

TEXAS STATE VITA

Kristen Leah Sussman, Ph.D.

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School of Journalism and Mass Communication
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EDUCATION

Ph.D. 2022	The University of Texas at Austin, Advertising
M.A. 2011	The University of Texas at Austin, Advertising
B.A. 2004	St. Ambrose University, Journalism & Radio/Television

UNIVERSITY APPOINTMENTS

2022-present	Assistant Professor, Texas State University
2021-2022	GRA, Center for Media Engagement, The University of Texas at Austin
2019-2021	Teaching Assistant, The University of Texas at Austin
2019	Lecturer, St. Edward's University
2017-2018	Lecturer, The University of Texas at Austin

TEACHING

Courses Taught

2022-current	MC4317 Strategic Account Planning (2 sections)
2019-2022	MKTG 3335 Social Media Marketing
2017-2018	TAPR 378/PR 378/ADV 391K: Social Media

Courses Assisted

2021-2022	UGS 303: Thinking About Thinking 345J: Advertising Media Planning Foundations
2020-2021	319: Psychology of Advertising 318J: Introduction to Advertising TAPR 378/PR 378/ADV 391K: Social Media
2019-2020	318J: Introduction to Advertising ADV373/PR377K: Integrated Communications Campaigns PR/ADV 378: Pop Star Activism

PROFESSIONAL EXPERIENCE

2019-current	Researcher & Advisor, Best Practice Media
2011-2019	CEO & Founder, Social Distillery, Inc.
2016-2017	Social Media Instructor, General Assembly

Kristen Leah Sussman CV

2011 Account Service, W2O Group
2006-2008 Client Service, Ad Results Advertising

GRANTS RECEIVED

1. Co-PI, 2023-2024, Multilingual AI-Assisted Emergency Preparedness: Enhancing Resilience and Equity in Underserved Communities during Climate Change-Induced Weather Events, funded by the City of Austin in partnership with The University of Texas at Austin.

PEER-REVIEWED PUBLICATIONS

1. **Sussman, K. L.**, Bouchacourt, L., Bright, L. F., Wilcox, G. B., Mackert, M., Norwood, A. S., & Allport Altillo, B. S. (2023). Covid-19 topics and emotional frames in vaccine hesitation: A social media text and sentiment analysis. *Digital Health*, 9, 205520762311583. <https://doi.org/10.1177/20552076231158308>
2. Bouchacourt, L., Henson-García, M., **Sussman, K. L.**, Mandell, D., Wilcox, G., & Mackert, M. (2023). Web-based conversations regarding fathers before and during the COVID-19 pandemic: Qualitative Content Analysis. *JMIR Pediatrics and Parenting*, 6. <https://doi.org/10.2196/40371>.
3. **Sussman, K. L.**, Bright, L. F., & Wilcox, G. B. (2022). Digital consumer engagement: Examining the impact of native advertising exposure in a social network. *Journal of Research in Interactive Marketing*, 17(4), 544–561. <https://doi.org/10.1108/jrim-10-2021-0265>.
4. Anderson, J. T., Bouchacourt, L. M., **Sussman, K. L.**, Bright, L. F., & Wilcox, G. B. (2022). Telehealth adoption during the COVID-19 pandemic: A social media textual and network analysis. *Digital Health*, 8, 205520762210900. <https://doi.org/10.1177/20552076221090041>.
5. Lee, J. A., Sudarshan, S., **Sussman, K. L.**, Bright, L. F., & Eastin, M. S. (2021). Why are consumers following social media influencers on Instagram? exploration of consumers' motives for following influencers and the role of materialism. *International Journal of Advertising*, 41(1), 78–100. <https://doi.org/10.1080/02650487.2021.1964226>.
6. **Sussman, K. L.**, Wilcox, G. B., & Bright, L.F. (2021). More is (not always) better: A multi-year analysis of advertising effects on ad recall. *Journal of Marketing Development and Competitiveness*, 15(4). <https://doi.org/10.33423/jmdc.v15i4.4772>.
7. **Sussman, K.L.** (2021). Detecting effects of misinformation through emotion and trace behavior. Available at SSRN 3911984.

SSRN's Top Ten download for *Information Systems: Behavioral & Social Methods eJournal

8. Bright, L. F., Sussman, K. L., Wilcox, G. B., Hendricks, A., & Archer, L. (2021 – in press), A deeper look at the 2020 Facebook boycott and related themes of misinformation: A text mining analysis of topics, emotion, and sentiment, *Journal of Brand Strategy* – accepted April 9, 2021.

9. Bright, L. F., Sussman, K. L., & Wilcox, G. B. (2021). Facebook, trust, and privacy in an election year: Balancing politics and advertising. *Journal of Digital & Social Media Marketing*, 8(4), 332-346.
10. Bright, L. F., Sussman, K. L., & Wilcox, G. B. (2021). Reaching the tipping point: A critical analysis of the #deletefacebook movement. *Journal of Data Protection & Privacy*, 4(4), 424-435.
11. Wilcox, G. B., Sussman, K., & Chung, A. (2018). Social media's return on investment in an integrated marketing campaign: Media mix modeling. *Journal of Digital & Social Media Marketing*, 6(2), 181-190.
12. Wilcox, G., & Sussman, K. (2014). Lead-generating social media strategies using the social media performance model: The B2B connection. *Journal of Digital & Social Media Marketing*, 2(1), 70-78.

SELECTED WORK IN PROGRESS

1. **Sussman, K. L.**, Looi, J., Vargo, C. J., & Park, H. A practical guide for NLP using social media data: Comparing data accessibility and large language models for affective computing in advertising research (Submitting to *Journal of Advertising*).
2. **Sussman, K. L.**, Atkinson, L., Anderson, J., Williamson, L. D., Kahlor, L., Upshaw, S., & Ntang Beb, J. N., AI advertising perceptions and effects on Black American consumers: Comparing AI-mediated to human-generated advertising effects on engagement. *Journal of Interactive Advertising (under first-round revision)*.
3. Hendricks, A., **Sussman, K. L.**, & Iyer, P., Emotional Contagion as the New Propaganda? Examining Fear Frames and Their Effects on Facebook Political Advertising Engagement Chapter Four in *Social Media Politics: Political Disharmony, Partisan Division, & Political Discourse in the 2020 United States Presidential Election* (accepted).
4. **Sussman, K. L.**, Lim, H.S., Vargo, C. J. Churning social change: The elite case of Ben and Jerry's brand activism for a Special Issue on Brand Activism on Digital and Interactive Media in the *Journal of Interactive Advertising* (submitting December 2023).
5. **Sussman, K. L.**, Looi, J., Bright, L. F., & Wilcox, G. B. How does fear drive the news of the day? Examining temporal relationships of fear and topic salience on Twitter Chapter in *Dark Side of Social Media Book* (submitted 2023, under review).

PEER-REVIEWED PRESENTATIONS

1. Sussman, K. L., Bright, L. F., & Wilcox, G. B., Can advertisers drive sales and spread joy? Examining the benefits of joy-frames on digital consumer engagement, *American Academy of Advertising Annual Conference*, 2023.
2. Anderson, J. T., Sussman, K. L., Bouchacourt, L. M., Brown-Devlin, N., Players as Pawns: The Presentation of a Quantitative Text Analysis of the Brittney Griner Controversy on Twitter and its Emotional Underpinnings, *IACS Summit* 2023.

3. Anderson, J. T., Bouchacourt, L. M., Sussman, K. L., Brown-Devlin, N., Gruulfriends is (Not) Canon: An Emotion-based Quantitative Text Analysis of Queer Controversy in Magic the Gathering, *IACS Summit 2023*.
4. Sussman, K. L. and Looi, J., How does fear drive the news of the day? An exploration of online discourse during Trump's transition of power, *AEJMC Conference Fall 2022*.

***MacDougall Student Paper award winner, third place**

5. Kahlor, L., Atkinson, L., Upshaw, S., Williamson, L., and Ntang Beb, J., Sussman, K., and Anderson, J. Culturally Competent Health Risk Communication: Understanding How Moral Foundations and Medical Racism Impact Information Behaviors and Vaccine Hesitancy, *72nd Annual ICA Conference, Summer 2022*.
6. Sussman, K. L., Atkinson, L., Williamson, L., Upshaw, S, Ntang-Beb, J. Kahlor, L.A., Can AI appeal to underserved populations? Exploring AI-mediated communication in historically marginalized communities, *The Association for Education in Journalism and Mass Communication (AEJMC) Mid-Winter Conference, Spring 2022*.

***Top Paper Abstract Minorities and Communication Division**

7. Sussman, K. L., Detecting effects of misinformation through emotion and advertising trace behavior, *The 49th Annual Research Conference on Communications, Information, and Internet Policy, 2021*.

***2nd Place Student Paper Winner**

8. Sussman, K. L., Bright, L. F., & Wilcox, G. B. Measuring media effects by placement: A computational approach to Facebook advertising, *American Academy of Advertising Annual Conference, 2021*.
9. Lee, J. A. (presenter), Sudarshan, S., Sussman, K. L., Bright, L. F., & Eastin, M. S. Why are consumers following social media influencers on Instagram? Exploration of consumers' motives for following influencers and the role of materialism, *American Academy of Advertising Annual Conference, 2021*.
10. Sussman, K. L., Bright, L. F., & Wilcox, G. B. Engagement effects and recall, *AEJMC 103rd Annual Conference, 2020*.
11. Garg, R., Hotkar, P., & Sussman, K. L., Sequential Social Media Advertising: An Empirical Evidence, *42nd ISMS Marketing Science Conference, 2020*.
12. Wilcox, G., & Sussman, K. Lead-generating social media strategies using the social media performance model: The B2B connection, *Academy of Advertising Annual Conference, 2010*.

POPULAR PRESS

1. Brown-Devlin, N., Wilcox, G., & Sussman, K. (n.d.). What social media outrage about Sha'Carri Richardson's suspension could mean for the future of anti-doping policies – *Olympic Analysis*. Retrieved November 4, 2021, from <https://olympicanalysis.org/section-5/what-social-media-outrage-about-shacarri-richardsons-suspension-could-mean-for-the-future-of-anti-doping-policies/>

2. Bright, L., & Sussman, K. (2019, November 15). Don't trust Facebook with your privacy [Opinion]. *Houston Chronicle*. Retrieved November 4, 2021, from <https://www.houstonchronicle.com/opinion/outlook/article/Don-t-trust-Facebook-with-your-privacy-Opinion-14836176.php>
3. Close-Scheinbaum, A., & Sussman, K. (2018, April 11). Only laws and regulations will keep Facebook in line [Opinion]. *Houston Chronicle*. Retrieved November 4, 2021, from <https://www.houstonchronicle.com/opinion/outlook/article/Only-laws-and-regulations-will-keep-Facebook-in-12822453.php>
4. Sussman, K. (2016, April 14). New Instagram Algorithm Updates Bring Back Bad Memories for Facebook Marketers. *Business 2 Community*. <https://www.business2community.com/instagram/new-instagram-algorithm-updates-bring-back-bad-memories-facebook-marketers-01516151>
5. Sussman, K. (2015, July 20). Adhering to the FTC's updated social media guidelines: 5 tips for brands. *Social Media Today*. <https://www.socialmediatoday.com/social-business/krissuss/2015-07-20/adhering-ftcs-updated-social-media-guidelines-5-tips-brands>

PEER-REVIEWED POSTER

1. Wilcox, G., & Sussman, K. Lead-generating social media strategies using the social media performance model: The B2B connection, *The University of Texas at Austin McCombs School of Business Workshop on Social and Business Analytics*, 2011

AWARDS, FELLOWSHIPS, & RECOGNITION

1. Moody Graduate Fellowship, Moody College of Communications, The University of Texas at Austin, 2020-2021, 2021-2022
2. One of eight graduate students from across the country selected to join the American Academy of Advertising (AAA) ad-hoc graduate committee, Spring, 2021
3. One of twelve accepted students to ANA Educational Foundation's Future Visiting Professor Program, Spring, 2021
4. Provost Graduate Fellowship, Department of Advertising and Public Relations, The University of Texas at Austin, 2019-2020
5. Graduate School Fellowship, Department of Advertising and Public Relations, The University of Texas at Austin, 2019-2020
6. (Three-time winner) W3 Award for Chuy's Restaurants campaigns, 2015, 2016, 2018
7. Award / Honor Nominee: Big Wig Educator of the Year, American Advertising Federation – Austin Chapter, 2017
8. Facebook Award for "Office Hero" campaign, 2013

INVITED PRESENTATIONS

1. ADV 392 5-Advertising Research II, Guest lecture on using social media data for textual analysis research, Spring 2022
2. Doctoral student presenter, "Dynamics of agenda-setting on social media" for future advertising scholars at first annual American Academy of Advertising (AAA) Graduate Symposium, Spring 2021
3. ADV 305 Fundamentals Of Advertising, "Looking forward: Consumer engagement after 2020," for Professor Hayoung Sally Lim, Spring 2021
4. ADV 392 5 Advertising Research II, "Brandwatch platform demonstration and its applications for research," for Professor Laura Bright, Spring 2021
5. ADV 370J Integrated Communication Management, "Consumer Engagement In 2020 and Beyond" for Professor Eric Webber, Fall 2020 (three sections)
6. MIS 375 Strategic information technology management, "Tech driven marketing strategy" for Professor Rajiv Garg, The University of Texas at Austin, McCombs School of Business, Spring 2020
7. ADV 369 Social Media, "Facebook ads manager, content strategies and reporting" for Professor Gary Wilcox, Spring 2020
8. Intro to 309R Adv/PR research class, The University of Texas at Austin, "Social media audience analysis" for Professor Jung Ah Lee, Fall 2019
9. MIS 375 Strategic information technology management, "Engagement strategies for targeted marketing" for Professor Rajiv Garg, The University of Texas at Austin, McCombs School of Business, Spring 2015

ACADEMIC SERVICE

1. Computational Advertising Knowledge Exchange (CAKE) speaker outreach & coordination, Fall 2023
2. TXST Orientation Round Table speaker advising new tenure-track professors, Fall 2023
3. UT Alumni panel speaker advising UT doctoral candidates on the job market, Summer 2023
4. UT Alumni Roundtable speaker advising advertising doctoral students, Spring 2023
5. American Academy of Advertising (AAA) 2023 conference reviewer, Fall 2022
6. Facebook advertising training video for research colleagues at UT-Austin
7. Ad hoc reviewer: Electronic Commerce Research, Summer 2022-current
8. Hired and managed an undergraduate research assistant to learn about social media marketing data and support data collection for my dissertation
9. Moderated the "Ask the Chairs" panel that featured four academic chairs from top member institutions at the first AAA Graduate Student Symposium

10. Cultivated relationships to aid in the successful hiring and placement of two 2021 undergraduate students
11. Provide grant application support within the department by providing media planning and advertising strategy for academic research; Fall 2021
12. Ad hoc reviewer: American Academy of Advertising (AAA), Fall, 2021
13. Ad hoc reviewer: The Association for Education in Journalism and Mass Communication (AEJMC), Spring, 2021
14. Supported department with crisis management response using Brandwatch, Fall 2020
15. Mentored undergraduate and graduate students on research and technology applications for the development of their personal academic interests Fall, 2020
16. Joined faculty in the department for lunch and meetings with H-E-B to support research client recruitment, Spring 2020
17. Invited to join on a tour of Dell Social Media facility, Fall 2019
18. Lead Creative Judge for U.S. Travel's ESTO Awards, 2019
19. Helped design and develop curriculum of an independent social media course at The University of Texas at Austin, Fall 2009-Spring 2010

ACADEMIC MEMBERSHIPS

1. American Academy of Advertising (AAA)
2. Association For Education In Journalism And Mass Communication (AEJMC)

PRIMARY SKILLS

1. Adept in data science and social media research, online advertising, social listening, social network analysis, sentiment analysis, and opinion mining
2. Experienced working with trace behavioral and text data to understand marketing impact, engagement, and consumer audiences
3. Proficient in R, working with consumer engagement (clicks, shares, comments) and network data, using statistical analyses, predictive modeling, and hypothesis testing
4. Experienced in natural language processing, topic modeling, supervised / unsupervised machine learning, time series, panel data analysis, and regression to surface insights from big data

CERTIFICATIONS

1. Brandwatch, 2019
2. Google Analytics, 2018
3. Community Management: Advanced Skills Certificate (WOMMA), 2016
4. Khoros (Spredfast), 2014

TECHNOLOGY PROFICIENCY

R, Stata, SPSS, LIWC, Brandwatch, SQL, Google Ads Manager, Facebook Ads Manager, LinkedIn Advertising, Twitter Advertising, Adobe Creative Suite (Illustrator, Photoshop, Lightroom), WordPress, Canva, Khoros