



MATTHEW PITTMAN

Department of Public Relations and Advertising
College of Communication and Creative Arts

Rowan University

[Google Scholar Profile](#)

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EMPLOYMENT

- 2017- Department of Public Relations and Advertising
College of Communication and Creative Arts, Rowan University
Assistant Professor PR/Advertising Research Methods
PR/Advertising Law and Ethics (online)
Advertising Copywriting
Advertising Practicum
Graduate Strategic Visual Communication (developed)
Social Media Analytics (developed)
- 2016-2017 Lundquist College of Business, University of Oregon
Instructor of Record Social Media Marketing
- 2013-2017 School of Journalism and Communication, University of Oregon
Instructor of Record Principles of Advertising
Media Professions
Media Ethics
Graduate Employee Mass Media & Society
Strategic Communication Research
Principles of Public Relations
Creative Strategy
Ethics Facilitator Snowden Journalism Internship Program
- 2013-2017 School of Arts and Sciences, Northwest Christian University
Adjunct Faculty Software Applications (online)
Media Literacy (developed)

EDUCATION

- 2017 Ph.D., Communication
School of Journalism and Communication, University of Oregon
Eugene, Oregon
Dissertation: "Phoneliness: An examination of the relationships between mobile social media, personality and loneliness" (Proquest award April 2018)
Adviser: Kim Bartel Sheehan

- 2017 Certificate, New Media & Culture
University of Oregon
- 2016 Summer Doctoral Programme, international PhD students chosen to attend two-week program
Oxford Internet Institute, University of Oxford
- 2013 M.Div., Theology, Culture and Arts
Fuller Theological Seminary
School of Theology
Pasadena, California
- 2003 B.A., Media Arts & Design
James Madison University
Minors in Computer Science, Music Industry
Harrisonburg, Virginia

RESEARCH UNDER REVIEW

- (invited to resubmit) Pittman, M. "Accountability Moderates the Effects of Egoistic and Altruistic Appeals in Prosocial Health Messages." *Journal of Consumer Marketing*.
- (under review) Pittman, M., Sheehan, K. "'Thoughts and Prayers' and Reduced Fares: Brand Authenticity Supersedes CSR Response Strategy during Social and Environmental Crises." *Journal of Business Research*.
- (invited to resubmit) Reich, B., Pittman, M. "Marketing Connections: Consumer Response to Advertising Intimacy on Social Media." *Journal of Consumer Psychology*.
- (under review) Pittman, M., Steiner, E. "Binge-Watching or Cringe-Watching? Planned, Social, and Attentive Viewing Predict Increased Well-Being and Decreased Regret." *Journal of Broadcasting & Electronic Media*.

BOOKS

- 2019 Pittman, M., Basso, J. *Advertising and Public Relations Law and Ethics: Perspectives and case studies in strategic communication*. Kendall Hunt Publishing Company: Dubuque, IA.
- 2016 Sheehan, K., Pittman, M. *The HIT Handbook: The Academic's Research Guide to Amazon's Mechanical Turk*. Melvin & Leigh Publishing: Irvine, CA.

REFEREED JOURNAL ARTICLES

- 2018 Pittman, M. "Happiness, Loneliness, and Social Media: Perceived Intimacy Mediates the

- Emotional Benefits of Platform Use.” *Journal of Social Media in Society*. In Press.
- 2017 Sheehan, K., Pittman, M. “Straight from the source?: Media framing of creative crowd labor and resultant ethical concerns.” *Journal of Business Ethics*.
doi:10.1007/s10551-017-3484-8
- 2016 Pittman, M., Sheehan, K. “Amazon’s Mechanical Turk a Digital Sweatshop? Transparency and Accountability in Crowd-sourced Online Research.” *Journal of Media Ethics* 31(3).
- 2016 Pittman, M., Reich, B. “Social Media and Loneliness: Why an Instagram Picture may be worth more than a Thousand Twitter Words.” *Computers in Human Behavior* 62, September 2016, p. 155-167
- 2016 Pittman, M. “THOU SHALT KILL...CAREFULLY: Secular religion, the immanent frame, and showtime’s Dexter.” *Journal of Religion and Popular Culture* 27(3), 171-185.
- 2015 Pittman, M., Sheehan, K. “Sprinting a media marathon: Uses and gratifications of binge-watching television through Netflix.” *First Monday* 20(10).
- 2015 Pittman, M. “Creating, Consuming, and Connection: Examining the relationship between social media engagement and loneliness.” *The Journal of Social Media in Society* 4(1).
- 2015 Pittman, M., Tefertiller, A. “With or without you: Connected viewing and co-viewing Twitter activity for traditional appointment and asynchronous broadcast television models.” *First Monday* 20(7).

PAPERS PRESENTED

- 2018 Pittman, M., Reich, B. “Modality Effects of Instagram and Twitter on Emotional Well-Being: The Mediating Role of Platform Intimacy.” Presented at the 68th annual International Communication Association Conference in Prague, Czech Republic, May 2018.
- 2018 Pittman, M. “Loneliness and social media use among college students.” Presented at *Loneliness in the age of Mobile and Social Media*, an international conference held at the University of Wolverhampton, U.K., in February 2018.
- 2017 Ledbetter, A., McEwan, B., Ramirez, A., Toma, C., Van Der Heide, B., Pittman, M. (panel chair). An Unexpected Journey: Accidental Advances in CMC Theory and Methods. Forum presented at 2017 National Communication Association, Dallas, TX.
- 2017 Pittman, M. “Binge watching, personality, and enjoyment: Who watches what, and

- why?" Presented at the *Streaming, Binge-Watching & Second Screening: Online Social Television in Perspective* conference at Boston University's Center for Mobile Communication Studies in Boston, MA.
- 2016 Pittman, M., Reich, B. "Social Media and Loneliness: Why an Instagram Picture may be worth more than a Thousand Twitter Words." Presented in the Communication and Social Cognition division of the 2016 convention of the National Communication Association, Philadelphia, PA. (awarded top paper in division)
- 2016 Pittman, M. "Exploring the Effects of Social Media Modality on Risk Awareness and Perception of Privacy." Presented at Loyola University Chicago's 6th Annual International Symposium on Digital Ethics. (awarded top student paper)
- 2016 Pittman, M. "Privacy Concerns of Text-Based and Image-Based Social Media." Presented at the Society for Consumer Psychology's panel at the American Psychological Association's conference in Denver, Colorado.
- 2016 Moscato, D., Pittman, M. "Pixels as Persuasion: Video Game Activism from the Elaboration Likelihood Model Perspective." Presented at the 7th Annual University of Oregon Graduate Research Forum in Eugene, Oregon. (awarded best panel in division)
- 2016 Pittman, M. "Ethics in the Digital Age: A Comparison of the Effects of Online Context on Moral Judgment." Presented at the 7th Annual University of Oregon Graduate Research Forum in Eugene, Oregon. (awarded best panel in division)
- 2016 Pittman, M. "Techno/Religious Affordances in Everyday Media." Presented at the "What is Media?" Conference/Experience in Portland, Oregon.
- 2015 Pittman, M. "An Ethics of Media Osmosis: Pragmatism and the Pursuit of Media Equilibrium" Paper presented at the Media Ecology Association's panel at the International Communication Association's conference in San Juan, Puerto Rico.
- 2015 Pittman, M. "Secrets in Plain Sight: Mining Data Sets in the Social Sciences" 6th Annual University of Oregon Graduate Research Forum in Eugene, OR.
- 2014 Pittman, M., Sheehan, K. "An Exploratory Study of the 'Netflix Effect': Uses and Gratifications of Binge-Watching Television." Paper presented at the Mass Communication Division's section of the 2014 convention of the National Communication Association, Chicago, IL.
- 2014 Eanes, R., Pittman, M. "You Will Watch This, And You Will Like It: Netflix, Small Data, and Entertainment Agenda Setting." Paper presented at Southwest Popular/American Culture Association Conference, Albuquerque, NM.

- 2013 Pittman, M. "Thou Shalt Kill...Carefully: The religious function of Dexter's killing ritual." Paper presented at the 99th annual convention of the National Communication Association, Washington D.C.
- 2013 Pittman, M., Brown, W., Lindvall, T. "Encomium Colbert: Connecting Stephen Colbert to Erasmus Catholicism." Paper presented at the Religious Communication Association convention in Washington D.C.
- 2013 Pittman, M. "Do You Hulu?: An Analysis of Hulu.com as Hybrid Mediatization." Paper presented at the 14th Annual Convention of the Media Ecology Association in Grand Rapids, Michigan.

BOOK CHAPTERS

- 2017 Pittman, M. (With editor.) "Marvel's Moral Murkiness: Ethical Effects of the Superhero Sandbox" In *Media Effects: Pseudo Reality and Its Influence on Media Consumers*, edited by Carol Madere.
- 2017 Pittman, M., Sheehan, K. (With editor.) "Ethics of Using Online Commercial Crowdsourcing Sites for Academic Research." In *Internet Research Ethics for the Social Age: New Cases and Challenges*, edited by Michael Zimmer and Katharina Kinder-Kurlanda.
- 2016 Pittman, M., Bivins, T. (With editor.) "Just War Craft: The Virtue Ethics of Dota 2." In *Media Ethics*, edited collection, edited by Paul Booth and Amber Davidson. Bloomsbury.
- 2015 Pittman, M., Eanes, R. (With editor.) "So Many Choices, So Little Choice: Streaming Media, Artificial Intelligence, and the Illusion of Control." In *Remote Control: Essays on the Nature of Connection, Communication, and Control-at-a-Distance*, edited by Robert MacDougall. Lexington.

ENCYCLOPEDIA ENTRIES

- 2017 Pittman, M. "Entertainment." In SAGE Encyclopedia of Big Data, edited by Laurie A. Schintler, Connie L. McNeely & J. Geoffrey Golson.
- 2017 Pittman, M. "Religion." In SAGE Encyclopedia of Big Data, edited by Laurie A. Schintler, Connie L. McNeely & J. Geoffrey Golson.

RESEARCH IN PROGRESS

Oeldorf-Hirsch, A., & Pittman, M. Project examining self-efficacy and solution efficacy in politically charged environmental news.

Steiner, E., & Pittman, M. Project examining narrative transportation and binge-watching regret.

Pittman, M., & Hong, C. Project examining loneliness and Social Presence in digital advertising.

Pittman, M. Project examining whether social media is a cognitive help or hindrance in the generation of novel and diverse ideas for advertising students.

Pittman, M, Johnson, K., Novak, A., Kim, Bokyoung. Project examining the importance of brand authenticity for millennials and homelanders.

AWARDS/FELLOWSHIPS

- 2018 STORI fund (\$3,000) for research and outreach. Run research and execution of student-driven advertising campaign on Rowan University campus to increase health behavior (flu shots) of students
- 2018 Denis Mercier Endowed Professional Development Fund (\$1,000) to attend Qualtrics Research Summit (Salt Lake City, March 2018) and obtain Research Core certification.
- 2016-2017 Lokey Fellowship (\$10,000), top scholarship awarded to Media Studies graduate students based on scholarship
School of Journalism & Communication, University of Oregon
- 2015-2016 Anderson Family Fellowship (\$5,000)
Scholarship for work in Media Ethics
- 2014-2016 Columbia Scholarship (\$1,000)
Scholarship for academic skill and creativity
- 2014-2015 General University Scholarship, University of Oregon (\$1,000)
Academic achievement and scholarship
- 2014-2015 Anderson Family Fellowship (\$5,000)
Scholarship for work in Media Ethics
- 2014 Membership, Kappa Tau Alpha
National Honor Society in Journalism & Mass Communication
- 2011-2013 Charles E. Fuller Scholarship, Burr Roth Scholarship, Lloyd & Nora Thompson Scholarship, Theology Supplemental Grant.

EXPERIENCE

2018-present Insight Insider
Perform qualitative field research for Motivate Design, NYC research firm

2015-present Consultant
MVPittman LLC, social media marketing & design firm

2006-2010 Director of Student Ministries
Christ Church Vero Beach
Anglican church in Vero Beach, FL

2003-2006 Graphic Designer
Create digital audio, video and graphics for clients

SERVICE, DEPARTMENT

2018-present Faculty advisor
Ad Dynamics, student advertising firm

2018-2019 Member
Department curriculum committee

2015-2016 Member
Search committee for a Chaired faculty position in Oregon's School of Journalism and Communication

2015-2016 Member
Planning committee for University of Oregon's School of Journalism and Communication Centennial Celebration

SERVICE, UNIVERSITY

2017-2018 Member
Senate research committee

2017-2018 Member
Senate intercollegiate committee on athletics

2016 Committee Member
Analog U, campus-wide initiative promoting critical awareness of digital technology. <http://analogu.uoregon.edu/>

SERVICE, FIELD

Member (year joined)
American Academy of Advertising (2018), International Communication Association, (2017), National Communication Association (2015)

Editorial Review Board
Journal of Social Media in Society (2016)

Peer Reviewer
Journal of Marketing Communications (2018), *Computers in Human Behavior* (2018), *Social Sciences* (2017), *Journal of Business Ethics* (2017), *Mass Communication & Society* (2017)