

Chris R. Noland

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Education

Ph.D., Mass Communications, August 2021

Focus: Advertising

University of South Carolina

Dissertation: Go with the Flow: Testing the Effects of Emotional Flow on Psychophysiological, Attitudinal, and Behavioral Changes in Response to Health Advertising

Dissertation Chair: Dr. Taylor Wen

M.A., Communication, August 2014

College of Charleston

B.A., Journalism and Speech Communication, May 2001

Louisiana Tech University

Academic Appointments

Visiting Assistant Professor

University of South Florida

Zimmerman School of Advertising & Mass Communications

August 2021 - Present

Refereed Journal Articles

Noland, C., & Wen, T. J. (2022). Listicles vs. narratives: The interplay between mood, Message, and disclosure on native-advertising effectiveness, *Journal of Current Issues and Research in Advertising*. DOI: 10.1080/10641734.2022.2100845

Noland, C., Li, J. Y., & Wen, T. J. (2022). Healthful living and the companies that pay for it: A qualitative exploration of health native advertising on BuzzFeed and the Huffington Post, *Advertising and Society Quarterly*, 22(4).

Alharabi, K. O., Kim, J. K., **Noland, C.**, & Carter, J. (2022). When cause-related marketing meets controversy: The role of consumer-brand congruence and consumers-celebrity congruence, *Sustainability*, 14(3). DOI: 10.3390/su14031811

Noland, C. (2021). Positive or negative vibes: Does mood affect consumer response to controversial advertising? *Journal of Marketing Communications*, 27(8), 1-16. DOI: 10.1080/13527266.2020.1795911

Jones, S. M., & **Noland, C.** (2020). The politicization of health and science: Role of political cues in shaping the beliefs of the vaccine-autism link, *Health Communication*, 1-9, online first. DOI: 10.1080/10410236.2020.1859723

Journal Manuscripts Under Review

Noland, C. (2022). *Go with the flow: Testing the effects of emotional flow on psychophysiological, attitudinal, and behavioral changes*. [Manuscript submitted for publication].

Noland, C. (2020). *Vaping in today's world: Do fear appeals and message framing change the way e-cigarette users view their habit?* [Manuscript submitted for publication].

Noland, C., Wen, T. J. (2020). *Native ad styles: How do mood and arousal interact with listicle and narrative advertisements to enhance brand outcomes*. [Manuscript submitted for publication].

Grants

McKeever, R., Jun, J., Robertson, B., Wickersham, K. E., Kim, J., & **Noland, C.** Identifying optimal visual narratives to impact African American men's colorectal cancer risk awareness and screening uptake. Colorectal Cancer Prevention Network (CCPN) Research Grant. \$19,915 (Accepted January 2022).

Refereed Conference Presentations

Noland, C. (2022, March). *Go with the flow: Testing the effects of emotional flow on psychophysiological, attitudinal, and behavioral changes*. American Academy of Advertising Annual Conference, St. Petersburg, FL.

Noland, C. (2020, August). *Vaping in today's world: Do fear appeals and message framing change the way e-cigarette users view their habit?* Association for Education In Journalism and Mass Communication Annual Conference (Communicating Science, Health, Environment and Risk Division, Virtual).

Noland, C., Wen, T. J. (2020, March). *Native ad styles: How do mood and arousal interact with listicle and narrative advertisements to enhance brand outcomes*. American Academy of Advertising Annual Conference (Virtual).

Alharabi, K. O., Kim, J. K., **Noland, C.,** & Carter, J. (2020, March). *When cause-related marketing meets controversy: The role of consumer-brand congruence and consumers-celebrity congruence*. American Academy of Advertising Annual Conference (Virtual).

Noland, C. (2019, August). *Listicles vs. narratives: The interplay between mood, message type and disclosure on native advertising effectiveness*. Association for

- Education In Journalism and Mass Communication Annual Conference (Advertising Division), Toronto, Canada.
- Noland, C.** (2019, August). *Two sides of the bed: Does mood affect consumer response to controversial advertising?* Association for Education In Journalism and Mass Communication Annual Conference (Mass Communication & Society Division), Toronto, Canada.
- Wu, L., Dodoo, N. A., & **Noland, C.** (2019, August). *Writing style matters: Comparing narrative and expository native advertisements with different disclosure levels.* Association for Education In Journalism and Mass Communication Annual Conference (Advertising Division), Toronto, Canada.
- Noland, C.** (2019, March). *Two sides of the bed: Does mood affect consumer response to controversial advertising?* Association for Education In Journalism and Mass Communication Southeast Colloquium Annual Conference, Columbia, SC.
- Noland, C.,** Li, J. Y., & Wen, T. J. (2019, March). *Listicles vs. narratives: The interplay between mood and message type on native advertising effectiveness.* Association for Education In Journalism and Mass Communication Southeast Colloquium Annual Conference, Columbia, SC.
- Noland, C.,** Li, J. Y., & Wen, T. J. (2018, August). *Healthful living and the companies pay for it: A qualitative exploration of health native advertising on BuzzFeed and the Huffington Post.* Association for Education In Journalism and Mass Communication Annual Conference (Advertising Division), Washington, D.C.
- Wu, L., Zhang, N., **Noland, C.,** & Wan, A. (2018, March). *Understanding the influence of customization on brand evaluation among consumers with different levels of uncertainty and uncertainty avoidance.* American Academy of Advertising Annual Conference, New York, NY.
- Noland, C.** & Ferrara, M. (2015, April). *Workplace sarcasm as an expectancy violation.* Southern States Communication Association Annual Convention, Tampa, FL.

Academic Awards and Honors

- Top Student Paper (First Place)
Alharabi, K. O., Kim, J. K., **Noland, C.,** & Carter, J. (2020, March). *When cause-related marketing meets controversy: The role of consumer-brand congruence and consumers-celebrity congruence.* American Academy of Advertising Annual Conference (Virtual). * All PhD Candidates
- Top Student Paper (Second Place)
Noland, C. (2019, August). *Listicles vs. narratives: The interplay between mood, message type and disclosure on native advertising effectiveness.* Association for Education In Journalism and Mass Communication Annual

Conference (Advertising Division), Toronto, Canada.

- Moeller Student Paper Competition (Second Place)
Noland, C. (2019, August). *Two sides of the bed: Does mood affect consumer response to controversial advertising?* Association for Education In Journalism and Mass Communication Annual Conference (Mass Communication & Society Division), Toronto, Canada.
- Top Faculty Paper (First Place)
Noland, C., Li, J. Y., & Wen, T. J. (2019, March). *Listicles vs. narratives: The Interplay between mood and message type on native advertising effectiveness.* Association for Education In Journalism and Mass Communication Southeast Colloquium Annual Conference, Columbia, SC.

Teaching Interests

Advertising and Brand Communication
Account Planning
Native Advertising
Media Analytics
Health Communication
Mass Communication Theory
Public Opinion and Persuasion

Teaching Experience

Instructor of Record

University of South Florida
August 2021 – Present

- ADV 3008: Introduction to Advertising
- ADV 3300: Advertising Media Strategy
- ADV 4301: Advanced Media Strategy
- ADV 6305: Advertising Media Strategy (Graduate)
- MMC 2100: Mass Media Writing
- MMC 6936: Advertising Analytics
- MMC 6936: Interactive Advertising (Graduate)
- MMC 6936: Persuasion in Digital Media (Graduate)
- PUR 4412: Persuasion in Digital Media

University of South Carolina
January 2019 – August 2021

- JOUR 202: Principles of Advertising
 - Converted to online instruction due to COVID
- JOUR 220: Account Planning: Mining Insights
- JOUR 542: Public Opinion and Persuasion

Trident Technical College

January 2015 – December 2020

- SPC 205: Public Speaking
 - Course taught entirely online during COVID
- SPC 209: Interpersonal Communication

College of Charleston

August 2014 – December 2020

- COMM 280 and 281: Introduction to Communication Messages
- COMM 104: Public Speaking
 - Course taught as hybrid (combination of in-person and online) during COVID
- COMM 214: Media in the Digital Age

Teaching Assistant

University of South Carolina

Law and Ethics of Mass Communication (JOUR 303)

August 2019-December 2019

College of Charleston

Media in the Digital Age (COMM 214)

June 2014-August 2014

College of Charleston

Addressing Problems in Context: Conflict Mediation (COMM 336)

January 2013 – May 2013

Invited Guest Lectures

- *Emotional Flow and Its Effects on Attitudes and Behaviors* presented to Mass Media Writing (MMC 2100) students, University of South Florida, Fall 2021
- *What is Native Advertising?* presented to Principles of Advertising and Brand Communication (JOUR 202) students, University of South Carolina, Spring 2019
- *Hostile Media Effects*, presented to Theories of Mass Communication (JOUR 306) students, University of South Carolina, Fall 2018
- *History of Broadcasting*, presented to History and Philosophy of Mass Media (JOUR 205) students, University of South Carolina, Spring 2018

Professional Memberships

American Academy of Advertising, 2019-Present

Association for Education in Journalism and Mass Communication, 2018-Present

- Advertising Division

International Communication Association, 2021-Present

- Health Communication Division

Professional Service

Ad Hoc Reviewer

Journal

- Journalism and Mass Communication Quarterly (2020)
 - Journal Reviewer Trainee under Professor Hong Cheng, Associate Editor
- Journal of Advertising (2020 - present)
- Journal of Communication Technology (2021-present)

Conference

- American Academy of Advertising (2020-present)
- Association for Education in Journalism and Mass Communication Conference (2019-present)
- International Communication Association (2022-present)
- Southern States Communication Association (2018)

University Service

Graduate Committee, member (2021-Present) Zimmerman School of Advertising & Mass Communications, University of South Florida

Strategic Planning Committee, member (2022-Present) Zimmerman School of Advertising & Mass Communications, University of South Florida

Graduate Advising

Applied Project Chair, Colton Morgan (Zimmerman School of Advertising and Mass Communications, 2023).

Master's Thesis Chair, Thomas Wiskoff (Zimmerman School of Advertising and Mass Communications, 2022).

Applied Project Chair, Manuel Vieira (Zimmerman School of Advertising and Mass Communications, 2022).

Applied Project Committee Member, Carica Astrel (Zimmerman School of Advertising and Mass Communications, 2022).

Applied Project Committee Member, Eila Knaf (Zimmerman School of Advertising and Mass Communications, 2022).

Applied Project Committee Member, Alexandra Martinez-Paige (Zimmerman School of Advertising and Mass Communications, 2022).

Master's Thesis Committee Member, Lisa Patzner (Zimmerman School of Advertising and Mass Communications, 2022).

Master's Thesis Committee Member, Patrick Sidwell (Zimmerman School of Advertising and Mass Communications, 2022).

Master's Thesis Committee Member, Michelle Trujillo (Zimmerman School of Advertising and Mass Communications, 2022).

Qualifications

Technical skills: Google Analytics Certified

Research software skills: SPSS, Qualtrics, Jamovi

Biometric research skills: iMotions research platform, Tobii eye-tracking package, Shimmer galvanic skin response package, Affectiva facial expression recognition package.

Academic Professional Experience

College of Charleston

Assistant Registrar for Transfer Credit Evaluation

April 2010 – March 2016

Charleston, SC

- Worked closely with students from other colleges to facilitate the evaluation of transfer credit.

Louisiana Tech University

Senior Admission Recruiter

January 2003 – February 2006

Ruston, LA

- Represented LA Tech in high schools and conferences throughout Louisiana, Texas, Mississippi, and Arkansas to persuade students to attend the university and advised Basic and Career Studies students on course selection and choice of major.

Communication Professional Experience

Moreman, Moore, & Company

Commercial Lines Producer

February 2008 – February 2010

- Persuaded new commercial businesses to change insurance coverages,

developed safety programs to lower risk exposure, and worked with company principals in account management and client relations.

Doeker Resource Partners
Project Coordinator

July 2007 – February 2008
Shreveport, LA

- Found positions and negotiated compensation packages for professionals in different industries including media, enterprise software and petrochemical.

Forum News
Feature Writer

January 2007 – December 2009
Shreveport, LA

- Conducted in-depth interviews and wrote human interest and other feature stories for local magazine serving Northwest Louisiana, Southern Arkansas, and East Texas.

Magee Resource Group
Project Coordinator

February 2006 – May 2007
Shreveport, LA

- Facilitated placement of international and domestic IT professionals for Fortune 500 companies as well as maintained visa and green card records including H-1B, L-1, J-1, and TN-1

References Available on Request