

CURRICULUM VITAE

MEGAN A. VENDEMIA, PH.D.

Assistant Professor

Department of Communication Studies, West Virginia University
221A Armstrong Hall, Morgantown, WV 26506
megan.vendemia@mail.wvu.edu

ACADEMIC APPOINTMENTS

Assistant Professor, Department of Communication Studies, West Virginia University, 2023 – Present

Assistant Professor, School of Communication, Chapman University, 2019 – 2023

Graduate Associate, School of Communication, The Ohio State University, 2013 – 2019

Graduate Research Assistant, College of Business, Bowling Green State University, 2011 – 2012

EDUCATION

Ph.D., Communication, The Ohio State University, 2019

Advisor: Dr. David C. DeAndrea

Committee Members: Drs. Joseph B. Bayer, Jesse Fox, & Teresa Lynch

M.A., Communication, The Ohio State University, 2015

Advisor: Dr. David C. DeAndrea

Committee Member: Dr. Roselyn J. Lee-Won

M.B.A., Bowling Green State University, 2012

B.S., Business Administration, Youngstown State University, 2011

Majors: Marketing Management; Advertising & Public Relations

Minor: Communication Studies

Summa Cum Laude

RESEARCH

PEER-REVIEWED JOURNAL ARTICLES (N = 22)

22. Brathwaite, K. N., DeAndrea, D. C., & **Vendemia, M. A.** (in press). Non-sexualized images and body-neutral messaging foster body positivity online. *Social Media + Society*.
21. Journeay, J. M., **Vendemia, M. A.**, & Tukachinsky Forster, R. (2023). Relational effects of romantic partner's perceived parasocial romantic attachment with pornography. *Journal of Media Psychology*. Advance online publication. <https://doi.org/10.1027/1864-1105/a000392>
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. Tukachinsky Forster, R., **Vendemia, M. A.**, Journeay, J. M., & Downey, S. E. (2023). Mixing parasocial friendship with business: The effect of sponsorship disclosure timing in vlogs. *Journal of Media Psychology*, 35(4), 241-252. <https://doi.org/10.1027/1864-1105/a000362>
18. **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>

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 (N = 25)

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 93rd 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

Computer-Mediated Communication (COMM 625)
 Advanced Quantitative Methods (COM 785)
 Psychological and Social Implications of Interpersonal Communication Technologies (HCOM 597)
 Graduate Independent Study (HCOM 599)

UNDERGRADUATE COURSES

Computer Mediated Communication (COMM 425)
 Effects of Mediated Communication (COMM 405)
 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 290/490)
 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

Communication in Society (COMM 1100)
 Introduction to Organizational Communication (COMM 3325)

RESEARCH LAB

Emerging Media and the Body (EMBODY) Research Lab, Director, 2019 – Present

GRANTS

Chapman University's Scholarly and Creative Fund Grant, Faculty Collaborator, 2022
Designing evidence-based messages to support and celebrate first-generation college students: An interdisciplinary investigation (\$10,000)
 Principal Investigator: Dr. Sara LaBelle
 Faculty Collaborators: Dr. Quaylan Allen, Dr. Stephany Cuevas, & Claudine Jaenichen

AWARDS & HONORS

Three Minute Thesis (3MT) – Second Place, Faculty Advisor, 2023

Examining heterosexual women's social comparisons and perceptions of sexual competition with porn stars
Graduate Education, Chapman University

Alpha Kappa Psi – Professional Business Fraternity, Inductee, 2022

Nominated by undergraduate students as faculty inductee
Argyros School of Business & Economics, Chapman University

Doris Gildea Morgan Scholarship Award, 2018

Awarded to top post-candidacy graduate student researcher
School of Communication, The Ohio State University

Albert Warren Scholarship Award, 2017

Awarded to top graduate student for teaching excellence
School of Communication, The Ohio State University

Walter B. Emery Memorial Scholarship Award, 2016

Awarded to top pre-candidacy graduate student researcher
School of Communication, The Ohio State University

Beta Gamma Sigma – International Business Honor Society, Inductee, 2010

Inducted into international business honor society (top 10% of undergraduate business students)

TOP PAPER AWARDS

Interpersonal Communication Interest Group, Western States Communication Association, 2023

Human Communication and Technology Division, National Communication Association, 2022

Human Communication and Technology Division, National Communication Association, 2019

REVIEWER RECOGNITIONS

Reviewer of the Year, *Journal of Media Psychology*, 2022

Distinguished Reviewer, *Journal of Media Psychology*, 2020

INVITED TALKS AND SEMINARS

Society for Communications Research (2022, April)

The relationship between social media and mental health

Department of Communications, California State University, Fullerton

Colloquium (2021, December)

Promoting better body image through female media portrayals: A programmatic line of experimental research

School of Communication, Chapman University

Masterclass Recruitment Event (2021, August)

Putting one's best face (and body) forward: The effects of social media on authenticity and body image concerns

School of Communication, Chapman University

Society for Communications Research (2021, April)

The effects of social media and photo modification on body image

Department of Communications, California State University, Fullerton

“WeCare” Campaign Research Talk (2021, April)

Self-image & social media literacy

School of Communication, Chapman University

Graduate Seminar (2021, February)

Programmatic research on warranting theory

School of Communication and Journalism, South Dakota State University

Student Scholar Symposium, Faculty Mentor/Co-Author (2020, May)

Exploring sexual, romantic, and platonic functions of the imagined interactions framework

Co-Author: Steele Viverette (undergraduate student)

Chapman University

Ask the Experts: COVID-19 Research Town Hall, Co-Author/Presenter (2020, June)

The effect of news and perceptions of others on COVID-19 precautionary actions

Co-Author/Presenter: Dr. Rebecca (Riva) Tukachinsky Forster

Chapman University

“Discover Chapman” – Student-Faculty Research Panelist (2020, November)

Co-Presenter: Steele Viverette (undergraduate student)

School of Communication, Chapman University

“Trust in Mediated Communication” International Summer School (2018, June)

Selected doctoral student for funded summer program with international communication scholars

Department of Communication, University of Münster (Germany)

Summer Doctoral Seminar – Computer-Mediated Communication (2015, June)

Selected doctoral student for funded seminar with guest scholar, Dr. Joseph B. Walther

Department of Communication, Wayne State University

Computer-Mediated Communication Mini-Conference (2013, October)

Selected graduate student for funded seminar with Dr. Joseph B. Walther

SELECTED MEDIA COVERAGE

Beauty filters aren’t trying to fool anyone (2023, August)

Wired

Fashion’s next metaverse opportunity: Turning real models into digital avatars (2022, September)

Vogue Business

The ethics and future of flattering AR filters (2021, March)

Vogue Business

Why hate-creeping on Twitter will come back to bite you (2020, January)

OneZero – Medium

SERVICE

DEPARTMENTAL SERVICE

Research and Media Management Committee, West Virginia University, 2023 – Present

Undergraduate Studies Committee, West Virginia University, 2023 – Present

Graduate Curriculum Committee, Chapman University, 2022 – 2023
Chapman Radio – “The Comm Pod” – Faculty Co-Advisor, Chapman University, 2022
Lambda Pi Eta – Faculty Panelist, Chapman University, 2022
Undergraduate Curriculum Committee, Chapman University, 2021 – 2023
Trailblazer First-Generation Student Program – Faculty Mentor, Chapman University, 2021 – 2022
Faculty Search Committee, Chapman University, 2021 – 2022
Faculty Excellence Awards Committee, Chapman University, 2019 – 2020
Faculty Search Committee, The Ohio State University, 2017 – 2018
Graduate Student Peer Mentor, The Ohio State University, 2015 – 2018
Graduate Studies Committee – Graduate Student Representative, The Ohio State University, 2014 – 2015
MBA Student Association – Vice President, Bowling Green State University, 2011 – 2012

Ph.D. Advisor

Jessica M. Journeay, Chapman University, 2020 – 2023

Ph.D. Committee Member

Cailin M. Kuchenbecker, Chapman University, 2021 – 2024
 Noel H. McGuire, Chapman University, 2021 – 2024

Graduate Student Instructor – Faculty Teaching Observer

Noel H. McGuire, Chapman University, 2022
 Amy Hellem, Chapman University, 2021
 Jessica M. Journeay, Chapman University, 2021

UNIVERSITY SERVICE

Faculty Senate – School of Communication Senator, Chapman University, 2022 – 2023
Student Scholar Symposium – Moderator, Chapman University, 2022
Summer Undergraduate Research Fellowship (SURF) – Ad Hoc Reviewer, Chapman University, 2021, 2022
We CU! First-Generation Student Program – Faculty Mentor, Chapman University, 2020 – 2021
First Year Student Orientation – Faculty Panelist, Chapman University, 2020
Conversations on Morality, Politics, and Society (COMPAS) – Moderator, The Ohio State University, 2019

DISCIPLINE SERVICE

Editorial Board

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

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 Children and Media
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
 National Communication Association

Conference Panel Chair

Communication and Technology Division, International Communication Association, 2023
 Human Communication and Technology Division, National Communication Association, 2022
 Communication and Technology Division, International Communication Association, 2021

COMMUNITY SERVICE

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

PROFESSIONAL EXPERIENCE

Speech and Debate Coach, Ursuline High School, Youngstown, OH, 2008 – 2011
Newsroom and Advertising Sales Intern, WFMJ-TV, Youngstown, OH, 2010 – 2011
Market Research Intern, Harrods, London, United Kingdom, 2010