

Christen L. Buckley

Ph.D. Candidate in Mass Communications, ABD

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Education

Intended graduation May 2023

Doctor of Philosophy in Mass Communications

Donald P. Bellisario College of Communications

The Pennsylvania State University, University Park, PA

Committee: Dr. Denise Bortree (Chair), Dr. Holly Overton, Dr. Colleen Connolly-Ahern,
& Dr. Patrick Plaisance

Graduated August 2019

Master of Arts in Media Studies

Donald P. Bellisario College of Communications

The Pennsylvania State University, University Park, PA

Committee: Dr. Denise Bortree (Chair), Dr. Patrick Plaisance & Dr. Stephanie Madden

Master's Thesis: *Photography Use in Nonprofit Communication: Considering Emotional Charge in Relation to the Management of Stakeholder-Nonprofit Relationships*

Graduated May 2012

Bachelor of Arts, International Politics with High Distinction

Minor, French and Francophone Studies

Schreyer Honors College | College of the Liberal Arts The

Pennsylvania State University, University Park, PA Co-advisors:

Dr. Douglas Lemke & Dr. Michael Berkman

Undergraduate Thesis: *Exploring the Effect of Civil War Duration on the Mobilization of Women Combatants in Civil War*

Bachelor of Arts, Theatre

College of Arts and Architecture

The Pennsylvania State University, University Park, PA

Publications and Presented Works

Under Review

1. Harrison, V., Bober, J., Buckley, C., & Vallos, V., (revise and resubmit). "Save Our Spikes": Social Media Advocacy and Fan Reaction to the End of Minor League Baseball (MiLB). *Communication & Sport*.

Under Review continued

2. **Buckley, C. (under review)**. The Commodification of Protest in The Twenty-First Century. *Journal of Digital Social Research*.*
* *If accepted, this article will be published in a special issue titled; "Methodological Developments In Visual Politics & Protest"*
3. O'Connor, A. (moderator), **Buckley, C.**, Chaudhri, V., Dong, C., Kaul, A., Navick, N., Thomsen, C., Ihlen, Ø., Uysal, N., Weiting, T. * **(under review)**. *The Future of CSR Communication Research: A conversation with public relations scholars*. Panel submitted to the 73rd Annual International Communication Association Conference.
* *Panelists are listed alphabetically*

Peer Reviewed Journal Articles

1. Harrison, V., Vafeiadis, M., Diddi, P., **Buckley, C.**, & Dardis, F., (2022). Understanding how corporate social responsibility partnership factors influence nonprofit supportive intentions. *Public Relations Review*.
2. DiRusso, C., **Buckley, C.**, Diddi, P., Dardis, F. E., Vafeiadis, M., & Eng, N. (2022). Designing effective corporate social advocacy campaigns using valence, arousal, and issue salience. *Public Relations Review*, 48(3), <https://doi.org/10.1016/j.pubrev.2022.102207>
3. Eng N., **Buckley C.**, Peng RX. (2022). Tracking the Path of the Green Consumer: Surveying the Decision-Making Process from Self-Transcendent Values to Supportive CSR Intentions*. *Sustainability*, 14(3), 1106. <https://doi.org/10.3390/su14031106>
* *This article was published in a special issue titled, "Corporate social responsibility, corporate advocacy, and societal change," in partnership with the Arthur W. Page Center. All articles were published open access and did not incur any fees.*
4. Freeman, J., **Buckley, C.**, & Triptow, C., Chai, Y. (2021). For the love of lists: identifying the effects of listicle type and length. *New Review of Hypermedia and Multimedia*, 1-23, <https://doi.org/10.1080/13614568.2021.2001581>
5. Vafeiadis, M., Harrison, V. S., Diddi, P., Dardis, F., & **Buckley, C.** (2021). Strategic Nonprofit Communication: Effects of Cross-Sector Corporate Social Responsibility (CSR) Alliances on Nonprofits and the Mediating Role of Social-Objectives Achievement and Consumer Brand Identification. *International Journal of Strategic Communication*, 15(4), 275-292. <https://doi.org/10.1080/1553118X.2021.1945610>
6. Harrison, V., **Buckley, C.**, & Xiao, A. (2020). The roles of donation experience and advocacy: extending the organization–donor relationship model. *Journal of Communication Management*, 25(1), 85-103. <https://doi.org/10.1108/JCOM-06-2020-0057>
7. Vafeiadis, M., Bortree, D. S., **Buckley, C.**, Diddi, P., & Xiao, A. (2019). Refuting fake news on social media: nonprofits, crisis response strategies and issue involvement*. *Journal of Product & Brand Management*, 29(2), 209-222. <https://doi.org/10.1108/JPBM-12-2018-2146>
* *Winner of the 2021 Literati Award for Outstanding Paper in the Journal of Product and Brand Management.*

8. Kankane, S., DiRusso, C., & **Buckley, C.** (2018). Can we nudge users toward better password management? An initial study. *Extended Abstracts of the 2018 CHI Conferences on Human Factors in Computing Systems*, <https://doi.org/10.1145/3170427.3188689>

Invited Book Chapters

1. **Buckley, C.** Haejung, K. K., Navick, N., & Schwoon, B.* (2022). CSR Conversation: What is the future of CSR communication research?. In A. O'Connor (Editor). *The Routledge Handbook of Corporate Social Responsibility Communication* (pp. 357-366). New York, NY. Taylor & Francis Group. <https://doi.org/10.4324/9781003184911-34>
 - *Authors are listed alphabetically, and all contributed equally.*

Competitive Conference Papers

1. Voges, T., Eaddy, L., Jin, Y., Lu, X., **Buckley, C.**, (2022, November). *Refining the Definition of Crisis Spillover: Reconceptualization and insight Generation via an Expert Panel*. Paper presented at The Spillover Effect of Crises Research Symposium hosted by the Erasmus Research Centre for Media, Communication, and Culture at Erasmus University Rotterdam in Rotterdam, Netherlands.
2. Harrison V., **Buckley, C.**, Bober, J., (2022, May). *Mixed-Methods Approach to Understanding Fan Advocacy in the Effort to Save Minor League Baseball (MiLB)*. Paper presented at the 72nd Annual International Communication Association Conference.
3. Harrison, V., **Buckley, C.**, Bober, J., Vallos, V. (2022, March). *“Save Our Spikes”: Social Media Advocacy and Fan Reaction to the End of Minor League Baseball (MiLB)*. Paper presented at the 2022 International Association for Communication and Sport Summit.
4. Dardis, F., **Buckley, C.**, Xiao, A., Heaton C., Mitra P., (2022, March). *Improving Nonprofit Engagement on Social Media: Using Big Data, Machine-learning, and Sentiment/Emotion Analysis to Evaluate Leading NPO Message Strategies*. Paper presented at the International Public Relations Research Conference in Orlando, FL.
5. DiRusso, C., **Buckley, C.**, Diddi, P., Dardis, F., Vafeiadis, M., Eng, N., (2021, May) *Designing effective corporate social advocacy campaigns using issue salience, emotional intensity, and emotional valence*. Paper presented at the virtual 71st Annual International Communication Association Conference.
6. Harrison, V., Vafeiadis, M., Diddi, P., **Buckley, C.**, Dardis, F., (2021, May) *Corporate Social Responsibility for Nonprofits: The Roles of Short-Duration Partnerships, Commitment, Satisfaction, and Mission Accomplishment*. Paper presented at the virtual 71st Annual International Communication Association Conference.
7. **Buckley, C.** (2021, August). *It's OK to Not Feel OK; Representations of Mental Health in Advertising*. Paper presented at the virtual 104th Association for Education in Journalism and Mass Communication Annual Conference.

8. **Buckley, C.**, Freeman, Jason., Chai, Yiting. (2020, March). *Capitalizing On Clickbait: Identifying the Effects Of Listicle Type, Length, And Sponsorship*. Paper presented at the International Public Relations Research Conference in Orlando, FL.
9. Harrison, V., **Buckley, C.**, & Xiao, A. (2019, May). *Donation Experience and Advocacy: Extending the Organization-Donor Relationship Model*. Paper presented at the 69th International Communication Association Annual Conference in Washington, D.C.
10. Bortree, D. S., Harrison, V., **Buckley, C.**, Vafeiadis, M., Yang, G., Freeman, J., Kim, N., & Gessner, J. (2019, March). *Countering Misinformation on Social Media: How Stakeholders' Attitudes and Behavioral Intentions are Influenced by Source and Supporting Evidence of the Rebuttal Message*. Paper presented at the International Public Relations Research Conference in Orlando, FL
11. Vafeiadis, M., Bortree, D.S., **Buckley, C.**, Diddi, P. (2018, August). *Combatting fake news: Examining the role of crisis response strategies and issue involvement in refuting misinformation on social media*. Paper presented at the 101st Association for Education in Journalism and Mass Communication Annual Conference in Washington, DC
12. Kankane S, DiRussio C, **Buckley C.** (2018, April) *Can We Nudge Users Toward Better Password Management? An Initial Study*. Paper presented at the ACM CHI Conference on Human Factors in Computing Systems in Montreal, QC, Canada.

Competitive Conference Posters

1. **Buckley, C.**, (2022, May). *The Commodification of Protest in the Twenty-First Century*. Poster presented at the 72nd Annual International Communication Association Conference.
2. Eng, N. **Buckley, C.** Peng, R., (2021, November). *Tracking the Path of the Green Consumer: Surveying the Decision-Making Process from Self-Transcendent Values to Supportive CSR Intentions*. Poster presented at the National Communication Association's 107th Annual Convention.
3. Madden, S., Kim, N., Freeman, J., **Buckley, C.** (2020, August). *The Need for Social Media "Influentials" in Science Communication*. Poster presented at the virtual 103rd Association for Education in Journalism and Mass Communication Annual Conference.
4. Vafeiadis, M., Harrison, V., Diddi, P., Dardis, F. & **Buckley, C.** (2020, August). *How CSR Partnerships Affect Nonprofit Organizations (NPOs): The Mediating Role of Consumer-Brand Identification, CSR Motives, and NPO Social Objective Achievement*. Poster presented at the virtual 103rd Association for Education in Journalism and Mass Communication Annual Conference.
5. Xiao, A., Harrison, V. & **Buckley, C.** (2019, August). *Volunteer Motivation Fulfillment: The Antecedents and Outcomes*. Poster presented at the 102nd Association for Education in Journalism and Mass Communication Annual Conference in Toronto, ON.

6. DiRusso, C., Kankane, S., & **Buckley, C.** (2018, March). Can we nudge users toward better password management? An initial study. Poster presented at the Graduate Exhibition, The Pennsylvania State University, University Park, PA.

Media Hits

1. Cited by Chau, L. (2021, August 5). *Forward motion: The fourth industrial revolution is happening now*. Forbes. <https://www.forbes.com/sites/zengernews/2021/07/31/forward-motion-the-fourth-industrial-revolution-is-happening-now/?sh=708fdde43a68>.

Industry Publications

1. **Buckley, C.** (02/20/2013). *Women's Rights in Kurdistan: Special Report*. Retrieved from <https://marcopolis.net/women-rights-in-iraq-women-rights-in-the-kurdistan-region-of-iraq.htm>
2. **Buckley, C.** (05/07/2013). *Bahrain's Impressive Foray into the Tourism Industry*. Retrieved from <https://marcopolis.net/bahrain-s-impressive-foray-into-the-tourism-industry.htm>

Blog Posts

1. Xiao, A., **Buckley, C.** (2021, May 17). Research in Progress: Why and how should companies communicate their corporate social advocacy?. Arthur W. Page Center Blog. <http://bellisario.psu.edu/page-center/article/serving-nonprofit-csr>.
2. Harrison, V., & **Buckley, C.** (2020, November 20). *Exploring Fan Advocacy in Sport: "Save our Spikes" and the Proposal to Change MiLB*. Retrieved from <https://blogs.clemson.edu/brookssports/2020/11/09/exploring-fan-advocacy/>
3. **Buckley, C.** (06/20/2017). *Getting to know you: personalization for your nonprofit*. Retrieved from <https://sankyinc.com/blog/2017/06/20/getting-to-know-you/>

Grants, Awards & Honors

Academic

Grants:

- Recipient of a Page/Johnson Legacy Scholar Grant from the Arthur W. Page Center, 2021. Co-author: Dr. Anli Xiao, South Carolina University. Grant amount: \$2,500.
- Recipient of research grant from the Don Davis Program in Ethical Leadership, 2021. Grant amount: \$1,500.

Awards:

- Recipient of the 2021 Literati Award for Outstanding Paper – Vafeiadis, M., Bortree, D. S., Buckley, C., Diddi, P., & Xiao, A. (2019). Refuting fake news on social media: nonprofits, crisis response strategies and issue involvement. *Journal of Product & Brand Management*.
- Sidney and Helen Friedman Endowed Scholarship, 2017–2018
- Sidney and Helen Friedman Endowed Scholarship, 2020–2021

Honors:

- 2022 Kopenhagen Center Fellow, awarded by the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication at Florida International University and AEJMC
- Invited Alumna Speaker: Paterno Fellows Recognition Ceremony 2022
- Paterno Fellows Program Graduate, College of the Liberal Arts, Penn State, 2012
- Schreyer Honors College Graduate, Penn State, 2012

Professional

Awards:

- Care2 Impact Award, Covenant House’s Not a Game Campaign, 2016
 - Internet Advertising Competition (IAC) Award for Outstanding Website, 2014
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Research Experience

Public Relations Research Lab Group, led by Dr. Denise Bortree, Donald P. Bellisario College of Communications, *Fall 2017–current*

Qualitative Research Group, led by Dr. Stephanie Madden, Donald P. Bellisario College of Communications, *Fall 2020–current*

Research Assistant to Dr. LaShonda Eaddy, *Summer 2022*

- Assisted with methodology research, data collection, and thematic coding for various data projects on crisis spillover and trust erosion in corporate settings.

Research Assistant to Dr. Stephanie Madden, *Summer 2020*

- Thematically coded reporting on issues child abuse in news media during the COVID-19 pandemic, researched online focus group methodology, researched and coded sexual assault trainings within organizations, and categorized and annotated articles by Black scholars.

Research Assistant to Dr. Denise Bortree, *Summer 2019*

- Compiled profiles of opinion leaders in public and corporate communications.

Graduate Assistant, Arthur W. Page Center for Integrity in Public Communication, Fall 2017–Summer 2018

- Compiled profiles for Arthur W. Page Center annual awards dinner nominees, conducted research on integrity and corporate social purpose, and conducted coding of sustainability initiatives in corporations' communications.
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Teaching Experience

Course Migration to an Online Curriculum

Digital Campaigns (Comm 450A), Penn State: Fall 2022

- Working in collaboration with an instructional designer to translate the Search Engine Marketing in-person curriculum to online.

Instructor of Record

Search Engine Marketing (Comm 450A), Penn State: Spring 2022, Fall 2021, Spring 2021

- This undergraduate course provides hands-on experience planning and executing a digital advertising campaign using the Stukent Mimic Pro search marketing simulator, the Unbounce landing page builder, the Google Ads platform (formerly Google AdWords), and the Google Ad Grants Online Marketing Challenge (OMC). Students acquire the knowledge and skills necessary to conduct a keyword and programmatic sponsored search campaign by completing simulated campaigns for real clients.

Mass Media & Society (Comm 100, World Campus), Penn State: Summer 2021

- Mass Media and Society is a required overview course for undergraduates focusing on the interaction between mass media and society. By drawing from selected topics, the course pays particular attention to the social influences (e.g., economics, politics, technology, law and culture) that shape media messages. Students are informed about the overall structure and scope of the mass media and led to understand the power and influences associated with media messages and practices.

Strategic Communications in a Global Environment (Comm 428, World Campus), Penn State: Fall 2020, Spring 2020

- This undergraduate course provides students with a framework for applying public relations and advertising tools across media platforms and across cultures. Students are exposed to a number of frameworks for segmenting publics in this new environment, both geographically and psychographically, and learn the skills to work with colleagues across borders and cultures to create effective, ethical strategic communications campaigns.

Research Methods in Advertising and Public Relations (Comm 420): *Fall 2019, Spring 2019, Fall 2018*

- This required undergraduate course provides students with the tools to outline, execute and evaluate mass media research in public relations and advertising. The primary focus is on using research for advertising and public relations program and campaign management—planning, monitoring and evaluating.

Pedagogical Training

Professional Workshops:

- Public Interest Communications Summer Institute (*June 22–24, 2022*): Summer institute for practitioners and scholars to collaboratively define the field of public interest communications for research and pedagogy at Howard University in Washington, D.C. Sponsored by the University of Florida
- Ethical Pedagogy (*Spring 2022*): Month-long Ph.D.-level course focused on developing ethical pedagogical practices through the Schreyer Institute of Teaching Excellence at Penn State.
- "Motivating and Engaging Students" workshop (*Spring 2020*) and "Handling Challenging Situations in the Classroom" workshop (*Fall 2019*), administer through the Schreyer Institute for Teaching Excellence at Penn State.
- New Instructor Orientation Course (*Fall 2018*): Half semester course administered through Schreyer Institute for Teaching Excellence at Penn State.

Degree Requirement:

- Comm 502, Pedagogy (*Fall 2020*): Semester-long Ph.D.-level course focused on the philosophy of teaching undergraduate students and understanding current challenges and trends in the undergraduate academic climate at Penn State.
- COMM 602: Degree-required teaching observations conducted by Dr. Stephanie Madden (*Fall 2019*) and Dr. MaryBeth Oliver (*Spring 2019*) at Penn State.

Invited Guest Lectures

- **“Organizational Approaches for Social Media and Crisis and Social Media Ethics”, Comm 373: Crisis Communications in Public Relations, *October 18 & 20, 2022***: Course taught by Dr. LaShonda Eaddy at Penn State.
- **“Master’s Thesis Tips”, Comm 515: Proseminar, *December 2, 2020***: Course taught by Dr. Patrick Plaisance at Penn State.
- **“Master’s Thesis Tips”, Comm 515: Proseminar, *November 4, 2019***: Course taught by Dr. Matthew McAllister at Penn State.
- **“Public Relations in Practice”, Comm 420: Research Methods in Advertising and Public Relations, *November 16, 2018***: Course taught by Jason Freeman at Penn State.

Industry Experience

Sanky Communications Inc., New York City, June 2013 – July 2017

Account Manager

- Managed and implemented multi-million integrated online marketing campaigns for local and national nonprofits
- Developed multi-channel strategies to acquire new constituents and cultivate current constituents
- Constructed analytical reports, and provide in-depth analyses of fundraising benchmarks
- Contributed to client relations and retention
- Conducted market research to augment creative and strategic direction

Previous roles:

- **Project Coordinator, Feb 2015 – Aug 2015**
- **Project Assistant, Jun 2013 – Feb 2015**

MarcoPolis (Remote), October 2012 – March 2013

Copywriter/Development Consultant

- Wrote and edited articles, drafted questionnaires for interviews, and contributed content to social media accounts
- Contributed to profiles on Bahrain tourism and politics, Libyan banking, Kurdistan culture and tourism

PSU Knowhow, State College, PA, May 2012 – May 2013

Assistant Manager

- Managed operations and advertising for tutoring center
- Compiled performance statistics & financial data
- Led team of sixteen employees

Atlas College Marketing Group, State College, PA, October 2012 – Mar 2013

Promoter

- Managed a variety of promotion events for various companies such as AT&T and L'Oreal
 - Participated in street advertising and product distribution
 - Managed product booths at collegiate sporting events and NYC-based trade shows.
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Service

Professional: Academic & Industry

- **Peer reviewer, *Journal of Product & Brand Management*, 2020–current**
- **Graduate Student Committee Co-Chair, Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), 2022–2023**

- **Mentorship Program, Public Relations Division, Association** for Education in Journalism and Mass Communication (AEJMC), *2022–2023*
- **Social Media Committee, Public Relations Division, Association** for Education in Journalism and Mass Communication (AEJMC), *2020–2021*
- **Panel Co-Moderator**, “Emerging Ethical Issues in PR”, 2020 PRD & PRSA Educators Academy PREthics panel, September 17th, 2020
- **Board Member and Chair of Marketing and Communications committee**, State College Area School District Education Foundation, *2020– current*.
 - Consult on communication strategies for social media, cultivation materials, and fundraising appeals
 - Review and approve educators' grant proposals
 - Contribute to the development of the foundation's mission
 - Select leaders in the public education community for awards
- **Screening Committee member**, Peabody Awards, *2019*
- **Volunteer**, Social Media Team, Fundraising Day New York, *2014, 2015, 2016*
- **Volunteer**, The Met Cloisters | The Metropolitan Museum of Art, *November 2015– June 2017*
 - Assisted with production of the MetCloisters Concert Series
 - Advised on local outreach for events

University Involvement

- **Panel Moderator**, A Think-In on Graduate Education with Bellisario Graduate Faculty *September 2022*
- **Panel Member**, “My Assistantship Experience”, Donald P. Bellisario College of Communications Graduate Student Orientation, *August 2021*
- **Panel Member**, “My Assistantship Experience”, Donald P. Bellisario College of Communications Graduate Student Orientation, *August 2020*
- **Student Volunteer**, Arthur W. Page Center Awards Ceremony, *February 2019 & 2020*
- **Graduate Student Liaison**, Carnegie Building Renovation Project, *2019*
- **Vice President**, Graduate Students in Communications (GSIC), Donald P. Bellisario College of Communications, *January 2018–May 2019*
- **Panel Member**, “How to Succeed During Year One”, Donald P. Bellisario College of Communications Graduate Student Orientation, *August 2018*
- **Panel Member**, “How to Have a Fabulous First Year” Donald P. Bellisario College of Communications Graduate Program Open House, *February 2020*
- **Guide**, Donald P. Bellisario College of Communications Graduate Program Open House, *February 2018 & 2019*
- **Attendee**, graduate student evaluations of prospective faculty, *September 2017, October 2017, September 2018, Septembers 2019*

Certifications & Memberships

Certifications

- Google Analytics, Google Ads Search & Google Ads Display Certifications
- Graduate Student Online Teaching Certificate (Spring 2021), Online Faculty Development, Penn State World Campus

Academic Memberships

- **Member**, Association for Education in Journalism and Mass Communication (AEJMC), *2018–current*
 - Member, Advertising subcommittee
 - Member, Public Relations Division subcommittee
 - Member, Graduate Student Interest Group
- **Member**, International Communication Association, *2018–current*
 - Member, Activism, Communication and Social Justice subcommittee
 - Member, Public Relations subcommittee
- **Member**, Association for Computing Machinery, *2017–2018*

Professional Memberships

- **Member**, Association of Fundraising Professionals, *2014–2017*
- **Member**, Direct Marketing Fundraising Association, *2014–2017*
- **Member**, NonProfit Technology Network, *2014–2017*