

# Hailey Scherer

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Department of Communication Studies

West Virginia University

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## *Education*

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West Virginia University  
Morgantown, WV  
Ph.D., Communication Studies  
Advisor: Dr. Elizabeth L. Cohen  
**August 2022 - Present**

Radford University  
Radford, VA  
M.A. Experimental Psychology  
*Thesis Title: Investigating Bias Toward People with Parasocial Relationships*  
Advisor: Dr. Nicole E. Iannone  
**May 2022**

Radford University  
Radford, VA  
B.S. Psychology  
3.9 Overall GPA, 4.0 Psychology GPA  
Graduated Summa Cum Laude, Highlanders Honor Scholar  
**May 2020**

## *Honors and Awards*

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Arlen G. and Louise Stone Swiger Fellowship  
**Fall 2022 - Present**

Eleanor E. Kemp Memorial Award  
**Fall 2021**

- Awarded \$205 for research on a gender-related topic

Dean's List  
**Fall 2017 - Spring 2020**

## *Publications*

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Scherer, H., Diaz, S., Iannone, N. E., McCarty, M. K., Branch, S. E., & Kelly, J. R. (in press). "Leave Britney alone!" Parasocial relationships and empathy. *Journal of Social Psychology*.

Hastings, S. L., & Scherer, H. (in press). Friendship and social support. In Duquaine-Watson, J. M. (Ed.) *Women's health: Understanding issues and influences*. ABC-CLIO Publishers.

## ***Presentations***

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- Scherer, H.**, & Cohen, E. L. (2023, November). Ear buddies: A moderated mediation model of the effect of mobility on parasocial relationships with podcast hosts. Paper presented at the annual meeting of the National Communication Association, National Harbor, D.C.
- Scherer, H.**, Cohen, E., Bobbitt, T., & Baker, A. (2022, November). Where's the line anyways? Character involvement and cringe humor. WVU Communication Studies Research Colloquium.
- Cohen, E. L., **Scherer, H.**, Bobbitt, T., Baker, A. (2022, September). Too (relationally) close for comedy? An integrative review of how character involvement should affect viewer responses to cringe humor. Presentation given at the 6th annual meeting of the Moral Media working group, Michigan State University.
- Scherer, H.** & Iannone, N. E. (2022, April). Investigating bias towards people with parasocial relationships. Poster presented at the Radford University Student Engagement Forum, Radford, VA.
- Scherer, H.**, Benz, H., & Steele, J. (2022, April). The impact of filters: Face aging technology and death salience. Poster presented at the Radford University Student Engagement Forum, Radford, VA.
- Benz, H., **Scherer, H.**, Rodriguez, G., & Steele, J. (2022, April). Cross-cultural differences in age estimation and age bias. Poster presented at the Radford University Student Engagement Forum, Radford, VA.
- Dubois, P., & **Scherer, H.** (2022, April). The first female presidents of the American psychological association: An overview. Poster presented at the Radford University Student Engagement Forum, Radford, VA.
- Dubois, P., **Scherer, H.**, Dai, T., Purcell, M., & Aspelmeier, J. (2022, April). Pluralistic ignorance and COVID-19 behaviors, vaccination confidence, and mask wearing. Poster presented at the Radford University Student Engagement Forum, Radford, VA.
- Rodriguez, G., Benz, H., **Scherer, H.**, & Steele, J. (2022, April). impact of knowledge on colonialism on Puerto Rican mental health. Poster presented at the Radford University Student Engagement Forum, Radford, VA.
- Benz, H., **Scherer, H.**, Rodriguez, G., & Steele, J. (2022, March). Age bias in the age estimation of young, middle-age, and older adults. Poster to be presented at the meeting of the Eastern Psychological Association, New York City, NY.
- Aspelmeier, J., Dai, T., Dubois, P., **Scherer, H.**, Purcell, M., Lafon, R., Grossman, H., Pierce, T., & Iannone, N. (2022, March). Pluralistic ignorance in attitudes toward atheists: the moderating role of religiosity. Poster to be presented at the meeting of the Eastern Psychological Association, New York City, NY.

**Scherer, H.,** Iannone, N. E., & McCarty, M. K. (2022, March). Investigating bias towards people with parasocial relationships. Poster to be presented at the meeting of the Southeastern Psychological Association, Hilton Head, SC.

**Scherer, H.,** Benz, H., Doughtie, K., & Steele, J. (2022, March). Assessing the impact of age progression applications on death salience. Poster to be presented at the meeting of the Southeastern Psychological Association, Hilton Head, SC.

**Scherer, H.,** Iannone, N., & Hatfield, H. (2022, February). How social media posts during Covid relate to fear of missing out, need satisfaction, and missing out. Poster to be presented at the meeting of the Society for Personality and Social Psychology, San Francisco, CA.

Dubois, P., Pullen, C., Grossman, H., **Scherer, H.,** King, C., & Aspelmeier, J. E. (2022, February). Pluralistic ignorance and Covid-19 related health protective behaviors. Poster to be presented at the meeting of the Society for Personality and Social Psychology, San Francisco, CA.

**Scherer, H.** & Iannone, N. E. (2021, November). How Sharing parasocial relationships with a friend relates to the quality of both relationships. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

**Scherer, H.,** Benz, H., & Steele, J. (2021, November). Assessing the impact of age progression applications on death salience. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

Benz, H., **Scherer, H.,** & Steele, J. (2021, November). Guess my age: Comparison of estimation and attitudes towards older adults. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

Dubois, P., **Scherer, H.,** Purcell, M., Dai, T., Lafon, R., & Aspelmeier, J. (2021, November). Pluralistic ignorance within attitudes towards atheists moderated by religiosity. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

**Scherer, H.,** Iannone, N. E., & McCarty, M. K., (2021, October). Hey! That's our best friend!: Benefits of sharing parasocial relationships with a friend. Poster presented at the meeting of the Society for Southeastern Social Psychologists, Virtual Conference.

**Scherer, H.,** Iannone, N., McCarty, M., Branch, S., & Kelly, J. R. (2021, April). Sharing parasocial relationships relates to parasocial relationship connection and belonging. Poster presented at the meeting of the Midwestern Psychological Association Annual Conference, Virtual Conference.

- Dulaney, M., Pullen, C., **Scherer, H.** (2021, April). How empathy relates to future mask-wearing behavior following social media examples. Poster presented at the Radford University Student Engagement Forum, Virtual Conference.
- Scherer, H.** (2021, April). The effects of different types of parasocial relationships on ostracism. Poster presented at the Radford University Student Engagement Forum, Virtual Conference.
- Scherer, H.** (2021, April). "Let me tell you about my best friend:" How sharing a parasocial relationship with others relates to parasocial relationship connection and belonging. Poster presented at the Radford University Student Engagement Forum, Virtual Conference.
- Pullen, C., **Scherer, H.** & Diaz, S. (2021, April). Celebrity social media influence on mask-wearing behavior. Poster presented at the Radford University Student Engagement Forum, Virtual Conference.
- Dubois, P., King, C., Pullen, C., Grossman, H., & **Scherer, H.** (2021, April). R.U. Masking up? Pluralistic ignorance within attitudes and intentions toward covid-19. Poster presented at the Radford University Student Engagement Forum, Virtual Conference.
- Dubois, P., King, C., Pullen, C., **Scherer, H.**, & Aspelmeier, J. (2020, November). Pluralistic ignorance within attitudes toward covid related health protection behaviors. Poster presented at the Radford University Psychology and Gender Research Symposium, Virtual Conference.
- Scherer, H.**, & Iannone, N.E. (2020, November). The relationship between the four sub-components of empathy and bias towards people with parasocial relationships. Poster presented at the Radford University Psychology and Gender Research Symposium, Virtual Conference.
- Scherer, H.**, Iannone, N.E., McCarty, M.K., Branch, S.E., & Kelly, J.R. (2020, October). "I feel you:" How empathy relates to bias towards parasocial relationships. Poster presented at the meeting of the Society of Southeastern Social Psychologists, Virtual Conference.
- Shumaker, M., **Scherer, H.**, Smith, F., Middlebrooks, C., & Arnold, K. (2020, April). Strategic learning: The role of testing and feedback on study strategy. Poster presented at the Radford University Student Engagement Forum, Virtual Conference.
- Scherer, H.** (2020, April). Does Instagram lead to negative psychological outcomes? Paper presented at the Radford University Honors Capstone Showcase, Virtual Conference.
- Shumaker, M., **Scherer, H.**, Smith, F., Middlebrooks, C., & Arnold, K. (2019, November). Strategic learning: The role of testing and feedback on study strategy. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

Hastings, S. L., & Scherer, H. (2019, November). Friendship and social support. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

Leonard, Z., Scherer, H., & Payne, T. (2019, November). Pluralistic ignorance of attitudes towards college drinking habits with extraversion as a moderator. Poster presented at the Psychology and Gender Research Symposium, Radford, VA.

## *Research Experience*

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### **Belonging, Identity, and Media Lab, Radford University**      **Fall 2019 – Spring 2022**

Advisor: Dr. Nicole Iannone

- Research on parasocial relationships, media, identity, and belonging.
- Designed multiple studies, programmed multiple studies in Qualtrics, analyzed data for multiple studies, and presented research locally and for regional and national conferences

### **Pluralistic Ignorance Lab, Radford University**

**Fall 2020 – Spring 2022**

Advisor: Dr. Jeffery Aspelmeier

- Research on pluralistic ignorance and COVID-19 behaviors (e.g., mask-wearing).
- Designed a study, analyzed data, presented research locally and will present at a national conference.

### **Aging Lab, Radford University**

**Fall 2021 – Spring 2022**

Advisor: Dr. Jenessa Steele

- Research on aging technology and death salience.
- Designed a study, programmed a study in Qualtrics, and will analyze data and present results

### **Honors Capstone, Radford University**

**Fall 2019 – Spring 2020**

Advisor: Dr. Nicole Iannone

- Research on the influence of Instagram on self-esteem and fear of missing out.
- Designed the study including creating a unique control condition equivalent to Instagram, programmed the study in Qualtrics, ran participants in the lab, analyzed data, and presented the findings locally

### **Learning and Memory Lab, Radford University**

**Fall 2019 – Spring 2020**

Advisor: Dr. Kathleen Arnold

- Research on the influence of testing and feedback on learning and memory.

- Ran participants through studies in the lab, analyzed data, and presented the findings locally.

### ***Work Experience***

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Radford University  
**Graduate Assistant**, Research Compliance Office

**August 2020 – May 2022**

- Review IRB protocol intakes, attend and take minutes at IRB and IACUC meetings

Radford University  
**Graduate Teaching Assistant**, Research Methods in Psychology

**Summer 2021**

- Gave lectures on APA style research papers, assisted students in completing an APA style research paper by giving feedback and assistance, graded APA style research papers and other homework assignments, held weekly office hours

Radford University  
**Internship**, Psychology

**Spring 2020**

- In-classroom tutor for Introduction to Psychology students.
- Tutored students at the introductory level, led review sessions for exams

### ***Leadership & Service***

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West Virginia University  
**Treasurer**, Communication Studies Graduate Student Organization

**2023 – 2024**

- Handled financial affairs and assisted in events for the Department of Communication Studies' first ever graduate student organization.

### ***Professional Organizations***

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National Communication Association  
Eastern Communication Association  
Psi Chi  
Society for Personality and Social Psychology  
Midwestern Psychological Association  
Southeastern Psychological Association