

CURRICULUM VITAE

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Assistant Professor
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ACADEMIC APPOINTMENTS

- 2023 – Present **Assistant Professor**
Department of Communication Studies, West Virginia University
- 2019 – 2023 **Assistant Professor**
School of Communication, Chapman University
- 2013 – 2019 **Graduate Associate**
School of Communication, The Ohio State University
- 2011 – 2012 **Graduate Research Assistant**
College of Business, Bowling Green State University
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EDUCATION

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

PEER-REVIEWED JOURNAL ARTICLES

21. Journeay, J. M., Vendemia, M. A., & Tukachinsky Forster, R. (in press). Relational effects of romantic partner's perceived parasocial romantic attachment with pornography. *Journal of Media Psychology*.

20. Robinson, M. J., & **Vendemia, M. A.** (2023). How activated self-concepts influence selection and processing of body-positive narratives. *Media Psychology*. Advance online publication. <https://doi.org/10.1080/15213269.2023.2206140>
19. **Vendemia, M. A.**, Brathwaite, K. N., & DeAndrea, D. C. (2022). An intersectional approach to evaluating the effectiveness of women's sexualized body-positive imagery on Instagram. *New Media & Society*. Advance online publication. <https://doi.org/10.1177/14614448221143345>
18. Tukachinsky Forster, R., **Vendemia, M. A.**, Journeay, J. M., & Downey, S. E. (2022). Mixing parasocial friendship with business: The effect of sponsorship disclosure timing in vlogs. *Journal of Media Psychology*. Advance online publication. <https://doi.org/10.1027/1864-1105/a000362>
17. **Vendemia, M. A.**, & Robinson, M. J. (2022). Promoting body positivity through stories: How protagonist body size and esteem influence readers' self-concepts. *Body Image*, 42, 315-326. <https://doi.org/10.1016/j.bodyim.2022.07.005>
16. Coduto, K. D., **Vendemia, M. A.**, Viverette, S., & Williams, E. (2022). Exploring sexual, romantic, and platonic features and functions of the imagined interactions framework. *Imagination, Cognition and Personality*, 42(1), 24-41. <https://doi.org/10.1177/02762366221089279>
15. **Vendemia, M. A.**, & Coduto, K. D. (2022). Online daters' sexually explicit media consumption and imagined interactions. *Computers in Human Behavior*, 126, Article 106981. <https://doi.org/10.1016/j.chb.2021.106981>
14. Tukachinsky Forster, R., & **Vendemia, M. A.** (2021). Effects of news and threat perceptions on Americans' COVID-19 precautionary behaviors. *Communication Reports*, 34(2), 65-77. <https://doi.org/10.1080/08934215.2021.1907428>
13. **Vendemia, M. A.**, DeAndrea, D. C., & Brathwaite, K. N. (2021). Objectifying the body positive movement: The effects of sexualizing and digitally modifying body-positive images on Instagram. *Body Image*, 38, 137-147. <https://doi.org/10.1016/j.bodyim.2021.03.017>
12. **Vendemia, M. A.**, & DeAndrea, D. C. (2021). The effects of engaging in digital photo modifications and receiving favorable comments on women's selfies shared on social media. *Body Image*, 37, 74-83. <https://doi.org/10.1016/j.bodyim.2021.01.011>
11. Fox, J., **Vendemia, M. A.**, Smith, M. A., & Brehm, N. R. (2021). Effects of taking selfies on women's self-objectification, mood, self-esteem, and social aggression toward female peers. *Body Image*, 36, 193-200. <https://doi.org/10.1016/j.bodyim.2020.11.011>
10. **Vendemia, M. A.**, Coduto, K. D., & Lee-Won, R. J. (2019). When are emotional online product reviews persuasive? Exploring the effects of reviewer status and valence in consumer purchase decisions. *Communication Research Reports*, 36(5), 437-448. <https://doi.org/10.1080/08824096.2019.1683532>
9. 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*, 24(5), 223-239. <https://doi.org/10.1093/jcmc/zmz011>
8. **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. <https://doi.org/10.1016/j.chb.2018.10.007>
7. **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. <https://doi.org/10.1016/j.bodyim.2018.08.013>

6. DeAndrea, D. C., Van Der Heide, B., **Vendemia, M. A.**, & Vang, M. H. (2018). How people evaluate online reviews. *Communication Research*, 45(5), 719-736. <https://doi.org/10.1177/0093650215573862>
5. **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. <https://doi.org/10.1016/j.chb.2017.01.046>
4. **Vendemia, M. A.** (2017). (Re)Viewing reviews: Effects of emotionality and valence on credibility perceptions in online consumer reviews. *Communication Research Reports*, 34(3), 230-238. <https://doi.org/10.1080/08824096.2017.1286470>
3. **Vendemia, M. A.**, High, A. C., & DeAndrea, D. C. (2017). “Friend” or foe? Why people friend disliked others on Facebook. *Communication Research Reports*, 34(3), 29-36. <https://doi.org/10.1080/08824096.2016.1227778>
2. Fox, J., & **Vendemia, M. A.** (2016). Selective self-presentation and social comparison via photographs on social networking sites. *Cyberpsychology, Behavior, and Social Networking*, 19(10), 593-600. <http://doi.org/10.1089/cyber.2016.0248>
1. 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(7), e189. <https://doi.org/10.2196/jmir.5972>

REFEREED CONFERENCE PAPERS AND PRESENTATIONS

25. Coduto, K. D., Roaché, D. J., **Vendemia, M. A.**, & Sharabi, L. L. (2023, November). *How online daters determine who other users are offline: A qualitative approach to identifying warranting cues and understanding authenticity assessments on online dating platforms*. Paper to be presented at the 109th annual convention of the National Communication Association, National Harbor, MD.
24. Journeay, J. M., **Vendemia, M. A.**, & Tukachinsky Forster, R. (2023, February). *Parasocial romantic relationships with pornography fuel romantic jealousy and perceptions of infidelity*. Paper presented at the 93th annual convention of the Western States Communication Association, Phoenix, AZ.
***Top Paper Award – Interpersonal Communication Interest Group**
23. Brathwaite, K. N., DeAndrea, D. C., & **Vendemia, M. A.** (2022, November). *Non-sexualized images and body-neutral messaging foster body positivity online*. Paper presented at the 108th annual convention of the National Communication Association, New Orleans, LA.
***Top Paper Award – Human Communication and Technology Division**
22. **Vendemia, M. A.**, Brathwaite, K. N., & DeAndrea, D. C. (2022, May). *An intersectional approach to evaluating the effectiveness of women’s sexualized body-positive imagery on Instagram*. Paper presented at the 72nd annual conference of the International Communication Association, Paris, France.
21. Robinson, M. J., & **Vendemia, M. A.** (2022, May). *The influence of female readers’ characteristics on narrative selection and its effects on readers’ self-concepts*. Paper presented at the 72nd annual conference of the International Communication Association, Paris, France.
20. **Vendemia, M. A.**, & Robinson, M. J. (2021, November). *Promoting body positivity through narratives: The effects of female protagonist portrayals on readers’ engagement in social comparisons, attributions, and body image*. Paper presented at the 107th annual convention of the National Communication Association, Seattle, WA.
19. **Vendemia, M. A.**, & Coduto, K. D. (2021, May). *Catharsis in crisis: Online daters’ sexually explicit media consumption and imagined interactions in the context of the COVID-19 pandemic*. Paper presented virtually at the 71st annual conference of the International Communication Association.

18. Coduto, K. D., & **Vendemia, M. A.** (2021, May). *Investigating the role of gender differences and the Dark Triad on online dating motivations and willingness to meet others offline during the COVID-19 pandemic*. Paper presented virtually at the 71st annual conference of the International Communication Association.
17. **Vendemia, M. A.**, DeAndrea, D. C., & Brathwaite, K. N. (2021, May). *Objectifying the body positive movement: The effects of sexualizing and digitally modifying body positive images on Instagram*. Paper presented virtually at the 71st annual conference of the International Communication Association.
16. Coduto, K. D., **Vendemia, M. A.**, & Viverette, S. (2021, March). *Exploring sexual, romantic, and platonic functions of the imagined interactions framework*. Paper presented virtually at the 90th annual convention of the Central States Communication Association.
15. **Vendemia, M. A.**, & Fox, J. (2020, May). *Effects of men's exposure to sexually objectified photos of women on social media*. Paper presented virtually at the 70th annual conference of the International Communication Association.
14. Coduto, K. D., Li, S., & **Vendemia, M. A.** (2020, May). *Message timing expectancies for self and others in mobile dating applications: A hyperpersonal perspective*. Paper presented virtually at the 70th annual conference of the International Communication Association.
13. **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 presented at the 105th annual convention of the National Communication Association, Baltimore, MD.
***Top Paper Award – Human Communication and Technology Division**
12. Fox, J., & **Vendemia, M. A.** (2019, May). *Effects of women's exposure to peers' sexually objectified social media posts*. Paper presented at the 69th annual conference of the International Communication Association, Washington, DC.
11. 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.
10. 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.
9. **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.
8. 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.
7. 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.
6. **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, Japan.
5. 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, Japan.

4. 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.
3. **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, Puerto Rico.
2. 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.
1. **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

GRADUATE COURSES

School of Communication, Chapman University

Advanced Quantitative Methods (COM 785)

Psychological and Social Implications of Interpersonal Communication Technologies (HCOM 597)

Graduate Independent Study (HCOM 599)

UNDERGRADUATE COURSES

Department of Communication Studies, West Virginia University

Effects of Mediated Communication (COMM 405)

School of Communication, Chapman University

Introduction to Research Methods (COM 295)

Theories of Persuasion (COM 210)

Mass Media Effects (COM 328)

Senior Seminar (COM 498)

Student-Faculty Research and Creative Activity (COM 291/491)

Independent Internship (COM 490)

School of Communication, The Ohio State University

Introduction to Organizational Communication (COMM 3325)

Introduction to Communication Technology (COMM 2540)

Principles of Effective Public Speaking (COMM 2110)

Persuasive Communication (COMM 2367)

TEACHING ASSISTANTSHIPS

School of Communication, The Ohio State University

Communication in Society (COMM 1100)

Introduction to Organizational Communication (COMM 3325)

AWARDS AND HONORS

- 2023 **Three Minute Thesis (3MT) – Second Place – Faculty Advisor**
Examining Heterosexual Women’s Social Comparisons and Perceptions of Sexual Competition with Porn Stars
 Chapman University
- *Top Paper Award – Interpersonal Communication Interest Group**
 Western States Communication Association
- 2022 **Reviewer of the Year**
Journal of Media Psychology
- *Top Paper Award – Human Communication and Technology Division**
 National Communication Association
- Alpha Kappa Psi – Professional Business Fraternity – Inductee**
 Argyros School of Business & Economics, Chapman University
Nominated by undergraduate students as faculty inductee
- 2020 **Distinguished Reviewer**
Journal of Media Psychology
- 2019 ***Top Paper Award – Human Communication and Technology Division**
 National Communication Association
- 2018 **Top Post-Candidacy Graduate Student Researcher**
Doris Gildea Morgan Scholarship Award
 School of Communication, The Ohio State University
- “Trust in Mediated Communication” International Summer School**
 Department of Communication, University of Münster (Germany)
Selected doctoral student for funded summer program with international communication scholars
- 2017 **Top Graduate Student for Teaching Excellence**
Albert Warren Scholarship Award
 School of Communication, The Ohio State University
- 2016 **Top Pre-Candidacy Graduate Student Researcher**
Walter B. Emery Memorial Scholarship Award
 School of Communication, The Ohio State University
- 2015 **Summer Doctoral Seminar – Computer-Mediated Communication**
 Department of Communication, Wayne State University
Selected doctoral student for funded seminar with Dr. Joseph B. Walther
- 2013 **Computer-Mediated Communication Mini-Conference**
Selected graduate student for faculty seminar with Dr. Joseph B. Walther
- 2010 **Beta Gamma Sigma – International Business Honor Society – Inductee**
Inducted into international business honor society (top 10% of undergraduate business students)

GRANTS

- 2022 **Scholarly and Creative Fund Grant – Faculty Collaborator**
 Chapman University
 Principal Investigator: Dr. Sara LaBelle (School of Communication)
 Faculty Collaborators: **Dr. Megan A. Vendemia** (School of Communication), Dr. Quaylan Allen (Attallah College of Educational Studies), Dr. Stephany Cuevas (Attallah College of Education Studies), & Claudine Jaenichen (Wilkinson College of Arts, Humanities, and Social Sciences)
Designing evidence-based messages to support and celebrate first-generation college students: An interdisciplinary investigation (\$10,000)

INVITED TALKS AND SEMINARS

- 2022 **Society for Communications Research**
 Department of Communications, California State University, Fullerton
The relationship between social media and mental health
- 2021 **Colloquium**
 School of Communication, Chapman University
Promoting better body image through female media portrayals: A programmatic line of experimental research
- “WeCare” Campaign – Research Talk**
 School of Communication, Chapman University
Self-image & social media literacy
- Masterclass Recruitment Event**
 School of Communication, Chapman University
Putting one’s best face (and body) forward: The effects of social media on authenticity and body image concerns
- Society for Communications Research**
 Department of Communications, California State University, Fullerton
The effects of social media and photo modification on body image
- Graduate Seminar**
 School of Communication and Journalism, South Dakota State University
Programmatic research on warranting theory
- 2020 **Student Scholar Symposium – Faculty Advisor**
 Center for Undergraduate Excellence, Chapman University
Exploring sexual, romantic, and platonic functions of the imagined interactions framework
 Co-authored with and presented by Steele Viverette
- Ask the Experts: COVID-19 Research Town Hall**
 Chapman University
The effect of news and perceptions of others on COVID-19 precautionary actions
 Co-authored and presented with Dr. Rebecca (Riva) Tukachinsky Forster
- “Discover Chapman” – Student-Faculty Research Panelist**
 School of Communication, Chapman University
 Co-presented with Steele Viverette

SELECTED MEDIA COVERAGE

- 2022 Fashion's next metaverse opportunity: Turning real models into digital avatars
Vogue Business
- 2021 The ethics and future of flattering AR filters
Vogue Business
- 2020 Why hate-creeping on Twitter will come back to bite you
OneZero

SERVICE**DEPARTMENTAL SERVICE**

- 2021 – 2022 **Faculty Search – Committee Member**
School of Communication, Chapman University
- 2019 – 2020 **Faculty Excellence Awards – Committee Member**
School of Communication, Chapman University
- 2017 – 2018 **Faculty Search – Graduate Student Representative**
School of Communication, The Ohio State University

Graduate Student Mentorship

- 2022 – 2023 **Graduate Curriculum – Committee Member**
School of Communication, Chapman University
- 2021 – 2024 **Doctoral Committee Member**
School of Communication, Chapman University
Cailin Kuchenbecker (Ph.D., 2024)
Noel McGuire (Ph.D., 2024)
- 2020 – 2023 **Doctoral Advisor**
School of Communication, Chapman University
Jessica M. Journeay (Ph.D., 2023)
- 2021, 2022 **Graduate Student Instructor – Faculty Teaching Observer**
School of Communication, Chapman University
Noel McGuire (Ph.D., 2024)
Amy Hellem (Ph.D., 2023)
Jessica M. Journeay (Ph.D., 2023)
- 2015 – 2018 **Graduate Student Peer Mentorship Program – Graduate Student Mentor**
School of Communication, The Ohio State University
- 2014 – 2015 **Graduate Studies Committee – Graduate Student Representative**
School of Communication, The Ohio State University
- 2011 – 2012 **MBA Student Association – Vice President**
College of Business, Bowling Green State University

Undergraduate Student Mentorship

- 2022 **Chapman Radio – “The Comm Pod” [Podcast/Radio Broadcast] – Faculty Co-Advisor**
School of Communication, Chapman University
- Lambda Pi Eta – Faculty Panelist**
School of Communication, Chapman University
- 2021 – 2023 **Communication Studies Undergraduate Curriculum – Committee Member**
School of Communication, Chapman University
- 2021 – 2022 **Trailblazer First-Generation Student Mentorship Program – Faculty Mentor**
School of Communication, Chapman University
- 2019 – 2023 **Emerging Media and the Body (EMBODY) Research Lab – Director**
School of Communication, Chapman University

UNIVERSITY SERVICE

- 2022 – 2023 **Faculty Senate – School of Communication Senator**
Chapman University
- 2022 **Student Scholar Symposium – Moderator**
Center for Undergraduate Excellence, Chapman University
- 2021, 2022 **Summer Undergraduate Research Fellowship (SURF) – Ad Hoc Reviewer**
Center for Undergraduate Excellence, Chapman University
- 2020 – 2021 **We CU! First-Generation Student Mentorship Program – Faculty Mentor**
First-Generation Programs, Chapman University
- 2020 **First Year Student Orientation – Faculty Panelist**
Chapman University
- 2019 **Conversations on Morality, Politics, and Society (COMPAS) Conference – Moderator**
The Pleasures and Perils of Personal Technology
Center for Ethics and Human Values, The Ohio State University
Moderated conference panel featuring Drs. Patricia M. Greenfield and Jessica Vitak

DISCIPLINE SERVICE**Editorial Board**

- 2022 – Present *Body Image*
- 2022 – Present *Journal of Media Psychology*
- 2019 – Present *Communication Research Reports*

Ad Hoc Reviewer

- Body Image*
- Communication Monographs*
- Communication Research Reports*
- Computers in Human Behavior*
- Cyberpsychology, Behavior, and Social Networking*
- Cyberpsychology: Journal of Psychosocial Research on Cyberspace*
- Human Communication Research*
- International Journal of Communication*

Journal of Computer-Mediated Communication
Journal of Media Psychology
Journal of Social and Personal Relationships
Media Psychology
New Media & Society
Psychology of Popular Media
Psychology of Women Quarterly
Sex Roles
Social Media + Society
 International Communication Association Annual Conference
 National Communication Association Annual Convention

Conference Panel Chair

- 2023 **Communication and Technology (CAT) Division – Panel Chair**
 International Communication Association Annual Conference, Toronto, Canada
- 2022 **Human Communication and Technology Division – Panel Chair**
 National Communication Association Annual Convention, New Orleans, LA
- 2021 **Communication and Technology (CAT) Division – Panel Chair**
 International Communication Association Annual Conference [virtual]

COMMUNITY SERVICE

- 2018 – 2019 **Dress for Success Columbus – Career Center Workshop Facilitator**
- 2017 – 2019 **Special Olympics Ohio – Events Volunteer**
- 2007 – 2015 **National Speech & Debate Association – Speech and Debate Judge**
Ohio High School Speech League – Speech and Debate Judge

PROFESSIONAL EXPERIENCE

- 2008 – 2011 **Ursuline High School – Speech and Debate Coach**
 Youngstown, OH
Coached a competitive high school speech and debate team; earned state and national recognitions specializing in dramatic and humorous performance
- 2010 – 2011 **WFMJ-TV – Newsroom and Advertising Sales Intern**
 Youngstown, OH
- 2010 **Harrods – Market Research Intern**
 London, United Kingdom