

# Erica J. Bailey

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Assistant Professor  
Department of Communication & Mass Media  
Angelo State University  
Erica.Bailey@Angelo.edu

## EDUCATION

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

## COURSES TAUGHT

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|                                    |                                     |
|------------------------------------|-------------------------------------|
| Social Media Management            | Integrated Marketing Communications |
| Small Group Communication          | Emotions and the Media              |
| Quantitative Research Methods      | Argument and Debate                 |
| Communication Theory               | Gender and Communication            |
| Communication in Professional Life | Media Psychology                    |
| Seminar and Practice in New Media  | Public Speaking                     |
| Nonverbal Communication            | Senior Seminar                      |

## PUBLICATIONS

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- Yang, C., & Bailey, E. (2020). Technological affordance-based gratifications and their impact on media selection. *Journal of Communication Technology*, 3(1), 1-29.  
<https://doi.org/10.51548/joctec-2020-002>
- Waddell, T. F., Bailey, E., Weber, M., Ivory, J. D., & Downs, E. (2019). When Media Violence Awakens our Better Nature: The Effect of Unpleasant Violence on Reactivity toward and Enjoyment of Media Violence. *Journal of Broadcasting & Electronic Media*, 63(4), 698-715.  
doi:10.1080/08838151.2019.1677444
- Oliver, M. B., Bilandzic, H., Cohen, J., Ferchaud, A., Shade, D. D., Bailey, E. J., & Yang, C. (2019). A penchant for the immoral: Implications of parasocial interaction, perceived complicity, and identification on liking of anti-heroes. *Human Communication Research*.  
doi:10.1093/hcr/hqy019

- Waddell, T. F. & Bailey, E. (2019). Is social television the “anti-laugh track?” testing the effect of negative comments and canned laughter on comedy reception. *Psychology of Popular Media Culture*, 8(1), 99-107. doi:10.1037/ppm0000154
- 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. (2017) Absorption and meaningfulness: Examining the relationship between eudaimonic media use and engagement. In Hakemulder, F., Kuijpers, M. M., Tan, E. S., Bálint, K., & Doicaru, M. M. (Eds.). (2017). *Narrative absorption* (pp. 253-270). John Benjamins Publishing Company.
- 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., & Wojdyski, 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 Luppigini, 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**

- Bailey, E. (October, 2018). *Media Co-viewing*. Presented as part of a faculty research panel at the annual convention of the Texas Speech Communication Association, Corpus Christi, TX.
- Oliver, M.B., Ferchaud, A., Bailey, E., Yang, C., Janicke, S., Seeber, K. (November, 2017). *Seeing the world through a rose colored lens: Examining mobile-phone photography as meaningful media*. Paper presented at the Mass Communication Division of the 103<sup>rd</sup> Annual Convention of the National Communication Association, Dallas, TX.

- Oliver, M.B., Ferchaud, A., Bailey, E., Yang, C., Huang, Y., Wang, R., Diddi, P., Raney, A., Janicke, S., Dale, K., Wirth, R. (November, 2017). *Predictors of Selection of Inspiring Media and the Resultant Prosocial Outcomes*. Paper presented at the Mass Communication Division of the 103<sup>rd</sup> Annual Convention of the National Communication Association, Dallas, TX.
- Oliver, M.B., Ferchaud, 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 103rd 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., Ferchaud, 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., Ferchaud, 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

- Oversaw online course, facilitated discussion, graded 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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Quality Enhancement Plan Committee, Angelo State University, 2021- present  
College/University Committee, Texas Speech Communication Association, 2021- present  
Conference Committee, Texas Speech Communication Association, 2021- present  
Advisor, Lambda Pi Eta, Angelo State University, 2017-present  
Gender Studies Committee, Angelo State University, 2017-present  
Reviewer, Media Psychology, 2018-present  
Reviewer, Mass Communication and Society, 2018-present  
Reviewer, Telematics and Informatics, 2018-present  
Reviewer, Texas Speech Communication Journal, 2018-present  
Volunteer Oversight Committee member, Concho Valley PAWS, 2018-present  
Board Member, AAUW Angelo State Chapter, 2017-2018  
Frontline Reviewer, *Review of Communication Research*, Fall 2016  
Reviewer, Mass Communication Division, National Communication Association, 2014-2015