

# Erica J. Bailey

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Department of Communication & Mass Media  
Angelo State University  
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## **EDUCATION**

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- Ph.D. Mass Communication** 2017  
The Pennsylvania State University, State College, PA
- M.A. Communication** 2013  
Virginia Polytechnic Institute and State University, Blacksburg, VA
- B.A. Public Relations, Philosophy** 2011  
Otterbein University, Westerville, OH

## **PUBLICATIONS**

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- Waddell, T.F., Bailey, E., & Davis, S. (2017). Does elevation reduce viewers' enjoyment of media violence? Testing the intervention potential of inspiring media. *Journal of Media Psychology*. doi: 10.1027/1864-1105/a000214
- Oliver, M. B., Bailey, E., Ferchaud, A., & Yang, C. (2017). Entertainment effects: Media appreciation. In Hoffner, C. (Ed.), *International encyclopedia of media effects*. Wiley.
- Oliver, M.B., Ferchaud, A., Yang, C., Huang, Y., & Bailey, E. (in press) Absorption and meaningfulness: Examining the relationship between eudaimonic media use and engagement. *Handbook of Narrative Absorption*.
- Bailey, E. & Ivory, J. D. (2016). The moods meaningful media create: Effects of hedonic and eudaimonic television clips on viewers' affective states and subsequent program selection. *Psychology of Popular Media Culture*. doi:10.1037/ppm0000122
- Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, T. F., Aviles, J., Kumble, S., & Bailey, E. (2016). Adver-where? Comparing the effectiveness of banner ads and video ads in online video games. *Journal of Interactive Advertising*, 16 (2016): 87-100. doi:10.1080/15252019.2016.1223572
- Bailey, E., & Wojdowski, B. W. (2015). Effects of "meaningful" entertainment on altruistic behavior: Investigating potential mediators. *Journal of Broadcasting & Electronic Media*, 59(4), 603-619. doi:10.1080/08838151.2015.1093484

Mackay, J.B. & Bailey, E. (2014). Sacrificing credibility for sleaze: Mainstream media's use of tabloidization. In Luppicini, R. (Ed.), *Evolving Issues Surrounding Technoethics and Society in the Digital Age* (pp. 97-112). Ottawa: IGI Global.

Mackay, J.B. & Bailey, E. (2012). Succulent sins, personalized politics, and mainstream media's tabloidization temptation. *The International Journal of Technoethics*, 3(4): 41-53.  
doi: 10.4018/jte.2012100104.

## **REFEREED CONFERENCE PRESENTATIONS**

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- Oliver, M.B., Ferchard, A., Bailey, E., Yang, C., Sanders, M. (November, 2016). *Developing a measure of the dimensions of media-related guilty pleasures*. Paper presented at the Mass Communication Division of the 102<sup>nd</sup> Annual Convention of the National Communication Association, Philadelphia, PA.
- Dardis, F. E., Haigh, M., Ott, H., Bailey, E. (October, 2016) Corporate ability or social conscience?: The impact of strategic emphasis and issue-framing type in corporate social responsibility messages. Paper presented at the PRSA Educator's Academy of the PRSA International Conference, Indianapolis, IN.
- Aviles, A., Kumble, S., Schmierbach, M., Bailey, E., Waddell, T. F., Dardis, F., Huang, Y., Orme, S., Seeber, K., Wu, M. (2016, August). *Effects of music pacing in a nutrition game on flow, and explicit and implicit attitudes*. Paper presented at the 103<sup>rd</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Yang, C., Bailey, E., Feng, F. (2016, June). *Technological affordance-based gratifications and their impact on media selection*. Paper presented at the Mass Communication Division of the 66<sup>th</sup> Annual Conference of the International Communication Association, Fukuoka, JP.
- Oliver, M.B., Ferchard, A., Bailey, E., Yang, C., Sanders, M. (2016, June). *"I love it even though it's terrible!": Dimensions of media entertainment as guilty pleasure*. Paper presented at the Mass Communication Division of the 66<sup>th</sup> Annual Conference of the International Communication Association, Fukuoka, JP.
- Bailey, E., Waddell, T.F., & Wojdyski, B. W. (2015, November). *Meaningfully moved but connected to whom? The roles of age, race, universal orientation in the effects of meaningful media on altruistic behavior*. Paper presented at the Mass Communication Division of the 101<sup>st</sup> Annual Convention of the National Communication Association, Las Vegas, NV.
- Oliver, M.B., Bailey, E., Ferchard, A., Shade, D., Yang, C., Bilandzic, H., Cohen, J. (2015, November). *The roles of perceived intimacy, identification, and morality on liking of anti-heroes*. Paper presented at the Mass Communication Division of the 101<sup>st</sup> Annual Convention of the National Communication Association, Las Vegas, NV.

- Ivory, J. D., Waddell, T. F., & Bailey, E. (2015, August). *Psychological evidence for implicit racial bias among viewers and reporters of violent crime news*. Presented as part of the competitively selected research panel, "Ethnic/Race Aspects of Psychologists' Work at Ground Zero" at the annual conference of the American Psychological Association, Toronto, ON.
- Waddell, T. F., & Bailey, E. (2015, August). *Is social viewing the new laugh track? Examining the effect of traditional and digital forms of audience response on comedy enjoyment*. Paper presented at the Mass Communication and Society Division of the 102<sup>nd</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA. [**Top Student Paper, 2<sup>nd</sup> place, Mass Communication & Society Division**].
- Waddell, T. F., Bailey, E., & Ivory, J. D. (2015, August). *Turned off by media violence: The effect of sanitized violence portrayals on selective exposure to violent media*. Paper presented at the Mass Communication and Society Division of the 102<sup>nd</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Waddell, T. F., & Bailey, E. (2015, May). *Are you not entertained? Examining the effect of confederate valence and social media sentiment on viewers' comedy enjoyment and bandwagon perception*. Paper presented at the Mass Communication Division of the 65<sup>th</sup> Annual Conference of the International Communication Association, Seattle, WA.
- Bailey, E. & Yang, C. (2014, November). *The impact of meaningful entertainment on information processing and attitudes toward advertisements*. Paper presented at the annual conference of the National Communication Association, Chicago, IL.
- Waddell, T. F., & Bailey, E. (2014, August). *Meaningful responses to entertainment, news, and social media stories*. Presented as part of the competitively selected research panel, "Creative Media: High Tech Storytelling of the 'Living the Good Life, American Style'" at the annual conference of the American Psychological Association, Washington, D.C.
- Bailey, E. & Ivory, J. (2014, May). *Effects of hedonic and eudaimonic television clips on viewers' affective states and subsequent program selection*. Paper presented at the annual conference of the International Communication Association, Seattle, WA.
- Waddell, T. F., Bailey, E., & Ivory, J. D. (2014, May). *The effect of non-sanitized violence on media enjoyment: Reduced character identification or enhanced narrative transportation?* Paper presented at the Mass Communication Division of the 64<sup>th</sup> Annual Conference of the International Communication Association, Seattle, WA.
- Bailey, E. & Wojdyski, B. W. (2014, May). *Viewing meaningful entertainment and altruistic behavior: Investigating potential mediators*. Paper presented at the annual conference of the International Communication Association, Seattle, WA.

Oliver, M. B., Hoewe, J., Kim, K., Shade, D., & Bailey, E. (2014, May). *The influence of media portrayals of care, loyalty, and purity on elevation and connectedness with humanity*. Paper presented at the annual conference of the International Communication Association, Seattle, WA.

Waddell, T.F., Davis, S., Bailey, E. (2013, August). *Meaningfully moved, but emotionally mixed: The dual effects of inspiring, meaningful films on viewers' enjoyment of media violence*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Bailey, E., Tsay-Vogel, M., Krakowiak, M., Ivory, J. (2013, May). *Effects of morally ambiguous character behavior on affective disposition, character perceptions and enjoyment*. Paper presented at the annual conference of the International Communication Association, London, UK.

Bailey, E. (2012, October). *Journalists and social media: Professional restrictions and their ethical implications*. Paper presented at the Annual International Symposium on Digital Ethics, Chicago, IL.

## **TEACHING AND RESEARCH EXPERIENCE**

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- Assistant Professor**, Angelo State University Fall 2017-present
- Instructor**, Mass Media and Society (online course) Fall 2016-Spring 2017
- Oversee online course, facilitate discussion, grade all assignments
- Instructor**, Media Effects Spring 2016
- Created and taught all lectures, developed exams, class exercises, and assignments
- Graduate Teaching Assistant**, Media Effects Fall 2015
- Assisted in lecturing, test development, and grading assignments
- Graduate Teaching Assistant**, Research Methods in Advertising and PR Spring 2015
- Taught two lab sections, guided research projects, lectured, graded all major assignments
- Research Assistant** Fall 2014
- Assisted in researching and writing journal articles, encyclopedia entries, and book chapters
- Instructor**, Public Speaking Fall 2011-May 2013
- Taught all lectures, graded all assignments and speeches
- Graduate Teaching Assistant**, Media Institutions Spring 2013
- Assisted in developing class activities, graded assignments, guest lectured
- Graduate Teaching Assistant**, Principles of Public Relations Fall 2012

- Assisted in developing class activities, graded assignments, guest lectured

## **SERVICE**

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Frontline Reviewer, *Review of Communication Research*, Fall 2016

Reviewer, Mass Communication Division, National Communication Association, 2014-2015