

LUCY ATKINSON

Stan Richards School of Advertising & PR
Moody College of Communication
The University of Texas at Austin
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EDUCATION

- 2009 Ph.D. University of Wisconsin – Madison
School of Journalism & Mass Communication
Advisor: Dhavan Shah
Minor: Marketing, School of Business (Advisor: Craig Thompson)
Dissertation Title: ‘Politics by Other Means.’ Marketing, Consumption and Engagement
- 1998 M.A. New York University, New York, NY
Major: Journalism & Mass Communication
- 1997 B.A. McGill University, Montreal, Quebec, Canada
Double Major: Geography and Latin American-Caribbean Studies

UNIVERSITY APPOINTMENTS

- Sept. 2016- Associate Professor
2009-2016 Assistant Professor
Stan Richards School of Advertising & PR, Moody College of Communication,
University of Texas at Austin
- Spring 2007 Course Instructor
University of Wisconsin – Madison
School of Journalism & Mass Communication
- 2003-2008 Teaching Assistant
University of Wisconsin – Madison
School of Journalism & Mass Communication

COURSES TAUGHT – UNIVERSITY OF TEXAS AT AUSTIN

- ADV315 History and Development of Advertising (undergraduate, elective)
WGS301 History and Development of Advertising (undergraduate, elective)
ADV f315 History and Development of Advertising (undergraduate, elective, web-based)
ADV318 Consumer Psychology (undergraduate, elective)
ADV385 Advertising, Sustainability and the Conscientious Consumer (graduate, elective)
ADV373 Integrated Communication Campaigns (undergraduate, required)
PR377K Integrated Communication Campaigns (undergraduate, required)
COM370 Media & Consumer Culture in the Lives of Children & Teens (Senior Fellows class)
ADV380J Quantitative & Qualitative Research (graduate, required, web-based)
ADV378 Communicating Sustainability (undergraduate, elective)
PR378 Communicating Sustainability (undergraduate, elective)

COURSES TAUGHT – UNIVERSITY OF WISCONSIN—MADISON

JOUR646 Mass Media and the Consumer

RESEARCH AFFILIATIONS

2010-present Faculty Affiliate, Center for Women's and Gender Studies
 2010-present Research Affiliate, PUSH: Public Understanding of Science and Health
 2014-present Faculty Affiliate, Center for Health Communication
 2014-present Faculty Affiliate, Environmental Science Institute
 2015-present Faculty Affiliate, RGK Center for Philanthropy and Community Service, LBJ School of Public Affairs

GRANT EXPERIENCE: EXTERNAL FUNDING

Waterhouse Family Institute for the Study of Communication and Society. (2015). "Beyond fear: Examining the influence of discrete emotions on corporate climate change communication and action." \$9,660. Principal Investigator: Atkinson

Arthur W. Page Center Legacy Scholars Grant. (2015). "Emotions and climate change: moving beyond fear to examine the role of hope, happiness, sadness and guilt." \$6,000. Principal Investigator: Atkinson

Transformative Consumer Research Advisory Committee at the Association for Consumer Research. (2013). "Good Green Mothers: First-Time Expecting Mothers' views on Environmental Consumption and their Mothering and Activist Roles." \$750. Principal Investigator: Atkinson

Betty F. Elliott Initiative for Academic Excellence, Business of Sustainability, College of Business, University of Michigan-Dearborn. (2010). "Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior." \$15,000. Principal Investigator: Atkinson

Mass Communication & Society Division of the Association for Education in Journalism & Mass Communication. (2010). \$5,000. "Timmy has new Skechers; he says they help him run fast (Liam, age 4):" Developing an audience-focused model of consumer socialization processes among preschoolers that accounts for indirect, contextual and contingent effects of mass media. Principal Investigator: Atkinson

Transformative Consumer Research Advisory Committee at the Association for Consumer Research. (2010). "The missing link? Exploring the role of consumer socialization and political consumption in the political socialization of young people." \$1,500. Principal Investigator: Atkinson

GRANT EXPERIENCE: UNIVERSITY OF TEXAS GRANTS & RESEARCH AWARDS

University of Texas at Austin, Office of the Vice President for Research. (2013-2014). "When Doing Good Means Doing Harm: The Unintended, Uncivic Consequences of Political Consumption." \$740.60. Principal Investigator: Atkinson.

University of Texas at Austin, College of Communication. (2011-2012). “Sustainable citizenship: Connecting consumption, communication and civic engagement among young Americans.” \$6,000. Principal Investigator: Atkinson.

University of Texas at Austin, Office of the Vice President for Research. (2010-2011). “Selling Solutions: Exploring the Relationship between Green Marketing Appeals and the Environmental Crisis.” \$750. Principal Investigator: Atkinson.

University of Texas at Austin, Texas Program in Sports and Media (2010-2011). “Parental Mediation of Sports Content on Television” \$5,500. Principal Investigator: Cicchirillo; Role: Co-Investigator.

PEER-REVIEWED JOURNAL PUBLICATIONS

indicates graduate student co-author at time of submission

1. Roser-Renouf, C., **Atkinson, L.**, Maibach, E.W. and Leiserowitz, A. (In press) “The Consumer as Climate Activist: Objectives, Beliefs and Behaviors.” Accepted for publication in the *International Journal of Communication*.
2. Kang, E. Y.[#] & **Atkinson, L.** (In press) “Pro-social Outcomes of Hotel CSR’s Perceived Motives.” Accepted for publication in *Social Marketing Quarterly*.
3. AbiGhannam, N.[#] and **Atkinson, L.** (In press) “Good green mothers consuming their way through pregnancy: the roles of environmental identities and information seeking in coping with the transition.” Published online first in *Consumption Markets & Culture*
4. Nelson, M., **Atkinson, L.**, Rademacher, M. and Ahn, R.[#] (In press) “How Media Use and Family Build Children’s Persuasion Knowledge.” Accepted for publication in *Journal of Current Issues & Research in Advertising*.
5. **Atkinson, L.** (2015) “Good Corporate Citizenship: Predictors of support for corporate social justice as an element of sustainable citizenship norms in Europe.” *International Journal of Communication*, 9: 3223–3244.
6. **Atkinson, L.** (2015) “Locating the “politics” in political consumption: A conceptual map of four types of political consumer identities.” *International Journal of Communication*, 9: 2047-2066.
7. **Atkinson, L.** and Kim, Y.[#] (2015). “‘I Drink It Anyway and I Know I Shouldn’t’: Understanding Green Consumers’ Positive Evaluations of Norm-violating Non-green Products and Misleading Green Advertising.” *Environmental Communication*, 9(1): 37-57.
8. **Atkinson, L.**, Nelson, M. and Rademacher, M. (2015) “A Humanistic Approach to Understanding Child Consumer Socialization in the Home.” *Journal of Children and Media*, 9(1): 95-112.

9. Lazard, A.[#] and **Atkinson, L.** (2015) "Putting Environmental Infographics Center Stage: The Role of Visuals at the ELM's Critical Point of Persuasion." *Science Communication*, 37(1): 6-33.
10. Katz-Kimchi, M. and **Atkinson, L.** (2014) "Popular climate science and painless consumer choices: Communicating climate change in the Hot Pink Flamingos exhibit, Monterey Bay Aquarium." *Science Communication*, 36(6): 754-777.
11. Sojung, K.[#] and **Atkinson, L.** (2014) "Responses toward Corporate Crisis and Corporate Advertising." *Journal of Promotion Management*, 20(5): 647-665.
12. **Atkinson, L.** (2014). "Green moms: the social construction of a green mothering identity via environmental advertising appeals." *Consumption, Markets & Culture*, 17(6): 553-572.
13. Dudo, A., Cicchirillo, V., **Atkinson, L.**, & Marx, S.[#] (2014). "Portrayals of science and scientists in video games: A potential avenue for informal science learning." *Science Communication*, 36(2): 219-247.
14. **Atkinson, L.** and Rosenthal, S.[#] (2014). "Signaling the green sell: the influence of eco-label source and argument specificity on consumer trust." *Journal of Advertising*, 43(1): 33-45.
15. **Atkinson, L.** (2013). "Smart shoppers? Using QR codes and "green" smartphone apps to mobilize sustainable consumption." *International Journal of Consumer Studies*, 37: 387-393.
16. **Atkinson, L.** (2012). "Buying in to Social Change: How private consumption choices engender concern for the collective," *The Annals of the American Academy of Political and Social Science*, 644(1): 191-206.
17. Wood, M.L.M., Nelson, M.R., **Atkinson, L.** and Lane, J.B. (2008). "Social Utility Theory: Guiding Labeling of VNRs as Ethical and Effective Public Relations." *Journal of Public Relations Research*, 20/2: 231-249.
18. Friedland, L., Shah, D.V., Lee, N-J., Rademacher, M.A., **Atkinson, L.** and Hove, T. (2007) "Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the United States," *The Annals of the American Academy of Political and Social Science*, 611: 31-50.

INVITED ARTICLES AND SPECIAL SECTIONS

19. **Atkinson, L.** (in progress). "Portrayal and Impacts of Climate Change in Advertising and Consumer Campaigns." In *Climate Science: Oxford Research Encyclopedias*.
20. **Atkinson, L.** (2015). "Green Consumption." In D.T. Cook and J.M. Ryan (Eds.) *Encyclopedia of Consumption and Consumer Studies*. Wiley-Blackwell.

21. Sheehan, K. and **Atkinson, L.** (2012). "From the guest editors: Special issue on green advertising: Revisiting green advertising and the reluctant consumer." *Journal of Advertising*, 41(4): 5-7.
22. **Atkinson, L.** (2008). "Review of 'Online Journalism Ethics: Traditions and Transitions,' by Cecilia Friend & Jane Singer" (M. E. Sharpe Publishers), *New Media & Society*, 10: 671-674.

EDITED BOOKS

23. Sheehan, K. and **Atkinson, L.** Eds. (2014). *Green Advertising and the Reluctant Consumer*. Taylor & Francis: Oxfordshire, UK.

REFEREED BOOK CHAPTERS

24. Copeland, L. and **Atkinson, L.** (2016) "Political and Ethical Considerations in the Evolution of Consumer Activism as a Form of Political Participation and Civic Engagement." In T Newholm, A. Chatzidakis, M. Carrington, & D. Shaw (Eds.), *Ethics and Morality in Consumption: Interdisciplinary Perspectives*. New York: Routledge.
25. **Atkinson, L.** (2015). "Buying in or tuning out: The role of consumption in politically active young adults." In H. Gil de Zuniga and S. Reese (Eds.) *New Agendas in Communication: New Technologies and Civic Engagement*. New York: Routledge.
26. McLeod, D.M., Shah, D.V., **Atkinson, L.**, Nah, S. and Hwang, H. (2014). "Designing the Studies," In Douglas M. McLeod and Dhavan V. Shah (Eds.), *News Frames and National Security: Covering "Big Brother"*, New York: Cambridge University Press.
27. **Atkinson, L.** (2013). "Clarifying, Confusing or Crooked? Interpretations of green advertising claims by ethically minded consumers." In M. Drumwright and S. Reese (Eds.) *Ethical Issues in Communication Professions: New Agendas in Communication*. New York: Routledge.

EDITED SPECIAL ISSUES OF JOURNALS

1. **Atkinson, L.** and Katz-Kimchi, M., Special Issue Editors. (under contract). *Sustainability and Climate Change Campaigns*. *International Journal of Communication*.
2. Sheehan, K. and **Atkinson, L.** Special Issue Editors. (2012). *Special issue on green advertising: Revisiting green advertising and the reluctant consumer*. *Journal of Advertising*, 41(4).

REFEREED JOURNAL PUBLICATIONS: IN SUBMISSION

1. Li, D.[#] and **Atkinson, L.** (2016). "Happy to Help: Emotional Facial Expressions in Advertising and Consumer Philanthropy." Under review at *Psychology & Marketing*.

2. Lazard, A.[#], **Atkinson, L.** and Mackert, M. "Visuals in persuasive message processing: Accounting for the role of visual communication in dual processing models." Under review at *Journal of Communication*.
3. Lazard, A., Mackert, M., Bock, M., **Atkinson, L.**, Dudo, A. and Love, B. "Visual Arguments: Effects of Photo Manipulation in Advertisements on Implicit and Explicit Attitudes." Under review at *Psychology & Marketing*.
4. Kim, S.[#], Choi, S. and **Atkinson, L.** "Selecting an Effective Crisis Communication Strategy: The Moderating Effects of Consumer-Company Identification and Corporate Associations-Crisis Type Congruence." Under review at *Journal of Business Research*.
5. Lee, S.[#] and **Atkinson, L.** "Never Easy to Say 'Sorry': Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses." Under review at *Journal of Business Research*.
6. Lazard, A., Mackert, M., Bock, M., Love, B., Dudo, A., & Atkinson, L. Visually Implied Arguments: Effects of Photo Manipulation and Dual Processing for Food Advertisements. Under review at *Visual Communication Quarterly*.

REFEREED PROCEEDINGS

1. Kim, S.[#], Choi, M. and **Atkinson, L.** (2013) "The Moderating Role of Perceived Fit between Corporate Associations and Crisis Type." *The Proceedings of the 2013 Annual Conference of the American Academy of Advertising*.
2. **Atkinson, L.** (2010). "Socially Conscious Consumption and Civic Engagement: Mobilizing Collective Concern through Private Interest," *Advances in Consumer Research*, vol. 38.
3. **Atkinson, L.** (2010). "Selling Social Change: Marketing, Consumption and Political Engagement," *The Proceedings of the 2010 Annual Conference of the American Academy of Advertising*.
4. **Atkinson, L.** (2007). "Commodifying the Self: Online Social Networking Profiles as Brand Communities," *Advances in Consumer Research*, vol. 35.

REFEREED CONFERENCE PRESENTATIONS

1. Atkinosn, L. (2016). "The ethics of green advertising as a source of environmental information." Presented at Ethics of Society/Ethics of Communication (International Association for Media and Communication Research working group) preconference Ethics, Research and Communication: Looking Forward in Valencia, Spain.
2. Kang, EY.[#] & **Atkinson, L.** (2016). "Reasons Behind the Green Behavior at a Hotel: Social Norm Messages and the Norm Activation Model." Accepted for presentation at the Tourism Travel and Research Association annual conference in Vail, CO.

3. AbiGhannam, N.[#] and Atkinson, L. (2016). "Good Green Mothers: First-Time Mothers Explore Their Environmentalism Against Their Transition to Motherhood." Presented at the Feminist Scholarship Division of the International Communication Association Convention, June 9-13, Fukuoka, Japan.
4. Li, D.[#] and **Atkinson, L.** (2016). "Happy to Help: Emotional Facial Expressions in Advertising and Consumer Philanthropy." Presented at the American Academy of Advertising, March 17-20, Seattle, WA.
5. Choi, JH.[#], Ryoo, J.[#], Choi, TR.[#] and **Atkinson, L.** (2016). "Leo or Carrie? The role of celebrity endorsements and political ideology in the context of green advertising claims." Presented at the American Academy of Advertising, March 17-20, Seattle, WA.
6. Kang, EY.[#] & **Atkinson, L.** (2016). "The Effect of Subjective Well-Being on Donation: What prompts altruism?" Presented to the American Marketing Association, Feb. 26-28, Las Vegas NV.
7. Kang, EY.[#] Kang, S.Y. & **Atkinson, L.** (2016). "Employee's Green Behavior in the Workplace and Motivations: A Comparison Between the Workplace and Household Settings." Presented to the American Marketing Association, Feb. 26-28, Las Vegas NV.
8. Lee, S.[#] and **Atkinson, L.** (2015). "Never Easy to Say 'Sorry': Exploring the Interplay of Crisis Involvement, Brand Image and Message Framing in Developing Effective Crisis Responses." Presented at the Public Relations Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in San Francisco, CA.
SECOND-PLACE PAPER.
9. Kang, EY.[#] & **Atkinson, L.** (2015) "The Effects of Psychological Ownership Framed Messages on Hotel Guests' Perceived Barriers to Act Green." Presented at the International Council on Hotel, Restaurant and Institutional Education annual conference in Orlando, FL.
10. Kang, EY.[#] & **Atkinson, L.** (2015) "A Hotel's Green Message Effectiveness: How do tourists evaluate a green message according to framing and tourism destinations?" Presented at the Tourism Travel and Research Association annual conference in Portland, OR.
11. Hubbard, K.[#] and **Atkinson, L.** (2015). "Framing pro-environmental messages: Negative and positively framed messages, and singular and plural pronouns" Presented at the American Academy of Advertising Global Conference in Auckland, New Zealand.
12. Katz-Kimchi, M. and **Atkinson, L.** (2015). "Social media and climate action: A case study of Greenpeace's online mobilization campaigns targeting global brands." Presented at the Environmental Communication Division of the International Communication Association, May 23-26 in San Juan, PR. **TOP THREE FACULTY PAPER.**

13. Lee, S.[#] and **Atkinson, L.** (2015). "The Influence of User-Generated Comments on Public Opinion Formation in Online Media: The Case of Genetically Modified Foods." Presented at the Communication and Technology Division of the International Communication Association, May 23-26 in San Juan, PR.
14. **Atkinson, L.** (2015) "When buying in means selling out: Sustainable consumption and unintended, uncivic boomerang effects." Presented at the Climate and Sustainability Campaigns post-conference, International Communication Association, in San Juan, PR.
15. Kang, EY.[#] & **Atkinson, L.** (2015), "The Effect of CSR Types and Message Sources on CSR Activity on SNS," presented at the Winter American Marketing Association (AMA) conference, San Antonio, TX.
16. AbiGhannam, N.[#] and **Atkinson, L.** (2014). "First Time Expectant Mothers' Views on Environmental Consumption Pre- and Post-partum." Presented at the Commission on the Status of Women Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in Montreal, Canada.
17. Kang, EY.[#] & **Atkinson, L.** (2014), "The Effect of Perceived Motives of Hotels' CSR on Consumers' Responses," presented at the Social Marketing Advances in Research and Theory (SMART) conference (Banff, Canada).
18. Lazard, A.[#] and **Atkinson, L.** (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion." Presented at the Society of Consumer Psychology's Advertising and Consumer Psychology conference, May 29-31 in Ann Arbor, MI.
19. **Atkinson, L.** (2014). "Selling climate change: Developing a model of climate change communication that accounts for persuasive messages." Presented at the Environmental Communication Division of the International Communication Association, May 23-26, Seattle, WA.
20. **Atkinson, L.** (2014). "Locating the "politics" in political consumption: How political consumers talk about the rights and responsibilities that connect their consumption choices to their sense of citizenship." Presented at the Qualitative Political Communication pre-conference at the International Communication Association, May 22, Seattle, WA.
21. **Atkinson, L.** (2014). "When doing good means doing harm: The unintended, uncivic consequences of political consumption." Presented as part of the panel "The Changing Citizen: Creative Participation and Contentious Politics" to be included at the Midwest Political Science Association 2014 Convention, April 3-6 in Chicago, IL.
22. Lazard, A.[#], **Atkinson, L.** and Mackert, M. (2013). "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model." Presented at the Communication Theory and Methodology Division of the Association for Education in Journalism & Mass Communication Convention, August 8 – 11 in Washington, DC.

23. Lazard, A.[#] and **Atkinson, L.** (2013). "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: A Investigation of Infographics and Visual Learners." Presented at VISCOM, the Visual Communication Conference, June 26-30 at Steamboat Springs, CO.
24. **Atkinson, L.** and Rosenthal, S.[#] (2013). "Signaling Environmental Product Benefits: The Interactive Influence of Eco-Label Source and Argument Quality on Consumer Trust." Presented at the Environmental Communication Division of the International Communication Association, June 17-21 in London, UK.
25. Kim, S.[#], Choi, M. and **Atkinson, L.** (2013). "The Moderating Role of Perceived Fit between Corporate Associations and Crisis Type." Presented at the American Academy of Advertising conference, April 4 – 7 in Albuquerque, NM.
26. **Atkinson, L.** (2012). "Communicating Environmental Citizenship through Consumption Choices." Accepted for presentation to the Political Communication division of the American Political Science Association Conference, Aug. 30-Sept. 2 in New Orleans, LA. (*Declined due to scheduling conflict.*)
27. **Atkinson, L.** and Kim, Y.[#] (2012). "Selling Solutions: Exploring the Relationship between Green Marketing Appeals and the Environmental Crisis." Presented at the Communication and Ethics of Consumption pre-conference, International Communication Association Convention, in Phoenix, AZ.
28. **Atkinson, L.** (2012). "From Satisfied and Self-interested to Concerned and Civic-minded." Presented at the Political Communication division of the International Communication Association Convention, May 24-28 in Phoenix, AZ.
29. Kim, S.[#] and **Atkinson, L.** (2011). "Consumer Responses Toward Corporate Advertising in a Crisis: Exploring the Case of Toyota." Presented at the Consumer Psychology division of the American Psychological Association's conference, Aug. 4-7 in Washington, D.C.
30. **Atkinson, L.** and Rosenthal, S.[#] (2011). "Consumer Trust in Eco-label Advertising: The Role of Label Source and Argument Quality." Presented at the Society of Consumer Psychology's Advertising and Consumer Psychology, May 6-7 in Eugene, OR.
31. **Atkinson, L.** (2010). "Reconciling Consumption and Citizenship through the Myth of the American Adam." Presented at Consumer Culture Theory, June 10-13, Madison, WI
32. **Atkinson, L.** (2010). "Selling Social Change: Marketing, Consumption and Political Engagement." Presented at the American Academy of Advertising conference, March 18 – 21 in Minneapolis, MN.
33. **Atkinson, L.** (2008). "'Politics by Other Means:' Testing the Relationship between Socially Conscious Consumption and Political Participation." Presented to the Advertising Division of the Association for Education in Journalism & Mass Communication Convention, August 6 – 9 in Chicago, IL

34. **Atkinson, L.** (2007). "Commodifying the Self: Online Social Networking Profiles as Brand Communities." Presented to the Association for Consumer Research Convention, October 25 – 28 in Memphis, TN.
35. **Atkinson, L.** (2007). "Partiality and Participation: The influence of perceived media bias on political engagement." Presented to the Political Communication Division of the American Political Science Association Convention, August 30 – September 2, Chicago, IL.
36. **Atkinson, L.** (2007). "The Public Sphere in Print: Do Letters to the Editor Serve as a Forum for Rationale-Critical Debate?" Presented to the Cultural and Critical Studies division of the Association for Education in Journalism & Mass Communication Convention, August 9 – 12 in Washington, D.C.
37. Friedland, L., Shah, D.V., Lee, N-J., Rademacher, M.A., **Atkinson, L.** and Hove, T. (2007). "Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the U.S." Presented to the Mass Communication division of the International Communication Association Convention, May 24-28 in San Francisco, CA. **TOP FOUR PAPER.**
38. **Atkinson, L.** (2007). "Online and Ticked Off? An Exploration of Online Political News Coverage and Hostile Media Phenomenon." Presented to the Journalism Studies division of the International Communication Association Convention, May 24-28 in San Francisco, CA
39. **Atkinson, L.** (2007). "Online News Use and Selective Exposure: Exploring Issue Salience and Argument Breadth among Online News Users." Presented at the American Association for Public Opinion Research Annual Conference, May 17-20 in Anaheim, CA.
40. Gotlieb, M., Brossard, D., Acosta, E. and **Atkinson, L.** (2006). "The Convergence of News Frames and Audience Value-Predispositions: The Conditioned Effects of Pro-Science News on Attitudes toward Stem Cell Research." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL
41. Vraga, E.K, Lee, N-J. and **Atkinson, L.** (2006). "To Understand or to Persuade: Cognitive Complexity, Motivations to Talk, and Deliberative Participation." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL. **HONORABLE MENTION**, Student Competition.
42. Sayre, B. and **Atkinson, L.** (2005). "The Effects of TV News Style on Viewers' Political Evaluations." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL
43. Rojas, H., Scholl, R., **Atkinson, L.**, Nah, S., Vilela, A. Lee, S.H., Keum, H., McLeod, D.M. and Shah, D.V. (2005). "Political Talk and Social Tolerance." Presented to the Communication Theory and Methodology division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX.

44. Shah, D.V., Holbert, L., Kwak, N., **Atkinson, L.**, Kim, E. and Lee, S.Y. (2005). "Communication, Consumption, Contentment, and Community: A Non-Recursive Model of Civic Participation and the 'Pursuit of Happiness.'" Presented to the Mass Communication and Society division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX. **TOP THREE FACULTY PAPER.**
45. Lee, N-J., **Atkinson, L.**, Lane, J.B. and Long, C. (2005). "Framing and Cue Convergence: Moderating Roles of Political Knowledge and Partisanship." Presented to the Communication Theory and Methodology division of the Association for Education in Journalism & Mass Communication Convention, August 10-13 in San Antonio, TX.
46. **Atkinson, L.** (2004). "The Write Stuff: How News Frames and Predispositions Influence Willingness to Write a Letter to the Editor." Presented at the Midwest Association of Public Opinion Research Conference in Chicago, IL

CONFERENCE PANELS ORGANIZED

Lead organizer, "Climate and Sustainability Campaigns" (2015) International Communication Association post-conference sponsored by the Environmental Communication Division, Health Communication Division, and Political Communication Division and the Rupe Chair in the Social Effects of Mass Communication, Department of Communication, UC-Santa Barbara.

- Top papers will appear as a special section in the *International Journal of Communication*.

Lead student organizer, "The Politics of Consumption/The Consumption of Politics" (2006) School of Journalism and Mass Communication, University of Wisconsin – Madison. An international conference that brought together leading scholars in the field to discuss the intersection of consumer and civic engagement.

Lead organizer, "Mass Communication Research Center mini-conference" (2006) Annual graduate student conference, School of Journalism and Mass Communication, University of Wisconsin – Madison.

Lead organizer, "Mass Communication Research Center mini-conference" (2005) Annual graduate student conference, School of Journalism and Mass Communication, University of Wisconsin – Madison.

INVITED CONFERENCE PRESENTATIONS & PANELS

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| Fall 2016 | Copeland, L. and Atkinson, L. "Political and Ethical Considerations in the Evolution of Consumer Activism as a Form of Political Participation and Civic Engagement." Invited to present at Collectivities in Consumption Ethics, Ethics in Consumption: Interdisciplinary Perspectives, University of Glasgow. |
| Spring 2016 | Atkinson, L. "Shopping Our Way to a Sustainable Planet." Invited to present at the Political Communication Lecture Series (UT-Austin). |

- Spring 2016 **Atkinson, L.** “Political consumption and its unintended, uncivic consequences.” Presented at Imagined Futures: A Humanities Symposium Sponsored by the Humanities Institute, UT-Austin.
- Spring 2016 **Atkinson, L.** Invited Panelist, “Rebranding Climate Change.” Sponsored by EnviroMedia Social Marketing and the Stan Richards School of Advertising and PR.
- Fall 2015 **Atkinson, L.** “Shopping Our Way to a Sustainable Planet: The Promises and Pitfalls of Environmentally Responsible Consumption” Invited to present at the Center for Health Communication (UT-Austin) Lunch Enlightenment Series.
- Fall 2015 **Atkinson, L.** “Political consumption and its unintended, uncivic consequences” Presented to the UT-Austin Humanities Institute Faculty Fellows Seminar.
- Spring 2015 **Atkinson, L.** Invited Panelist, “Mix-and-Mingle with Book Authors.” Sponsored by the Environmental Communication Division at the annual convention of the International Communication Association, San Juan, PR.
- Spring 2015 **Atkinson, L.** “Picture this: Using infographics, visuals and text to communicate effective sustainability campaigns.” Invited to present at the Sustainable Science Communication Conference, sponsored by the Mellichamp Academic Initiative in Sustainability, the Arthur N. Rupe Chair’s bi-annual conference, and the Environmental Media Initiative of the Carsey-Wolf Center at the University of California, Santa Barbara.
- Spring 2015 **Atkinson, L.** Invited Panelist. Sustainability Showdown, sponsored by the University of Texas at Austin Undergraduate Sustainability Roundtable, the Office of Sustainability and the School of Undergraduate Studies; chosen to represent the Moody College of Communication at a TEDx style event about the concept of sustainability. (Top three presenter as voted by students.)
- Fall 2014 Katz-Kimchi, M. and **Atkinson, L.** “Social media and environmental remediation: A case study of Greenpeace International’s online mobilization campaigns.” Invited to present at the International Workshop on Computing and the Environment (Oct. 2-3) at Université Pierre-et-Marie Curie, l’Observatoire Océanologique, Banyuls sur Mer, France.
- Fall 2013 **Atkinson, L.** Invited Panelist, “Leanwashing Index Forum on food advertising.” Sponsored by EnviroMedia Social Marketing and the Stan Richards School of Advertising and PR.
- Summer 2013 **Atkinson, L.** “Harnessing market mavens and word of mouth to build a Shop Local campaign.” Invited to present to the City of Austin’s Small Business Development Program Shop Local initiative (www.locallyaustin.org), Austin, TX.

- Fall 2012 **Atkinson, L.** “Sustainable citizenship: connecting consumption, environmentalism and civic engagement.” Invited to present at the New Technologies and Civic Engagement conference, part of the College of Communication’s New Agendas in Communication series.
- Spring 2012 **Atkinson, L.** “Political Consumption and Green Marketing,” presented to the UT SAGE (Seminars for Adult Growth and Enrichment) program of the Osher Lifelong Learning Institute, Austin.
- Spring 2012 **Atkinson, L.** “Clarifying, Confusing or Crooked? Interpretations of green advertising claims by ethically minded consumers.” Invited to present at the Ethical Issues in Communication Professions conference, part of the College of Communication’s New Agendas in Communication series.
- Spring 2011 **Atkinson, L.** “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” Invited to present to the College of Business, University of Michigan – Dearborn, in Dearborn, MI.
- Spring 2011 **Atkinson, L.**, Nelson, M.R. and Rademacher, M.A. “Timmy’s New Skechers: An Audience-focused Model of Consumer Socialization.” Invited to present at *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*, in Madison, WI.
- Spring 2011 **Atkinson, L.** “Keeping the faith: consumer trust, green marketing claims and sustainable consumer behavior.” Invited to present at *Communication, Consumers, and Citizens: Revisiting the Politics of Consumption*, in Madison, WI.
- Fall 2010 **Atkinson, L.** “Reconciling Consumption and Citizenship through the Myth of the American Adam,” University of Texas at Austin Center for Women’s and Gender Studies New Faculty Development Program Research Colloquium, Austin, TX.
- Fall 2010 **Atkinson, L.** “Advertising Women,” The University of Texas at Austin Center for Women’s and Gender Studies New Faculty Development Program Teaching Seminar, Austin, TX.

HONORS AND AWARDS

- 2016 Regents Outstanding Teacher Award, University of Texas System Board of Regents highest honor awarded to faculty who have demonstrated extraordinary classroom performance and innovation in undergraduate instruction
- 2015-2016 Page Scholar, Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University, College of Communications
- Fall 2015 Harry Ransom Center Humanities Institute Fellow, University of Texas at Austin. Application-based program at the University of Texas at Austin to promote research and collegiality across departments. Comes with one course release.

- Summer 2015 Second-place paper, Public Relations Division of AEJMC
- Fall 2015 Finalist, Moody College of Communication Teaching Excellence Award
- Spring 2015 Top Three Faculty Paper, Environmental Communication Division of the International Communication Association.
- Spring 2015 Finalist, Frank Prize in Public Interest Communications Research, University of Florida College of Journalism and Communications
- Summer 2014 Top three finalist, Outstanding Junior Scholar Award, Sponsored by The Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University/AEJMC Commission on the Status of Women
- Summer 2014 The University of Texas at Austin Office of Graduate Studies Summer Research Assignment (\$9,000)
- 2013-2014 Course Development Award, UT-Austin Office of Sustainability and Center for the Core Curriculum. Awarded one of three university-wide course development awards (\$6,000) to develop a new undergraduate course focused on sustainability.
- 2013-2014 The University of Texas at Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
- 2012-2013 Dean's Fellow sabbatical appointment, full course release for fall semester
- Summer 2012 Finalist, Promising Professor award from the Mass Communication & Society Division and the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication
- 2011-2012 Finalist, Dads' Association Centennial Teaching Fellowship. Nominated by dean of the College of Communication for university-wide teaching award that recognizes excellence in teaching at the undergraduate level
- 2010-2011 Fellow, Center for Women's & Gender Studies Faculty Development Program, UT-Austin (\$3,500)
- 2010-2011 Finalist, Dads' Association Centennial Teaching Fellowship. Nominated by dean of the College of Communication for university-wide teaching award that recognizes excellence in teaching at the undergraduate level
- Summer 2011 The University of Texas at Austin Office of Graduate Studies Summer Research Assignment (\$9,000)

- 2010-2011 The University of Texas at Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
- Summer 2010 Junior Faculty Fellowship (\$5,000), Stan Richards School of Advertising & PR, UT-Austin
- 2009-2010 The University of Texas at Austin College of Communication Student Enrichment Funds Award (\$6,500) to fund one graduate research assistant and three undergraduate research assistants.
- 2008-2009 Graduate Fellow, American Academy of Political and Social Science for “an outstanding grasp of a discipline’s theories and methods, as demonstrated through graduate coursework; an enthusiasm for understanding social issues; and the promise of making substantial contributions to the social sciences in the future.”
- 2008-2009 Fellowship, School of Journalism and Mass Communication, UW – Madison
- 2007-2008 Fellowship, School of Journalism and Mass Communication, UW – Madison
- Declined first semester support when asked by department to fill a vacant TA position
- 2007-2008 Doctoral Student Research funding (\$600), School of Journalism and Mass Communication, University of Wisconsin – Madison
- 2006-2007 Doctoral Student Research funding (\$800), School of Journalism and Mass Communication, University of Wisconsin – Madison
- 2007 Top Four Paper, Mass Communication Division of the International Communication Association
- 2006 Teaching Fellow, College of Letters and Science, University of Wisconsin – Madison; award recognizes teaching assistants for “outstanding success as students and teachers”
- 2006 Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
- 2006 Honorable Mention MAPOR Fellows Student Competition, Midwest Association of Public Opinion Research
- 2005 Top Three Faculty Paper, Mass Communication & Society division of the Association for Education in Journalism & Mass Communication

- 2004 Finalist, Early Excellence in Teaching Award, College of Letters and Science, University of Wisconsin – Madison; award recognizes “outstanding and inspirational achievement on the part of TAs with fewer than four semesters of teaching experience.”

OTHER EVIDENCE OF MERIT OR RECOGNITION

Media Coverage

- KUT (Austin NPR affiliate): [Has Austin really reduced its plastic bag consumption by 75 percent?](#) (June 19, 2015)
- EcoTextile News: The textile labeling minefield (April/May 2015)
- Arctic Journal: [After retreat, Greenpeace considers next move](#) (April 14, 2015)
- Dallas Morning News: [In the Running: Designers offer ideas to help Texas Democrats bring new life to the party](#) (Oct. 18, 2014)
- Guardian Newspaper (UK) Sustainable Business Section Live Chat: invited expert to discuss issues of sustainability and the values consumers place sustainable products [Consumer behavior and sustainability - what you need to know](#) (Sept. 4, 2014).
- Dallas Morning News: [Retail politics: Abbott, Davis take different tacks with shirt and hat sales](#) (Aug. 24, 2014).
- National Public Radio *Weekend Edition (Sunday)*: [Labels: Easy to Read, Not Always Easy to Trust](#) (July 27, 2014).
- UT Moody College of Communication Feature Story: [The Green Sell: Consumers Trust Government Eco-Labels More than Corporate, Study Finds](#) (July 24, 2014)
- Guardian Newspaper (UK) Sustainable Business Section: [‘Wild west’ of eco-labels: sustainability claims are confusing consumers](#) (July 4, 2014)
- Daily Texan: [UT study finds consumers view eco-labels positively, but institution labeling product matters](#) (June 9, 2014)
- UT Moody College of Communication Press Release: [Consumers Trust Government Eco-Labels but "Like" Corporate Eco-Labels, Study Finds](#) (May 23, 2014)
- UT Office of Sustainability: [Sustainability Course Development Award winners Announced](#) (May 15, 2014)
- Austin MD: [SXSW For Small Business: 4 Tips to Make this Festival Crowd your BFFs](#) (March-April, 2014; reprinted March-April 2015)
- Small Business Development Program: [Tips for Small Businesses to Attract the SXSW Festival Crowd](#) (March-April, 2014)

PH.D. DISSERTATION ADVISING

Chair:

1. Dan (Kitty) Li, Stan Richards School of Advertising & PR
2. Eun Yeon Kang, Stan Richards School of Advertising & PR (graduated spring 2016)
3. Jason Flowers, Stan Richards School of Advertising & PR (graduated fall, 2015)
4. Sojung Kim, Stan Richards School of Advertising & PR (co-chair) (graduated spring, 2012)

Committee Member:

1. Marie Guadagno, Stan Richards School of Advertising & PR
2. Yoon Hee Sung, Stan Richards School of Advertising & PR

3. Seungae Lee, Stan Richards School of Advertising & PR
4. Zhaohui Su, Stan Richards School of Advertising & PR
5. Young-A Song, Stan Richards School of Advertising & PR
6. Jung Hwa Choi, Stan Richards School of Advertising & PR
7. Soyoung Lee, Stan Richards School of Advertising & PR
8. Jin-A Choi, Stan Richards School of Advertising & PR
9. Katharine Hubbard, Stan Richards School of Advertising & PR (graduated spring, 2016)
10. Sara Champlin, Stan Richards School of Advertising & PR (graduated spring, 2015)
11. Ben Wyeth, Stan Richards School of Advertising & PR (graduated spring, 2015)
12. Niveen Ghannam, Stan Richards School of Advertising & PR (graduated spring, 2015)
13. Allison Lazard, Stan Richards School of Advertising & PR (graduated spring, 2015)
14. Ohyeon Kwon, Stan Richards School of Advertising & PR (graduated summer, 2014)
15. Seung-Chul Yoo, Stan Richards School of Advertising & PR (graduated spring, 2012)
16. Elaine (Jih-Syuan) Lin, Stan Richards School of Advertising & PR (graduated spring, 2012)
17. Yoojung Kim, Stan Richards School of Advertising & PR (graduated spring, 2011)

MASTER'S THESIS AND PROFESSIONAL REPORT ADVISING

Chair:

1. Meshaal Almahmoud, Stan Richards School of Advertising & PR, Thesis,
2. Candace Queen, Stan Richards School of Advertising & PR, Thesis, May 2015
 - Candace was invited to discuss her thesis at the Clinton Global Initiative University
3. Sujin Kim, Stan Richards School of Advertising & PR, Thesis, May 2014
4. Soyoung Lee, Stan Richards School of Advertising & PR, Thesis, May 2014
5. Jin Wu, Stan Richards School of Advertising & PR, Thesis, Summer 2014
6. Pilar Perez, Stan Richards School of Advertising & PR, Professional Report, May 2013
7. Evgeniya Basenko, Stan Richards School of Advertising & PR, Thesis, May 2012
8. Morgan Meyer, Stan Richards School of Advertising & PR, Thesis, December 2011
9. Jennifer Fung, Stan Richards School of Advertising & PR, Professional Report, May 2011
10. Emily Hill, Stan Richards School of Advertising & PR, Professional Report, Dec. 2010

Committee Member:

1. Jin-A Choi, Stan Richards School of Advertising & PR, Thesis, 2014
2. Vin Han, Stan Richards School of Advertising & PR, Thesis, Aug. 2013
3. Jordan Clark-Mand, Stan Richards School of Advertising & PR, Professional Report, 2011
4. Claire Ogburn, Stan Richards School of Advertising & PR, Professional Report, 2012

OTHER GRADUATE STUDENT ADVISING & MENTORING

Faculty lead, Sustainable Consumption Research Group (2014-present)

- In response to student demand, I started and help facilitate a graduate student research group on the topic of Sustainable Consumption. The group is interdisciplinary with eight doctoral and masters students from Advertising/PR and the School of Journalism. We have several research projects underway.

Faculty mentor, Health Communication Scholars Program (2014-2015)

- Supervising a team of doctoral students and their funded (\$2,000) project titled, “The Relative Impact of Infographics on e-Health Information Comprehension and Health Promoting Behaviors

UNDERGRADUATE ADVISING & SUPERVISION

Chair:

1. Sam Liu, Plan II Honors Thesis advisor (Spring 2016)
2. Sarah Brusseau, Environment and Sustainability Bridging Disciplines Program mentor (Summer 2015)
3. Laura Boss, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2015)
4. Elaine Almeida, Media, Culture & Identity Bridging Disciplines Program mentor (Fall 2015)
5. Elaine Almeida, Environment and Sustainability Bridging Disciplines Program mentor (Fall 2015)
6. Megha Kansra, Business Honors & Marketing, Plan II Honor’s thesis chair, 2010-2011
7. Taryn Stoneking, Ethics and Leadership in Law, Politics & Government Bridging Disciplines Program mentor (Spring 2013)
8. Meg Susong, Social Entrepreneurship & Nonprofits Bridging Disciplines Program mentor (Spring 2012)

Committee Member:

1. Josh Wallace, Government, Plan II Honor’s thesis reader, 2013-2014

UNDERGRADUATE MENTORING

- Faculty presentation to First Year Interest Groups (Fall 2010, 2013, 2014)
- UT Orange Jackets, Faculty Honoree at “Professor Tea” honoring students’ favorite and most influential professors of Orange Jacket members (Spring 2012)
- Akua (Bertha) Sencherey, supported her successful application to the Ronald E. McNair’s Scholars Program (Spring 2011)
- Meet the Professor night, invited by Communication Council to attend the College of Communication’s informal faculty meet and greet (Fall 2009)

DEPARTMENT SERVICE

2014-2016 2010-2011	Member, PhD Admissions/Review Committee
2013-2014	Member, Faculty Recruitment Committee (Search for a Department Chair)
2012-2014 2009-2010	Member, Graduate Curriculum Committee
2011-2013	Member, Blended and Web-based Course Initiative
2014-2016 2011-2013 2009-2010	Member, Scholarship Committee

COLLEGE SERVICE

2015-2016	Member, Texas Media & Society Survey Committee, Strauss Institute and Moody College of Communication. The committee will oversee designing, fielding and analyzing a nationwide, multi-year survey of political values and media use.
2015-2016	Member, Workgroup on Advancing Distance and Continuing Education
2014-2015	Member, Education Workgroup, Center for Health Communication
2014-2015 2010-2011	Member, Faculty Research Committee
2015-2016 2013-2014	Member, Scholarship Committee
2012-2013	Invited faculty member, Honors Day Convocation. Invited by three students to be their guest at their Honors Day Convocation
2009-2010	Meet the Professor Night invited faculty, Communication Council

UNIVERSITY SERVICE

2015-2016	Faculty Panel Member, Bridging Disciplines Program (BDP) in Environment and Sustainability
2014-2015	Member, Sustainability Faculty Learning Community
2014-2015	Faculty partner, Center for Sustainable Development's Texas CityLab program. Two of my classes partnered with the CityLab program to develop campaigns and audience research to promote the university's Zero Waste initiative.

PROFESSIONAL SERVICE

2015-2016	Chair, Funding and Awards Committee, Environmental Communication Division, International Communication Association
2015	Special issue co-editor. " <i>Climate and Sustainability Campaigns</i> ." International Journal of Communication.
2015	Organizer, ICA post-conference in Climate and Sustainability Campaigns.
2015	Subject matter expert, asked by graduate students studying at the Centre for Environmental Policy, Imperial College (London, UK) to provide expert commentary on the topic of green consumption and eco-labeling
2012	Special issue co-editor. " <i>Green Advertising: Revisiting green advertising and the reluctant consumer</i> ." Journal of Advertising, 41(4).
2011-2012	Research Co-chair, Mass Communication & Society division of the Association for Education in Journalism and Mass Communication
2010-2011	Awards Co-chair, Mass Communication & Society division of the Association for Education in Journalism and Mass Communication

Conference Reviewer

- Association for Consumer Research annual conference
- American Marketing Society annual conference
- Association for Education in Journalism and Mass Communication annual conference
- American Academy of Advertising annual conference
- International Communication Association annual conference

Journal Reviewer

- Journal of Advertising
- Consumption, Markets & Culture
- Journal of Consumer Culture
- Sustainability
- PLOS One
- Governance & Regulation
- Environmental Communication
- Science Communication
- Political Behavior
- Social Media & Society
- International Journal of Public Opinion Research
- Cyberpsychology, Behavior and Social Networking
- Environment & Behavior
- Annals of the American Academy of Political and Social Science
- Mass Communication & Society

Ad-hoc Book Proposal Reviewer

- Earthscan (part of Routledge Environment & Sustainability)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
 American Academy of Advertising
 International Communication Association
 Association for Education in Journalism and Mass Communication

PROFESSIONAL WORK EXPERIENCE: JOURNALISM AND PUBLIC RELATIONS

2006	Happy Bambino, public relations consultant (Madison, WI)
2004	Healthy Farmers, Healthy Profits, public relations consultant (Madison, WI)
2000-2003	<i>Press & Sun-Bulletin</i> newspaper (Binghamton, NY) <ul style="list-style-type: none"> • Assistant Metro Editor, 2003 • Health and Medicine reporter, 2002-2003 • Copy Editor, 2002 • Health and Lifestyle features reporter, 2000-2002 • Metro news reporter, 2000
1998-2000	<i>Cooperstown Crier</i> newspaper (Cooperstown, NY) <ul style="list-style-type: none"> • General assignment reporter, photographer 1998-2000

PROFESSIONAL AWARDS: JOURNALISM

2003	Second place, feature writing, in company-wide Gannett Well Done awards series for "Death Detectives"
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- 2003 First place, headline writing, New York State Associated Press Association
- 2002 Awarded a competitive CASE Media Fellowship to attend a health-reporting seminar at Case Western Reserve University
- 2002 Second place for "Serious Brew," human interest feature story category, Syracuse Press Club
- 2002 Third place for the team-effort series "Our Changing Families," ongoing news coverage category, New York State Associated Press Association