (ICA), 2008 – present
- Member of the Association for Education in Journalism and Mass Communication, 2007 – present
- Member of Society for Psychophysiological research (SPR), 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 – Columbia, 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

OTHER SKILLS

Research & statistical software:

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