CURRICULUM VITAE

JACKSON CARTER

Instructor of Communications
Rogers Department of Communication
Ouachita Baptist University
Phone: (870) 245-5434, Email: jacksonecarter@gmail.com
ORCiD: https://orcid.org/0000-0002-8520-4031

Faculty Positions

Instructor of Communications – Ouachita Baptist University 08/20 -

Education

Ph.D., Mass Communication, **University of South Carolina** Exp: 05/2022
Areas of Focus: Search Engine Optimization, Digital Advertising, Biometrics

M.A., Mass Communications, **University of Arkansas at Little Rock** May 2017
Capstone: "Forgotten: An In-Depth Investigation into the Arkansas Foster Care System." Available at: forgottenar.com

B.A., Mass Communications; History, **Ouachita Baptist University** May 2015

Research Interests

- **Digital Advertising**
- **Strategic Communication**
- **Social Issues in Communication**
- **History**

Teaching Interests

- **Digital Media**
- **Advertising**
- **Media Analytics**
- **Media History**

Honors and Awards

2020 American Academy of Advertising Annual Conference, Top Student Paper Award for paper, "When Cause-Related Marketing Meets Controversy: The Role of Consumers-Brand Congruence and Consumers-Celebrity Congruence."

2019 International Public Relations Research Conference (IPRRC) Annual Conference, Arthur W. Page Center Benchmarking Award for paper, "More than the bottom line: Exploring social responsibility practices in hospital settings in the United States."

2017 Kappa Tau Alpha, University of Arkansas at Little Rock Chapter, Top Scholar Award

2017 Society of Professional Journalists – Arkansas Pro, Diamond Journalism Awards, First Place in Online Division: Multimedia Project for "Forgotten – An In-Depth Investigation of the Arkansas Foster Care System."

2017 Top Graduate Student Award, University of Arkansas at Little Rock, School of Mass Communication.

2017 University of Little Rock CSSC Research and Creative Work Showcase, Best Graduate Creative Work Award for "Forgotten - An In-Depth Investigation of the Arkansas Foster Care System."

Publications

Refereed Journal Articles

Wen, J., **Carter, J.**, Sar, S., Anghelcev, G., Ham, C.D. (2021). "Effects of Affect: How Mood and Arousal Influence Consumer Evaluation of Search Engine Result Page (SERP) Ad Snippets." *Journal of Interactive Advertising*.

Carter, J. & Wen, J. (2020). "Ads for Forever Families: How Public Service Advertising Portrays Adoptive Children and Parents." *Advertising & Society Quarterly,* 21 (4).

Li., J-Y., Tian, S., **Carter, J**., & Wen, J. (2020). "More than the bottom line: Exploring social responsibility practices in hospital settings in the United States." *Health Marketing Quarterly*, 37(2).

Refereed Conference Presentations

Kim, J. K., Alharbi, K., **Carter, J.**, Bhalla, N., & Huang, S. (2021) "Faith is Good For Business: Consumer-Company Congruence and the Connection Between Religious Strength and Consumer Behavior." – Presented at 2021 National Communication Association (NCA) Annual Convention, November 20201, Seattle

Kim, J. K., Overton, H., Alharbi, K. & **Carter, J.** (2021). "Examining the Role of Self-Enhancement, Collective Efficacy, and Subjective Norm as Predictors of Corporate Social Advocacy Support." – Presented at 2021 National Communication Association (NCA) Annual Convention, November 2021, Seattle

Carter, J. & Wu, L. (2020). "I'd Rather Hear it from a Robot: How Audio Voice Drives Preferences in AI-Powered Audio Messages." – Presented at 2020 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2020, San Francisco.

Carter, J., Wen, J., & Ham, C.-D. (2020). "The Effects of Affect: The Influence of Mood and Arousal on Processing Search Engine Result Page Snippets." – Presented at 2020 American Academy of Advertising (AAA) Annual Conference, March 2020, San Diego, CA.

Alharbi, K., & **Carter, J.**, & Campbell, K. (2020). "Superiority, Comfort and Responsiveness: U.S. Car Ads Take on Japanese Competition, 1965-1977." – Accepted for presentation at 2020 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2020, San Francisco.

Alharbi, K., Kim, J., Noland, C., & **Carter, J.** (2020). "When Cause-Related Marketing Meets Controversy: The role of Consumers-Brand Congruence and Consumers-Celebrity Congruence." – Presented at 2020 American Academy of Advertising (AAA) Annual Conference, March 2020, San Diego, CA. * AAA Top Student Paper Award Recipient

Choi, C. W., Jones-Jang, M., Heo, Y.-J., **Carter, J.,** Walker, D., & Alharbi, K. (2020). "Are social media the agenda setter or follower of fake news?." - Accepted for presentation at 2020 International Communication Association (ICA) Annual Conference, May 2020, Gold Coast, Australia.

Zhang, N., **Carter, J.**, McKeever, & R. McKeever, B.W. (2020). "Perceived Difference Matters: Antecedents to Third-Person Perceptions and Social Support for Mental Health." – Presented at the 2020 Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, March 2020, Memphis, TN.

Carter, J. & Wen, J. (2019). "Ads for Forever Families: How Public Service Advertising Portrays Adoptive Children and Teenagers." – Presented at 2019 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2019, Toronto, ON.

Carter, J. & Wen, J. (2019). "Ads for Forever Families: How Public Service Advertising Portrays Adoptive Children and Teenagers." – Presented at 2019 Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, March 2019, Columbia, SC.

Li., J-Y., Tian, S., **Carter, J**., & Wen, J. (2019). "More than the bottom line: Exploring social responsibility practices in hospital settings in the United States." Presented

at 2019 International Public Relations Research Conference, Orlando, FL. * Arthur W. Page Center Benchmarking Award Recipient

Teaching Experience

Instructor of Record

COMM 4023 – Communication Law, Ouachita Baptist University

COMM 4303 – Online Media, Ouachita Baptist University

COMM 1003 – Fundamentals of Public Speaking, Ouachita Baptist University

JOUR 220 - Account Planning, University of South Carolina

JOUR 421 - Media Analysis, University of South Carolina

Invited Guest Lectures & Presentations

"Research Methodologies" presented with Lannie Byrd & John Morgan to employees at the **March SIU,** MHP/Team SI Family of Companies, Spring 2021

"More Than Mad Men" presented to faculty members at **Faculty Colloquium**, Ouachita Baptist University, Fall 2020

"Google Analytics" presented to graduate students in (**JOUR 790**) **Social Media Research & Analysis**, University of South Carolina, Spring 2020

"Segmentation, Targeting & Positioning" presented to undergraduate students in (**JOUR 202**) **Principles of Advertising and Brand Communication**, University of South Carolina, Spring 2020

"Competitive Analysis" presented to undergraduate students in (**JOUR 421**) **Media Analysis**, University of South Carolina, Spring 2020

"Media Planning: Advertising and IBP in Digital, Social, and Mobile Media" presented to undergraduate students in (**JOUR 202**) **Principles of Advertising and Brand Communications**, University of South Carolina, Fall 2019

"Search Engine Optimization" presented to undergraduate students in (**JOUR 421) Media Analysis**, University of South Carolina, Fall 2018, Spring 2019.

"Online Media Theory" presented to undergraduate students in (**JOUR 306) Theories of Mass Communication**, University of South Carolina, Fall 2018, Spring 2019

Academic Experience

Instructor of Communications August 2020 – Present
Rogers Department of Communication, Ouachita Baptist University

Graduate Teaching/Research Assistant August 2018 – August 2020
School of Journalism and Mass Communication, University of South Carolina

Graduate Teaching Assistant August 2015 – May 2017
School of Mass Communication, University of Arkansas at Little Rock

Relevant Industry Experience

Research Consultant July 2020 – Current
Team SI Little Rock, AR

Search Engine Optimization Strategist March 2017 – July 2020
Team SI Little Rock, AR

Content Producer April 2016 – March 2017
Team SI Little Rock, AR

Relevant Industry Certifications & Proficiencies

Google Analytics Individual Qualification Certification

Google Ads Search Certification

Conductor Searchlight Certification

Crimson Hexagon Proficiency – Consumer Insights/Big Data Tool

iMotions Biometrics Software Proficiency (including GSR testing, EEG testing, and eye-tracking testing)

Professional Service Activities

Ouachita Baptist University GPS Advisory Committee	2021-Current
U of SC Faculty Search Committee – Open Rank Advertising Faculty	2019
Assistant Planner – ICA Communication and Technology Division	2018
Reviewer – BEA Festival of Media Arts	2017-2019
Assistant Producer – BEA Festival of Media Arts	2017