

## **Shelly Rodgers, Ph.D.**

Curators' Distinguished Professor  
Maxine Wilson Gregory Chair  
School of Journalism  
University of Missouri

140E Walter Williams Hall  
Columbia, MO 65211

Phone: (573) 882-4213  
Email: srodgers@missouri.edu  
Website: journalism.missouri.edu/staff/shelly-rodgers

## **Education**

Ph.D., Journalism, University of Missouri, Columbia, Mo. (2000)  
M.A., Journalism, University of Arizona, Tucson, Ariz. (1997)  
M.A., Communication, University of California, Davis, Calif. (1993)  
B.S., Business Administration Major, Marketing Minor, Union College, Lincoln, Neb. (1988)  
A.S., Business Administration, Accounting Emphasis, Union College, Lincoln, Neb. (1986)

## **Academic Appointments**

- **Curators' Distinguished Professor**, University of Missouri (2024-Present)
- **Maxine Wilson Gregory Chair in Journalism Research**, Strategic Communication, School of Journalism, University of Missouri (2021-Present)
- **Professor**, School of Journalism, University of Missouri (2013-Present)
- **Molly Phelps Bean Fellow**, Strategic Communication, School of Journalism, University of Missouri (2020-2021)
- **Affiliate Faculty**, Master of Public Health, School of Health Professions, University of Missouri (2019-2024)
- **Affiliate Faculty**, Department of Communication, University of Missouri (2017-2020)
- **Senior Research Advisor**, Health Communication Research Center, School of Journalism, University of Missouri (2014-2019)
- **Director of Research**, Health Communication Research Center, School of Journalism, University of Missouri (2004-2014)
- **Associate Professor**, Strategic Communication, School of Journalism, University of Missouri (2006-2013)
- **Adjunct Faculty**, P.I. Reed School of Journalism, West Virginia University (online undergraduate program), Morgantown, Wv. (2011)
- **Adjunct Faculty**, School of Public Health, Saint Louis University, St. Louis, Mo. (2005-2007)
- **Assistant Professor**, Strategic Communication, School of Journalism, University of Missouri-Columbia (2003-2006)
- **Assistant Professor**, School of Journalism and Mass Communication, University of Minnesota (2000-2003)

## Honors and Distinctions

- **Eleanor Blum Distinguished Service to Research Award**, Association for Education in Journalism and Mass Communication (2025)
- **Curators' Distinguished Professor**, University of Missouri (2024)
- **Fellow**, International Communication Association (2023)
- **Governor's Award for Excellence in Teaching**, University of Missouri (2021)
- **Ivan L. Preston Outstanding Contribution to Research on Advertising Award**, American Academy of Advertising (2021)
- **President's Award for Sustained Career Excellence in Humanities/Social Behavioral Sciences**, University of Missouri System (2020)
- **Charles H. Sandage ("Sandy") Award for Teaching Excellence**, American Academy of Advertising (2020)
- **Southeastern Conference (SEC) Faculty Achievement Award**, University of Missouri (2019)
- **William T. Kemper Fellowship for Teaching Excellence**, University of Missouri (2018)
- **Promising Professor's Award** (first place), Association for Education in Journalism and Mass Communication (2004).

## Editorial Leadership and Service

- **Editor-in-Chief**, *Journal of Advertising* (2020-2023)
- **Advisory and Senior Advisory Boards**, American Academy of Advertising Past Presidents, *Journal of Advertising*, *Journal of Interactive Advertising*, and *Psychology and Marketing*
- **Editorial Board Member**, *Journal of Interactive Advertising*, *Journal of Current Issues and Research in Advertising*, *Journal of Advertising Education*, and *Journal of Applied Communication Research*

## Professional Affiliations

- American Academy of Advertising
- American Advertising Federation
- Association for Education in Journalism and Mass Communication
- ICORIA European Advertising Academy
- International Communication Association

## Research Impact

- **Citations:** 7,930; **h-index:** 37; **i10-index:** 62 (Google Scholar, 2026)
- **Top 5 most cited article**, *Journal of Advertising Research* (Rodgers & Harris, 2003)
- **Top 10 most cited article** and **Top 30 most cited article of all time**, *Journal of Interactive Advertising* (Thorson & Rodgers, 2006; Rodgers & Thorson, 2000)
- **Top 30 most read article of all time**, *Journal of Interactive Advertising* (Rodgers & Thorson, 2000)

- **Ranked #1 most productive scholar** in internet advertising (*Journal of Advertising*, 2006)
- **Ranked top 5 most productive scholar** in internet advertising, marketing, and communication (*Journal of Advertising*, 2006)
- **Ranked top 10 most cited scholar** in internet-related research across leading journals (*Journal of Advertising*, 2008)
- **Ranked top 20 most productive researcher** in the American Academy of Advertising (*AAA Proceedings*, 2010)
- **Ranked top 35 most productive scholar** in top U.S. advertising journals (*Journal of Advertising*, 2008)

## Research Agenda

My research advances three interconnected lines of inquiry that together explain how advertising functions in complex, evolving environments:

- **Theoretical Development of Advertising Systems and Field-Level Contributions:** Advances foundational models (e.g., interactive and digital advertising frameworks) to explain advertising as a dynamic, adaptive system.
- **Artificial Intelligence, Personalization, and Persuasion:** Examines how AI-driven targeting, data practices, and emerging formats shape consumer perception and response.
- **Health and Science Communication and Public Messaging:** Investigates how strategic messaging influences health behaviors, risk perception, and public understanding.

## Selected and Forthcoming Major Works

Rodgers, Shelly, and Esther Thorson (publication in 2026), Digital Advertising Theory, (4th edition), New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly, and Esther Thorson (publication in 2027), Advertising Theory, (3rd edition), New York and London: Routledge, Taylor & Francis Group.

## Scholarly Publications (Selected)

*Note: Bold indicates graduate student co-author.*

### **Theoretical Development of Advertising Systems and Field-Level Contributions**

Rodgers, Shelly, and Esther Thorson (forthcoming, 2027), "What Is Advertising?" Chapter 1 in *Advertising Theory*, 3rd ed. New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly, and Esther Thorson (2026), "Defining Digital Advertising in a Fragmented, Evolving Landscape," Chapter 1 in *Digital Advertising Theory*, 4th ed. New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly, and Esther Thorson (forthcoming, 2026), "From Definition to System: Building a Theory of Connected Advertising," Chapter 2 in Digital Advertising Theory, 4th ed. New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly (2022), "Reflections on My Editorship of the Journal of Advertising," Journal of Advertising, 51 (5), 650-651. DOI: 10.1080/00913367.2022.2026844.

Rodgers, Shelly (2022), "Celebrating 50 Years of the *Journal of Advertising* and Beyond," Journal of Advertising, 51 (5), 531-534. DOI: 10.1080/00913367.2022.2106770.

Rodgers, Shelly (2022), "Reflections on Professionalism and Human Touch - A Tribute," Journal of Advertising, 51 (3), 1-4. DOI: 10.1080/00913367.2022.2087976.

Rodgers, Shelly (2022), "Past, Present, and Future of the *Journal of Advertising*," Journal of Advertising, 51 (2), 1-3. DOI: 10.1080/00913367.2022.2073147.

Rodgers, Shelly (2022), "What a Difference 50 Years Makes!" Journal of Advertising, 51 (1), 1-3. DOI: 10.1080/00913367.2022.2051941.

Rodgers, Shelly, and **Weilu Zhang** (2022), "Evaluating Reliability of Google Scholar, Scopus, and Web of Science: A Study of Faculty in U.S. Advertising and Public Relations Programs," Journalism & Mass Communication Educator, 77 (3), 292-307. DOI: 10.1177/10776958211064687.

Rodgers, Shelly, and **Evgeniia Belobrovkina** (2021), "Using Photovoice Research for Advertising Theory," special issue "Let Me Explain! Unexpected Findings & Unexpected Methods in Advertising Research," Journal of Current Issues in Research and Advertising, 43 (2), 137-154. DOI: 10.1080/10641734.2021.1945981.

Rodgers, Shelly (2021), "How to Get Published in the Journal of Advertising: Tips from the Inside," Journal of Advertising, 50 (2), 1-2. DOI: 10.1080/00913367.2021.1898918.

Rodgers, Shelly, and Esther Thorson (2020), Digital Advertising Theory and Research, (3rd edition), New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly, (2020), "Editorial: What Comes Next?" Journal of Advertising, 49 (1), 1-2. DOI: 10.1080/00913367.2020.1712131.

Rodgers, Shelly (2019), "Why We Need Better Measures of Research Impact in Advertising: Considerations for Best Practices to Expand Research's Reach," Journal of Advertising Research 58 (4), 385-389. DOI: 10.2501/JAR-2018-045

Rodgers, Shelly, and Esther Thorson (2019), Advertising Theory (2<sup>nd</sup> edition), New York and London: Routledge, Taylor & Francis Group.

Thorson, Esther, and Shelly Rodgers (2019), "Advertising Theory in the Digital Age," Chapter 1 in Shelly Rodgers and Esther Thorson (Eds.), Advertising Theory (2<sup>nd</sup> edition), New York and London: Routledge, Taylor & Francis Group.

Thorson, Esther, and Shelly Rodgers (2019), "Advertising", Chapter 15, in Donald W. Stacks, Michael B. Salwen, and Kristen C. Eichhorn (Eds.), An Integrated Approach to Communication Theory and Research, 3<sup>rd</sup> edition. New York and London: Routledge, Taylor & Francis Group.

Rodgers, Shelly (2018), "What's in a name? The Difference is Strategic Communication," Journal of Advertising Education, 22 (2), 120-132. DOI: 10.1177/1098048218807140.

Rodgers, Shelly, and Esther Thorson (2018). Special Issue: "Digital Engagement with Advertising," Journal of Advertising, 47(1).

— Includes introductory article: "Themed Issue Introduction: Digital Engagement with Advertising," pp. 1–3.

Rodgers, Shelly, and Esther Thorson (2017), co-editors, Digital Advertising: Theory and Research (3<sup>rd</sup> edition), New York: Routledge, Taylor & Francis Group.

Chapters in this volume:

— Rodgers, Ouyang, and Thorson (2017), "Revisiting the Interactive Advertising Model (IAM) after 15 Years: An Analysis of Impact and Implications," Chapter 1.

— Tham, Rodgers, and Thorson (2017), "Trends and Opportunities for Digital Advertising Research: A Content Analysis of *Advertising Age*, 2000-2015," Chapter 3.

— Thorson, and Rodgers (2017), "Network Advertising Model (NAM)," Chapter 2.

**Wang, Ye**, Shelly Rodgers, **Zongyuan Wang**, and Esther Thorson (2016), "A Seventeen-Year Study of Graduate Student Authorship in Advertising Journals," Journalism & Mass Communication Educator, 71 (1), 69-83. DOI: 10.1177/1077695815570036.

**Eckler, Petya**, and Shelly Rodgers (December 2013), "Viral Advertising: A Conceptualization," Chapter 10, in Hong Cheng (Ed.), The Handbook of International Advertising Research, John Wiley & Sons, Inc. (pp. 184-202).

**Swanger, William**, and Shelly Rodgers (December 2013), "Revisiting Fund-Raising Encroachment of Public Relations in Light of the Theory of Donor Relations," Public Relations Review, 39 (5), 566-568. DOI: 10.1016/j.pubrev.2013.04.005.

Rodgers, Shelly, and Esther Thorson (2012), co-editors, Advertising Theory, New York and London: Routledge, Taylor & Francis Group.

Thorson, Esther, and Shelly Rodgers (2012), "A Theory of Advertising as a Field," in Shelly Rodgers and Esther Thorson (Eds.), Advertising Theory, Chapter 1. New York and London: Routledge, Taylor & Francis Group (pp. 3-17).

Rodgers, Shelly, Esther Thorson, and **Yun Jin** (2009), "Social Science Theories of Traditional and Internet Advertising," Chapter 14, in Donald W. Stacks and Michael B. Salwen (Eds.), An Integrated Approach to Communication Theory and Research, 2<sup>nd</sup> edition. New York, NY: Routledge, Taylor & Francis Group (pp. 198-219).

Rodgers, Shelly, Qimei Chen, **Ye Wang**, Ruth Rettie, and Frank Alpert (2007), "The Web Motivation Inventory: Replication, Extension and Application to Internet Advertising," International Journal of Advertising, 26 (4), 447-476.

Rodgers, Shelly, and Qimei Chen (2007), "The Interactive Advertising Model: Additional Insights into Response to Spamming," Chapter 11, in D. W. Schumann and E. Thorson (Eds.), Internet Advertising: Theory and Research. Mahwah, NJ: Lawrence Erlbaum Associates (pp. 259-283).

Chen, Qimei, Shelly Rodgers, and William D. Wells (2006), "Telethnography Proves Itself Legitimate," Marketing News, 40 (2), 62-64.

Chen, Qimei, Shelly Rodgers, and William D. Wells (2005), "Learning from Pop Culture: A Study Comparing Actual and Fictional Cell Phone Users Validates the New Research Method of Telethnography," Marketing Research, 17 (4), 26-31.

Rodgers, Shelly (2005), "Intermedia Effects for Appropriate/Inappropriate Print and Internet Stimuli," Chapter 3, in Marla R. Stafford and Ronald J. Faber (Eds.), Advertising, Promotion, and New Media. New York: M. E. Sharp, Inc. (pp. 51-67).

Rodgers, Shelly, **Yan Jin**, Ruth Rettie, Frank Alpert, and Doyle Yoon (Fall 2005), "Internet Motives of Users in the United States, United Kingdom, Australia, and Korea: A Cross-Cultural Replication of the WMI," Journal of Interactive Advertising, 6 (1), 79-89.

Rodgers, Shelly (2002), "The Interactive Advertising Model Tested: The Role of Motives in Ad Processing," Journal of Interactive Advertising, 2 (2), 22-33.

Rodgers, Shelly, and Qimei Chen (2002), "Post-Adoption Attitudes to Advertising on the Internet," Journal of Advertising Research, 42 (5), 95-104.

Rodgers, Shelly, and Esther Thorson (2000), "The Interactive Advertising Model: How People Perceive and Process Interactive Ads," Journal of Interactive Advertising, 1 (1), 42-61.

Thorson, Esther, William D. Wells, and Shelly Rodgers (1999), "Web Advertising's Birth and Early Childhood as Viewed in the Pages of Ad Age," Chapter 1, in David W. Schumann and Esther Thorson (Eds.), Advertising and the World Wide Web, Mahwah, NJ: Lawrence Erlbaum Associates (pp. 5-25).

## **Artificial Intelligence, Personalization, and Persuasion**

**Tsou, Ting-Hao**, & Rodgers, Shelly (2024). Augmented Narrative Advertising: Consumer Responses to AR Story Filters and Product Placement Primes. Journal of Interactive Advertising, 24(4), 303–323. DOI: 10.1080/15252019.2024.2383761.

**Zhang, Weilu, Ting-Hao Tsou**, Shelly Rodgers, and **Justin F. Willett** (2024). "Comparing Personalization Strategies in Social Network Advertising: The Role of Impression Motivation in Persuasion Outcomes." Journal of Interactive Advertising, 24(3), 247–264. DOI: 10.1080/15252019.2024.2337057.

**Zhang, Weilu**, and Shelly Rodgers (2023), "Linking Advertising Targeting with Artificial Intelligence and Data Collection: Perceptions and Behavioral Responses of Black Consumers," Journal of Current Issues and Research in Advertising, special issue Future Trends in Digital Advertising: A Global Context. DOI: 10.1080/10641734.2023.2212022.

Rodgers, Shelly (2021) (Editor), Themed issue on “Promises and Perils of Artificial Intelligence and Advertising,” Journal of Advertising, 50 (1), 1-10. DOI: 10.1080/00913367.2020.1868233.

**Bhandari, Manu**, Shelly Rodgers, and **Po-lin Pan** (2021), “Brand Feedback to Negative eWOM Messages: Effects of Stability and Controllability of Problem Causes on Brand Attitudes and Purchase Intentions,” Telematics and Informatics, 58 (May), p. 101522. DOI: 10.1016/j.tele.2020.101522.

**Bhandari, Manu**, and Shelly Rodgers (2018), “What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions,” International Journal of Advertising, special issue on eWOM, 37 (2), 125-141. DOI: 10.1080/02650487.2017.1349030. — Also published as a book chapter in Chu, Kim, & Taylor (Eds.), Electronic Word of Mouth as Promotional Technique: New Insights from Social Media (2019), London and New York: Routledge, Taylor & Francis Group, Ch. 8.

**Bhandari, Manu**, and Shelly Rodgers (2017), “Effects of Brand Feedback on Attitude Toward the Product,” Southwestern Mass Communication Journal, 32 (2), 1-9.

**Bhandari, Manu**, and Shelly Rodgers (2016), “Electronic Word-of-Mouth and User-Generated Content: Past, Present and Future,” Chapter 8, Volume 1 *Traditional Advertising Transformed*, in Ruth E. Brown, Valerie K. Jones, and Ming Wang (Eds.), The New Advertising: Branding, Content and Consumer Relationships in the Data-Driven Social Media Era, Santa Barbara, CA: Praeger/ABC Clio (pp. 175-201).

**Wang, Ye**, and Shelly Rodgers (2011), “Electronic Word of Mouth and Consumer Generated Content: From Concept to Application,” Chapter 11, in Matthew S. Eastin, Terry Daugherty, and Neal M. Burns (Eds.), Handbook of Research on Digital Media and Advertising: User Generated Content Consumption. Hershey, PA: Information Science Reference (pp. 212-231).

**Lee, Mira**, Shelly Rodgers, and **Mikyoung Kim** (2009), “Effects of Valence and Extremity of eWOM on Attitude toward the Brand and Website,” Journal of Current Issues & Research in Advertising, 31 (2), 1-11.

Chen, Qimei, Shelly Rodgers, and **Yi He** (2008), “A Critical Review of the e-Satisfaction Literature,” American Behavioral Scientist, 52 (1), 38-59.

Rodgers, Shelly, Hugh Cannon, and **Jensen Moore** (2007), “Segmenting Internet Markets,” Chapter 7, in David W. Schumann and Esther Thorson (Eds.), Internet Advertising: Theory and Research. Mahwah, NJ: Lawrence Erlbaum Associates (pp. 149-183).

Rodgers, Shelly (2007), “Effects of Sponsorship Congruity on e-Sponsors and e-Newspapers,” Journalism & Mass Communication Quarterly, 84 (1), 24-39.

Chen, Qimei, and Shelly Rodgers (2006), “Development of an Instrument to Measure Web Site Personality,” Journal of Interactive Advertising, 7 (1), 47-64.

**Thorson, Kjerstin**, and Shelly Rodgers (2006), “Relationships Between Blogs as eWOM, Interactivity, Perceived Interactivity and Parasocial Interaction,” Journal of Interactive Advertising, 6 (2), 39-50.

Rodgers, Shelly, **Yan Jin**, **Yoohyeung Choi**, **Wanda Siu**, and Ann M. Brill (2005), "House Ads in Print Editions Promote E-Newspapers," Newspaper Research Journal, 26 (2/3), 95-112.

Rodgers, Shelly, Glen T. Cameron, and Ann M. Brill (2005), "Ad Placement in E-newspapers Affects Memory, Attitude," Newspaper Research Journal, 26 (1), 16-27.

Rodgers, Shelly (2003), "The Effects of Sponsor Relevance on Consumer Reactions to Internet Sponsorships," Journal of Advertising, 32 (4), 66-76.

Rodgers, Shelly, and **Mary Ann Harris** (2003), "Gender and E-commerce: An Exploratory Study," Journal of Advertising Research, 43 (3), 1-8.

Rodgers, Shelly, and Kennon M. Sheldon (2002), "An Improved Way to Characterize Internet Users," Journal of Advertising Research, 42 (5), 85-94.

### **Health and Science Communication and Public Messaging**

**Willett, Justin F.**, Shelly Rodgers, and Jon Stemmler (2024), "Seeking the Public Health Angle in Missouri Newspaper Coverage of the Opioid Crisis," Newspaper Research Journal, 45 (3), 311-331. DOI: 10.1177/07395329241255.

**Zhang, Weilu**, Shelly Rodgers, **Ting-Hao Tsou**, and **Evgeniia Belobrovkina** (2023), "Fighting Cancer 'Like a Girl' and Taking it 'Like a Man': Examining Gender Stereotypes in Online Breast and Prostate Cancer PSAs," Advertising and Society Quarterly, 24(2).  
Doi:10.1353/asr.2023.a905727.

**Belobrovkina, Evgeniia**, and Shelly Rodgers (2023), "COVID-19 Public Service Announcements Through the Prism of Goal-Framing Theory," Journal of Current Issues and Research in Advertising. DOI: 10.1080/10641734.2023.2218456.

Akin, Heather, Shelly Rodgers, and Jack Schultz (2021), "Science Communication Training as Information Seeking and Processing: A Theoretical Approach to Training Early-Career Scientists," Journal of Science Communication, 20 (5), 1-19. DOI: 10.22323/2.20050206.

Rodgers, Shelly, and Jon Stemmler (2020), "Are 'Well Told' Stories of Cancer Worn Out? Insights on Persuasion Characteristics Used in Cancer Narrative PSAs," Journal of Current Issues and Research in Advertising, 41 (3), 257-283. DOI: 10.1080/10641734.2019.1641447.

Rodgers, Shelly, Ze Wang, and Jack C. Schultz (2020), "A Scale to Measure Science Communication Training Effectiveness (SCTE)," Science Communication, 42 (1), 90-111. DOI: 10.1177/1075547020903057.

Luisi, Monique, Shelly Rodgers, and Jack Schultz (2019), "Experientially Learning How to Communicate Science Effectively: A Case Study on Decoding Science," Journal of Research in Science Teaching, 56 (8), 1135-1152. DOI: 10.1002/tea.21554.

Rodgers, Shelly, Ze Wang, Melissa Maras, Suzanne Burgoyne, Bimal Balakrishnan, Jon Stemmler, and Jack C. Schultz (2018), "Decoding Science: Development and Evaluation of a Science Communication Training Program Using a Triangulated Framework," Science Communication, 40 (1), 3-32. DOI: 10.1177/1075547017747285.

**Stanfield, Kellie**, and Shelly Rodgers (2018), "A Multi-Year Study of Tobacco Control in Newspaper Editorials Using Community Characteristic Data and Content Analysis Findings," Health Communication, 33 (7), 842-850. DOI: 10.1080/10410236.2017.1315679.

**Park, Hyojung**, Shelly Rodgers, Jane McElroy, and Kevin Everett (2017), "Sexual and Gender Minority's Social Media User Characteristics: Examining Preferred Health Information," Health Marketing Quarterly, 35 (1), 1-17. DOI: 10.1080/07359683.2017.1310553.

**Shoenberger, Heather**, and Shelly Rodgers (2017), "Perceived Health Reporting Knowledge and News Gathering Practices of Health Journalists and Editors at Community Newspapers," Journal of Health Communication, 22 (3), 205-213. DOI: 10.1080/10810730.2016.1266715.

**Eckler, Petya**, Shelly Rodgers, and Kevin Everett (2016), "Characteristics of Community Newspaper Coverage of Tobacco Control and Its Relationship to the Passage of Tobacco Ordinances," Journal of Community Health, 41 (5), 953-961. DOI 10.1007/s10900-016-0176-8.

**Young, Rachel, Erin Willis**, Jon Stemmler, and Shelly Rodgers (2015), "Localized Health News Releases and Community Newspapers: A Method for Rural Health Promotion," Health Promotion Practice, 16 (4), 492-500. DOI: 10.1177/1524839915580538.

**Willis, Erin, Chang Dae Ham**, and Shelly Rodgers (2014), "Ethnic, Mainstream Papers Differ on Health Reporting," Newspaper Research Journal, 35 (4), 21-39. DOI: 10.1177/073953291403500403.

**Willis, Erin, Erin Schauster**, Shelly Rodgers, and Kevin Everett (2014), "Newspaper Tobacco Advertising Focuses on Cessation," Newspaper Research Journal, 35 (2), 70-84. DOI: 10.1177/073953291403500206.

**Wang, Ye, Erin Willis**, and Shelly Rodgers (2014), "Consumer Insights from Peer-to-Peer Communication in an Online Health Community of Weight Management." Journal of Consumer Health on the Internet, 18 (2), 143-156. DOI:10.1080/15398285.2014.902273.

**Wang, Ye**, and Shelly Rodgers (2013), "Reporting on Health to Ethnic Populations: A Content Analysis of Local Health News in Ethnic Versus Mainstream Newspapers," Howard Journal of Communications, 24 (3), 257-274. DOI: 10.1080/10646175.2013.805991.

**Park, HyoJung**, Shelly Rodgers, and Jon Stemmler (2013), "Analyzing Health Organizations' Use of Twitter for Promoting Health Literacy," Journal of Health Communication, 18 (4), 410-425. DOI: 10.1080/10810730.2012.727956.

**Park, HyoJung**, Shelly Rodgers, and Jon Stemmler (2011), "Health Organizations' Use of Facebook for Health Advertising and Promotion," Journal of Interactive Advertising (special issue on social media), 12 (1), 62-77. DOI: 10.1080/15252019.2011.10722191.

Cohen, Elisia L., Charlene Caburnay, and Shelly Rodgers (2011), "Alcohol and Tobacco Advertising in Black and General Audience Newspapers: Targeting with Message Cues?" Journal of Health Communication, 16 (6), 566-582.

**Willis, Erin, Ye Wang**, and Shelly Rodgers (2011), "Online Health Communities and Health Literacy: Applying a Framework for Understanding Domains of Health Literacy," Chapter 13, in

Åsa Smedberg (Ed.), E-Health Communities and Online Self-Help Groups: Applications and Usage. New York, NY: IGI Global (pp. 208-224).

**Young, Rachel, Saleem Alhabash**, Shelly Rodgers, and Jon Stemmler (2011), "Newspaper Journalists and Public Health Professionals: Building the Health News Agenda in Community Newspapers," Journal of Management and Marketing in Healthcare, 4 (3), 148-158.

Cohen, Elisia L., Charlene A. Caburnay, Douglas A. Luke, Shelly Rodgers, Glen T. Cameron, and Matthew W. Kreuter (2008), "Cancer Coverage in General-Audience and Black Newspapers," Health Communication, 23 (5), 427-435.

Rodgers, Shelly, and **Jiyang Bae** (2007), "Stigmatizing Effects of Prosocial Alcohol and Tobacco eSponsorships," Social Marketing Quarterly, 13 (1), 1-17.

Rodgers, Shelly, Qimei Chen, Margaret Duffy, and Kenneth Fleming (2007), "Media Usage as Health Segmentation Variables," Journal of Health Communication, 12 (2), 105-119.

Rodgers, Shelly, Linda Jean Kenix, and Esther Thorson (2007), "Stereotypical Portrayals of Emotionality in News Photographs," Mass Communication & Society, 10 (1), 119-138.

Everett, Kevin D., Daniel R. Longo, Shelly Rodgers, Linda Bullock, **Isabella Zaniletti**, and John Hewett (2006), "Community Support for Clean Indoor Air Policies in Mid-Missouri," Missouri Medicine, 103 (6), 599-600.

Rodgers, Shelly, and Qimei Chen (2005), "Internet Community Group Participation: Psychosocial Benefits for Women with Breast Cancer," Journal of Computer Mediated Communication, 10 (4), online at <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2005.tb00268.x/full>. DOI: 10.1111/j.1083-6101.2005.tb00268.x

Len-Rios, Maria, Shelly Rodgers, Esther Thorson, and Doyle Yoon (2005), "Representation of Women in News and Photos: Comparing Content to Perceptions," Journal of Communication, 55 (1), 152-168.

Rodgers, Shelly, and Esther Thorson (2003), "A Socialization Perspective on Male and Female Reporting," Journal of Communication, 53 (4), 658-675.

Rodgers, Shelly, and Esther Thorson (2001), "The Reporting of Crime and Violence in the Los Angeles Times: Is There a Public Health Perspective?" Journal of Health Communication, 6 (2), 169-182.

## **Refereed Conference Proceedings (Selected)**

Alden, Dana, Qimei Chen (Co-Chairs), Shu-Chuan Chu, Shelly Rodgers, Bettina Cornwell, and Elizabeth Minton (2024), "Social Media for Social Good: How Social Media Can Positively Influence Sustainable Consumption," *Proceedings of the American Academy of Advertising*.

**Belobrovkina**, Evgeniia, and Shelly Rodgers (2023), "Targeting LGBTQ+ Individuals in Advertising: Consumers' Perspectives Through a Photovoice Study," *Proceedings of the American Academy of Advertising*.

Chen, Qimei, Dana L. Alden, Steven M. Edwards, Carrie La Ferle, Lynn Kahle, Shelly Rodgers, and Sela Sar (2023), "Bridging Research and Practice: Advertising's Role in Promoting Sustainability," Special Topics Session Panel, *Proceedings of the American Academy of Advertising*.

**Zhang, Weilu, Ting-Hao Tsou, Evgeniia Belobrovkina**, and Shelly Rodgers (2022) "Fighting Cancer 'Like a Girl' and Taking it 'Like a Man': Examining Gender Stereotypes in Online Breast and Prostate Cancer PSAs," *Proceedings of the 2022 Conference of the American Academy of Advertising*.

**Belobrovkina, Evgeniia**, and Shelly Rodgers (2021), "Public Service Announcements on COVID-19 through the Prism of Goal-Framing Theory," *Proceedings of the American Academy of Advertising*.

**Zhang, Weilu**, and Shelly Rodgers (2021), "Examining African Americans' Persuasion Knowledge and Coping of Advertisers' Use of Artificial Intelligence and Ethnic Affinity Targeting in Social Media," *Proceedings of the American Academy of Advertising*.

## **Other Scholarly Publications (Selected)**

**Willis, Erin**, and Shelly Rodgers (2014), "Health Literacy Models and Health Communication," in Teresa L. Thompson, (Ed.), *Encyclopedia of Health Communication*. Sage.

Stemmler, Jon, and Shelly Rodgers (2014), "Message Tailoring and Localization," in Teresa L. Thompson, and Geoffrey J. Golson (Eds.), *Encyclopedia of Health Communication*. Sage.

**Eckler, Petya**, and Shelly Rodgers (2011), "Viral Marketing on the Internet," in M. A. Belch and G. E. Belch (Eds.), *Wiley International Encyclopedia of Marketing*. Wiley.

## **Refereed Conference Presentations (Selected)**

**Tsou, Ting-Hao, Weilu Zhang, Justin Willett**, and Shelly Rodgers (2025), "Does This Ad Make Me Look Good or Bad? The Role of Impression Management in Social Network Advertising," paper presented for presentation at the American Academy of Advertising Conference, Pittsburg, Pennsylvania.

Massey, Zachary, **Weilu Zhang**, Shelly Rodgers, and Jack Schultz (2023), "Short or Long? In Search of the Optimal Length of Science Communication Training," paper presented at the International Communication Association Conference, Information Systems Division, Toronto, Canada.

Chen, Qimei, Dana L. Alden, Steven M. Edwards, Carrie La Ferle, Lynn Kahle, Shelly Rodgers, and Sela Sar (2023), "Bridging Research and Practice: Advertising's Role in Promoting Sustainability," panelist at the American Academy of Advertising Conference, Denver, Colorado.

Akin, Heather, Shelly Rodgers, and Jack Schultz (2021), "Science Communication Training as Information Seeking and Processing: A Theoretical Approach to Training Early-Career Scientists," paper presented at the International Communication Association Conference.

**Belobrovkina, Evgeniia**, and Shelly Rodgers (2021), “Public Service Announcements on COVID-19 through the Prism of Goal-Framing Theory,” paper presented at American Academy of Advertising, virtual conference.

**Zhang, Weilu**, and Shelly Rodgers (2021), “Examining African Americans’ Persuasion Knowledge and Coping of Advertisers’ Use of Artificial Intelligence and Ethnic Affinity Targeting in Social Media,” paper presented at the American Academy of Advertising, virtual conference.

## **Research Reports (Selected)**

Rodgers, Shelly, USDA Foreign Agricultural Service Content Analysis Results (2021)," prepared for USDA.

Stemmler, Jon, Shelly Rodgers, Jamie Flink, Jim Flink (2019), “Opioid Media Training and Research Project: Final Report,” prepared for Centers for Disease Control.

Rodgers, Shelly, and Jack Schultz (2017-2019), “NRT-IGE: A Test Bed for STEM Graduate Student Communication Training National Science Foundation Annual Report,” prepared for NSF.

## **Invited and Outreach Presentations (Selected)**

Rodgers, Shelly (2021), "USDA Foreign Agricultural Service Content Analysis Results," invited presentation, USDA grant team and stakeholders (virtual).

Rodgers, Shelly, and Jan Neumann (2011), “Talking to the Media,” presentation and hands-on activity for Missouri high school students, Westminster campus.

Rodgers, Shelly, Erin Schauster, and Jing Zhao (2011), “You, Media and Tobacco: Using Strategic Communication for a State-wide Tobacco Control Initiative,” presentation for Missouri high school students, MU campus.

## **Grant and Funding Activity (Selected)**

### **Funded / Completed**

- **Principal Investigator**, National Science Foundation (\$487,468). *NRT-IGE: A Test Bed for STEM Graduate Student Communication Training*. (2017–2020)
- **Key Personnel**, U.S. Department of Agriculture, Foreign Agricultural Service (\$499,999). *Regional Food Safety Efforts in Africa: Media Training and Research for Pesticide Regulation Systems*. (2020–2024)
- **Key Personnel**, Centers for Disease Control and Prevention / Missouri Department of Health (\$100,000). *Media Training and Research on Missourians’ Opioid Knowledge*. (2020)
- **Principal Investigator**, Sally Graves Fund (\$4,000). *Data Discrimination and Artificial Intelligence Practices in Social Media Advertising*. (2019)
- **Key Personnel**, Centers for Disease Control and Prevention (\$75,000). *Media Training and Research on Opioid News Coverage and Advertising*. (2019)
- **Co-Investigator**, Missouri Foundation for Health (\$2,748,640). *Tobacco Prevention and Cessation Initiative*. (2011)

- **Co-Investigator**, Missouri Foundation for Health (\$1,999,997). *Tobacco Prevention and Cessation Initiative*. (2012)
- **Key Personnel**, National Cancer Institute (\$10,000,000). *Center for Excellence in Cancer Communication Research*. (2009)
- **Principal Investigator**, National Cancer Institute (\$33,000). *Junior Faculty Career Development Award*. (2007)

### Submitted / Not Funded

- **Principal Investigator**, Robert Wood Johnson Foundation. *From Awareness to Action: Addressing Gender Stereotypes in Artificial Intelligence*.
- **Collaborator**, National Science Foundation. *CyberStory Net: Visual Storytelling for Data Learning*.
- **Member**, Mizzou Mentoring Committee (PI: Allison Anbari), National Institute of Nursing Research, University of Missouri
- **Key Personnel**, National Science Foundation (\$1M+), *NRT: Understanding the Organization of Matter at the Atomic Scale with Neutron Scattering* (PI: Paul F. Miceli; Co-PIs: Lesa Beamer, J. David Robertson)

## Teaching and Curriculum Development (Selective)

### Undergraduate

- **Journalism 4952** – Strategic Communication Research Methods  
Developed and taught (16-week and 8-week formats; online and in-person), enrollment: ~55 (2013–Present)
- **Journalism 4262/7262** – Interactive Advertising I  
Developed and taught (undergraduate and graduate cross-listed), enrollment: ~95 (2000–2013)
- **Journalism 4263/7263** – Interactive Advertising II  
Developed and taught, enrollment: ~20 (2009–2010)
- **Journalism 331** – Management of Strategic Communication  
Developed and taught, enrollment: ~20 (2003–2004)
- **Honors Instruction**  
Supervised honors projects for undergraduate students in strategic communication courses (2003–2013)

### Masters

- **Journalism 8000 – Mass Media Seminar**  
Developed and taught (online and in-person), enrollment: 10–20 (2011–Present)
- **Journalism 8006 – Quantitative Research Methods in Journalism**  
Developed and taught (online and in-person), enrollment: ~10–18 (2004–2022)
- **Journalism 8018 / 8020 – Strategic Communication (Online M.A. Program)**  
Developed and taught core online graduate curriculum, enrollment: 10–15 (2003–2016)
- **Journalism 8042 – Health News and Promotion**  
Developed and taught (online and in-person), enrollment: ~5–15 (2006–2015)
- **Journalism 7262 – Interactive Advertising I (Online M.A.)**  
Developed and taught, enrollment: ~6 (2013–2015)

## Doctoral

- **Journalism 9000 – Doctoral Proseminar I**  
Taught and co-taught, enrollment: 5–10 (2006–2023)
- **Journalism 9006 – Doctoral Proseminar II**  
Developed and co-taught, enrollment: ~10 (2009–2014)
- **Journalism 9010 – Doctoral Seminar**  
Taught, enrollment: ~11 (2012)
- **Journalism 9087 – Doctoral Research Seminar**  
Taught, enrollment: ~13 (2004)

## Student Mentorship and Outcomes (Selected)

### Graduate Advising and Mentorship

- **M.A. Theses/Projects:** 100+ completed (Chair: 50+)
- **Ph.D. Dissertations:** 18 completed (Chair: 9)
- Extensive record of mentoring graduate students in advertising, digital media, and health communication research

### Undergraduate Student Awards and Achievements

- **Lewis, Isaac** (2026). Gregory Scholar; American Advertising Federation (AAF) Top 50 Most Promising Multicultural Students.
- **Lynch, Kaiya** (2026). Gregory Scholar; American Advertising Federation (AAF) Top 50 Most Promising Multicultural Students; Mizzou '39 Award.
- **Molins, Piper** (2025). Gregory Scholar; American Advertising Federation (AAF) Top 50 Most Promising Multicultural Students.
- **Gonzalez, Nahomi** (2024). Gregory Scholar; Educational Opportunity Association (EOA) Award.

### Graduate Student Awards and Honors

- **Willett, Justin** (2025). Best Graduate Student Dissertation Award, Missouri School of Journalism, University of Missouri.
- **Belobrovkina, Evgeniia** (2024). Best Dissertation Award, American Academy of Advertising.
- **Tsou, Ting-Hao** (2023). Best Graduate Student Dissertation Award, Missouri School of Journalism, University of Missouri.
- **Zhang, Weilu** (2022). Grand Marshal, Doctoral Graduation Ceremony, University of Missouri; Best Graduate Student Dissertation Award, Missouri School of Journalism.
- **Belobrovkina, Evgeniia** (2022). Dunn Award for Research in Global Advertising, American Academy of Advertising.
- **Belobrovkina, Evgeniia** (2021). Eason Award, Communicating Science, Health, Environment, and Risk Division, AEJMC.
- **Zhang, Weilu** (2021). Graduate Student Research Grant, Advertising Division, AEJMC.
- **Huh, Sisi** (2020). Outstanding Doctoral Student Reviewer Award, *Journal of Advertising*.

## Undergraduate and Graduate Research Mentorship (Gregory Scholars Program)

Mentored students in advanced research methods from project development to completion, resulting in poster presentations at Show Me Research Week:

- **Lewis, Isaac**, and Rodgers, Shelly (2026). "Perceptions of Diversity in University Marketing."
- **Lynch, Kaiya**, and Rodgers, Shelly (2025). "Inclusion in the Media: How Award-Winning Advertising Campaigns Present African Americans."
- **Lewis, Isaac**, and Rodgers, Shelly (2025). "Understanding Bias in Generative AI: A Comprehensive Analysis of the SEC's Representation."
- **Molins, Piper**, Zhang, Weilu, and Rodgers, Shelly (2024). "Longitudinal Trends in Post-COVID Publication Productivity Among Advertising and PR Faculty."
- **Carite, Sophie, Willett, Justin F.**, and Rodgers, Shelly (2024). "Exploring the Meaning and Role of Patient Stories in Health Care Marketing."
- **Gonzalez, Nahomi, Belobrovkina, Evgeniia**, and Rodgers, Shelly (2023). "Photovoice as an Educational Supplement in Middle and High School Curriculum."
- **Bazigian, Owen, and Rodgers, Shelly** (2023). "Exploring Mizzou's Inclusivity for Transgender and Gender Non-Conforming Individuals."
- **Bazigian, Owen**, and Rodgers, Shelly (2023). "Toxic Masculinity of Hip-Hop Music Culture." (*Selected for Undergraduate Student Symposium*)
- **Carite, Sophie, Willett, Justin F.**, and Rodgers, Shelly (2023). "Understanding the Public's Knowledge and Trust of Health Advertising."
- **Deshpande, Krutika, Tsou, Ting-Hao**, and Rodgers, Shelly (2023). "Use of Augmented Reality and Storytelling by Brands."
- **Enrooth, Cate, Willett, Justin F.**, and Rodgers, Shelly (2023). "Public Health Framing in Missouri Newspaper Coverage of the Opioid Crisis."
- **Gonzalez, Nahomi, Belobrovkina, Evgeniia**, and Rodgers, Shelly (2023). "Public Service Announcements Against Domestic Violence."
- **Nickerson, DaVonna**, and Rodgers, Shelly (2023). "Consumer Attitudes Toward Brands' Diversity and Inclusion Initiatives."

## Institutional Service (Selected)

### Academic Leadership and Editorial Service

- **Editor-in-Chief**, *Journal of Advertising* (2020–2022)
- **Senior Advisory Board Member**, *Journal of Advertising* (2023–Present)
- **Senior Advisory Board Member**, *Journal of Interactive Advertising* (2022–Present)
- **Senior Advisory Board Member**, *Psychology & Marketing* (2021–Present)
- **Associate Editor**, *Journal of Advertising* (2018–2019)
- **Guest Editor**, Special Issue, *Journal of Advertising* (2018)
- **President**, American Academy of Advertising (2010)
- **Past President**, American Academy of Advertising (2011)
- **Vice President / Secretary**, American Academy of Advertising (2007–2009)
- **Executive Advisory Board Member**, American Academy of Advertising (2011–Present)
- **Faculty Mentor**, AAA Junior Faculty Mentorship Program (2014–Present)

- **Faculty Mentor**, *Journal of Advertising* Doctoral Reviewer Training Program (2018–Present)

### **Editorial Boards and Reviewing**

- **Senior Advisory Board Member**, *Journal of Advertising* (2023–Present), *Journal of Interactive Advertising* (2024–Present)
- **Editorial Board Member**, *Journal of Current Issues and Research in Advertising* (2007–Present)
- **Editorial Board Member**, *Journal of Advertising Education* (2011–Present)
- **Editorial Board Member**, *Journal of Applied Communication Research* (2013–Present)
- **Ad Hoc Reviewer** (selected):  
*Journalism & Mass Communication Quarterly*; *Science Communication*; *Journal of Health Communication*; *Journal of Computer-Mediated Communication*; *Telematics and Informatics*

### **Professional Service to the Field**

- **Promotion and Tenure External Reviewer** (selected institutions):  
University of Texas at Austin; University of Florida; Michigan State University; University of North Carolina; Purdue University; Nanyang Technological University; University of Melbourne; and others
- **Expert Reviewer**, National Science Foundation Grant Panels (2018, 2021)
- **Conference Leadership and Service** (selected):
  - Chair, American Academy of Advertising Conference (2010)
  - Conference Reviewer, AAA, AEJMC, ICA (ongoing)
  - Panelist and “Meet the Editor” Sessions across major conferences (AAA, AMA, ACR, AMS, ICA)

### **University and Department Service**

- Chair (2020–2024) and Member (2025–Present), Doctoral Affairs Committee
- Chair (2023–Present) and Member (2013–2022), Promotion and Tenure Committee
- Co-Chair (2021–2023) and Member (2019–2021), COACHE Campus Survey Committee
- Member (2021–2025), Governor’s Award for Excellence in Teaching Selection Committee, University of Missouri
- Member (2019), William T. Kemper Fellowship for Teaching Excellence Selection Committee, University of Missouri
- Member, Campus Faculty Committee on Tenure (2013–2016; 2017–Present)
- Member, Graduate Fellowship Review Panel (2016, 2018, 2019)
- Member, Dalton Cardiovascular Research Center Advisory Board (2016–2019)

### **Community and Professional Outreach**

- Distinguished Visiting Scholar, Louisiana State University (2022)
- Invited Speaker, University of Missouri Graduate Teaching Workshops (2018)
- Workshops on tobacco communication and media training for Missouri communities (2007–2009)