

Adrienne F. Muldrow, Ph.D.

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School of Communication
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SUMMARY OF QUALIFICATIONS

An academic with a combined 20 years of experience in strategic communication from academic and professional environments; Combine theory, research, and practical applications in research and in classroom instruction; Versatile in teaching a variety of courses with a diverse student body.

WORK EXPERIENCE

Assistant Professor of Communication East Carolina University, Greenville, NC	2018
Graduate Instructor Washington State University, Pullman, WA	2012-2018

EDUCATION

Ph.D. in Communication Washington State University, Pullman, WA <i>Dissertation title: Masculinity in advertising: A content analysis of male body images in mass media.</i> <i>Committee:</i> Dr. Stacey Hust (Chair), Dr. Bruce Pinkleton, and Dr. Jessica Willoughby	2018
Master of Business Administration University of South Carolina, Columbia, SC	2000
Bachelor of Science in Business Administration, magna cum laude University of South Carolina, Columbia, SC Double Major: Marketing and Finance	1998

RESEARCH

AREAS OF SPECIALIZATION

Primary Research Areas: *Media and Health*

I research how visual imagery can be used to improve or disintegrate public well-being. Specifically, I have an overarching aim to understand how messages and visual imagery facilitate more efficacious health outcomes. I explore content from: 1) advertising, 2) digital media, and 3) critical perspectives on the intersectionality of gender, body image, and race.

Research Methodologies: experimental, meta-analysis, survey, critical cultural analysis, grounded theory, phenomenology

PUBLICATIONS IN REFEREED JOURNALS

Lee, Y-J., Kim, J., & **Muldrow, A.** (accepted). Interdependent self-construal in increasing donation behavioral intention: Underlying processing mechanism of impression motives. *Journal of Current Issues and Research in Advertising*. DOI: <https://doi.org/10.1080/10641734.2019.1627257>

Batat, W., Peters, P., Chan, S., Moscato, E., Chugani, S., Castro, I., & **Muldrow, A.** (in press). A conceptual introduction to Experiential Pleasure of Food (EPF) and Well-Being. *Journal of Business Research*. DOI: 10.1016/j.jbusres.2018.12.024

Cameron, N., **Muldrow, A.**, & Stefani, W. (2018). The weight of things: A social construction of reality understanding African American women's perceptions of health, body image and attractiveness. *Qualitative Health Research*, 28(8), 1242-1254.

Bailey, R., & **Muldrow, A.** (2018). Healthy Food Identification: Food Cues and Claims Affect Speeded and Thoughtful Evaluations of Food. *Health Communication*, 1-12. DOI: <https://doi.org/10.1080/10410236.2018.1434734>

Willoughby, J. F. & **Muldrow, A.** (2016). SMS for sexual health: A comparison of service types and recommendations for sexual health text message service providers. *Health Education Journal*, 76(2), 231-243.

Austin, E. W., **Muldrow, A.**, & Austin, B. (2016). Media literacy and personality and its impact on minor perception of alcohol advertising. *Journal of Health Communication*, 21(5), 600-609.

PUBLISHED ABSTRACTS

Bailey, R. L., Liu, J., Wang, T., **Muldrow, A.**, & Kaiser, C. K. (2016). Energy density differentially alters emotional responses to health halo and non-health halo foods. In *Society for Psychophysiological Research. Psychophysiology*, 53, S1.

Muldrow, A., & Bailey, R. L. (2015). Appetitive activation in the presence or absence of food: Physiological responses toward healthy and unhealthy food advertising. In *Society for Psychophysiological Research. Psychophysiology*, 52, S1.

MANUSCRIPTS UNDER REVIEW

Muldrow, A., Joo, J., Lee, Y-J., & Price Schultz, C. (n.d.). Perceived social norms about pro-marijuana messages on social media and college students' viral behavioral intentions: A comparative study on the moderating role of opposite marijuana legislation. (Sent to *Journal of American College Health*).

Tran, T., Ho, B., and **Muldrow, A.** (n.d.). Understanding key factors affecting brand love: A study of personalized ads on social media. (Sent to *Journal of Consumer Marketing*).

INVITED BOOK CHAPTER

Muldrow, A. (2019). Food storytelling, pleasure and wellbeing: Narratives from the US food culture. In P. Peters & W. Batat (Eds.), *Food and experiential marketing: Pleasure, wellbeing and consumption*. Routledge: New York.

BOOK REVIEW

Muldrow, A. (accepted). The social fact. [Review of the book *The social fact: News and knowledge in a networked world*, by J. Wihbey]. *Journal of Broadcasting & Electronic Media*. DOI: 10.1080/08838151.2019.1673122

MANUSCRIPTS IN PROGRESS

Muldrow, A. (n.d.). Objectification and hegemonic masculinity images: A content analysis of advertised body images in men's and sports magazines.

SELECT RESEARCH IN PROGRESS

Gender, Body Image, and Race

Muldrow, A., Lee, Y-J., & Williams, T. (n.d.). A phenomenology of how African American college students describe beneficial health practices through visual imagery.

Muldrow, A., & Lee, Y-J. (n.d.). The effectiveness of celebrity versus non-celebrity imagery on health decision-making for African American college students.

Muldrow, A., Johnson, E., & Williams, T. (n.d.). The male and female thin ideal in Instagram advertising and menu choice: How do models influence eating behaviors, exercise intentions, and physiological responses?

Johnson, E., **Muldrow, A.,** & Williams, T. (n.d.). Women's body size on social media and health decision making: A psychophysiological approach.

Kanevska, S., Eisend, M., & **Muldrow, A.** (n.d.). Stereotypical and non-stereotypical gender roles in advertising imagery and its effect on society: A meta-analysis.

Media and Health

Kang, J-A., Schultz, P., Hubbard, G., Hwang, J., Barber, B., Lochner, C., & **Muldrow, A.** (n.d.). A cross-national study of e-cigarette news coverage.

REFEREED CONFERENCE PAPERS

Muldrow, A. (2019, August). *Advertised Stereotypical and Masculine Images of Black and White Men: Where Are We Now?* Paper presented at the 102nd Annual Association for Education in Journalism and Mass Communication Conference, Toronto, CAN.

Muldrow, A. (2019, August). *GIFT Competition-World Summit Activity for Agenda Setting and Framing.* Poster presented at the 102nd Annual Association for Education in Journalism and Mass Communication Conference, Toronto, CAN.

Joireman, J., & **Muldrow, A.** (2019, August). *A Depletion Model of Obesity and Type 2 Diabetes: The Role of Trait Self-Control, Stress, and Ego Depletion.* Poster presented at Society Boutique Conference: The Psychology of Consumer Addiction and Maladaptive Consumption, Seattle, WA.

Muldrow, A. (2019, March). *Males in Advertising: A Content Analysis of Objectified Male Images.* Paper at the American Academy of Advertising Conference, Dallas, TX.

Muldrow, A., Joo, J., Lee, Y-J., & Price Schultz, C. (2018, May). *Perceived Social Norms about Pro-Marijuana Messages on Social Media and College Students' Viral Intentions*. Paper at 68th Annual International Communication Association, Prague, Czech Republic.

Muldrow, A., & Lee, Y-J. (2017, August). *College Students' Processing of Non-Celebrity Male Athletic Spokespersons in Health PSAs: The Mediation Role of Status*. Paper presented at the 100th Annual Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Batat, W., Peters, P., Chan, S., Moscato, E., Chugani, S., Castro, I., & **Muldrow, A.** (2017, June). Participant at the Transformative Consumer Research (Dialogical) Conference, Ithaca, NY.

Muldrow, A., Cameron, N., & Stefani, W. (2017, May). *The Weight of Things: Understanding African American Women's Perceptions of Health, Body Image and Attractiveness*. Paper presented at the 67th Annual International Communication Association, San Diego, CA.

Muldrow, A. & Bailey, R. (2016, June). *Healthy Food Identification: Food Cues, Health Claims and Health Halos*. Paper presented at the 66th Annual International Communication Association, Fukuoka, Japan.

Austin, E. W., **Muldrow, A.,** & Kallman, D. (2016, June). *Exploring the Associations Across Adolescence of Perceived Desirability for Alcohol Advertising and Skepticism About Advertising*. Paper presented at the 66th Annual International Communication Association, Fukuoka, Japan.

Bailey, R. L., Wang, T., Liu, J., **Muldrow, A.** & Kaiser, C. (2016, June). *A Study on Food Decision Making*. Poster presented at the 66th Annual International Communication Association, Fukuoka, Japan.

Muldrow, A. (2016, June). *Social Media, Social Networking, and the Public: The Efficacy of Regulatory Agencies on Twitter*. Poster presented at the Marketing and Public Policy Conference, San Luis Obispo, CA.

Muldrow, A. & Bailey, R. L. (2016, March). *Healthy Food Categorization: The Interactive Effect of Food Cues, Health Claims, and Health Halos*. Poster presented at the GPSA Research Exposition, Pullman, WA.

Muldrow, A., Cameron, N., & Stefani, W. (2016, March). *African American Women's Perception of Health and Body Image: A Culture-Centered Approach*. Poster presented at the GPSA Research Exposition, Pullman, WA.

Willoughby, J. & **Muldrow, A.** (2016, February). *Sexual Health Text Message Services: A Discussion of Service Types and the Benefits of Personalization*. Paper presented at the Center for Media + Health 3rd Annual Symposium. <http://rampages.us/mediahealthsymposium/>

Austin, E. W., & **Muldrow, A.** (2014, August). *How Media Literacy and Personality Predict Skepticism Toward Alcohol Advertising*. Paper presented at the 97th Annual Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.

Austin, E. W., **Muldrow, A.**, & Yang, C. (2012). *Media Literacy and its Impact on Reducing the Desirability of Alcohol Advertisements with Minors*. Poster presented at the Marketing and Public Policy Conference, Atlanta, GA.

INVITED PRESENTATIONS

Invited Judge for Advertising/Marketing Competition

Marketing Management Association Spring Educators' Conference 2015-2016

Invited Panelist

Roundtable: Health Mortimorbidity and Poverty 2015
American Marketing Association Marketing and Public Policy Conference

Diverse Scholars Campus Visitation Program 2015
The Graduate School at Washington State University

Invited Student Support Initiatives

Branding yourself: Introduction to resumes.
Presented at the 3rd annual TRIO SSS Leadership Symposium at Washington State University.

TEACHING

Teaching Interests

Principles of Public Relations, Public Relations Campaigns, Public Relations Writing, Social Media, Principles of Advertising, Advertising Campaigns, Advertising Copywriting, Media Planning, Health Communication, Persuasion, Race and Media Studies, Public Speaking, Research Methods, Media Effects, Intercultural Communication, Internships

Instructor of Record-East Carolina University-Greenville, NC

Fall 2019 Media Effects (COMM 3172)
Fall 2019 Public Relations and Corporate Writing (COMM 2104)(two sections)
Summer 2019 Public Speaking (COMM 2410)

Spring 2019 Public Relations and Corporate Writing (COMM 2104)
(two sections)

Spring 2019 Media Effects (COMM 3172)

Fall 2018 Media Effects (COMM 3172) (two sections)

Instructor of Record-University of Arkansas-Little Rock, AR

Fall 2017 Social Media Online (MKTG 3352)

Instructor of Record-Washington State University-Pullman, WA

Fall 2017 College Majors and Career Exploration (UNIV 100)

Spring 2017 Online Academic Internship Experience (UNIV 398)

Spring 2017 College Majors and Career Exploration (UNIV 100)

Fall 2016 College Majors and Career Exploration (UNIV 100)

Spring 2015 International Business (IBUS 380)

Fall 2014 International Business (IBUS 380)

Summer 2014 International Business (IBUS 380)

Spring 2014 International Business (IBUS 380)

Summer 2013 Consumer Behavior (MKTG 407)

Summer 2012 Principles of Marketing (MKTG 360)

Teaching Assistant-Washington State University-Pullman, WA

Fall 2017 Online Academic Internship Experience (UNIV 398) 4 students

Fall 2016 Online Academic Internship Experience (UNIV 398) 5 students

Spring 2016 Online Academic Internship Experience (UNIV 398) 8 students

Fall 2015 Online Academic Internship Experience (UNIV 398) 5 students

Spring 2013 International Business (IBUS 380) 60 students

Spring 2012 Consumer Behavior (MKTG 407) 35 students

Fall 2011 Online Principles of Marketing (MKTG 360) 20 students

Fall 2011 Principles of Marketing (MKTG 360) 360 students

Invited Guest Lecturer-Washington State University-Pullman, WA

Summer 2016 Principles of Persuasion (COMSOC 301) 6 students

Summer 2016 Media Planning (COMSTRAT 382) 6 students

Spring 2016 "Negotiating Your Personal Value" (COMSTRAT 310) 17 students

Fall 2014 Principles of Marketing (MKTG 360) 200 students

EXPERIENCE

ACADEMIC AND RESEARCH EXPERIENCE

Academic Success and Career Center (University Advising) August 2015 – Present
Graduate Assistantship, Washington State University, Pullman, WA

- Co-supervise and manage student internships
- Manage an employer interface with the university
- Teach a series of seminars, including topics of digital and social media
- Assist with the integrated social media strategy for the center

Research Assistant for the AFRI Grant (USDA Grant) May 2017—August 2017
Supervisors: Dr. Erica Austin, Michelle Kistler
Washington State University, Pullman, WA

- Assisted with grant funding by investigating a Spanish language cultural adaptation of a family-based, media literacy approach to improve the nutrition in youth and families.

Communication, Emotion and Cognition Lab August 2015 – April 2017
Graduate Associate, Washington State University, Pullman, WA
Conducts cognition research in the lab

Research Assistant for the ABMRF Grant May 2016
Supervisor: Dr. Erica Austin, Washington State University, Pullman, WA

- Assisted with grant funding by investigating how new digital media technologies may influence norms-based behavior for the succession of drinking and furthering academic success.

Research Assistant for the FoodMania Project (USDA Grant) May 2016
Supervisors: Dr. Erica Austin, Jill Shultz, and Mary Kathleen Deem.
Washington State University, Pullman, WA

- Assisted with a survey for the FoodMania program, a media literacy and nutrition intervention aimed at teaching families to critically analyze food marketing messages.

PROFESSIONAL EXPERIENCE

Bellco Credit Union, Denver, CO August 2000 – July 2011
Associate, Persuasive Communication

- Taught persuasive communication classes to banking staff and management.
- Used persuasion communication to sell a variety of auto, home, and retirement products.

Small Business Administration, Columbia, SC **August 1998 – April 2000***Consulting Graduate Assistantship*

- Assisted numerous small business owners and industries with establishing and implementing integrated creative strategies and public relations campaigns.
- Taught a series of public seminars addressing advertising strategy, including competitive analysis, promotion, marketing strategy, branding, and integrated media strategy.

General Motors, Detroit, MI **June 1997-August 1997***Advertising Analytics Intern, Vehicle Sales, Service, and Marketing Division*

- Performed advertising analytics to discover consumer insights and to determine which promotions were the most successful within each General Motors brand portfolio (Chevrolet, GMC, and Buick).

Newman, Saylor, & Gregory, Columbia, SC **February 1997-April 1997***Public Relations Intern*

- Assisted with the branding initiative between two prominent hospitals.

HONORS AND AWARDS

2019 Kopenhaver Center Fellow, AEJMC	2019
BB&T Faculty Leadership Fellow, East Carolina University	2019
Selected as a 2019 Faculty Academy Mentee, East Carolina University	2019
Voted as Most Valuable Professor (MVP) by a student athlete	2018
Barrow Minority Doctoral Student Scholarship, AEJMC	2016
<i>Nominee</i> , Graduate Instructor of the Year Award, Washington State University	2015
Top Three Paper Award, AEJMC, CT&M Division	2014
Doctoral Fellowship, Washington State University	2011
Rod and Janet Church Scholarship, Washington State University	2011
George P. Turner (<i>Employee of the Year Award</i>), Bellco Credit Union, Denver, CO	2004
Co-Leader of the American Marketing Associations' Marketing Challenge	1997
<i>Nominee</i> , Woman of the Year Award, University of South Carolina, Columbia, SC	1997

Outstanding Academic Excellence in the Sophomore Class at the University of South Carolina (*Top Minority Sophomore*), Office of Multicultural Student Affairs, Columbia, SC 1996

SERVICE

ACADEMIC AND DISCIPLINE SERVICE

Reviewer

Journal of Current Issues and Research in Advertising 2019
International Journal of Advertising 2019
Howard Journal of Communications 2019

Ad hoc Reviewer

Competitive Paper Reviewer 2019
2019 Association for Education in Journalism and Mass Communication

- *Minorities and Communication Division*
- *Public Relations Division*
- *Commission on the Status of Women Division*

Qualitative Market Research 2018

Competitive Paper Reviewer 2017
2017 International Communication Association

- *Children, Adolescents and the Media Division*

Competitive Paper Reviewer 2016
2016 International Communication Association

- *Health Communication Division*
- *Children, Adolescents and the Media Division*
- *Race and Ethnicity Division*

Competitive Paper Reviewer 2016
American Marketing Association Marketing and Public Policy Conference

Manuscript Reviewer 2015
Marketing Education Review Special Issue on Teaching Innovation

Competitive Paper Reviewer 2015
American Marketing Association Winter Marketing Educators' Conference

Leadership in Organizations

AEJMC Public Relations' Division Graduate Student Committee	2018
Co-leader of Marketing Challenge Case Competition <i>American Marketing Association</i>	1997

DEPARTMENT AND COLLEGE SERVICE

College of Communication, Research Committee, East Carolina University	2018-2019
College of Communication, Publicity Committee, East Carolina University	2018-2019
College of Communication, Media Studies Track Committee, East Carolina University	2018-2019

PROFESSIONAL DEVELOPMENT

Professional Grant Writing (<i>December 2-3, 2019</i>)	2019
Grant Writing for Journalism and Mass Communication Curriculum (<i>August 7, 2019</i>)	2019
iMotions Multimodal Training (<i>February 19 and 20, 2019</i>)	2019
Training for R and NVivo research tools	2018
OHRP Research Community Forum (<i>September 25 and 26, 2018</i>)	2018
Training for Teaching: 1) Writing Across the Curriculum, 2) Multiple Means of Representation, 3) Assessment Options to Enhance Learning	2018
Flipped Classroom: Lessons Learned <i>WSU Global Campus (March 8, 2016)</i>	2016
Engaging Students in Active Learning <i>WSU Global Learning (January 20, 2016)</i>	2016
Engaging Students and Helping Teams Rock in the Classroom Addressing Challenges and Developing Classroom Policies <i>WSU Teaching Academy and the Graduate School (January 16, 2016)</i>	2016

Big Data Workshop- Edward R. Murrow College of Communication- Italic Homaloid, PhD. <i>Addresses how to conduct and analyze social media projects with big data (November 13, 2015)</i>	2016
First-Generation Pedagogy Workshop-Dr. Gregory Eiselein <i>Addresses the importance of pedagogies that raise awareness of the educational needs faced by first-generation college students WSU Global Campus (April 8, 2015).</i>	2015
Blackboard Learn: Features and Functions to Fit Your Needs <i>WSU Global Campus (March 15, 2015)</i>	2015
Graduate Teaching Workshop-Teaching Large Classes <i>WSU Teaching Academy (January 19, 2013)</i>	2013

PROFESSIONAL AFFILIATIONS

American Academy of Advertising	2019
Affiliate Membership, Pediatric Healthy Weight Research and Treatment Center	2018
Association for Education in Journalism and Mass Communication	2014
International Communication Association	2014