

Lance Porter
July 19, 2023
Louisiana State University
Manship School of Mass Communication
Baton Rouge, LA 70802
lporter@lsu.edu
225.573.7485 (mobile)

EDUCATION

2002 University of Georgia
PhD, Mass Communication

1998 University of Georgia
MA, Mass Communication

1991 Mississippi State University
BBA, Banking and Finance

UNIVERSITY APPOINTMENTS

2008- Avatar/Digital Media Arts and Engineering (DMAE) Faculty

2004- Cultural Computing Focus Area Member

INDUSTRY EXPERIENCE

2004- President
New Media Mind
Baton Rouge, Louisiana

Consult with international clients to evaluate all forms of digital marketing, including online display advertisements, social media, and mobile marketing efforts. Implement and evaluate surveys and eye-

sites in the bio-tech industry.

1994-95 Marketing Representative
RISCORP, Inc.
Concord, New Hampshire

Directed all aspects of marketing campaigns, including sales calls, telemarketing, and database development. Produced copy for direct mail and advertisements. Generated over \$1 million in annual premium for this small business.

1991-94 Vice President - Contracts
Director - Contracts
Contracts Coordinator
Contracts Specialist
Resolution Trust Corporation
New Orleans, Louisiana

Hired, trained and supervised staff of seven in the writing, solicitation and oversight of over 800 Requests for Proposals resulting in the marketing, management and sale of over \$1 billion in resort properties. Promoted three times over three years to officer level.

SCHOLARLY RESEARCH IMPACT

Citations: 2,271

h-index: 20

i10 index: 23

[Google Scholar](#)

PEER-REVIEWED SCHOLARLY BOOKS

*indicates graduate student co-author

Porter, L. (Ed.). (In Press). The Disinformers: Social Media, Disinformation and Elections, Baton Rouge: Louisiana State University Press.

*Crosswell, L. & Porter, L. (2018). Politics, Propaganda, and Public Health, Lanham: Lexington Books.

PEER-REVIEWED JOURNAL ARTICLES

*indicates graduate student co-author, #indicates post-doc co-author

- *Oden, A., & Porter, L. (In Press). The Kids Are Online: Teen Social Media Use, Civic Engagement, and Affective Polarization. Social Media + Society, 9(3).
- #Ke, J., Porter, L., *Wang, R., *Kim, S.-W. & Johnson, M. (2022). Pundits, Presenters and Promoters: Investigating Gaps in Digital Production among Social Media Users Using Self-Reported and Behavioral Measures. First Monday, 27(12). <https://doi.org/10.5210/fm.v27i12.11604>
- #Jiang, K., Li, R., Porter, L. & *Wang, R. (2022). Investigating Types of Second Screeners and Their Social Media Behaviors. Journal of Communication Technology, 5(2), 1-29. <https://doi.org/10.51548/joctec-2022-006>
- Henderson, M., Jiang, K., Johnson, M. & Porter, L. (2021). Measuring Twitter Use: Validating Survey-Based Measures, Social Science Computer Review, 39(6), 1121-1141. <https://doi.org/10.1177/0894439319896244>
- Windels, K. & Porter, L. (2020). Examining Consumers' Recognition of Native and Banner Advertising on News Website Homepages. Journal of Interactive Advertising, 20 (1) 1-16. <https://doi.org/10.1080/15252019.2019.1688737>
- #Jarreau PB, *Cancellare, IA, Carmichael, BJ, Porter L, *Toker D, & *Yammine SZ (2019). Using selfies to challenge public stereotypes of scientists. PLoS ONE 14(5): e0216625. <https://doi.org/10.1371/journal.pone.0216625>
- Windels, K., Heo, J., Jeong, Y., Porter, L. & *Wang, R. (2018). My Friend Likes This Brand: Do Ads with Social Context Attract More Attention on Social Networking Sites? Computers in Human Behavior. <https://doi.org/10.1016/j.chb.2018.02.036>
- #Brown, P. & Porter, L. (2017). Science in the Social Media Age: Profiles of Science Blog Readers. Journalism and Mass Communication Quarterly. <https://doi.org/10.1177/1077699016685558>
- *Crosswell, L. and Porter, L. (2016). The Eyes Don't Lie: Addressing Implicit Bias in Healthcare Administration and Education. International Journal of Interdisciplinary Studies in Communication, 11 (3), 1-16. <https://doi.org/10.18848/2324-7320/CGP/v11i03/1-16>
- *Madison, T., Porter, L. and Greule, A. (2016). The Parasocial Compensation Hypothesis. Imagination, Cognition and Personality, 35(3), 258-279. <https://doi.org/10.1177/0276236615595232>

- *Madison, T. and Porter, L. (2015). The People We Meet: Functions of Parasocial Interaction. Imagination, Cognition and Personality, 35(1), 47-71.
<https://doi.org/10.1177/0276236615574490>
- *Gevorgyan, G., Porter, L. and Manucharova, N. (2014). Is Culture a Double-Edged Sword? Exploring the Attitudinal and Cognitive Effects of Culturally Accommodative Online Advertising. Review of Business Research, 14(3), 129-142.

*Hughes, J. and Porter, L. (2007). Diffusion of Innovations in Public Relations: Investigating Proximity to Innovators Among Public Relations Practitioners, International Journal of Strategic Communication, 1(4), 227-245.
DOI:10.1080/15531180701623585

Chung, D., Kim, E., Trammell, K. and Porter, L. (2007). Uses and Perceptions of Blogs and Media Roles: A Comparison between Journalism Professionals and Journalism Educators

and Coombs, D. (Eds.) Routledge Handbook of Sports Fans and Fandom. New York: Routledge.

Amount: \$35,236

- 2018 **Class of 1941 Alumni Professorship**
Amount: \$2,500 support fund annually + \$5,000 annual salary supplement
- 2018-22 **Doris Westmoreland Darden Professorship**
Competitive professorship awarded to field social media panel for broad research on digital equality and gender, race, income, and political partisanship.
Amount: \$34,040
- 2017 **F. Walker Lockett, Jr. Distinguished Professorship**

conduct digital media research using eye-tracking methodology.
Amount: \$30,000

GRANTS SUBMITTED

2019 Developing a Fake News Event Database and Automated Fake News
Detection Algorithms for Timely Intervention and Enhanced Disaster
Recovery Activities
Co-PI (with Seungwan Yang, Library and Information Sciences)
Faculty Research Grant Program
LSU Office of Research and Economic Development
Amount: \$105,096

2018 The Evaluation of Learning with Social Media Through Youth in STEM
for Improvement in Underrepresented Minorities (ELYSIUM).
oftluatio(.)]TJ0 Tc 0 Tw127.4 0 Td()TjEMC /P <MCID1 2 BDC 187.4 -1.17 Td()TjEMC /P

Sanchez (Tulane Professor of Practice), Kathryn L. Carzoli (LSU Health Sciences), Alex Reed (Fluence Analytics)
Amount: \$19,977,828

2006

The Video Interactivity Project.

National Science Foundation Grant #0431666 (PI: Porter)

Georgia, Tennessee)

2010 Advised Second Place team in 7th

- Windels, K. & Porter, L. (August 2017). Examining Consumers' Identification of Native and Display Ads on News Websites. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL
- Porter, L., Windels, K., & *Wang, R. (July 2017). Ad evolution: Discovery, processing and identification of native advertising in social media environments. Paper presented at 2017 American Academy of Advertising Global Conference, Tokyo, Japan.
- #Brown, P. & Porter, L. (2016). Science in the Social Media Age: Profiles of Science Blog Readers. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. **Top Faculty Paper in the Communicating Science, Health, Environment and Risk Division.**
- *Crosswell, L. & Porter, L. (2016). Out of Sight, Out of Mind: Addressing Unconscious Brand Awareness in Healthcare Communication. Paper presented at annual conference of the Broadcasting Education Association, Las Vegas, NV.
- Jeong, Y., Porter, L., Windels, K., *Wang, R., Jung, A & Heo, J. (2016). Can You See: An Eye-Tracking Approach to Examine the Effectiveness of Native Advertisements on Social Networking Sites. Paper presented at annual conference of the International Communication Association, Fukuoka, Japan.
- Windels, Kasey, Yongick Jeong, Lance Porter, A-Reum Jung, Rui Wang, Jun Heo (2016), All Eyes on Privacy: An Eye-Tracking Study Examining the Relationship between Privacy Concerns and Socially-Referred Native Ads on Social Networking Sites. Paper presented at annual conference of the American Academy of Advertising in Seattle, WA.
- *Crosswell, L. and Porter, L. (2016). The Eyes Don't Lie: Addressing Implicit Bias in Healthcare Administration and Education. Paper presented at 16th Annual International Conference on Knowledge, Culture, and Change in Organizations in Honolulu, HI.
- Porter, L., Windels, K., Heo, J., *Wang, R. Jeong, Y., & Jung, A. (2015). Disclosure or Deception? Social Media Literacy, Use, and Identification of Native Advertising. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- *Crosswell, L. & Porter, L. (2014). Inoculating the Electorate: American Corporatocracy and its Influence on Health Communication. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.

%Pannu, H. & Porter, L. (2014). Getting My “V” Fix: Developing PSRs with HBO's “True Blood” through Emerging Social Media Platforms. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.

*Madison, T.P. & Porter, L. (2014). Heisenberg, Tony Soprano and Me: Characteristics of Parasocial Relationships. Paper presented at the annual conference

Sports Communities,” Paper presented to the Broadcast Education Association Symposium, Las Vegas, NV.

*

October 25, 2014, Baton Rouge, LA

Moderator, "The Silicon Bayou: Digital Media and the Future of Louisiana," Digital Spread, October 25, 2014, Baton Rouge, LA

Moderator, "Does Everyone Need to Learn to Code? Succeeding in a Digital Future" Digital Spread, Octobes90t9v0.002ed.Rt9v0.09v0.1 P.R (n)10c3Bayo[(D)e.R3 ()1 (L)-7 (A)]TJ

Special Topics: Black Mirror and the Future of Media
Special Topics: International Brand Cases

Graduate Courses Created and Taught:

Emerging Media: Theory, Application, & Effects
Special Topics: The Future of Media

Study Abroad

LSU in Cannes Study Abroad Program, Founder/Director 2019-
LSU in Paris Study Abroad Program, Co-Director 2011 and 2012
LSU Manship Magical Media Tour (England, Scotland, France), Co-Director
2007

INDUSTRY ADVISORY BOARD MEMBERSHIPS

Baton Rouge Blues Foundation Board of Directors (2018-)
WRKF (Baton Rouge NPR Affiliate) Board of Directors (2015-22)
University of Georgia, New Media Institute Advisory Board, Athens, GA (2010-2015)
Culture Candy Arts and Culture Advisory Board, Baton Rouge, LA (2010-2012)
Ex-Officio Board Member, American Advertising Federation (2007-2011) Baton
Rouge, LA
New Media Strategies, Inc., Advisory Board, Washington, D.C. (2004- 2009)
Word of Mouth Marketing Association (WOMMA) Advisory Board, Chicago, IL.
(2004-2006)

EXTERNAL SERVICE

Editorial Board, Journalism and Mass Communication Quarterly (2014-15)
Editorial Board, Journal of Advertising Education (2012-2020)
Producers Guild of America, New Media Council (2004-)
Association for Education in Journalism and Mass Communication
Reviewer: Mass Communication and Society, Communication Technology
and Policy, Entertainment Studies Interest Group, Sports and Communication
Interest Group
PLoS ONE Ad Hoc Reviewer
Journalism and Mass Communication Quarterly Ad Hoc Reviewer
New Media & Society Ad Hoc Reviewer
Journal of Advertising Ad Hoc Reviewer
Journal of Interactive Advertising Ad Hoc Reviewer
Journal of Public Relations Research Ad Hoc Reviewer
Journalism Monographs Ad Hoc Reviewer

American Advertising Federation
Association of Internet Researchers
Association for Education in Journalism and Mass Communication
International Communication Association

RESEARCH INTERESTS

Corporate Political Advocacy
Digital Advertising
Social Media Effects
Brand Responsibility and Sustainability
Health Communication
Sports and Digital Media
Entertainment Advertising and Publicity

TEACHING INTERESTS

Social Media (Intro/Analysis/Content/Campaigns)
Emerging Media
Future of Media
Advertising Creative Strategy
Advertising Campaigns
Health Campaigns
Brand Storytelling
Sports, Media and Society

UNIVERSITY-LEVEL SERVICE

Current:

Graduate Council (elected) (2020-)
Provost's Advisory Committee on Promotion and Tenure (2021-)
LSU Press Committee (2018-)
Honors College Faculty Council (2018-)

Previous:

Associate Deans Advisory Council (2020-22)
Undergraduate Recruitment and Admissions Committee (2020-2022)
Faculty Senate Information Technology Governance Council – Teaching and Learning Committee (2014-2018)
Steering Committee—Bachelors in Screen Arts (formerly Film) (2014-2016)
Graduate School Coordinating Committee (2014-15)
Program Review Panel – School of Social Work (2013-14)
Distinguished Faculty Awards Selection Committee (2013)
Dean's Dissertation Representative – Information Sciences (2015-16)
Dean's Dissertation Representative – Sociology (2013)
Dean's Dissertation Representative –Music (2012)

Dean's Dissertation Representative – Theater (2011)

Dean's Dissertation Representative – History (2005)

Search Committee -- Manship School of Mass Communication Dean (2012,
2018)

Search Committee – Center for Computation and Technology Director (2008)

Digital Advertising: (chair) Jun Heo
Advertising: (chair) Yongick Jeong
Political Communication: (chair) Chris Mann
Strategic Communication: Jensen Moore-Copple
Strategic Communication: (chair) Hyojung Park
Visual Communication: Ray Pingree (chair)
Advertising: Jay Yu (chair)
Public Relations: Danny Shipka
Visual Communication: Nicole Dahmen

Faculty Mentor: Nathan Kalmoe (2018-19), Jun Heo (2017-19), Soojin Kim
(2016-17) Kasey Windels (2012-2015)
Student AdFed Advisor (2005-2011)
Management Committee (2004-2011)
Manship Prize Committee (2004-2008)
Equipment Committee (2004-2006)
Visual Communication Curriculum Committee (2013-14)

CENTER FOR COMPUTATION AND TECHNOLOGY SERVICE

Current:

CCT Internal Advisory Council (2019-)
Focus Area Lead, Cultural Computing (2017-)
Member, Cultural Computing CCT Focus Area (2004-)
Arts, Td(14)Tj0 Tc 0 Tw 1.1oTw -16.2m9Ti),f3 (20 CoV (o)3 (Tw 1.1oTw -16.2m9Ti))3 ΔMCI9T

Speaker, Downtown Lions Club, Fall 2018
Speaker, Oaks Kiwanis Club, Fall 2018
Young Presidents Organization Keynote Speaker, Baton Rouge, LA Fall 2011
Google DoubleClick Digital Media Advertising Creative Showcase, Los Angeles, CA (DMACS) Judge and Speaker (2005- 2011)
Professional Consultant, Visa, Inc. (2011-2013)
Professional Consultant, Ogilvy Public Relations (2013)
Professional Consultant, Microsoft Inc. (2012)
Professional Consultant, Walt Disney Studios (2004-2010)
Professional Consultant, Walt Disney Home Video (2008)
Professional Consultant, Warner Bros. Studios (2010)
Professional Consultant, Icaro Media Group (2011-2018)
Professional Consultant, WBRZ Television (2012)
AdFed District 7 Scholarship Committee (2008-2010)
AdFed District 7 Academic Representative (2008-2010)

GRADUATE COMMITTEES

Current Dissertation Committees Chairing:

Jacqueline Oquendo
Kyle Stanley
Soheil Kafilveyjuyeh

Current Dissertation Committees:

Hope Hickerson
Christine Swartz
Nichole Santee
Lyric Mandel

Current Master's Thesis Committees Chairing:

Lynley Norton
Michael Bellu
Grace Kelly

Completed Post Doc Supervision

2019 Dr. Ke Jiang
2017 Dr. Paige Jarreau

Completed Dissertation Committees Chaired:

2009 Dr. Gennadi Gevorgyan

Completed Dissertation Committees:

2023 Dr. Sarah Carpenter

Dr. Ayla Oden

2022 Dr. Quincy Hodges

2021 Dr. Paromita Saha

2020 Dr. Gawon Kim

Dr. Kirill Bryanov

2019 Dr. Brian Watson

