

Anne Oeldorf-Hirsch

Assistant Professor
Department of Communication
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APPOINTMENTS

- 2014-Present: Assistant Professor, Dept. of Communication, University of Connecticut
2014-Present: Affiliate, Institute for Collaboration on Health, Intervention, and Policy (inCHIP),
University of Connecticut
2012-2013: Postdoctoral Fellow, Communication Studies, Northwestern University
2008-2010: Instructor, College of Communications, Pennsylvania State University

EDUCATION

- Ph.D., 2011, Mass Communications, Pennsylvania State University
Ph.D. work in Industrial/Organizational Psychology, 2005-2006, Pennsylvania State University
B.A., 2005, Psychology, magna cum laude, Portland State University, 2005

Research Interests

Social Media Use and Effects
Information Sharing in Online Networks
Computer-Mediated Communication

Teaching Areas

New Communication Technology
Mass Media Effects
Communication Research Methods

PUBLICATIONS

Peer-Reviewed Journal Publications

- Oeldorf-Hirsch, A., & Sundar, S. S. (In press). Social and technological motivations for online photo sharing. *Journal of Broadcasting & Electronic Media*.
- Oeldorf-Hirsch, A., & Sundar, S. S. (2015). Posting, commenting, and tagging: Effects of sharing news stories on Facebook. *Computers in Human Behavior*, 44, 240-249.
[doi:10.1016/j.chb.2014.11.024](https://doi.org/10.1016/j.chb.2014.11.024)

High, A., Oeldorf-Hirsch, A., & Bellur, S. (2014). Misery rarely gets company: The influence of emotional bandwidth on supportive communication on Facebook. *Computers in Human Behavior*, *34*, 79-88. doi:10.1016/j.chb.2014.01.037

Schmierbach, M., Xu, Q., Oeldorf-Hirsch, A., & Dardis, F. (2012). Electronic friend or virtual foe: Exploring the role of competitive and cooperative multiplayer video game modes in fostering enjoyment. *Media Psychology*, *15*(3), 356-371. doi:10.1080/15213269.2012.702603

Schmierbach, M., & Oeldorf-Hirsch, A. (2012). A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions. *Communication Quarterly*, *60*(3), 317-337. doi:10.1080/01463373.2012.688723

Xu, Q., Schmierbach, M., Bellur, S., Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2012). The effects of "friend" characteristics on evaluations of an activist group in a social networking context. *Mass Communication and Society*, *15*(3), 432-453. doi:10.1080/15205436.2011.583862

Invited Publications

Oeldorf-Hirsch, A., (Forthcoming). Between-subjects design. In M. Allen (Ed.), *The Sage Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: Sage Publications.

Oeldorf-Hirsch, A., (Forthcoming). Factor, Fixed. In M. Allen (Ed.), *The Sage Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: Sage Publications.

Oeldorf-Hirsch, A., (Forthcoming). Factor, Random. In M. Allen (Ed.), *The Sage Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: Sage Publications.

Oeldorf-Hirsch, A. (2012). *Daniel Miller, Tales from Facebook* [Invited book review]. *International Sociology Review of Books*, *27*(5), 677-679. doi:10.1177/0268580912452374

Manuscripts under Review

Obar, J., & Oeldorf-Hirsch, A. (Under review). The biggest lie on the internet: Ignoring the privacy policies and terms of service policies of social networking services. *New Media & Society*. Submitted June 2016.

Oeldorf-Hirsch., A. (Under review). The role of engagement in learning from active and incidental news exposure on social media. *Mass Communication & Society*. Submitted July 2016

Oeldorf-Hirsch, A., High, A., & Christensen, J. (Revise & resubmit). Count your calories and share them: Health benefits of sharing mHealth information on social networking sites. *Health Communication*. Submitted February 2016, in revision

Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (Under review). For the birds: Media reliance on Twitter and the minimal effect on audience judgments. *Communication Research*. Submitted August 2016.

Manuscripts in Revision

Oeldorf-Hirsch, A., Birnholtz, J., & Hancock, J. (Revision). Your post is embarrassing me: Face threats, identity, and the audience on Facebook. Previously submitted manuscript being revised for submission to *Human Communication Research*.

Oeldorf-Hirsch, A., & Nowak, K. (Revision). There is something I need to tell you: Choosing modality for negative and positive interpersonal disclosure. Previously submitted manuscript being revised for submission to *Journal of Behaviour & Information Technology*.

Oeldorf-Hirsch, A., & Nowak, K. (Revision). It's not ideal, but it will do: Appropriateness and efficiency in media selection for personal disclosure. Previously submitted manuscript being revised for submission to *Communication Research Reports*.

Manuscripts in Progress

DeVoss, C., & Oeldorf-Hirsch, A. (In progress). The effect of collaborative filtering on online news processing. Paper presented at NCA 2016, being revised for journal submission.

McGloin, R. & Oeldorf-Hirsch, A. (In progress). Challenge accepted! Evaluating the personal and social network characteristics of individuals who participated in the ALS Ice Bucket Challenge. Manuscript being finalized for submission to *Cyberpsychology, Behavior, and Social Networking*.

McGloin R., & Oeldorf-Hirsch, A., (In progress). As long as it's easy, useful, and expected: Predicting participation in social campaigns on Facebook. Data collected and analyzed, manuscript being written for submission to ICA 2017 and journal submission.

Oeldorf-Hirsch, A., & DeVoss, C. (In progress). Deciding who to trust: Cognitive processing of layered news sources on social media. Data collected and analyzed, manuscript being written for submission to ICA 2017 and journal submission.

Oeldorf-Hirsch, A., Gergle, D., (In progress). Audience targeting strategies for seeking information on Facebook. Earlier version presented at ICA 2014, being revised for submission to *Journal of the Association for Information Science and Technology*.

Peer-Reviewed Published Archival Conference Proceedings

Oeldorf-Hirsch, A., Hecht, B., Morris, M. R., Teevan, J., & Gergle, D. (2014). To search or to ask: The routing of information needs between traditional search engines and social networks. *Proceedings of the 2014 Conference on Computer Supported Cooperative Work (CSCW '14)*. ACM, New York, NY, USA, 16-27. [doi:10.1145/2531602.2531706](https://doi.org/10.1145/2531602.2531706)
[Submission acceptance rate: 27%]

- Oeldorf-Hirsch, A., Donner, J. & Cutrell, E. (2012). How bad is good enough? Exploring mobile video quality trade-offs for bandwidth-constrained consumers. *Proceedings of the 7th Nordic Conference on Human-Computer Interaction: Making Sense through Design* (NordiCHI '12). ACM, New York, NY, USA, 49-58. doi:10.1145/2399016.2399025 [Submission acceptance rate: 24%]
- Sundar, S. S., Oeldorf-Hirsch, A., Nussbaum, J. F., & Behr, R. A. (2011). Retirees on Facebook: Can online social networking enhance their health and wellness? *Proceedings of the 2011 annual conference extended abstracts on Human factors in computing systems* (CHI EA '11). ACM, New York, NY, USA, 2287-2292. doi:10.1145/1979742.1979931 [Submission acceptance rate: 26%]
- Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2009). Authority vs. peer: How interface cues influence users. *Proceedings of the 27th international conference extended abstracts on Human factors in computing systems* (CHI EA '09). ACM, New York, NY, USA, 4231-4236. doi:10.1145/1520340.1520645 [Submission acceptance rate: 25%]
- Sundar, S. S., Oeldorf-Hirsch, A., & Garga, A. K. (2008). A cognitive-heuristics approach to understanding presence in virtual environments. *Proceedings of the 11th Annual International Workshop on Presence* (Padova, Italy, October 16 - 18, 2008). PRESENCE 2008. CLEUP Cooperativa Libreria Universitaria, Padova, Italy, 219-228. Available online from: temple.edu/ispr/prev_conferences/proceedings/2008/sundar.pdf
- Sundar, S. S., Oeldorf-Hirsch, A., & Xu, Q. (2008). The bandwagon effect of collaborative filtering technology. *CHI '08 extended abstracts on Human factors in computing systems* (CHI EA '08). ACM, New York, NY, USA, 3453-3458. doi:10.1145/1358628.1358873 [Submission acceptance rate: 22%]

Funded Project Reports

- Retirees on Facebook: Can Online Social Networking Enhance Their Quality of Life? (2010). Smart Spaces Center for Adaptive Aging in Place, Pennsylvania State University. (Role: Research Assistant)
- Cognitive Heuristics for Digital Information Processing (2008). Lockheed Martin Information Systems and Global Services, Philadelphia, PA. (Role: Research Assistant)

PRESENTATIONS & LECTURES

Conference Presentations

- Oeldorf-Hirsch, A., High, A., & Christensen, J., (2016, November). *Sharing mHealth information on social networking sites: Better health through social support*. To be presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA.

- Oeldorf-Hirsch, A. & Nowak, K. (2016, November). *Examining impression management: Predicting modality selection for public and private self-disclosure*. To be presented at the 102nd annual convention of the National Communication Association, Philadelphia, PA.
- Obar, J. & Oeldorf-Hirsch, A. (2016, September). *The biggest lie on the internet: Ignoring the privacy and terms of service policies of social networking services*. To be presented at the Research Conference on Communications, Information and Internet Policy (TPRC), Arlington, VA.
- Oeldorf-Hirsch, A., Schmierbach, M., Appelman, A., & Boyle, M. (2016, August). *In Twitter we trust? Testing the credibility of news content from Twitter sources*. Presented at the 99th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Minneapolis, MN.
- DeVoss, C., & Oeldorf-Hirsch, A. (2016, August). *The effect of collaborative filtering on online news processing*. Presented at the 99th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Minneapolis, MN.
- Schmierbach, M., Oeldorf-Hirsch, A., Appelman, A., & Boyle, M. (2016, June). *Twitter me this: Does news media reliance on quoting from Twitter affect credibility and quality judgments?* Presented at the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan.
- Oeldorf-Hirsch, A. (2015, November). *Engagement in news through active and incidental exposure on Facebook and Twitter*. Paper presented at the 101st annual convention of the National Communication Association (NCA), Las Vegas, NV.
- Oeldorf-Hirsch, A. (2015, May). *Computational approaches for understanding content sharing on social networking sites*. Poster presented at the workshop titled “Computational Approaches to Advance Communication Research” at the 65th annual conference of the International Communication Association (ICA), San Juan, PR.
- Oeldorf-Hirsch, A., Birnholtz, J., & Hancock, J. (2015, May). *Embarrassed by friends on Facebook: Effects of and responses to face-threatening information shared by others*. Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.
- Oeldorf-Hirsch, A. & Gergle, D. (2014, May). *Audience targeting strategies for seeking information on Facebook*. Paper presented at the 64th annual conference of the International Communication Association (ICA), Seattle, WA.
- Oeldorf-Hirsch, A., Ellison, N. B., Freelon, D., & Bazarova, N. N. (2014, May). *Integrating social media data into communication research using Application Programming Interfaces (APIs)*. Panel session held at the 64th annual conference of the International Communication Association (ICA), Seattle, WA.
- Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2013, June). *How deeply do we process online recommendations? Heuristic vs. systematic processing of authority and bandwagon cues*.

- Paper presented at the 63rd annual conference of the International Communication Association (ICA), London, UK.
- Oeldorf-Hirsch, A. & Sundar, S. S. (2012, August). *Engagement with news content in online social networks*. Poster presented at the 95th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Chicago, IL.
- Schmierbach, M., & Oeldorf-Hirsch, A. (2010, August). *A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions*. Paper presented at the 93rd annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Denver, CO.
- Oeldorf-Hirsch, A., & Sundar, S. S. (2010, June). *Online photo sharing as mediated communication*. Paper presented at the 60th annual conference of the International Communication Association (ICA), Singapore.
- Oeldorf-Hirsch, A., & Sundar, S. S. (2010, April). *Social connectedness via social media: Sharing, surviving, socializing*. Paper presented at the workshop titled "Designing and Evaluating Affective, Aspects of Sociable Media to Support Social Connectedness" at the annual Conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.
- Schmierbach, M., Xu, Q., Bellur, S., Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2009, August). *What do your friends say about you? Activist group evaluations in a social networking context*. Paper presented at the 92nd annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Boston, MA.
- Oeldorf-Hirsch, A., & Oster, M. M. (2009, May). *Statistics don't lie, but liars use statistics: Improving our ability to interpret research*. Workshop session organized for the 2009 Teen Pregnancy Prevention Conference: The Future of Sex Education, State College, PA.
- Sundar, S. S., Bellur, S., Oeldorf-Hirsch, A., & Xu, Q. (2008, July). *The Facebook paradigm for studying concepts and testing theories of communication*. Poster presented at the Methods and Measures for Communication and Cognition Research conference of the National Communication Association (NCA), College Park, MD.
- Bellur, S., High, A., & Oeldorf-Hirsch, A. (2008, May). *Misery doesn't love company: An exploration of emotional bandwidth on online social networks*. Paper presented at the 58th annual conference of the International Communication Association (ICA), Montreal, Canada.
- Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, August). *An analysis of factors: How candidate image affects present day voters*. Poster presented at the 90th annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Washington, D.C.
- Oeldorf-Hirsch, A., Allen, K., & Zhang, M. (2007, February). *An analysis of factors: How candidate image affects present day voters*. Paper presented at the annual midwinter

conference of the Association for Education in Journalism & Mass Communication (AEJMC), Reno, NV.

Neff, N. L., McInroe, J., Oeldorf-Hirsch, A. (2006, February). *Subjective evaluations in traditional and online graduate programs in industrial organizational psychology*. Poster presented at the 27th annual Industrial/Organizational Behavior (IOOB) Graduate Student Conference, Branding IOOB: From our Forefathers to the New Frontier, Washington, D.C.

Chiaburu, D. S., Marinova, S. V., Oeldorf-Hirsch, A., & Lindsay, D. R. (2006, February). *When is this part of my job? Fairness, trust and their interaction*. Paper presented at the 27th annual Industrial/Organizational Behavior (IOOB) Graduate Student Conference, Branding IOOB: From our Forefathers to the New Frontier, Washington, D.C.

Sinclair, R. R., Hammer, L. B., Oeldorf-Hirsch, A., Brubaker, T. (2006, March). *Do academics and practitioners agree on occupational health psychology priorities?* Paper presented at Work, Stress, and Health 2006: Making a Difference in the Workplace, Miami, FL.

Invited Talks & Lectures

Invited talk: “Technology Research in Communication” – CollabLab, Northwestern University, April 2016

Invited lecture: “News credibility in social media” – Digital Political Communication (graduate seminar), University of Connecticut, November 2015

Invited talk: “Social media’s complex role in our lives” – Connecticut Science Center’s “Beyond the Podium” series, Hartford Public Library, August 2015

Invited presentation: “Understanding the effects of news sharing on social media” – Symposium on Communication Technology, Ohio State University, June 2016

Invited talk: “Engagement with information on social media” – Communication Society, University of Connecticut, April 2015

Invited lecture: “Sharing and information-seeking on social network sites” – Computer-Mediated Communication (graduate seminar), University of Connecticut, November 2014

Invited talk: “Information sharing as communication in online social networks” – Industrial/Organizational Psychology program, Department of Psychology, University of Connecticut, April 2014

Invited talk: “Information sharing as communication in online social networks” – Social Psychology program, Department of Psychology, University of Connecticut, March 2014

Invited lecture: “Content sharing as communication in online social networks” – Digital Information Design, Winthrop University, October 2012

Invited panel member: “Is Facebook making us shallow?” – University of South Carolina-Beaufort, March 2011

Invited lecture: “Sexual messages in the media” – Introduction to Health and Human Sexuality, Pennsylvania State University, Spring 2010

Invited lecture: “Internet and social media effects” – Introduction to Media Effects, Pennsylvania State University, Spring 2010

Invited lecture: “Portrayals of gays and lesbians in entertainment media” –Introduction to Media Effects, Pennsylvania State University, Fall 2007-2009

GRANTS & AWARDS

“Training STEM Graduates to Communicate in the Digital Age, and Measuring Whether It Works” (Role: Senior Personnel; PI: Rubega). National Science Foundation (NSF) Research Traineeship (NRT) Program, 8/1/2015-7/31/2018. \$500,000.

Herbert S. Dordick Dissertation Award, Communication and Technology division of the International Communication Association, Runner-up, 2012

Dissertation/Teaching Award, College of Communications, 2009; \$14,625

Robert Graham Endowed Graduate Fellowship, 2006; \$1,750

Grant Applications Submitted – Unfunded

2015 PI: Assessing health outcomes of support features and sharing literacy in mHealth. Seed grant; Institute for Collaboration on Health, Intervention, and Policy (inCHIP), University of Connecticut. \$14,837 requested.

TEACHING

Course Developer

COMM 5895: Social Media Use and Effects (Graduate Seminar)
Department of Communication, University of Connecticut, Spring 2016

Instructor

COMM 4660W: Computer-Mediated Communication (Writing-Intensive Course)
Department of Communication, University of Connecticut, 2016-Present

COMM 3600: New Communication Technologies
Department of Communication, University of Connecticut, 2014-Present

COMM 3300: Effects of Mass Media
Department of Communication, University of Connecticut, 2014-Present;
Course Supervisor 2014-Present

COMM 420: Research Methods in Advertising and Public Relations
College of Communications, Pennsylvania State University, 2008-2010

Responsible Conduct of Research seminar (required training for NSF-funded researchers)
Department of Communication Studies, Northwestern University, November 2013

Teaching Assistant

COMM 506: Introduction to Research Methods in Mass Communication (Graduate)
College of Communications, Pennsylvania State University, 2010

COMM 517: Psychology of Communication Technology (Graduate)
College of Communications, Pennsylvania State University, 2009

COMM 418: Media Effects, College of Communications
Pennsylvania State University, 2009

COMM 420: Research Methods in Advertising and Public Relations
College of Communications, Pennsylvania State University, 2007

COMM 118: Introduction to Media Effects, College of Communications
Pennsylvania State University, 2006-2007

PSY 461: Personnel Testing, Department of Psychology
Pennsylvania State University, 2006

PSY 451: Leadership in Work, Department of Psychology
Pennsylvania State University, 2005

PSY 231: Industrial Psychology, Department of Psychology
Pennsylvania State University, 2005

Teaching Certificates

2010: Teaching with Technology Certificate, Information Technology Services, Pennsylvania State University

2009: Graduate Teaching Certificate, Graduate School, Pennsylvania State University

Teaching Awards and Honors

2015, 2016: Recognition of teaching excellence, Office of the Provost, University of Connecticut

2016: "Most innovative professor," Communication Society, University of Connecticut

2015: "Most valuable professor," UConn Athletics, University of Connecticut

SERVICE

Service to the Department

Chair, Public Relations Committee, 2015-present
Member, Graduate Admissions Committee, 2015-present
Member, Lecture Series Committee, 2014-present
Member, Undergraduate Studies Committee, 2015-present
Member, Journal Review and Evaluation Committee, 2014-2015

Service to the University

Reviewer, UConn IDEA Grants, University of Connecticut, 2016
Judge, Graduate Research Exhibition, Pennsylvania State University, 2008, 2010
College of Communications liaison, Information Sciences and Technology Graduate Symposium, Pennsylvania State University, 2009

Service to the Field

Editorial Boards

Editorial board member, Journal of Media Psychology, 2015-present

Journal Reviewer

Communication Monographs, Computers in Human Behavior, Journal of Communication, Journal of Computer-Mediated Communication, Journal of Information Policy, Journalism and Mass Communication Quarterly, Media Psychology, New Media & Society, Oxford Bibliographies, The Social Science Journal

Conference Reviewer

ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW), 2014-2015, 2017
International Communication Association (ICA) annual conference, 2010-2016
Association for Education in Journalism and Mass Communication (AEJMC) annual conference, 2012-2016
National Communication Association (NCA) annual conference, 2015-2016
Association for Information Science and Technology (ASIST) annual meeting, 2014
ACM SIGCHI Conference on Human Factors in Computing Systems (CHI), 2012-2014

InfoSocial: A Media, Technology, and Society Graduate Research Conference, Northwestern University, 2013

"New Media Theory: How Far Have We Traveled?" conference, 2010

Conference Session Chair / Discussant

Session Chair, "Behavioral and Perceptual Outcomes of Social Media Use," Communication and Technology Division, International Communication Association (ICA) annual conference, 2015

Session Chair, "Relationship Maintenance on Facebook," Communication and Technology Division, International Communication Association (ICA) annual conference, 2014

Session Discussant, Top Student Papers, Communication Technology Division, Association for Education in Journalism and Mass Communication (AEJMC) annual conference, 2012

Affiliations

Association for Education in Journalism and Mass Communication (AEJMC), 2007-present

International Communication Association (ICA), 2008-present

Founding member, Computational Methods Interest Group, 2016

National Communication Association (NCA), 2014-present

The Association for Computing Machinery Special Interest Group for Computer Human Interaction (ACM SIGCHI), 2008-2013

MEDIA COVERAGE

"Do You Read Terms Of Service Contracts? Not Many Do, Research Shows." *Morning Edition, NPR*, 8/23/2016. <http://www.npr.org/2016/08/23/491024846/do-you-read-terms-of-service-contracts-not-many-do-research-shows>

"The Privacy Paradox." *UConn Today*, Storrs, CT, 8/16/2016. <http://today.uconn.edu/2016/08/privacy-paradox/>

"Sharing News on Facebook Boosts Involvement." *UConn Today*, Storrs, CT, 1/26/2015. <http://today.uconn.edu/blog/2015/01/sharing-news-on-facebook-boosts-involvement/>

"Facebook sharing can boost involvement with news and information." *Penn State News*, State College, PA, 1/15/2015. <http://news.psu.edu/story/340834/2015/01/15/research/facebook-sharing-can-boost-involvement-news-and-information>

"Facebook – A Special Report." *WTAJ*, Altoona, PA, 11/2/2010. <http://www.wearecentralpa.com/story/facebook-a-special-report/d/story/9ln7kdfgdUGowIaOT4pmRA>