

MEGAN A. VENDEMIA, PH.D.

August 2019

School of Communication
Chapman University
1 University Drive
Orange, CA, USA 92866
Telephone: +01 (330) 718-0853
Email: vendemia@chapman.edu

EDUCATION

- Ph.D. The Ohio State University, Spring 2019
School of Communication
Advisor: Dr. David C. DeAndrea
Committee Members: Drs. Joseph B. Bayer, Jesse Fox, & Teresa Lynch
- M.A. The Ohio State University, Spring 2015
School of Communication
Advisor: Dr. David C. DeAndrea
Committee Member: Dr. Roselyn J. Lee-Won
- M.B.A. Bowling Green State University, Summer 2012
College of Business
- B.S.B.A. Youngstown State University, Spring 2011
Williamson College of Business Administration
Majors: Marketing Management; Advertising & Public Relations
Minor: Communication Studies
Summa Cum Laude

ACADEMIC APPOINTMENTS

- 2019 **Assistant Professor**
School of Communication, Chapman University

RESEARCH

JOURNAL ARTICLES

- DeAndrea, D. C., & Vendemia, M. A. (2019). The influence of self-generated and third-party claims online: Perceived self-interest as an explanatory mechanism. *Journal of Computer-Mediated Communication*. Advance online publication. doi:10.1093/ccc/zmz011

- Vendemia, M. A., Bond, R. M., & DeAndrea, D. C.** (2019). The strategic presentation of user comments affects how political messages are evaluated on social media sites: Evidence for robust effects across party lines. *Computers in Human Behavior*, *91*, 279-289. doi:10.1016/j.chb.2018.10.007
- Vendemia, M. A., & DeAndrea, D. C.** (2018). The effects of viewing thin, sexualized selfies on Instagram: Investigating the role of image source and awareness of photo editing practices. *Body Image*, *27*, 118-127. doi:10.1016/j.bodyim.2018.08.013
- DeAndrea, D. C., Van Der Heide, B., **Vendemia, M. A., & Vang, M. H.** (2018). How people evaluate online reviews. *Communication Research*, *45*, 719-736. doi:10.1177/0093650215573862
- Vendemia, M. A.** (2017). When do consumers buy the company? Perceptions of interactivity in company-consumer interactions on social networking sites. *Computers in Human Behavior*, *71*, 99-109. doi:10.1016/j.chb.2017.01.046
- Vendemia, M. A.** (2017). (Re)Viewing reviews: Effects of emotionality and valence on credibility perceptions in online consumer reviews. *Communication Research Reports*, *34*, 230-238. doi:10.1080/08824096.2017.1286470
- Vendemia, M. A., High, A. C., & DeAndrea, D. C.** (2017). "Friend" or foe? Why people friend disliked others on Facebook. *Communication Research Reports*, *34*, 29-36. doi:10.1080/08824096.2016.1227778
- Fox, J., & **Vendemia, M. A.** (2016). Selective self-presentation and social comparison via photographs on social networking sites. *Cyberpsychology, Behavior, and Social Networking*, *19*, 593-600. doi:10.1089/cyber.2016.0248
- DeAndrea, D. C., & **Vendemia, M. A.** (2016). How affiliation disclosure and control over user-generated comments affects consumer health knowledge and behavior: A randomized controlled experiment of pharmaceutical direct to consumer advertising (DTCA) on social media. *Journal of Medical Internet Research*, *18*, e189. doi:10.2196/jmir.5972

CONFERENCE PAPERS AND PRESENTATIONS

- Vendemia, M. A., & DeAndrea, D. C.** (2019, November). Clarifying the relationships between the self, selfie, and self-objectification: The effects of engaging in photo modification and receiving positive feedback on women's photographic self-presentations online. Paper to be presented at the 105th annual convention of the National Communication Association, Baltimore, MD.
- Fox, J., & **Vendemia, M. A.** (2019, May). Effects of women's exposure to peers' sexually objectified social media posts. Paper to be presented at the 69th annual conference of the International Communication Association, Washington, DC.
- Bond, R. M., **Vendemia, M. A., & DeAndrea, D. C.** (2018, November). Gauging the credibility and influence of political messages on social media sites. Paper presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.
- DeAndrea, D. C., & **Vendemia, M. A.** (2018, November). The influence of self-generated and third-party claims online: Perceived self-interest as an explanatory mechanism. Paper presented at the 104th annual convention of the National Communication Association, Salt Lake City, UT.
- Vendemia, M. A., & DeAndrea, D. C.** (2017, November). Evaluation of women's photos on social media sites. Paper presented at the 103rd annual convention of the National Communication Association, Dallas, TX.

- Lee-Won, R. J., **Vendemia, M. A.**, & Coduto, K. D. (2017, May). When are emotional online product reviews persuasive? The role of reviewer expertise cues and review valence. Paper presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- DeAndrea, D. C., & **Vendemia, M. A.** (2016, November). The challenges facing direct-to-consumer advertising (DTCA) on social media. Paper presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA.
- Vendemia, M. A.** (2016, June). When do consumers buy the company? Perceptions of interactivity in company-consumer interactions on social networking sites. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, JP.
- Fox, J., & **Vendemia, M. A.** (2016, June). Selective self-presentation and social comparison differences among women and men via photographs on social networking sites. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, JP.
- Fox, J., **Vendemia, M. A.**, Smith, M. A., & Brehm, N. R. (2015, November). Effects of private and public selfies on women's self-objectification, mood, self-esteem, endorsement of beauty ideals, and social aggression. Paper presented at the 101st annual convention of the National Communication Association, Las Vegas, NV.
- Vendemia, M. A.**, & Lee-Won, R. J. (2015, May). (Re)viewing the reviews: Effects of review emotionality, valence, and reviewer status cues on credibility perceptions. Paper presented at the 65th annual conference of the International Communication Association, San Juan, PR.
- DeAndrea, D. C., Van Der Heide, B., **Vendemia, M. A.**, & Vang, M. H. (2014, November). Same source, same content, different effect: How user-generated content can differentially affect viewers' evaluations of a target online. Paper presented at the 100th annual convention of the National Communication Association, Chicago, IL.
- Vendemia, M. A.**, High, A. C., & DeAndrea, D. C. (2014, November). "Friend" or foe? Why people friend disliked others on Facebook. Paper presented at the 100th annual convention of the National Communication Association, Chicago, IL.

TEACHING

INSTRUCTOR OF RECORD

- | | |
|-------------|--|
| Fall 2019 | COM 295 – Introduction to Research Methods
School of Communication, Chapman University

COM 410 – Persuasion
School of Communication, Chapman University |
| Summer 2019 | COMM 3325 – Introduction to Organizational Communication [online course]
School of Communication, The Ohio State University |

- Summer 2016 **COMM 2540 – Introduction to Communication Technology [online course]**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.2/5.0
- Spring 2016 **COMM 2110 – Principles of Effective Public Speaking**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.8/5.0
- Autumn 2015 **COMM 2367 – Persuasive Communication**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.7/5.0
- Spring 2015 **COMM 2367 – Persuasive Communication**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.8/5.0
- Autumn 2014 **COMM 2367 – Persuasive Communication**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.7/5.0
- Summer 2014 **COMM 3325 – Introduction to Organizational Communication**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.6/5.0
- Spring 2014 **COMM 2367 – Persuasive Communication**
 School of Communication, The Ohio State University
 Overall Student Evaluation of Instruction (SEI): 4.9/5.0

TEACHING ASSISTANTSHIPS

- Spring 2017 **COMM 1100 – Communication in Society**
 School of Communication, The Ohio State University
 Instructor of Record: Dr. Hillary C. Shulman
- Autumn 2013 **COMM 3325 – Introduction to Organizational Communication**
 School of Communication, The Ohio State University
 Instructor of Record: Dr. Axel Westerwick

PROFESSIONAL EXPERIENCE

- 2008 – 2011 **Speech and Debate Coach**
 Ursuline High School, Youngstown, OH
Coaching a competitive high school speech and debate team; earning state and national recognitions specializing in dramatic and humorous speech interpretation
- 2011 **Newsroom Intern**
 WFMJ – TV, Youngstown, OH
Assisting with television production (writing press releases, editing tapes, reporting) for the 6:00 p.m. and 11:00 p.m. news broadcasts in a mid-sized television market

- 2010 **Advertising Sales Intern**
 WFMJ – TV, Youngstown, OH
Assisting the General Sales Manager and advertising sales team learning advertising sales techniques, working with Nielsen ratings, and using television programming software
- Market Research Intern**
 Harrods, London, UK

HONORS AND AWARDS

- 2019 **COMPAS Conference: The Pleasures and Perils of Personal Technology**
 Center for Ethics and Human Values, The Ohio State University
Moderated panel on the role of technology in relational and interpersonal communication featuring Drs. Patricia M. Greenfield and Jessica Vitak
- 2018 **“Trust in Mediated Communication” International Summer School**
 University of Münster, Münster, DE
Selected participant for a funded doctoral student summer school on trust in mediated communication; showcased an ongoing research project and received feedback from senior communication scholars
- Doris Gildea Morgan Scholarship Award**
 School of Communication, The Ohio State University
Awarded department scholarship as a post-candidacy graduate student who demonstrates excellence in research
- 2017 **Albert Warren Scholarship Award**
 School of Communication, The Ohio State University
Awarded department scholarship for teaching excellence
- 2016 **Walter B. Emery Memorial Scholarship Award**
 School of Communication, The Ohio State University
Awarded department scholarship as a pre-candidacy graduate student who demonstrates excellence in research
- 2015 **Wayne State University Summer Doctoral Seminar**
 Wayne State University, Detroit, MI
Selected participant for a funded doctoral student seminar in the area of computer-mediated communication; presented current research program
- International Communication Association Graduate Student Travel Grant**
Awarded a travel grant to present a conference paper
- 2013 **Computer-Mediated Communication Mini-Conference**
Selected participant for a faculty and graduate student seminar with Dr. Joseph B. Walther; presented master’s thesis topic in the area of computer-mediated communication
- 2011 **American Marketing Association**
 AMA International Collegiate Conference, New Orleans, LA
Awarded distinctions of outstanding performance and outstanding professional development

- 2010 **Beta Gamma Sigma – International Business Honor Society**
Inducted into international business honor society for earning a grade point average in the top 10% of undergraduate class
- American Advertising Federation**
AAF National Student Advertising Competition, Cleveland, OH
Developed and presented an integrated marketing campaign at a national competition
- 2007 **National Forensic League**
Awarded the degree of distinction for competition in interscholastic high school speech and debate competition
- Ohio High School Speech League**
Earned a top seed in state speech and debate competition; finished in the top three competitors in prose interpretation

SERVICE

- 2016 – Present **Manuscript Reviewer**
Sex Roles
Computers in Human Behavior
Cyberpsychology, Behavior, and Social Networking
International Communication Association Annual Conference
National Communication Association Annual Convention
- 2018 – 2019 **Dress for Success Columbus**, Career Center Workshop Facilitator
- 2017 – 2019 **Special Olympics Ohio**, Events Volunteer
- 2015 – 2018 **Graduate Student Peer Mentorship Program**
The Ohio State University, School of Communication
- 2017 – 2018 **Faculty Search Committee – Graduate Student Representative**
School of Communication, The Ohio State University
- 2014 – 2015 **Graduate Studies Committee – Graduate Student Representative**
School of Communication, The Ohio State University
- 2014 **The Ohio State University Forensics Program**, Individual Events Speech Judge
- 2011 – 2012 **MBA Student Association – Vice President**
College of Business, Bowling Green State University
- 2007 – 2015 **National Forensic League**, Individual Events Speech Judge
- Ohio High School Speech League**, Individual Events Speech Judge