

CURRICULUM VITAE

MICHELLE R. NELSON

Associate Professor
Director of Graduate Studies
Department of Advertising
University of Illinois at Urbana-Champaign
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EDUCATION

Ph.D., 1997
University of Illinois at Urbana-Champaign
Institute for Communication Research/Advertising
Dissertation: "Examining the Horizontal and Vertical Dimensions of Individualism Within the United States and Denmark: How Culture Affects Values, Moral Orientations, and Advertising Persuasion"
Advisor: Sharon Shavitt

M.A., 1991
University of Wisconsin-Madison
Major: Journalism and Mass Communication
Emphasis: Advertising
Thesis: "Exploring the Use of Synesthetic Metaphor in Print Advertising"
Advisor: Jacqueline C. Hitchon

B.S., 1989
University of Wisconsin-Madison
Major: English Literature

ACADEMIC POSITIONS

University of Illinois at Urbana-Champaign, 2006-present
* Associate Professor, Department of Advertising
University of Wisconsin-Madison, 2000-2006
* *Assistant Professor*, School of Journalism & Mass Communication
Oxford Brookes University (Oxford, England), Spring 2000
* *Associate Lecturer*, The Business School, Marketing Group
Emerson College (Boston, Massachusetts), 1997-1998
* *Assistant Professor*, Integrated Marketing Communications, Global Marketing Communications
University of Illinois at Urbana-Champaign, 1996
* *Instructor*, Department of Advertising
University of Illinois at Urbana-Champaign, 1994-1995
* *Instructor*, Department of English: Business and Technical Writing

PROFESSIONAL EXPERIENCE

MathEngine, PLC, Oxford, England, 1998-2000
• *Head of International Marketing*, Initiated and directed internal and external marketing and communication activities for software company.
DDB Needham Worldwide-Media Department, Chicago, Illinois, Summer 1995
• *Media Research Club of Chicago Faculty Research Internship* (competitive position). Researched media and advertising effectiveness strategies.

- Arbitron- Agency Services, Chicago, Illinois, Summer 1995
 - *Faculty Research Intern*, Analyzed media behavior data and developed reports on radio listening patterns and seasonal TV viewership.
- Associated Builders & Contractors, Inc., Madison, Wisconsin, 1991-1993
 - *Marketing Coordinator*, Initiated and implemented association's first integrated marketing and communications program, including trade shows, public relations plan, and creation and placement of advertising messages.
- Credit Union Executives Society of America, Madison, Wisconsin, 1991
 - *Copywriting Intern*, Wrote brochure and collateral copy for seminars.
- Wisconsin Academy of Sciences, Arts, and Letters, Madison, Wisconsin, 1990-1991
 - *Editor/Project Assistant*, Designed and wrote association newsletters and event invitations. Planned special events.
- Wisconsin Milk Marketing Board, Madison, Wisconsin, Summer 1991
 - *Marketing Research Assistant*, Assisted with archiving and locating relevant secondary research and media information related to dairy products.
- Hazleton Laboratories Inc. (now, Covance), Madison, Wisconsin, 1989-1990
 - *Technical Writer/Editor*, Edited scientific protocols and client reports, wrote for company newsletter.

RESEARCH

BOOK CHAPTERS

“Downshifting Consumer = Upshifting Citizen? An Examination of a Local Freecycle Community,” Michelle R. Nelson, Mark Rademacher and Hye-Jin Paek. In D. Shah, D. McLeod, L. Friedland, & M. Nelson (Eds.), *The Politics of Consumption/The Consumption of Politics, The Annals of the American Academy of Political and Social Science*, Thousand Oaks, CA: Sage Publications, 2007.

“A Cross-cultural and Cross-media Comparison of Female Nudity in Advertising,” Hye-Jin Paek and Michelle R. Nelson. In T. Reichert (Ed.), *Advances in Sex and Promotion Research: The Strategic Marketing of Media Content and Branded Goods*. Binghamton, NY: Haworth Press, 2007.

“Exploring Consumer Response to ‘Advergaming,’” Michelle R. Nelson, In Curt Haugtvedt, Karen Machleit and Richard Yalch (Eds.), *Online Consumer Psychology: Understanding and Influencing Behavior in the Virtual World* (pp.167-194). Mahwah, NJ: Lawrence Erlbaum Associates, 2005.

“Love Without Borders: An Examination of Cross-Cultural Wedding Rituals,” Michelle R. Nelson and Sameer Deshpande, In Cele Otnes and Tina Lowrey (Eds.), *Contemporary Consumption Rituals: A Research Anthology* (pp.125-148). Mahwah, NJ: Lawrence Erlbaum Associates, 2004.

“The Role of Attitude Functions in Persuasion and Social Judgment,” Sharon Shavitt and Michelle R. Nelson, In Michael Pfau and Jim Dillard (Eds.), *The Persuasion Handbook: Theory and Practice* (pp.137-154). Thousand Oaks, CA: Sage Publications, 2002.

"The Social Identity Function in Person Perception: Communicated Meanings of Product Preferences," Sharon Shavitt and Michelle R. Nelson, In Gregory R. Maio and James M. Olson (Eds.), *Why We Evaluate: Functions of Attitudes* (pp.37-58). Mahwah, NJ: Erlbaum, 2000.

"The Prediction of Long-Term Advertising Effectiveness: New Cognitive Response Approaches," Michelle R. Nelson, Sharon Shavitt, Angela Schennum, and Jacqueline Barkmeier, In W. Wells & T. Jonas (Eds.), *Measuring Advertising Effectiveness*, (pp.133-155). Mahwah, NJ: Lawrence Erlbaum Associates, Inc., 1997.

“Mainstream Legitimization of Homosexual Men Through Valentine Gift-Giving and Consumption Rituals,” Peter J. Newman and Michelle R. Nelson, In Daniel L. Wardlow (Ed.), *Gays, Lesbians, and Consumer Behavior: Theory, Practice, and Research Issues in Marketing* (pp.57-70). New York: The Haworth Press, Inc. Also published in the *Journal of Homosexuality* (Special Issue on Marketing), Volume 31 (1/2), 1996.

JOURNAL ARTICLES

* peer-reviewed publications

“*The Hidden Persuaders: Then and Now*,” *Journal of Advertising*, Michelle R. Nelson, forthcoming, 2008*.

“Nudity of Female and Male Models in Primetime TV Advertising Across Seven Countries,” *International Journal of Advertising*, Michelle R. Nelson and Hye-Jin Paek, forthcoming, 2008*.

“Exploring the Influence of Media Exposure and Cultural Values on Korean Immigrants’ Advertising Evaluations,” Seung-Jun Moon and Michelle R. Nelson, *International Journal of Advertising*, forthcoming, 2008.*

“Social Utility Theory: Guiding Labeling of VNRs as Ethical and Effective Public Relations,” Michelle L.M. Wood, Michelle R. Nelson, Julie B. Lane, and Lucy J. Atkinson, *Journal of Public Relations Research*, forthcoming, 2008.*

“A Reduced Version of the Horizontal & Vertical Individualism and Collectivism Scale: A Four-Country Assessment,” Eugene Sivadas, Norman T. Bruvold, and Michelle R. Nelson,” *Journal of Business Research*, special issue on cross-cultural research, forthcoming *

“A Content Analysis of Advertising in a Global Magazine Across Seven Countries: Implications for Global Advertising Strategies,” Michelle R. Nelson and Hye-Jin Paek, *International Marketing Review*, 24(1), 64+, (both authors contributed equally) 2007. *

“Examining the Influence of Telepresence on Spectator and Player Processing of Real and Fictitious Brands in a Computer Game,” Michelle R. Nelson, Ron Yaros, and Heejo Keum, *Journal of Advertising*, 35(4), Winter,87-99, 2006. *

“Effects of Culture, Gender and Moral Obligations on Responses to Charity Advertising Across Masculine and Feminine Cultures,” Michelle R. Nelson, Frederic F. Brunel, Magne Suppehellen, and Raj Manchenda, *Journal of Consumer Psychology*, 16(1), 45-56, January 2006.*

“How Newspaper Sources Trigger Gender Stereotypes,” Cory L. Armstrong and Michelle R. Nelson, *Journalism and Mass Communication Quarterly*, 82(4), 2006.*

“Female News Professionals in Local and National Broadcast News During Buildup to the Iraqi Military Conflict,” Cory L. Armstrong, Michelle L.M. Wood, and Michelle R. Nelson, *Journal of Broadcast & Electronic Media*, forthcoming, Spring 2006.*

“Brand Placements Bollywood Style,” Michelle R. Nelson and Narayan Devanathan *Journal of Consumer Behaviour*, Summer 2006.*

“Cross-Cultural Differences in Sexual Advertising Content in a Transnational Women’s Magazine,” Michelle R. Nelson and Hye-Jin Paek, *Sex Roles*, September, 53(5/6), 371-383, 2005.* (both authors contributed equally; names in alphabetical order).

“Tonight’s Top Story: Commercial Content in TV News,” Michelle L.M. Wood, Michelle R. Nelson, Jaeho Cho, and Ron Yaros, *Journalism and Mass Communication Quarterly*, Winter, 81(4), 807-822, 2005.*

“Adolescent Brand Consciousness and Product Placements: Awareness, Liking, and Perceived Effects on Self and Others,” Michelle R. Nelson and Laurie E. McLeod, *International Journal of Consumer Studies*, 29(6), 515-528, 2005.*

“Exploring Cross-Cultural Ambivalence: A Netnography of Intercultural Wedding Message Boards,” Michelle R. Nelson and Cele Otnes, *Journal of Business Research*, 58, 89-95, special edition on cross-cultural research, 2005.*

“Advertainment or Adcreep? Game Players’ Attitudes Toward Advertising and Product Placements in Computer Games” Michelle R. Nelson, Heejo Keum and Ron Yaros, *Journal of Interactive Advertising*, 5(1), special issue on computer gaming, www.jiad.org, 2004.*

“The Citizen-Consumer: Media Effects at the Intersection of Consumer and Civic Culture,” Heejo Keum, Narayan Devanathan, Sameer Deshpande, Michelle R. Nelson and Dhavan V. Shah, *Political Communication*, 21(3), 369-391, 2004*

“Message Order Effects and Gender Differences in Advertising Persuasion,” Frederic F. Brunel and Michelle R. Nelson, *Journal of Advertising Research*, September, 330-341, 2003.*

“Horizontal and Vertical Individualism and Achievement Values: A Multi-Method Examination of Denmark and the U.S.,” Michelle R. Nelson and Sharon Shavitt, *Journal of Cross-Cultural Psychology*, 33(5), 439-458, September 2002.*

“Advertisers Got Game: Exploring Effectiveness of Brand Placements in Games,” Michelle R. Nelson, *Journal of Advertising Research*, 42(2), 80-92, March/April, 2002.*

“Private Philanthropy: Constructing, Exploring, and Validating a Typology of Consumer Decision-Making,” Magne Supphellen and Michelle R. Nelson, *Journal of Economic Psychology*, 22(5), 573-603, 2001.*

“Gender Responses to ‘Help-Self’ and ‘Help-Others’ Charity Ad Appeals: An Analysis of the Mediating Role of World-Views and Values,” Frederic Brunel and Michelle R. Nelson [authors in alphabetical order], *Journal of Advertising*, Autumn, 24(3), 15-28, 2000.*

"Loud Tastes, Colored Fragrances, and Scented Sounds: How and When to Mix the Senses in Persuasive Communications," Michelle R. Nelson and Jacqueline C. Hitchon, *Journalism and Mass Communication Quarterly*, 76(2), 354-372, 1999.*

"Theory of Synesthesia Applied to Persuasion in Print Advertising Headlines," Michelle R. Nelson and Jacqueline C. Hitchon, *Journalism Quarterly*, 72 (2), 346-360, 1995.*

PUBLISHED PROCEEDINGS

“Beyond Polarized Cultural Values: A New Approach to the Study of South Korean and US Newspaper Advertisements,” Hye-Jin Paek, Michelle R. Nelson, and Douglas M. McLeod, In Barbara E. Kahn & Mary Frances Luce (Eds.), *Advances in Consumer Research* (pp. 495-502). Provo, UT: Association for Consumer Research, 2004.*

“We’ve Come a Long Way Baby—Or Have We? Sexism in Advertising Revisited,” Jacqueline J. Kacen and Michelle R. Nelson, In Pauline Maclaran & Elisabeth Tissier-Desbordes (Eds.), *Gender, Marketing and Consumer Behavior Sixth Conference Proceedings* (pp.291-308). Provo, UT: Association for Consumer Research, 2002.*

"Girrrl Power and Boyyy Nature: Transforming Gender Identities," Jacqueline J. Kacen and Michelle Nelson, In Stephen Brown & Anthony Patterson (Eds.), *Proceedings of the Marketing Paradiso Conclave* (pp.211-221). Londonderry: University of Ulster, 1999. *

“Considering Individual Personality Traits in Forming Student Teams,” Taeyong Kim and Michelle R. Nelson, *1999 Business Research Yearbook*, International Academy of Business Disciplines, 1999.*

“Capturing Culture: New Ways of Measuring Differences And Determining Their Consequences for Persuasion,” Michelle R. Nelson, *1998 Business Research Yearbook* (pp.706-710). International Academy of Business Disciplines, 1998.*

"Exploring Cross-Cultural Differences in Cognitive Responding to Ads," Sharon Shavitt, Michelle R. Nelson and Rose Mei Len Yuan. In Merrie Brucks & Deborah J. MacInnis (Eds.), *Advances in Consumer Research*, v. 24 (pp. 245-250). Provo, UT: Association for Consumer Research, 1997.*

"Cognitive Responses to Charitable Donation Requests: Consumer Welfare and Public Policy Implications," Magne Supphellen, Olav A. Kvitastein, and Michelle R. Nelson, *Proceedings of the 22nd Annual MacroMarketing Conference*, Bergen, Norway, 1997.*

"The Children's Birthday Party: A Study of Mothers as Socialization Agents," Cele Michelle R. Nelson and Mary Ann McGrath, In Frank R. Kardes & Mita Sujan (Eds.), *Advances in Consumer Research*, v. 22 (pp. 622-627). Provo, UT: Association for Consumer Research, 1995.*

PUBLISHED ABSTRACTS

“An Examination of the Psychometric Properties of the Horizontal and Vertical Individualism and Collectivism Scale: A Four-Country Analysis,” Eugene Sivadas, Norman T. Bruvold, Michelle R. Nelson and Barbara B. Stern, *Proceedings of the American Marketing Association Summer Educators Conference* (pp. 125), 2005.*

"Product Placements Go Global: An Examination of Brand Contacts Across Five Countries," Narayan Devanathan, Michelle R. Nelson, John McCarty, Sameer Deshpande, Hye-Jin Paek, Ratanasuda Punhitanond, Susan E. Stein, Alexandra M. Vilela, Ronald Yaros, In Punam Anand Keller and Dennis W. Rook (Eds.). *Advances in Consumer Research*, Volume XXX (pp. 170-171). Valdosta, CA: Association for Consumer Research, 2003.*

“What’s Morality Got To Do With It? How Gender and Worldviews Affect Advertising Processing and Preference for Charitable Appeals,” Michelle R. Nelson. In Eileen Fischer and Daniel L. Wardlow (Eds.), *Gender, Marketing and Consumer Behavior Fourth Conference Proceedings*, (pp. 57-58). Association for Consumer Research, 1998. *

"Let's Talk Shop: Multiple Interpretive Perspectives on Studying Consumer Shopping Behavior," Michelle R. Nelson, In Kim P. Corfman & John G. Lynch (Eds.), *Advances in Consumer Research*, v. 23 (pp. 158). Provo, UT: Association for Consumer Research, 1996.*

OTHER PUBLICATIONS

“And Now, A Word from Our Sponsor,” Expert response to *Harvard Business Review* case study, October, 38, 2003.

"On the Dynamic and Goal-oriented Nature of (Candidate) Evaluations: Commentary," Sharon Shavitt and Michelle R. Nelson, In J. Kuklinski (Ed.), *Citizens and Politics: Perspectives from Political Psychology* (pp. 227-239). Cambridge, England: Cambridge University Press, 2001.

"The Process of Finding Your First Academic Position," Michelle R. Nelson, *Resources in Education* (ERIC Document Reproduction Service), 1997. *

“Comments on Chapter 8: Pretesting Using Cognitive Response Analysis,” Sharon Shavitt and Michelle R. Nelson, In W. Wells & T. Jonas (Eds.), *Measuring Advertising Effectiveness* (pp. 128-132). New Jersey: Lawrence Erlbaum Associates, Inc., 1997.

TEACHING

University of Illinois-Urbana-Champaign, Urbana, IL

Instructor –Advertising Research Methods– Adv481 Spring 2007

- Provides overview of basic concepts of research methodology with particular emphasis on quantitative research in advertising and consumer behavior.
- Students engage in experiential learning by collecting secondary, exploratory and descriptive research for a real client marketing research project

University of Illinois-Urbana-Champaign, Urbana, IL

Instructor –Advertising Management Planning – Adv491 Spring 2007

- Teach undergraduate students analytical planning concepts – by blending theoretical and practical concerns
- Experiential learning by individual case studies and group project focused on strategic decisions
- Students are exposed to up-to-date trends in the advertising and marketing industries.

University of Illinois-Urbana-Champaign, Urbana, IL

Instructor –Audience Analysis– Adv483 Fall 2006, 2007

- Introduce students to conceptual frameworks and analytical tools from sociology, psychology, anthropology, consumer behavior, and advertising to understand “the audience” in the context of media and account planning.
- Focus on demographic changes in U.S. – including emphasis on subcultures and identity related to ethnicity, age, and sexuality.

University of Wisconsin-Madison, Madison, WI

Instructor –Seminar in Strategic Marketing Communication – J840 Fall 2005

- Introduce graduate students to the leading psychological, sociological, and literary theories for understanding persuasion across communication, advertising, and consumer research.
- Focus on commercial, health, and social marketing messages.

University of Wisconsin-Madison, Madison, WI

Instructor - Global Strategic Communications – J676 Fall 2002, 2004

- “Theory & practice” course; initiated through funds from CIBER (Center for International Business Education and Research) grant.
- Promote cooperative learning with real-world international client: Lands’ End – students worked on campaign to reach Canadian and S. Korean consumers.
- Apply theoretical knowledge to communication strategies and tactics.
- Focus on theories of culture, globalization, and marketing communication.

University of Wisconsin-Madison, Madison, WI Fall 2002-2006

Instructor - Designing Creative Messages for the Media – J445

- Students learn to apply theories of persuasion and creativity to real-world strategic communications
- Focus on preparing creative strategies and executing those strategies across communication tools, including print and broadcast advertising, public relations messages, trade promotions, direct mail communications, and package design.
- Promote real-world experience and encourage social marketing with project for the Morgridge Center for Public Service (<http://www.morgridge.wisc.edu/>)

University of Wisconsin-Madison, Madison, WI

Instructor - Mass Media and the Consumer – J646

Fall 2000-2006

- Teach students to be critical of the media, from the consumer viewpoint.
- Focus on sociological, psychological, and political-economic effects of media on consumption.

University of Wisconsin-Madison, Madison, WI

Spring 2001-Spring 2003

Instructor – Strategic Communication Campaigns – J449

- Students honed strategic research and analytic skills.
- Focus on creating integrated communication campaigns for real-world clients.
- Students in 2003 competed for the “Memorial Union Late Night” account. Student ideas are implemented in the current Wisconsin Union advertising.

University of Wisconsin-Madison, Madison, WI

Spring 2001

Instructor - Qualitative Research Methods- J805

- Taught graduate students the theory and methods for qualitative research.
- Students learned focus groups, interviews, ethnography, history, semiotics, and literary analysis.
- Students created and presented their own primary research projects using qualitative methods.

University of Wisconsin-Madison, Madison, WI

Fall 2000

Instructor – Promotional Campaigns – J575

- Taught students campaign planning and implementation.
- Provided variety of non-profit clients for student teams to engage in real-world problem-solving.

Oxford Brookes University – Oxford, England

Spring 2000

Instructor - Direct and Interactive Marketing

- Taught principles and practice of direct marketing, including direct response advertising, database-led promotion, direct mail, telemarketing, and e-marketing.
- Provided hypothetical scenarios to facilitate experiential learning.

Emerson College – Boston, MA

Fall 1998

Instructor - Cultural Foundations of Buyer Behavior

- Taught graduate students in the global marketing communications program.
- Introduced students to the study of consumer behavior from a global perspective.
- Focused on culture and information processing and consumption behavior.

Emerson College – Boston, MA

Fall 1998

Instructor -Advertising Theory and Practice

- Taught graduate students to integrate theory and advertising practice.
- Focused on psychological theories of persuasion and message processing.

Emerson College – Boston, MA Fall 1997-Spring 1998

Instructor - Principles of Marketing Communication

- Introduced students to marketing communication and processes for developing strategies directed at consumers.
- Students learned theories of marketing and produced executions related to advertising, public relations, direct marketing, and new media, and sales promotion.

Emerson College – Boston, MA

Spring 1998

Instructor - Research Methods

- Provided an introduction to qualitative and quantitative research methods used in academia and business settings.
- Students designed, conducted, and evaluated their own primary research projects.

Emerson College – Boston, MA

Spring 1998

Instructor – Digital Culture-Understanding the Creative Process

- Freshmen course initiated through a grant received from the Institute for Liberal Arts & Interdisciplinary Studies.
- Students learned how technology affects creativity through self-reflective projects and examinations.
- Focused on exploring electronic tools to communicate and create multimedia projects in a collaborative environment.

University of Illinois – Urbana, IL

Spring 1996

Instructor – Advertising Campaigns

- Students integrated knowledge from research, media and creativity to create presentations and campaigns for a national client.
- Winning teams presented their campaign plans to DDB Needham-Worldwide advertising agency in Chicago.

University of Illinois – Urbana, IL

Fall 1994 – Spring 1995

Instructor - Persuasive Writing

- Students learned principles of persuasion and applied them to writing practice for business settings.
- Used a service-learning component where students produced projects for local nonprofit clients.

CONFERENCE PAPERS/PRESENTATIONS

“Fit And Effectiveness: Investigating Game Genre-Brand Congruence For Brand Placements,” Michelle R. Nelson, J. Jenny Yang, and Ronald Yaros, to be presented at the 2008 American Academy of Advertising annual convention, San Mateo, CA, March 2008.

“Sexy in Seven Countries: The State of Undress by Model Nationality Across Socio-cultural Context,” Michelle R. Nelson and Hye-Jin Paek, presented at the 2007 American Psychological Association Annual Convention, International Psychology division, August 2007.

“TO BUY OR NOT TO BUY: Socially Responsible Consumer Behavior and Implications for Advertisers,” Hye-Jin Paek and Michelle R. Nelson, poster presented by first author at the 2007 Association for Education in Journalism and Mass Communication Annual Convention, Advertising Division, August 2007.

“Increased Persuasion Knowledge of Video News Releases: Audience Response and Public Policy Issues Related to Source Disclosure,” Michelle R. Nelson, Michelle L.M. Wood, and Hye-Jin Paek, poster presented by Paek at the 2007 Association for Education in Journalism and Mass Communication Annual Convention, Public Relations Division, August 2007.

"Gender of Nations or Gender-Specific Products? Determinants of Gender Role Advertising Content across Seven Countries," Hye-Jin Paek, Michelle R. Nelson and Alexandra Vilela, presented by first author at the 2007 AAA Asia Pacific Conference, Seoul, South Korea, May 2007.

"A Positive Youth Development Media Campaign Targeting Youth and Parents: Investigating Its Complementary Impact on Thai Youth Outcomes," Ratanasuda Punnahitanond and Michelle R. Nelson, paper presented by first author at the 2006 International Communication Association conference, Dresden, Germany, June 19-23, 2006.

"Values: Better than Sex Segmentation Strategy for Cause-Related Marketing Messages," Alexandra Vilela and Michelle R. Nelson, paper presented by first author at the 2006 International Communication Association conference, Dresden, Germany, June 19-23, 2006 [top paper session-Public Relations division].

"Examination of the Psychometric Properties of the Horizontal & Vertical Individualism and Collectivism Scale: A Four-Country Analysis," Eugene Sivadas, Norman Bruvold, Michelle R. Nelson and Barbara Stern, paper presented by co-authors at the 2005 American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA, July 29-August 1, 2005.

"Priming Moral Obligations: When 'Doing Good' Messages Boomerang," Michelle R. Nelson, Frederic F. Brunel, Magne Suppehellen, and Rajesh Manchanda, paper presented by Brunel at the 2005 Annual Conference of the Society of Consumer Psychology, St. Pete Beach, FL, February 24-26, 2005.

"If...The Table for McWorld has been set by Hollywood, What is Served by Bollywood?" Michelle R. Nelson, Sameer Deshpande, Narayan Devanathan, and C.R. Lakshmi, paper presented at the 2004 Annual Conference of the Association for Consumer Research, Portland, OR, October 9-11, 2004.

"What Do We Really Know About Sexism in Advertising? Shedding New Light on Consumers' Construal of Sexism in Advertising," Linda Y. Tuncay, Michelle R. Nelson and Jacqueline J. Kacen, paper presented at the ACR Conference on Gender, Marketing and Consumer Behavior, Madison, WI, June 24-27, 2004.

"Tonight's Top Story: Commercial Content in Television News," Michelle L.M. Wood, Michelle R. Nelson, Jaeho Cho, and Ron Yaros, poster presented by Wood at the 2004 International Communication Association, New Orleans, May 2004.

"The Effects of Korean Mass Media on Koreans' Attitudes toward the U.S. and Americans," Seung-Jun Moon and Michelle R. Nelson, paper presented by Moon at the 2004 International Communication Association, New Orleans, May 2004.

"Beyond Polarized Cultural Values: A New Approach to the Study of South Korean and US Newspaper Advertisements," Hye-Jin Paek, Michelle R. Nelson, and Douglas M. McLeod, paper presented to the Association for Consumer Research Annual Convention, Toronto, Canada, October 9-12, 2003.

"The Citizen-Consumer: The Complex Relationship Among Media, Consumer Culture, and Civic Engagement," Heejo Keum, Narayan Devanathan, Sameer Deshpande, Michelle R. Nelson, and Dhavan V. Shah, paper presented by Keum to the American Political Science Association, Philadelphia, PA, August 28-31, 2003.

"Exporting the 'Fun, Fearless Female': *Cosmopolitan* Magazine as a Case Study of a Global Media Brand," Michelle R. Nelson and Hye-Jin Paek, poster presented by Paek at the Association for Education in Journalism and Mass Communication Annual Convention, Kansas City, MO, August 2003.

“Product Placements Go Global: An Examination of Brand Contacts Across Five Countries,” Narayan Devanathan, Michelle R. Nelson, John McCarty, Sameer Deshpande, Hye-Jin Paek, Ratanasuda Punnahitanond, Susan E. Stein, Alexandra M. Vilela, and Ronald Yaros, paper presented at the Association for Consumer Research Conference, Atlanta, GA, October 17-20, 2002.

“When Brands are Stars: Exploring Consumer Response to Product Placements,” Michelle R. Nelson, Chair/Discussant. Special Session presented at the Association for Consumer Research Conference, Atlanta, GA, October 17-20, 2002.

“Global Advertising,” Michelle R. Nelson, Chair at Special Session, presented at the Association for Consumer Research Conference, Atlanta, GA, October 17-20, 2002.

“IS CULTURE GOING GLOBAL? A Comparison of South Korean and U.S. Newspaper Ads in the New Millennium,” Hye-Jin Paek, Michelle R. Nelson, and Douglas M. McLeod, paper presented to the Advertising Division for the Association for Education in Journalism and Mass Communication Annual Convention, Miami Beach, FL, August 7-10, 2002.

“Exploring International Social Marketing Strategies: A Cross-cultural Case Study of Anti-Smoking Efforts in Six Countries,” Sameer Deshpande, Narayan Devanathan, Michelle R. Nelson, Hye-Jin Paek, Ratanasuda Punnahitanond, Susan Stein, Alexandra Vilela and Ron Yaros, paper presented to the International Division, Association for Education in Journalism and Mass Communication Annual Convention, Miami Beach, FL, August 7-10, 2002.

“We’ve Come A Long Way, Baby – or Have We? Sexism in Advertising Revisited,” Jacqueline J. Kacen and Michelle R. Nelson, paper presented at the ACR Conference on Gender, Marketing and Consumer Behavior, Dublin, Ireland, June 27-29, 2002.

“Changes in Social Psychological and Cultural Identity of Japanese Biculturals,” Naoko Tani Fukuchi and Michelle R. Nelson, poster presented at the American Psychological Association, Chicago, IL, August 2002.

“How do you say ‘I Do’: An Analysis of Community and Socialization in Intercultural Wedding Message Boards,” Michelle R. Nelson and Cele Otnes, paper presented at the Eighth Annual Cross-Cultural Research Conference, Hawaii, December 13-15, 2001.

“Advertisers Got Game: Examining Effectiveness of Product Placements in New Media,” Michelle R. Nelson, paper presented at the Annual Convention of Association for the Education of Journalism and Mass Communication, Washington D.C., August 2001.

“Advertisers Got Game: Investigating Brand Messages in Online Games,” Michelle R. Nelson, poster/roundtable session at the 20th Annual Advertising and Consumer Psychology Conference, SCP, Seattle, WA, May 2001.

“A Cross-National Examination of Horizontal and Vertical Individualism and Collectivism: Measurement and Impact on Consumer Decision Making,” Eugene Sivadas, Norman T. Bruvold, Michelle R. Nelson, and Sharon Shavitt, poster presented at the Association for Consumer Research Conference, Salt Lake City, UT, October 2000.

“Beyond the Stereotypes of Male Consumption,” Frederic Brunel, Julie Ruth, and Michelle R. Nelson, paper presented at the 5th Association for Consumer Research conference on Gender, Marketing and Consumer Behavior, Chicago, IL, June 2000.

“Girrrl Power and Boyyy Nature: Transforming Gender Identities,” Jacqueline Kacen and Michelle R. Nelson, paper presented at the Marketing Paradiso Conclave Conference at University of Ulster, Belfast, Ireland, September 1999.

"Long-Term Lessons Learned from Shopping with Consumers," Cele Otnes, Tiny Lowry, and Michelle R. Nelson, paper presented at Association for Consumer Research annual conference, Montreal, Canada, October 1998.

"Gendered Responses to 'Help-Self' and 'Help-Others' Charity Ad Appeals: Consequences of Readers' Personality and Culture," Michelle R. Nelson and Frederic Brunel, poster presented at the Association for Consumer Research annual conference, Montreal, Canada, October 1998.

"What's Morality Got to Do With It? How Gender and World-views Affect Advertising Processing and Preference for Charitable Appeals," Michelle R. Nelson, paper presented at the Conference on Gender, Marketing and Consumer Behavior, San Francisco, CA, June 1998.

"Capturing Culture: New Ways of Measuring Cultural Differences and Determining Their Consequences for Advertising Persuasion," Michelle R. Nelson, paper presented to the International Academy of Business Disciplines, San Francisco, CA, April 1998.

"Examining Horizontal and Vertical Dimensions of Individualism: The Importance of Cultural Values," Michelle R. Nelson and Sharon Shavitt, paper presented at the Conference of the Association for Consumer Research, Denver, CO, October 1997.

"Examining the Horizontal and Vertical Dimensions of Individualism: Links to Values and Moral Orientations and Consequences for Persuasion," Michelle R. Nelson, paper presented at the Individualism and Collectivism Conference sponsored by the Speech Communication Department at California State-Fullerton, CA, March 1997.

"Exploring Cross-Cultural Differences in Cognitive Responding to Ads," Sharon Shavitt, Michelle R. Nelson, and Rose Mei Len Yuan, paper presented at the Conference of the Association for Consumer Research, Tucson, AZ, October 1996.

"Communicative Social Identity: Effects of Product Usage on Person Judgments," Sharon Shavitt and Michelle R. Nelson, paper presented as part of symposium on attitude functions, Why We Evaluate: Functions of Attitudes, Chairs: Gregory R. Maio & James M. Olson, at the Annual Convention of the American Psychological Association (Divisions 8/23), Toronto, August 1996.

"Let's Talk Shop: Multiple Interpretive Perspectives on Studying Consumer Shopping Behavior," Michelle R. Nelson, Session Chair, for paper presented at the Conference of the Association for Consumer Research, Minneapolis, MN, October 1995.

"Shopping with Consumers: Retrospective and Prospective Methodological Applications," Michelle R. Nelson, Cele Otnes, Mary Ann McGrath, and Tina M. Lowrey, special session: Let's Talk Shop: Multiple Interpretive Perspectives on Studying Consumer Shopping Behavior presented at the Conference of the Association for Consumer Research, Minneapolis, MN, October 1995.

"The Communicative Value of Products: Effects of Product Usage on Person Judgments," Sharon Shavitt and Michelle R. Nelson, poster presented at Conference of the Society for Experimental Social Psychology, Washington D.C., September 1995.

"The Children's Birthday Party: A Study of Mothers as Socialization Agents," Cele Otnes, Michelle Nelson and Mary Ann McGrath, paper presented at the Conference of the Association for Consumer Research, part of competitive paper session, Children as Consumers, Boston, MA, October 1994.

"The Prediction of Long-Term Advertising Effectiveness: New Cognitive Response Approaches," Michelle R. Nelson, Sharon Shavitt, Angela Schennum, and Jacqueline Barkmeier, paper presented at the Thirteenth Annual Advertising and Consumer Psychology Conference, Measuring Advertising Effectiveness, Minneapolis, MN, May 1994.

"Theory of Synesthesia Applied to Print Advertising," Michelle R. Nelson and Jacqueline Hitchon, paper presented at the Convention of the Association for the Education of Journalism and Mass Communication, Kansas City, MO, August 1993.

"Theory of Synesthetic Metaphor in Print Advertising Headlines," Michelle R. Nelson and Jacqueline Hitchon, paper presented at the Conference of the American Psychological Association (Division 23: Consumer Research), Washington D.C., August 1991.

OTHER CONFERENCE PARTICIPATION

- Panelist, Branded Content & Product Placement, School of Journalism and Mass Communication Centennial Celebration, UW-Madison, April 28, 2005.
- Panelist, "Women and Advertising: A Discussion of Jean Kilbourne's Presentation," organized by Wisconsin Union Directorate, Memorial Union, February 3, 2005.
- Panelist, "International Culture and Consumer Psychology: A Panel Discussion" for the Society for Consumer Psychology, 1998 Winter Conference Program, Austin, TX, February 1998.
- Participant, "PRISM: Crossroads of Multiculturalism Conference," Emerson College, Boston, MA, February 1998.
- Respondent to Panel, "Political Advertising," 1997 Political Communication Conference: Campaign '96: Messages for the New Millennium," Emerson College, Boston, MA, November 1997.

INVITED LECTURES

- Invited Professor to speak at SOAR for parents and incoming freshmen, UW-Madison, June 19, 2005.
- "Tonight's Top Story: Commercialization of News and Effects," UW-Milwaukee Department of Journalism, April 26, 2005.
- "New Hidden Persuaders," presented to the Rotary Ethics Symposium, Madison, 2005, 2006
- "New Hidden Persuaders," presented to the Freshman Parents' Weekend, UW-Madison, November 5, 2004.
- "WHAT IS BEAUTIFUL? GLOBAL PERSPECTIVES ON BODY IMAGE". For International Learning Community's Global Dialogue Series, Chadbourne Hall, February 2004.
- "Integrating Theory and Practice into a New Interdisciplinary Course: Lands' End as a Real-World Global Strategic Communications Case" presented to the Best Practices in Teaching Global Languages and Cultures conference, March 28, 2003. Sponsored by the Global Languages, Literatures & Cultures Forum, UW-Madison campus-wide conference.
- "Focus Group Methodology" presented to the "Assessment and Evaluation Workshop" – organized by Marianne Fitzpatrick. March 2003.
 - "Game On: Advertising, Product Placement & Interactive Entertainment" Guest Lecturer, Graduate Advertising Seminar, University of Illinois at Urbana-Champaign, February 2001.
 - "Communicating in Market Space - The World Wide Web" Guest Lecturer, Marketing Communications Graduate Seminar, Odense University, Denmark, April 2000.
 - "Product Strategies for High-Tech Products: Case Study of MathEngine Technology" Guest Lecturer, Product Management, Haas School of Management, University of California-Berkeley, April 1999.
- "Advertising within a Political Communication Context," Guest Lecturer, Communication Studies, University of Calgary, Calgary, Alberta, June 1998.
- "Are Communication Theories Culture Bound?" Guest Lecturer, Communication Theory Seminar, Roskilde Universitetscenter, Kommunikationsuddannelsen, Denmark, Fall 1996.
- "Advertising Research Methods: Cognitive Response & Attitude Measurements," Guest Lecturer, Marketing Graduate Seminar, Southern Denmark Business School, Sonderborg, Denmark, Fall 1996.
- "Values and Responses to Advertising in Denmark" to the Rotary International Club, Copenhagen Chapter, Denmark, Fall 1996.

SERVICE

Reviewer: *Journal of Advertising*, 2002-2008; *Marketing Theory* (2005-2007); *Journal of Applied Communication Research* (2003-04), *Human Communication Research* (2004), Association for Education in Journalism and Mass Communication Annual Convention, 2002-2005; American Marketing Association Summer Marketing Conference (2005); Sheth Dissertation Grants – ACR, 2003; ACR Asia-Pacific Conference, 2001; Cross-Cultural Research Conference, 2001; Western Decision Sciences Institute Conference, 2001; Association of Consumer Research Conference, 2001; *Journal of Consumer Psychology* – 2001-2006; University Grants Committee, Hong Kong Research Grants Council, 1998

PROFESSIONAL AFFILIATIONS

American Academy of Advertising, Association for Education in Journalism and Mass Communication, Association for Consumer Research, Society for Consumer Psychology

GRANTS AND HONORS

- Faculty Recipient, CIBER Grant for "The Politics of Consumption/The Consumption of Politics: Perspectives on the Intersection of Consumer and Civic Culture Conference," \$2,000, December 2005
- Faculty Recipient, "Wisconsin Idea Undergraduate Fellowship" for A Strategic Communication Campaign to Raise Awareness of Wheels for Winners., UW-Madison, \$1,000.00, Summer 2005
- American Academy of Advertising, "How do Culture and Rule of Law Influence Advertising Content?" Granted \$3,000.00, March 2004.
- Faculty Recipient, UW-Madison Graduate School, "America the Brand: UK Newspaper Portrayals and Britons' Perceptions of the U.S. and U.S. Brands" Awarded \$8,505.00, 2003.
- Faculty Recipient, Maier development fund, Journalism & Mass Communication, 2002-2005
- Faculty Recipient, CIBER Grant for "Strategic Communications in the Global Economy," \$750.00, 2002
- Faculty Recipient, "Wisconsin Idea Undergraduate Fellowship" for A Strategic Communication Campaign to Raise Funds for Transitional Housing Inc., UW-Madison, \$1,000.00, Summer 2001
- Davis Foundation Curriculum Grant – Creativity/New Media, Emerson College, course release, 1997
- Awarded \$1,000 Dissertation Travel Grant and \$500 Special Project Grant Awards in University-wide competition for the Graduate College at the University of Illinois at Urbana-Champaign, 1996.
- Named to the "List of Teachers Ranked as Excellent by Their Students" - University of Illinois at Urbana-Champaign, Fall 1994, Spring 1995, Fall 1995. Fall 2006
- Member: Kappa Tau Alpha Honor Society, Phi Kappa Phi Honor Society