

Gwendelyn S. Nisbett

Education

University of Oklahoma, Norman, OK

Ph.D., Communication, 2011

Areas of Study: Political Communication, Social Influence/Campaigns, Mass Communication

Committee Advisers: Glenn Hansen, Michael Pfau

Committee: Patrick Meirick, Claude Miller, Lisa Foster, Keith Gaddie

London School of Economics, London, UK

M.Sc., Media & Communication, 2002

Areas of Study: Political Communication, Media Studies

College of William and Mary, Williamsburg, VA

B.A. Public Policy, 1999

Academic Appointments

2012-present

University of North Texas

Mayborn School of Journalism

Assistant Professor

Courses Taught:

Jour 2000 Principles of Strategic Communication

Jour 2420 PR Principles

Jour 3200 Mass Communication Research Methods

Jour 4470 Ethics in Strategic Communication

Jour 4210/5350 International PR/Advertising (London Study Abroad)

Jour 4270/5330 Strategic Social Media (Online)

Jour 4800 Professional Internship

Jour 5350: Graduate Seminar - Social Influence

2011-2012

Pittsburg State University

Department of Communication

Full-Time Temporary Instructor

Courses Taught:

Comm 200: Introduction to Mass Communication (F, Sp)

Comm 230: Principles of Advertising (F)

Comm 674: Media Buying & Selling (F)

Comm 717: Research Methods in Communication (F)

Comm 330: Copy Writing (Sp)

Comm 731: Advertising Campaigns (Sp)

Comm 795: Political Communication (Sp)

2007-2011

University of Oklahoma

Department of Communication

Instructor

Courses Taught:

Comm 2613 Public Speaking

Comm 1113 Introduction to Communication

2011

University of Oklahoma

Department of Communication

Teaching Assistant (Dr. Todd Sandel)

Comm 2003 Non-Western Communication

2010

University of Oklahoma

Department of Communication

Teaching Assistant (Dr. Eric Kramer)

Comm 2003 Non-Western Communication

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Research

Publications and In-Press

- Nisbett, G. S. (In press). Don't mess with my happy place: Understanding misogyny in fandom communities. In J. Vickery & T. Everbach (Eds). *Mediating Misogyny*. Palgrave.
- Schartel, S. G., & Nisbett, G. S. (2017). Does sport celebrity advocacy work? Testing the potential for endorsements to backfire. *Atlantic Journal of Communication*, 25, 197-206. DOI: 10.1080/15456870.2017.1324193
- Strzelecka, M., Nisbett, G. S., & Woosnan, K. (2017). The hedonic nature of conservation volunteer travel. *Tourism Management*, 63, 417-425. DOI: 10.1016/j.tourman.2017.06.022
- Wong, N. C. H., Lookado, K., & Nisbett, G. S. (2017). "I'm Demi and I have bipolar disorder": Effect of parasocial contact on reducing stigma toward people with bipolar disorder. *Communication Studies*, 68, 314-333. DOI: 10.1080/10510974.2017.1331928
- Everbach, T., Clark, M., & Nisbett, G. S. (2017). #IfTheyGunnedMeDown: An analysis of mainstream and social media in the Ferguson, Missouri shooting of Michael Brown. *Electronic News*. DOI: 10.1177/1931243117697767
- Nisbett, G. S., & Strzelecka, M. (2017). Appealing to Goodwill or YOLO? Marketing Environmental Tourism to Millennials. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, DOI: 10.1007/s11266-016-9815-z
- Wong, N. C. H., Nisbett, G. S., & Harvell, L. A. (2017). Smoking is So Ew! College Smokers' Reactions to Health vs. Social-Focused Antismoking Threat Messages. *Health Communication*, 32, 451-460. DOI: 10.1080/10410236.2016.1140264
- Averbeck, J., & Nisbett, G. S. (2017). Regulatory focus and persuasive sleep messages. *Communication Reports*, 30, 91-103. DOI: 10.1080/08934215.2016.1247901
- Nisbett, G. S., & Dewalt, C. C. (2016). Understanding the Influence of Celebrities in Politics: A Focus Group Study of Young Voters. *Atlantic Journal of Communication*, 24, 144-156. DOI: 10.1080/15456870.2016.1184664
- Harvell, L. A., Stillman, T., Nisbett, G. S., Cranney, K., & Marabella, A. (2016). A field investigation of flight anxiety: Evidence of gender differences in consumer behaviors amongst Las Vegas passengers. *Journal of Airline and Airport Management*, 6, 26-47. DOI: <http://dx.doi.org/10.3926/jairm.41>
- Harvell, L. A., & Nisbett, G. S. (Eds.) (2016) *Denying Death: An Interdisciplinary Approach to Terror Management Theory*. Routledge/Psychology Press.
- Nisbett, G. S., & Harvell, L. A. (2016). Communicating About Death: A look inside Terror Management Theory and the Field of Communication. In L. A. Harvell & G. S. Nisbett (Eds.) *Denying Death: An Interdisciplinary Approach to Terror Management Theory*. Routledge/Psychology Press.
 - Harvell, L. A., Stillman, T., Nisbett, G. S., Cranney, K., & Marabella, A. (2016). Analyzing the utility of terror management field experiments using passenger participants at Las Vegas McCarran International Airport. In L. A. Harvell & G. S. Nisbett (Eds.) *Denying Death: An Interdisciplinary Approach to Terror Management Theory*. Routledge/Psychology Press.
- Harvell, L. A., & Nisbett, G. S. (2016). Mid-term Voters: An Investigation of Information Processing of Political Advertisements (p. 225-239). In J. A. Hendricks & D. Schill. (Eds.) *Communications and Mid-Term Elections: Media, Message, and Mobilization*. New York: Palgrave MacMillan.
- Rodriguez, D., & Nisbett, G. S. (2015). Battling the Big Mo: MMA and the Power of Buzz. In D. Tucker, & J. Wrench (Eds.) *Casing Sport Communication*. Dubuque, IA: Kendall Hunt.
- Schartel, S. G., & Nisbett, G. S. (2014). Parasocial interactions online: Candidate intimacy in webpages and Facebook. *The Journal of Social Media in Society*. 3(2), 26-41.
- Nisbett, G. S. (2014). Voter Identification (2012 campaign and social media). In K. Harvey (Ed.) *Encyclopedia of Social Media and Politics*. Sage: Thousand Oaks.
- Harvell, L. A., Nisbett, G. S., & Hansen, G. J. (2013). Analyzing journalistic approaches of Supreme Court nominee hearings: A longitudinal study. *Iowa Journal of Communication*, 45, 1, 1-18.
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Meirick, P. C., & Nisbett, G. S. (2011). I approve this message: Effects of sponsorship and ad tone in 2008 presidential advertising. *Mass Communication & Society, 14*, 666-689.

Meirick, P. C., Nisbett, G. S., Jefferson, M. D., & Pfau, M. W. (2011). Tone, target, issue ownership and type of election in political advertising effects. *Journal of Political Marketing*.

Houston, J. B., Hansen, G. J., & Nisbett, G. S. (2011). Influence of user comments on perceptions of media bias and third-person effect in online news. *Electronic News, 5*, 79-92.

Nisbett, G. S., & Harvell, L. A. (2010). Entertainment Media and the Youth Vote. In L. Murray (Ed.) *Politics and Popular Culture*. Newcastle-upon-Tyne, UK: Cambridge Scholars.

Pfau, M. W., Semmler, S., Lane, L. T., Mason, A., Nisbett, G. S., Deatrck, L. M., Craig, E., Undershill, J., & Banas, J. (2010). Role and Impact of Involvement and Enhanced Threat in Resistance. *Communication Quarterly, 58*, 1-18.

Pfau, M. W., Semmler, S., Deatrck, L. M., Mason, A., Nisbett, G. S., Lane, L. T., Craig, E., Corneilius, J., & Banas, J. (2009). Nuances about the Role and Impact of Affect in Inoculation. *Communication Monographs, 76*, 73-98.

Conference Papers (Peer-Reviewed)

Strzelecka, M., Nisbett, G. S., & Lofquist, P. P. (2017). What is the nature of conservation volunteerism? American Association of Geographers Annual Meeting, 5-9 April 2017, Boston, MA

Champlin, S., & Nisbett, G. S. (2017). Covering the University community: Encouraging mental health resource use. AEJMC Midwinter, Norman, OK.

Wong, N. C. H., Lookado, K., & Nisbett, G. S. (2016). "I'm Demi and I Have Bipolar Disorder": Effect of Parasocial Contact on Reducing Stigma Toward People with bipolar disorder. National Communication Association Conference, Philadelphia, PA

Nisbett, G. S., Strzelecka, M., & Connors, P. (2016). Organic is trendy: Exploring sustainable food consumption among Millennials. National Communication Association Conference, Philadelphia, PA

Nisbett, G. S., & Strzelecka, M. (2016). Appealing to Goodwill or YOLO? Marketing Environmental Tourism to Millennials. Southern States Communication Association Conference, Austin, TX

Nisbett, G. S., & Schartel, S. G. (2015). Seriously funny: An examination of the perceived influence of *Saturday Night Live* satire. National Communication Association Conference, Las Vegas, NV. Mass Communication Division.

Averbeck, J., & Nisbett, G. S. (2015). Regulatory focus and persuasive sleep messages. National Communication Association Conference, Las Vegas, NV. Social Cognition Division.

Wong, N. C. H., Nisbett, G. S., & Harvell, L. A. (2015). Smoking is So Ew! College Smokers' Reactions to Health vs. Social-Focused Antismoking Threat Messages. National Communication Association Conference, Las Vegas, NV. Health Communication Division.

Nisbett, G. S., Schartel, S. G., Wong, N. C. H., & Lookado, K. (2015). Ryan Gosling Told Me So: Parasocial Interactions and Celebrity Political Influence. Top Paper Panel – Popular Culture Interest Group. Central States Communication Association Conference, Madison, WI.

Clark, M., Everbach, T., & Nisbett, G. S. (2015). #IfTheyGunnedMeDown: An analysis of mainstream and social media in the Ferguson, Missouri Shooting of Michael Brown. AEJMC Midwinter, Norman, OK.

Strzelecka, M., Nisbett, G. S., & Connors, P. (2015). Attitudes toward Quality Food and Sustainable Food Production Practices. On Sustainability Conference, Copenhagen, Denmark.

Nisbett, G. S., & Harvell, L. A. (2014). The role of credibility, efficacy, and community in predicting newspaper readership. National Communication Association Conference, Chicago, IL. Mass Comm. Division

Nisbett, G. S., & Schartel, S. G. (2014). Does celebrity advocacy work? Testing the potential for endorsements to backfire. National Communication Association Conference, Chicago, IL. Public Relations Division

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- Harvell, L. A., Nisbett, G. S., Dunbar, N., Shill, D., & Kirk, R. (2014). "Um", "Uh", Scratch, Nod: Understanding Nonverbal Influence on Candidate Favorability in the 2008 Presidential Debates. National Communication Association Conference, Chicago, IL. Political Comm. Division
- Wong, N. C. H., Lookado, K., Schartel, S. G., & Nisbett, G. S. (2014). Coming out of the shadows: Reducing stigma toward bipolar disorder via celebrity disease disclosure. National Communication Association Conference, Chicago, IL. Health Comm. Division
- Schartel, S. G., & Nisbett, G. S. (2014). Framing and sensegiving in online politics: An evaluation of the 2012 presidential campaign Facebook messages. Eastern Communication Association Conference, Providence, RI.
- Nisbett, G. S., & Harvell, L. A. (2013). Anxiety and politics: Applying terror management theory to political decisions. National Communication Association Conference, Washington, DC.
- Nisbett, G. S., & Dewalt, C. C. (2013). Understanding the influence of celebrities in politics: A focus group study of young voters. SWECJMC Southwest Symposium, Tulsa, OK.
- Nisbett, G. S. (2013). Understanding the humor in political humor. Central States Communication Association Conference, Kansas City, MO.
- Schartel, S. G., & Nisbett, G. S. (2013). Parasocial interactions online: Candidate intimacy in webpages and Facebook. Central States Communication Association Conference, Kansas City, MO.
- Harvell, L. A., Nisbett, G. S., Wong, N. C. H., and McCloskey, Y. (2013). Apocalyptic Doom: How religion and mortality salience affect fears of the 2012 Mayan Prophecy. Central States Communication Association Conference, Kansas City, MO.
Top Faculty Paper (Pop Culture Interest Group)
- Schartel, S., & Nisbett, G. S. (2013). Predicting protest: Social attitudes and reasoned action as indicators of propensity. Central States Communication Conference, Kansas City, MO.
- Nisbett, G. S., & Harvell, L. A. (2013). Death and taxes: How we use religion to navigate political decisions. AEJMC Midwinter, Norman, OK.
- Nisbett, G. S., & Schartel, S. G. (2013). Examining the Political Surrogate Strategy. AEJMC Midwinter, Norman, OK.
Top Paper (Entertainment Studies Interest Group)
- Nisbett, G. S., & Hansen, G. J. (2012). Exploring the Perceived Impact of Political Humor. National Communication Association Conference, Orlando, FL.
- Harvell, L., Nisbett, G. S., & Miller, C. H. (2012). Plane crashes: The effects of news regarding our fear of death. National Communication Association Conference, Orlando, FL.
- Nisbett, G. S. (2012). Political Humor, Bias, & Ideology. SWECJMC Southwest Symposium, Round Rock, TX.
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- Houston, J. B., Hansen, G. J., & Nisbett, G. S. (2011). Influence of user comments on perceptions of media bias and third-person effect in online news. International Communication Association Conference, Boston, MA.
- Schartel, S. G., & Nisbett, G. S. (2011). Perceived media bias in *Saturday Night Live* political sketches. Central States Communication Conference, Milwaukee, WI. Emergent Student Scholars Top Paper.
- Meirick, P. C., Robertson, K., Harvell, L. A., Nisbett, G. S., Jefferson, M., Kim, T., & Pfau, M. W. (2010). To tell the truth: Ad watch coverage, ad tone, and the veracity and focus of political advertising. National Communication Association Conference, San Francisco, CA.
- Harvell, L. A., Robertson, K., & Nisbett, G. S. (2010). The game frame pandemic: The spread of game frames throughout the three branches of government. National Communication Association Conference, San Francisco, CA.
- Harvell, L. A., Nisbett, G. S., & Hansen, G. J. (2010). Analyzing Journalistic Approaches of Supreme Court Nominee Hearings: A Longitudinal Study. National Communication Association Conference, San Francisco, CA.

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- Mason, A. M., Nisbett, G. S., Bogard, J., & DeBoer, S. (2010). New versus traditional media impact: Investigating the efficacy of military blogs to influence public opinion. National Communication Association Conference, San Francisco, CA.
- Meirick, P. C., Nisbett, G. S., & Kim, H. (2010). Political ad tone, reactance, affect, perceived effects, and political participation. Association for Education in Journalism and Mass Communication Conference, Denver, CO.
- Harvell, L. A., Nisbett, G. S., Dunbar, N. E., Breland, R., Henry, L. & Rivera, A. (2009). Candidates Nonverbal Behaviors and Credibility in the 2008 Presidential Debates. National Communication Association Conference, Chicago, IL.
- Meirick, P. C., & Nisbett, G. S. (2009). I approve this message: Effects of sponsorship and ad tone in 2008 presidential advertising. Association for Education in Journalism and Mass Communication Conference, Boston, MA.
- Nisbett, G. S. & Rodriguez, D. (2009). The Other Big Win: Examining the Power of Political Momentum. Pop Culture Association-American Culture Association Conference, New Orleans, LA.
- Mason, A. M., Nisbett, G. S., Bogard, J., & DeBoer, S. (2009). Examining Parasocial Interaction and Mediated Conflict. Pop Culture Association-American Culture Association Conference, New Orleans, LA.
- Nisbett, G. S., & Harvell, L. A. (2009). Young Voters, Interpersonal Influence and Entertainment Media. AEJMC Midwinter Conference, Norman, OK.
- Pfau, M. W., Semmler, S., Lane, L. T., Mason, A., Nisbett, G. S., Deatrck, L. M., Craig, E., Corneilius, J., & Banas, J. (2008). Role and Impact of Involvement and Enhanced Threat in Resistance. National Communication Association Conference, San Diego, CA.
- Pfau, M. W., Semmler, S., Deatrck, L. M., Mason, A., Nisbett, G. S., Lane, L. T., Craig, E., Corneilius, J., & Banas, J. (2008). Nuances about the Role and Impact of Affect in Inoculation. International Communication Association Conference, Montreal, Canada.

Conference Posters (Peer Reviewed)

- Everbach, T., Clark, M., & Nisbett, G. S. (2016). #IfTheyGunnedMeDown: An analysis of mainstream and social media in the Ferguson, Missouri shooting of Michael Brown. Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN. Scholar to Scholar presentation.
- Champlin, S., & Nisbett, G. S. (2016). College Students Communicating about Stress: Exploring Information Management Strategies across a Spectrum. Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN
- Wong, N. C. H., Lookado, K., & Nisbett, G. S. (2016). I don't know how to tell you this: Impact of Celebrity Health Disclosure Format on Stigma Reduction Toward Bipolar Disorder. Kentucky Health Communication Conference, Lexington, KY
- Nisbett, G. S., & Strzelecka, M. (2015). Environmentalism and the Consumption of the EcoVolunTourism Experience. National Communication Association Conference, Las Vegas, NV. Scholar to Scholar presentation.

Conference Panels

- Nisbett, G. S. (2017). Don't mess with my happy place: Understanding misogyny in fandom communities. Panel: National Communication Association Conference, Dallas, TX.
- Nisbett, G. S. (2015). Communicating about death: A look inside Terror Management Theory and the field of communication. Panel: Denying death: The future of Terror Management Theory in the field of communication. National Communication Association Conference, Las Vegas, NV. Social Cognition Division.

Invited Presentations

- Nisbett, G. S. (2014). PR & Information Processing in Sports Communication. Section in short course entitled: *Sport Communication: A Shift Back to Theory*. Eastern Communication Association Conference, Providence, RI.
- Schartel, S. G., & Nisbett, G. S. (2013). Research Roundtable - Framing and sensegiving in online politics. National Communication Association Conference, Washington, DC.

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Grants

- 2016 Faculty Development Grant (UNT)
Title: Parasocial Attachment, Fandom, and Mental Health Study
- 2016 NIH Grant (Applied/Revised/Under Review) (September 2016)
Title: Exploring the regulatory focus and linguistic signatures of risk messages to determine optimal fit for communicating risk information regarding breast cancer and the environment
- 2016 NIH Grant (Applied/Not Funded) (January 2016)
Title: Exploring the regulatory focus and linguistic signatures of risk messages to determine optimal fit for communicating risk information regarding breast cancer and the environment
- 2015 Faculty Development Grant (UNT)
Title: Environmental Volunteer Tourism Study
- 2013 Junior Faculty Summer Research Fellowship (UNT)
Title: Examining source and message factors in celebrity persuasive appeals
- 2010 Research Assistant (Dr. Norman C.H. Wong, supervisor, Spring 2010-Summer 2010). Assisted with a grant project investigating anti-smoking campaign advertisements. Funded by the Oklahoma Tobacco Research Center through the University of Oklahoma Health Sciences Center.
- 2009 Research Assistant (Dr. Norman C.H. Wong, supervisor, Spring 2009-Fall 2009). Assisted with a grant project investigating the implications of HPV vaccinations among the American Indian population in Oklahoma. Funded by the University of Oklahoma Community Networks Program through the University of Oklahoma Health Sciences Center.

Honors & Awards

- Top Faculty Paper, Popular Culture Interest Group, Central States Communication Conference, 2015
- Top Paper, Entertainment Studies Interest Group, AEJMC Midwinter, 2013
- Top Faculty Paper, Popular Culture Interest Group, Central States Communication Conference, 2013
- Wayland Cummings Dissertation Proposal Award, University of Oklahoma, 2011
- Emergent Student Scholars Top Paper, Central States Communication Conference, 2011
- Top Graduate Paper, Sooner Communication Conference, 2010
- Communication Graduate Student Association Travel Grant, 2009-2011
- OU Arts & Sciences Travel Grant Award, 2008-2010
- Sooner Heritage Academic Scholarship, 2006-2010
- Graduate Fellow for the American Academy of Political and Social Science, 2007

Professional Memberships

- National Communication Association
- Association for Education in Journalism and Mass Communication

Professional Activities & Service

- Department & University – University of North Texas*
- Member, Graduate Council (University) (S17-present)
- Member, Hackathon Event Committee (Department) (S17-present)
- Chair, Research Committee (Department) (F15-present)
- Member, Graduate Faculty Committee (Department) (F14-present)
- Member, Graduate Curriculum Committee (Department) (F15-present)
- Member, Undergraduate Curriculum Committee (Department) (F15-present)
- Member, CLEAR Steering Committee (University) (S13-present)
- Reviewer, Graduate Admissions (S15-present)
- Advisor, UNT NAHJ Chapter (Department) (F13-present)
- Chair, Task Force Diversity Standard ACEJMC Accreditation (F13-S14)
- Member, Communication/Media Committee (University) (F13-S15)
- Member, Advancement & Alumni Committee (Department) (F12-S15)
- Member, Scholarship Committee (Department) (F12-S14)
- Member, Research Committee (Department) (F14-S15)

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Chair, Search Committee (TT Advertising) (Department) (F13-S15)
Member, Search Committee (Associate Dean) (Department) (F16-S17)
Member, Search Committee (Inst Advertising) (S16)
Member, Search Committee (TT Advertising) (S15)
Member, Search Committee (TI Public Relations) (F15)
Advisor, REAL Journalism (University) (F13)
External Advisor, SWOOP (S14-present)
Data Collection, *NT Daily* (F13)
Guest Lecture, Political PR, UNT PRSSA (F12)

Department & University –University of Oklahoma

Academic Tutor, *OU Athletic Academic Services*, 2010-2011
Volunteer Advisor, OU Forensics Team, 2010-2011
Public Speaking Consultant, OU School Electrical & Computer Engineering, 2010-2011
Participant, Sooner Ally Program, 2010-2011
Participant, OU Adopt-a-Prof Program, 2009-2010
Co-Chair, OU Communication Graduate Student Association, 2008-2009
Panel Chair, Sooner Conference, 2008-2011
Reviewer, Sooner Conference, 2006-2011
Judge, OU Forensics, 2006-2011
Archive Assistant, *OU Political Communication Center*, 2005-2006

Discipline & Community

Nominating Committee, Political Communication Division, National Communication Association
Discussant, Environmental Communication Division, National Communication Association
Discussant, AEJMC Midwinter, Mass Communication Division
Panel Chair, Political Communication Division, National Communication Association – 2009-2013
Panel Chair, Mass Communication Division, National Communication Association – 2014-2016
Reviewer, Political Communication Division, National Communication Association – 2009-2015
Reviewer, Organizational Communication Division, Eastern Communication Association, 2014
Reviewer, Mass Communication Division, National Communication Association – 2014-2017
Reviewer, *Human Communication Research*
Reviewer, *Journalism and Mass Communication Quarterly*
Reviewer, *Communication Research Reports*
Reviewer, *American Journal of Political Science*
Reviewer, *Mass Communication and Society*
Reviewer, *Communication Research*
Consultant, *Children's Advocacy Center for Denton County*

Thesis Committees

- Jessie Laljer (Defended 5/17), Journalism, Member
- Chase Carter (Defended 5/17), Journalism, Member
- Kate Skinner (Defended 12/16), Journalism, Member
- Lauren Levine (Defended, 5/16), Journalism, Member
- Elvia Limon (Defended 12/16), Journalism, Member
- Catherine Streng, Journalism, Member
- Mehri Yavari, Journalism, Member
- Beth Langton, Journalism, Member
- Pla Sauerwald, CMHT, Member