

CURRICULUM VITAE

TAYLOR WEN

Assistant Professor
School of Journalism and Mass Communications
College of Information and Communications
University of South Carolina
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EDUCATION

- Ph.D., Mass Communication, **University of Florida**, Gainesville, FL August 2017
Area of Specialization: Advertising; Consumer Psychology
Dissertation: Facing Anger Versus Fear: How Message-Induced Emotions Restore
Feeling of Control in Risk Communications
- M.S., Mass Communication, **Iowa State University**, Ames, IA May 2014
Minor: Statistics
Thesis: The Interaction Effects of Mood and Ad Appeals on Type of Elaboration and
Advertising Effectiveness
- B.A., Chinese Literature, **Sun Yat-Sen University**, Guangzhou, China June 2011

ACADEMIC APPOINTMENTS

- Assistant Professor** August 2017-present
Advertising Sequence, School of Journalism and Mass Communications
College of Information and Communications, University of South Carolina
Course Taught: Media Analysis (undergraduate)
- Instructor** August 2015-June 2017
Department of Advertising
College of Journalism and Communications, University of Florida
Courses Taught: Media Planning, Advertising Research (undergraduate)

RESEARCH INTERESTS

- **Moods and Emotions**
- **Message Effects**
- **Media Effects**
- **Consumer Psychology**

TEACHING INTERESTS

- **Media Planning**
- **Audience Analysis**
- **Digital Media and Advertising**
- **Research Methods**

HONORS AND AWARDS

2017 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division Second-Place Top Faculty Paper Award for paper, “The Psychological Processes of Mixed Valence Images: Emotional Response, Visual Attention and Memory.”

2017 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division First-Place Top Student Paper Award for paper, “Any benefits from Anxiety and Curiosity?: Exploring the Impact of Personality Traits in Ad Avoidance on Social Networking Sites.”

2017 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division Second-Place Top Student Paper Award for paper, “Scare’em or Irritate’em: Congruity between Emotions and Message Framing Promotes Advertising Engagement and Message Evaluation.”

2017 Graduate Student Research Award, College of Journalism and Communications, University of Florida.

2016-2017 American Academy of Advertising Dissertation Award, granted \$2,200.

2016 Outstanding International Student Award, University of Florida.

2016 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division Third-Place Top Faculty Paper Award for paper, “Understanding Age Segmentation in Persuasion: The Effects of Experiential and Material Messages.”

2016 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division Second-Place Top Student Paper Award for paper, “Corporate Ethical Branding on YouTube: CSR Communication Strategies and Brand Anthropomorphism.”

2016 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division Third-Place Top Student Paper Award for paper, “The Younger Maintain, the Older Regulate: The Generational Effects on Sequential Mixed Emotions.”

2016 Association for Education in Journalism & Mass Communication (AEJMC) Graduate Student Travel Grant.

2016 College of Journalism and Communications Research Symposium at University of Florida Best Student Paper Award for paper, “The Young Maintain, the Old Regulate: The Age Effects on Sequential Mixed Emotions.”

2016 American Academy of Advertising (AAA) Graduate Student Travel Grant.

2016 Graduate Student Council (GSU) Graduate Student Travel Grant, University of Florida.

2015 Association for Education in Journalism & Mass Communication (AEJMC) Annual Conference, Advertising Division First-Place Top Student Paper Award for paper, "Communicating ALS to Public: The Message Effectiveness of Social-Media-Based Health Campaign."

2013 Kappa Tau Alpha National Honor Society in Journalism and Mass Communication Research Award.

2012 Greenlee School Graduate Scholarship, Iowa State University.

2010 Top Student Scholarship, Department of Chinese Language and Literature, Sun Yat-Sen University.

PUBLICATIONS

Refereed Journal Articles

Wen, Jing (Taylor) and Linwan Wu (accepted for publication), "Communicating ALS to the Public: The Message Effectiveness of Social-Media-Based Health Campaign," *Health Marketing Quarterly*, 36(1).

Bashir, Aqsa, **Jing (Taylor) Wen**, Eunice Kim and Jon D. Morris (accepted for publication), "The Role of Consumer Affect on Visual Social Networking Sites: How Consumers Build Brand Relationships," *Journal of Current Issues and Research in Advertising*.

Li, Jo-Yun and **Jing (Taylor) Wen** (2017), "Motivations Behind Donations for Health-Related Organizations: Threat Appraisal and Coping Appraisal, the Case of the ALS Ice Bucket Challenge," *Health Marketing Quarterly*, 34(3), 217-231.

Wen, Jing (Taylor) and Baobao Song (2017), "Corporate Ethical Branding on YouTube: CSR Communication Strategies and Brand Anthropomorphism," *Journal of Interactive Advertising*, 17(1), 28-40.

Wen, Jing (Taylor) (2017), "An Incongruent Picture of Direct-to-Consumer Advertising of Genetic Tests: Qualitative Framing Analysis on Newspapers and Company's Press Releases," *Journal of Medical Marketing*, DOI: <https://doi.org/10.1177/1745790416688428>.

Wen, Jing (Taylor), Sela Sar, and George Anghelcev (2017), “The Interaction Effects of Mood and Ad Appeals on Type of Elaboration and Advertising Effectiveness,” *Journal of Current Issues and Research in Advertising*, 38(1), 1-13.

Non-refereed Journal Articles

Morris, Jon D. and **Jing (Taylor) Wen** (2015, with over 29,000 reads), “How Advertising Research Explains Donald Trump’s Profound Appeal,” *The Conversation*, available at <https://theconversation.com/how-advertising-research-explains-donald-trumps-profound-appeal-47059>

JOURNAL MANUSCRIPT UNDER REVIEW

Dodoo, Naa Amponsah, and **Jing (Taylor) Wen**, “Any Benefits from Neuroticism and Curiosity?: Exploring the Impact of Personality Traits in Ad Avoidance on Social Networking Sites,” *Journal of Advertising* (revised and resubmitted).

Wen, Jing (Taylor), Jo-Yun Li, and Baobao Song, “Does Public Segmentation Matter in Crisis Communication? The Interplay between Public Segmentation and Crisis Response Strategies,” *Journal of Contingencies and Crisis Management* (revised and resubmitted).

Linwan Wu and **Jing (Taylor) Wen**, “Making Positive Comparisons When People Are Happy: The Impact of Affective States on the Effectiveness of Comparative Versus Non-Comparative Advertisements,” *International Journal of Advertising*.

Song, Baobao and **Jing (Taylor) Wen**, “Towards Effective CSR in Controversial Industry Sectors: Effect of Industry Sector, Corporate Reputation, and Company-Cause Fit,” *Journal of Marketing Communication*.

WORKS IN PROGRESS

Wen, Jing (Taylor), Sriram Kalyanaraman, Naa A. Dodoo, Linwan Wu, and Ilyoung Ju, “Understanding Age Segmentation in Persuasion: The Effects of Experiential and Material Purchases,” — manuscript written and revision in progress, to be submitted to the *Journal of Consumer Psychology*.

Wen, Jing (Taylor), Naa A. Dodoo, and Linwan Wu, “The Younger Maintain, the Older Regulate: The Processes of Sequential Mixed Emotions,” — manuscript written and revision in progress, to be submitted to the *Journal of Advertising*.

Wen, Jing (Taylor) and Sela Sar, “The Direct and Indirect Effects of Mood on Message Evaluation: Cognition-Related versus Affect-Related Individual Differences,” — manuscript written and revision in progress, to be submitted to the *International Journal of Advertising*.

Wen, Jing (Taylor) and Jon D. Morris, “Empowerment: The Overlooked Dimension of Emotional Response,” — manuscript written and revision in progress, to be submitted to the *International Journal of Advertising*.

Wen, Taylor, Jon Morris, Mark Sherwood, Alissa Meyer, and Nicole Rosenberg, “The Psychological Processes of Mixed Valence Images: Emotional Response, Visual Attention and Memory,” — manuscript written and revision in progress, to be submitted to the *Visual Communication Quarterly*.

REFEREED CONFERENCE PRESENTATIONS

Wen, Taylor, Jon Morris, Mark Sherwood, Alissa Meyer, and Nicole Rosenberg (2017), “The Psychological Processes of Mixed Valence Images: Emotional Response, Visual Attention and Memory,” — presented at the 2017 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2017, Chicago, IL.
*Second-Place Top Faculty Paper Award in the Advertising Division

Dodoo, Naa Amponsah and **Wen, Taylor** (2017), “Any benefits from Anxiety and Curiosity?: Exploring the Impact of Personality Traits in Ad Avoidance on Social Networking Sites,” — presented at the 2017 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2017, Chicago, IL.
*First-Place Top Student Paper Award in the Advertising Division

Wen, Taylor (2017), “Scare’em or Irritate’em: Congruity between Emotions and Message Framing Promotes Advertising Engagement and Message Evaluation,” — presented at the 2017 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2017, Chicago, IL.
*Second-Place Top Student Paper Award in the Advertising Division

Wu, Linwan and **Jing (Taylor) Wen** (2017), “Affective Persuasion of Comparative Advertisements: Interplay between Context-Induced and Ad-Induced Affect,” — to be presented at the 2017 International Communication Association (ICA) Annual Conference, May 2017, San Diego, CA.

Wen, Jing (Taylor) (2017), “The Joint Impact of Mood and Message Appeal on Elaboration Types and Evaluation: The Moderating Role of Need for Affect,” — presented at the 2017 American Academy of Advertising (AAA) Annual Conference, March 2017, Boston, MA.

Wen, Jing (Taylor), Naa A. Dodoo, and Linwan Wu (2017), “The Underlying Mechanisms of Sequential Mixed Emotions: Matching Regulatory Focus and Goal-Oriented Processing,” — presented at the 2017 American Academy of Advertising (AAA) Annual Conference, March 2017, Boston, MA.

Wu, Linwan and **Jing (Taylor) Wen** (2017), “Understanding the Influence of Context-Induced Affect on Effectiveness of Comparative Advertisements,” —presented at the 2017 American Academy of Advertising (AAA) Annual Conference, March 2017, Boston, MA.

Wen, Jing (Taylor), Naa A. Dodoo, Linwan Wu, Ilyoung Ju, and Sriram Kalyanaraman (2016), “Understanding Age Segmentation in Persuasion: The Effects of Experiential and Material Messages,” —presented at the 2016 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2016, Minneapolis, MN.

*Third-Place Top Faculty Paper Award in the Advertising Division

Wen, Jing (Taylor) and Baobao Song (2016), “Corporate Ethical Branding on YouTube: CSR Communication Strategies and Brand Anthropomorphism,” —presented at the 2016 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2016, Minneapolis, MN.

*Second-Place Top Student Paper Award in the Advertising Division

Wen, Jing (Taylor), Naa A. Dodoo, and Linwan Wu (2016), “The Younger Maintain, the Older Regulate: The Generational Effects on Sequential Mixed Emotions,” —presented at the 2016 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2016, Minneapolis, MN.

*Third-Place Top Student Paper Award in the Advertising Division

Wen, Jing (Taylor), Jo-Yun Li, and Baobao Song (2016), “Does Public Segmentation Matter in Crisis Communication? The Interplay between Public Segmentation and Crisis Response Strategies,” —presented at the 2016 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2016, Minneapolis, MN.

Wen, Jing (Taylor) (2016), “An Incongruent Picture of Direct-to-Consumer Advertising of Genetic Tests: Qualitative Framing Analysis on Newspapers and Company’s Press Releases,” —presented at the 2016 College of Journalism and Communications (CJC) Research Symposium at University of Florida.

Wen, Jing (Taylor), Naa A. Dodoo, and Linwan Wu (2016), “The Young Maintain, the Old Regulate: The Age Effects on Sequential Mixed Emotions,” —presented at the 2016 College of Journalism and Communications (CJC) Research Symposium at University of Florida.

*Top Student Paper Award

Wen, Jing (Taylor), Naa A. Dodoo, Linwan Wu, Ilyoung Ju, and Sriram Kalyanaraman (2016), “Understanding Age Segmentation in Persuasion: The Effects of Experiential and Material Messages,” —presented at the 2016 College of Journalism and Communications (CJC) Research Symposium at University of Florida.

Wen, Jing (Taylor) (2016), “An Incongruent Picture of Direct-to-Consumer Advertising of Genetic Tests: Qualitative Framing Analysis on Newspapers and Company’s Press Releases,” —presented at the 2016 Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium Annual Conference, March 2016, Baton Rouge, LA.

Wen, Jing (Taylor), Naa A. Dodoo, and Linwan Wu (2016), “The Young Maintain, the Old Regulate: The Age Effects on Sequential Mixed Emotions,” —presented at the 2016 Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium Annual Conference, March 2016, Baton Rouge, LA.

Wen, Jing (Taylor), Naa A. Dodoo, Linwan Wu, Ilyoung Ju, and Sriram Kalyanaraman (2016), “Understanding Age Segmentation in Persuasion: The Interplay of Material and Experiential Purchases and Ordinary and Extraordinary Frames,” —presented at the 2016 International Communication Association (ICA) Annual Conference, June 2016, Fukuoka, Japan.

Song, Baobao and **Jing (Taylor) Wen** (2016), “CSR Communications and Stakeholder Perceptions: A Content Analysis of User Comments on YouTube,” —presented at the 2016 International Communication Association (ICA) Annual Conference, June 2016, Fukuoka, Japan.

Wen, Jing (Taylor) (2016), “Congruity between Mood and Brand Involvement Enhances the Effectiveness of Message Appeals: Dual Processing Model Perspective,” —presented at the 2016 American Academy of Advertising (AAA) Annual Conference, March 2016, Seattle, WA.

Wu, Linwan and **Jing (Taylor) Wen** (2016), “Making Positive Comparisons in Advertisements: The Impact of Ad-Induced Emotion on Effectiveness of Comparative vs. Non-Comparative Ads,” —presented at the 2016 American Academy of Advertising (AAA) Annual Conference, March 2016, Seattle, WA.

Wen, Jing (Taylor) and Linwan Wu (2015), “Communicating ALS to the Public: The Message Effectiveness of Social-Media-Based Health Campaign,” —presented at the 2015 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2015, San Francisco, CA.

*First-Place Top Student Paper Award in the Advertising Division

Wen, Jing (Taylor) and Jon D. Morris (2015), “Empowerment: The Overlooked Dimension of Emotional Response,” —presented at the 2015 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2015, San Francisco, CA.

Song, Baobao and **Jing (Taylor) Wen** (2015), “Towards Effective CSR in Controversial Industry Sectors: Effect of Industry Sector, Corporate Reputation, and Company-Cause Fit,” —presented at the 2015 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, August 2015, San Francisco, CA.

Wen, Jing (Taylor) and Jo-Yun Li (2014), “Agenda-Setting and the Internet: The Intermedia Influence of Twitter on Traditional Media Coverage of the Ebola Quarantine Policy,” —presented at the 2015 2nd Media + Health Symposium, February 2015, the Center for Media+Health at Virginia Commonwealth University, Richmond, VA.

Wen, Jing (Taylor), Sela Sar, and George Anghelcev (2014), “The Interaction Effects of Mood and Message Characteristics on Advertising Effectiveness,” —presented at the 2014 International Communication Association (ICA) Annual Conference, June 2014, Seattle, WA.

INVITED GUEST LECTURES

“Mediation and moderation analysis” presented to Ph.D. students in **Experimental Design and Analysis (MMC 6930)**, Spring 2017.

“Conducting research through Amazon Mechanical Turk” presented to Ph.D. students in **Experimental Design and Analysis (MMC 6930)**, Spring 2017.

“Academic success in graduate program” presented to graduate students in **Introduction to Graduate Study (JLMC 592)**, Fall 2016.

“Media measurement in traditional and digital media” presented to undergraduate students in **Principles of Advertising (ADV 3008)**, Summer 2016.

“Focus group and other qualitative research methods” presented to undergraduate students in **Advertising Research (ADV 3500)**, Summer 2016.

“Quantitative research methods and tools” presented to undergraduate students in **Advertising Research (ADV 3500)**, Spring 2016 and Fall 2015.

ACADEMIC EXPERIENCE

Graduate Teaching/Research Assistant Department of Advertising, University of Florida	August 2014-August 2017 Gainesville, FL
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Media Effects and Technology Lab Assistant College of Journalism and Communications, University of Florida	Fall 2016-August 2017 Gainesville, FL
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Graduate Research Assistant August 2012-May 2013
Greenlee School of Journalism and Communication, Iowa State University Ames, IA

Undergraduate Research Assistant September 2010-June 2011
Department of Chinese Language and Literature, Sun Yat-Sen University Guangzhou, China

PROFESSIONAL SERVICE ACTIVITIES

Executive Committee August 2017-present
Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)

Ad Hoc Reviewer

Academic Journal

- *International Journal of Advertising*
- *International Journal of Strategic Communication*

Conference

- American Academy of Advertising Conference (2016, 2017)
- Association for Education in Journalism and Mass Communication Conference (2015, 2016, 2017)
- International Communication Association Conference (2015, 2016)

President of Graduate Student Association Fall 2012-Spring 2013
Iowa State University, Greenlee School of Journalism and Communication Ames, IA

- Represented Greenlee School at the Graduate Professional Students Senate (GPSS)
- Actively partook in voting and discussion on campus issues and relayed important information back to the School
- Coordinated department events (e.g., graduate student orientation)

PROFESSIONAL EXPERIENCE

Communication Researcher and Consultant May 2015-June 2015
Community Foundation at Sarasota Sarasota, FL

Marketing Operation Coordinator May 2010-August 2010
J*Star Group International Co., Ltd. Guangzhou, China

PROFESSIONAL ASSOCIATION MEMBERSHIP

American Academy of Advertising 2014-Present
Association for Education in Journalism and Mass Communication 2014-Present
International Communication Association 2013-Present