

ERIN ASH
Curriculum Vitae

CONTACT INFORMATION

Office Address: 413 Strode Tower
Department of Communication Studies, Clemson University
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EDUCATION

Ph.D. in Mass Communications, Pennsylvania State University, August 2013

Advisor and Chair: Mary Beth Oliver

Dissertation: Emotional Responses to Savior Films: Concealing Privilege or Appealing to Our Better Selves?

Honors: Doctoral Award for Excellence in Communications, Fall 2012

M.A. in Media Studies, Pennsylvania State University, December 2010

Thesis: Priming or Proteus Effect?: Examining the Effects of Avatar Race on In-Game Behavior and Post-Play Aggressive Cognition and Affect in Video Games

B.A. in Communication, College of Charleston, Department of Communication, May 2008

ACADEMIC APPOINTMENTS

Assistant Professor Department of Communication Studies, Clemson University
Clemson, SC
August 2013 – present

ACADEMIC INTERESTS

Research Interests

- Social & Psychological Effects of Media
- Media Portrayals of Race & Gender
- Implicit Cognition & Measurement
- Positive Psychology & Media
- Counter-Stereotyping & Social Change

Teaching Interests

- Mass Communication Theory
 - Media Effects / Media Psychology
 - Media And Society / Social Issues
 - Media and Social Identity
 - Quantitative Research Methods
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RESEARCH

Refereed Journal Articles

Ash, E. (forthcoming). Racial discourse in *The Blind Side*: Economics and ideology behind the White savior format. *Studies in Popular Culture*.

Ash, E. (2015). Priming or Proteus effect?: Examining the effects of avatar race on in-game behavior and post-play aggressive cognition and affect in video games. *Games and Culture*. doi: 10.1177/1555412014568870

Oliver, M. B., Kim, K., Hoewe, J., Chung, M., **Ash, E.**, Woolley, J. K., & Shade, D. (2015). Media-induced elevation as a means of enhancing feelings of intergroup connectedness. *Journal of Social Issues*, 71(1), 106-122. doi: 10.1111/josi.12099

Oliver, M. B., **Ash, E.**, Woolley, J., Shade, D., & Kim, K. (2014). Entertainment we watch and entertainment we value: Patterns of motion picture consumption and acclaim over three decades. *Mass Communication & Society*, 17(6), 853-873. doi: 10.1080/15205436.2013.872277

Ash, E., & Schmierbach, M. (2013). The effects of gain and loss frames on perceptions of inequality. *Howard Journal of Communications*, 24(1), 38-56.

Hardin, M., Whiteside, E., & **Ash, E.** (2012). Ambivalence on the front lines? Attitudes toward Title IX and women's sports among Division I sports information directors. *International Review for the Sociology of Sport*.

Xu, Q., Schmierbach, M., Bellur, S., **Ash, E.**, Oeldorf-Hirsch, A., & Kegerise, A. (2012). The effects of "friend" characteristics on evaluations of an activist group in a social networking context. *Mass Communication and Society*, 15(3), 432-453.

Whiteside, E., Hardin, M., & **Ash, E.** (2011). Good for society or good for business? Division I sports information directors' toward the commercialization of sports. *International Journal of Sport Communication*, 4(4), 473-491.

Hardin, M., & **Ash, E.** (2011). Journalists provide social context missing from sports blogs. *Newspaper Research Journal*, 32(2), 20-35.

Scholarly Book Chapters

Oliver, M. B., Hoewe, J., **Ash, E.**, Kim, K., Chung, M., & Shade, D. (2014). Media and social groups. In M. B. Oliver and A. A. Raney (Eds.), *Media and social life*. New York, NY: Routledge.

Oliver, M. B., **Ash, E.**, & Wolley, J. K. (2012). The experience of elevation: Responses to media portrayals of moral beauty. In R. Tamborini (Ed.) *Media and the Moral Mind*. New York: Routledge.

Oliver, M. B., Bae, K., **Ash, E.**, & Chung, M. Y. (2012). New developments in analyses of crime and fear. In M. Morgan, J. Shanahan, & N. Signorielli. (Eds.), *Living with television now: Advances in cultivation theory & research* (pp. 17-37). Peter Lang, New York.

Refereed Conference Papers

Weathers, M., & **Ash, E.** (2015, November). *Influence of an entertainment-education program on health knowledge and behavior related to digital abuse: an application of the health belief model*. Paper to be presented at the annual meeting of the National Communication Association, Las Vegas, NV.

Ash, E., & Frampton, J. (2015, May). *Comparing from a (social) distance: Exploring the social comparison effects of Instagram use on domain-specific self-perceptions*. Paper presented at the annual meeting of the International Communication Association, San Juan, PR.

Ash, E., Sanderson, J., Kumanyika, C., & Gramlich, K. (2015, May). *Just goes to show how these hoers try to tear men down": Investigating cultural conversations in sport on athletic ability, gender, race, and sexual assault*. Paper presented at the annual meeting of the International Communication Association, San Juan, PR.

Ash, E. (2014, August). *Emotional responses to savior films: Concealing privilege or appealing to our better selves?* Paper presented at the annual meeting of the Association for Education and Journalism in Mass Communication, Montreal, QC.

Oliver, M. B., **Ash, E.**, Woolley, J., Shade, D., & Kim, K. (2013, November). *Entertainment we watch and entertainment we value: An analysis of motion picture popularity and acclaim over three decades*. Paper presented at the annual meeting of the National Communication Association, Washington, DC.

Oliver, M. B., **Ash, E.**, Kim, K., Shade, D., Woolley, J. K., Hoewe, J., & Chung, M. Y. (2012, November). *Media-inspired connection with humanity*. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.

Whiteside, E., Hardin, M., Shade, D., Fraustino, J. D., & **Ash, E.** (2012, August). *Gender politics in interscholastic sports: A framing analysis of Title IX*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Wu, M., **Ash, E.**, & Oliver, M. B. (2012, May). *Awe-inspiring news and sharing*. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.

Ash, E. (2012, April). *Think like me or feel for you?: Examining the roles of identification and empathy in self-referencing effects of prosocial messages*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

- Ash, E.** (2011, November). *Unobstrusive measurement of racial attitudes: Media effects applications*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Ash, E.,** & Schmierbach, M. (2011, August). *The effects of gain and loss frames on perceptions of racial inequality*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Whiteside, E., Hardin, M., & **Ash, E.** (2011, August). *Ambivalence on the front lines? Attitudes toward Title IX and women's sports among Division I sports information directors*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO. [**Top Faculty Paper Award, Sports Communication Interest Group**]
- Ash, E.** (2011, May). *Priming or Proteus effect?: Re-examining the effects of avatar race on in-game behavior and post-play aggressive cognition and affect in video games*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.
- Ash, E.** (2010, August). *Growing and selling (stereotypes): Depictions of race and the drug business in Showtime's Weeds*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Ash, E.,** Peeling, A., & Hettinga, K. E. (2010, August). *Do comments count?: The effects of type and amount of user-generated comments on news stories*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Hardin, M., & **Ash, E.** (2010, August). *Sporting a new angle: A content analysis of journalists' and bloggers' framing of Rush Limbaugh's failed NFL ownership bid*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Kegerise, A.D., **Ash, E.,** Hackenbracht, J., Limperos, A.M., & Woolley, J.K. (2010, July). *Disposition dissonance: The impact of character disposition formation and outcome on video game enjoyment*. Paper presented at the biennial meeting of the International Society for the Empirical Study of Literature and Media, Utrecht, Netherlands.
- Ash, E.,** Hettinga, K., & Halpern, D. (2009, August). *Effects of a trend: The influence of user comments on readers' perceptions of online newspapers*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA. [**Top Student Paper Award, Newspaper Division**]
- Ash, E.,** & Sierlecki, B. (2009, August). *From the Buckeyes to the Hitmen: New racism and neoliberalism in media coverage of Maurice Clarett*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA. [**Top Student Paper Award, Minorities and Communication Division**]
- Schmierbach, M., Xu, Q., Bellur-Thandaveshwara, S., **Ash, E.,** Oeldorf-Hirsch, A., & Kegerise, A. (2009, August). *What do your friends say about you?: Activist group evaluations in a social networking context*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.

Ash, E., Hettinga, K., & Halpern, D. (2009, March). *Effects of a trend: The influence of user comments on readers' perceptions of online newspapers*. Paper presented at the mid-winter annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.

Other Research Presentations

Ash, E., Hettinga, K., & Halpern, D. (February, 2009). *Effects of a trend: The influence of user comments on readers' perceptions of online newspapers*. Paper presented at the annual IST Symposium, University Park, PA. [**Top Paper, Perception and Communication**]

Collaborative Research Involvement

Media Entertainment, Affect, and Cognition Research Group, Penn State University, 2011–2013

Media Effects Research Group (MERG), Media Effects Lab, Penn State University, 2008–2013

Research Assistant, John Curley Center for Sports Journalism, Penn State University, 2009–2010

AWARDS AND HONORS

August 2015	Faculty Research Development Grant , College of Architecture, Arts & Humanities, Clemson University (\$3,000)
September 2012	Doctoral Award for Excellence in Communications , College of Communications, Penn State University
August 2011	Top Faculty Paper , Sports Interest Group, AEJMC, St. Louis, MO.
August 2010	4th Place Student Paper Award , Minorities and Communication Division, AEJMC, Denver, CO
August 2009	Top Student Paper Award , Newspaper Division, AEJMC, Boston, MA.
August 2009	Top Student Paper Award , Minorities and Communication Division, AEJMC, Boston, MA.
February 2009	Top Paper Award , Perception and Communication Panel, IST Symposium, Penn State University, University Park, PA.

COURSES TAUGHT

Clemson University

COMM 8100: **Communication Theory I**

Explores the history, development, and current state of scientific theories related to the study of human communication. Covering social scientific traditions of theory, students will gain an

understanding of meta-theory and its relationship to historical and contemporary forms of theorizing about human communication.

COMM 3100: Quantitative Research Methods in Mass Communication

Explores methods of quantitative communication inquiry, including theory/research relationship, conducting studies, and utilizing statistical software. Methods include experiments, surveys, and content analyses.

COMM 3020: Mass Communication Theory

Survey of the breadth and history of theories of mass communication and mass media from the 19th century to the present. Emphasizes contemporary schools of thought, theoretical debates, and the continuing controversies in the field.

COMM 2010: Introduction to Communication Studies

Introduces Communication Studies majors to and prepares them for continued study in the discipline by providing them with an overview of important issues, areas of study, and approaches to the field. Course includes a writing laboratory experience.

Pennsylvania State University

COMM 420: Research Methods in Advertising and Public Relations

Primary and secondary research methods used in the development of solutions to advertising and public relations problems.

COMM 118: Introduction to Media Effects

Examination of individuals' selection, uses and perceptions of media and the effects of media on individuals' attitudes, beliefs, and behaviors.

Graduate and Honors Students

Member, PhD Committees

Michael Utley (Rhetorics, Communication and Information Design)

Chair, MA Committees (*Graduated)

Jessica Frampton, May 2015*

Meredith Head, Anticipated Graduation May 2016, Coursework in Progress.

Amanda Moore, Anticipated Graduation May 2016, Coursework in Progress.

Member, MA Committees (*Graduated)

Joey Johns (Communication, Technology and Society)*

Meredith Morgoch (Communication, Technology and Society)*

Alex Neal (Communication, Technology and Society)*

Justin Baggott (Communication, Technology and Society)

Katie Barnes (Communication, Technology and Society)

Cathie Clark (Communication, Technology and Society)

Kelly Gramlich (Communication, Technology and Society)

Kim Tressel (Communication, Technology and Society)

Chair, Undergraduate Honors Theses
Ashley Hedrick, Anticipated Graduation May 2016.

PROFESSIONAL ASSOCIATION MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)
International Communication Association (ICA)
National Communication Association (NCA)

PROFESSIONAL SERVICE

Editorial Service

Ad-hoc Manuscript Referee

- *Games and Culture*
- *International Journal of Sport Communication*
- *Mass Communication & Society*

Competitive Conference Paper Reviewer

- National Communication Association
 - Mass Communication Division
- International Communication Association
 - Mass Communication Division
- Association for Education in Journalism and Mass Communication
 - Minorities and Communication Division
 - Mass Communication & Society Division

Service to Professional Associations

Association for Education in Journalism & Mass Communication (AEJMC)

- Social Media Committee, Mass Communication & Society Division, 2011-2012

Departmental Service

- Chair, Honors and Awards Committee, Fall 2015 –
- Faculty Advisory Committee, Fall 2014 –
- Graduate Committee, Fall 2014 – Spring 2015
- Undergraduate Admissions Committee, Fall 2014 – Spring 2014
- Chair, Ad-Hoc Curriculum Committee, Spring 2014
- Sports Communication Undergraduate Admissions Committee, Spring 2014
- Library Liaison, 2013-2014
- Honors and Awards Committee, 2013-2014

Service to College

- Honors and Awards Committee, College of Agriculture, Arts & Humanities, Fall 2015 –

Service to University

- Undergraduate Eligibility Committee

Community Outreach

- Invited Panelist, “Embracing complexity: A conversation about race, power, privilege and prejudice in our community,” Warehouse Theatre, Greenville, SC, February 2015

Other Service

- Graduate Student Mentor, College of Communications, Penn State University, 2012–2013
- Mentor, Summer Research Opportunities Program, Penn State University, Summer 2012
- Judge, Undergraduate Research Exhibition, Penn State University, Spring 2013
- Graduate Travel Advisory Committee, College of Communications, Penn State University, Fall 2010