



## **MATTHEW PITTMAN**

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

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### **EMPLOYMENT**

- 2019- School of Advertising & Public Relations  
College of Communication & Information, University of Tennessee  
Assistant Professor Social Media (graduate and undergraduate)  
Research Methods (graduate)  
Social Media Analytics (developed)
- 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  
Research Methods  
Principles of Public Relations

### **EDUCATION**

- 2017 Ph.D., Strategic Communication  
School of Journalism and Communication, University of Oregon  
Eugene, Oregon  
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 (Minor in Computer Science)  
James Madison University  
Harrisonburg, Virginia

## RESEARCH UNDER REVIEW

- (under review) Abell, A. and **Pittman, M.** “The Uncannier Valley: The Effects of Virtual Influencers’ Appearance Realism and Relationship Potential on Digital Engagement and Product Liking” *Journal of Consumer Psychology*
- (under review) **Pittman, M.** and G. Read. “Corporate Values Advertising: Brand Age and Size Moderate this CSR Alternative to Cause-Related Marketing” *Journal of Business Ethics*
- (under review) Steiner, E., **Pittman, M.**, Boatwright, B. “Game Time: Predictors of Sports Fan Buying Intention with Social Media Marketing” *International Journal of Sports Communication*
- (major revision) **Pittman, M.**, Haley, E. “Cognitive Load and Social Media Advertising: Platform Use Induces Load Which Leads to Reliance on Cue.” *Journal of Interactive 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) Haley, E. and **Pittman, M.** “Remembering the FCB Grid: Thinking, Feeling, and Involvement in the age of social media” *Journal of Advertising*
- 2021 **Pittman, M.**, & Abell, A. (2021). More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers. *Journal of Interactive Marketing*, 56, 70-82.
- 2021 **Pittman, M.**, Oeldorf-Hirsch, A., & Brannan, A. (2021). 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*, 1-16.
- 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.  
\*JCP is a Financial Times 50 (FT-50) Journal
- 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  
\*JBE is a Financial Times 50 (FT-50) Journal
- 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 71<sup>st</sup> 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 70<sup>th</sup> 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 69<sup>th</sup> 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 69<sup>th</sup> 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 68<sup>th</sup> 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 99<sup>th</sup> 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 14<sup>th</sup> Annual Convention of the Media Ecology Association in Grand Rapids, Michigan.

### BOOK CHAPTERS

- 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

- Abell, A., Baucum, M., & **Pittman, M.** Conceptual project on social media influencers
- Milfeld, T. and **Pittman, M.** Green With Arrogance: The strategic benefits of arrogant sustainability messaging
- Pittman, M.** & Youn, K. An empirical project examining FCB grid, online behavioral advertising, and privacy

### AWARDS & FELLOWSHIPS

- 2020 Graduate Professor of the Year, UTK Graduate School
- 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) among 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) awarded to Media Studies graduate students. 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- Consultant  
Digital marketing & design
- 2017-2019 Insight Insider  
Perform qualitative field research for Motivate Design, NYC research firm

## **SERVICE, DEPARTMENT**

- 2021- University Senate (research committee)
- 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

**SERVICE, COLLEGE**

- 2020- Research Advisory Committee
- 2020- Diversity & Inclusion Workshop Planning Committee
- 2019- CCI Research Advisory Committee

**SERVICE, UNIVERSITY**

- 2021- University Senate (research committee)
- 2020 Graduate School Admissions and Selection panel
- 2019- Name, Image, and Likeness Committee for College Athletes
- 2017-2018 Senate intercollegiate committee on athletics

**SERVICE, FIELD**

Member (year joined)  
Association of Consumer Research (2019), American Academy of Advertising  
(2018), International Communication Association (2017)

Editorial Review Board  
*International Journal of Advertising* (2020)

Peer Reviewer  
*Journal of Marketing Communications, Computers in Human Behavior, Journal  
of Business Ethics, Journal of Brand Management, International Journal of  
Consumer Studies*