



MATTHEW PITTMAN

School of Advertising & Public Relations
College of Communication and Information
University of Tennessee Knoxville

[Google Scholar](#)

pittman@utk.edu

matthewpittman.net

EMPLOYMENT

- 2019- School of Advertising & Public Relations
College of Communication & Information, University of Tennessee
Assistant Professor Social Media (graduate and undergraduate)
Decision Making (graduate)
Advertising Campaigns
- 2017-2019 Department of Public Relations and Advertising
College of Communication and Creative Arts, Rowan University
Assistant Professor Advertising Practicum
Graduate Strategic Visual Comm. (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

EDUCATION

- 2017 Ph.D., Strategic 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)
Adviser: Kim Bartel Sheehan
- 2016 Summer Doctoral Programme, international PhD students chosen to attend 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

- (under review) Pittman, M. and G. Read. "Corporate Values Advertising: Brand Age and Size Moderate this CSR Alternative to Cause-Related Marketing" *Journal of Advertising*
- (under review) Steiner, E., Pittman, M., Boatwright, B. "Game Time: Predictors of Sports Fan Buying Intention with Social Media Advertising" *International Journal of Sports Marketing and Sponsorship*
- (major revision) Pittman, M., Haley, E. "Cognitive Load and Social Media Advertising: Platform Use Induces Load Which Leads to Reliance on Cue." *International Journal of Advertising*

BOOKS

- 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

- (forthcoming) Pittman, M., Abell, A. "More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers" *Journal of Interactive Marketing*
- (forthcoming) Pittman, M., Oeldorf-Hirsch, A., & Brannan, A. "Green Advertising on Social Media: Brand authenticity mediates the effect of different appeals on purchase intent and digital engagement" *Journal of Current Issues & Research in Advertising*
- 2021 Pittman, M., Steiner, E. "Binge-Watching or Cringe-Watching? Planned, Social, and Attentive Viewing Predict Increased Well-Being and Decreased Regret." *Convergence*.
- 2021 Pittman, M., R., Glenna, and Chen, J. "Green Fear: Appeals for environmental products on social media" *Journal of Current Issues & Research in Advertising*.

- 2020 Pittman, M. "Accountability Moderates the Effects of Egoistic and Altruistic Appeals in Prosocial Health Messages." *Journal of Consumer Marketing*
- 2020 Reich, B., Pittman, M. "An Appeal to Intimacy: Consumer Response to Platform-Appeal Fit on Social Media." *Journal of Consumer Psychology*, 30(4), 660-670.
- 2020 Pittman, M., Sheehan, K. "Brand Response to Crisis: Symbolic Effects of Donation Strategy on Authenticity, Purchase Intent, and Digital Engagement." *Journal of Current Issues & Research in Advertising*, 1-21.
- 2020 Hong, S., Pittman, M. "eWOM anatomy of online product reviews: interaction effects of review number, valence, and star ratings on perceived credibility." *International Journal of Advertising*, 1-29.
- 2019 Pittman, M., Steiner, E. "Narrative Transportation or Narrative Completion? Attentiveness during binge-watching moderates regret." *Social Sciences* 8(3).
- 2019 Sheehan, K., Pittman, M. "Straight from the source?: Media framing of creative crowd labor and resultant ethical concerns." *Journal of Business Ethics* 154(2), p. 575-585. doi:10.1007/s10551-017-3484-8
- 2018 Pittman, M. "Happiness, Loneliness, and Social Media: Perceived Intimacy Mediates the Emotional Benefits of Platform Use." *Journal of Social Media in Society* 7(2).
- 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

- 2021 Pittman, M., Abell, A. "Greenfluencers on Social Media: Positive Effects of Lower Popularity Metrics for Products sponsored by Green Influencers." Presented virtually as the American Academy of Advertising's annual conference (virtual)
- 2021 Pittman, M., Steiner, E., Boatwright, B. "When Sports Fans Care: Behavioral Predictors of Buying Intention with Social Media Sports Advertising," Presented at the 71st annual International Communication Association annual conference (virtual)
- 2020 Pittman, M. "Cognitive Load and Social Media Advertising: Platform use induces load which leads to reliance on cues." Presented virtually as the American Academy of Advertising's annual conference (virtual)
- 2020 Pittman, M. Steiner, E. "Binge-Watching vs. Cringe-Watching: Planned, Social, and Attentive Viewing Predict Increased Well-Being and Decreased Regret." Presented at the 70th annual International Communication Association annual conference (virtual)
- 2019 Hong, C., Pittman, M. "Alone with my selfie: An empirical test of how self-esteem and loneliness impact on actual selfie posting behavior." Presented at the 69th annual International Communication Association Conference in Washington D.C., May 2019.
- 2019 Pittman, M., Steiner, E. "Binge-Watching vs. Cringe-Watching: Planned, Social, and Attentive Viewing Predict Increased Well-Being and Decreased Regret." Presented at the 69th annual International Communication Association Conference in Washington D.C., May 2019.
- 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 Erasmic 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.

RESEARCH IN PROGRESS

Pittman, M. & Abell, A. project on social media influencers

Pittman, M., & Hong, C. "An empirical test of how loneliness affects Instagram advertising effectiveness."

AWARDS/FELLOWSHIPS

- 2020 Graduate Professor of the Year, UTK Graduate Student Senate
- 2020 Teaching Support Award (\$3,000), UTK Teaching & Learning Innovation. Run Instagram marketing for local non-profits as part of 480 Campaigns class
- 2020 Green Fee Award (\$1,200), UTK Office of Sustainability. Run targeted Instagram campaign testing different appeals to promote office events

- 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

- 2015-present Consultant
Social media marketing & design firm
- 2017-2019 Insight Insider
Perform qualitative field research for Motivate Design, NYC research firm

SERVICE, DEPARTMENT

- 2019-2020 Undergraduate Scholarship Committee
- 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, COLLEGE

2020- Diversity & Inclusion Workshop Planning Committee

2019- CCI Research Advisory Committee

SERVICE, UNIVERSITY

2021- University Senate

2020 Graduate School Admissions and Selection panel

2019- Name, Image, and Likeness Committee for College Athletes

2018-2019 Senate research committee

2017-2018 Senate intercollegiate committee on athletics

SERVICE, FIELD

Member (year joined)

American Academy of Advertising Research Committee (2020)

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

Editorial Review Board

International Journal of Advertising (2020)

Journal of Social Media in Society (2016)

Peer Reviewer

Journal of Marketing Communications, Computers in Human Behavior, Journal of Business Ethics, Journal of Brand Management