Dr. Amber Hinsley

Texas State University
Associate Professor
School of Journalism & Mass Communication

(512) 245-2656
aw25@txstate.edu

Professional Positions

Associate Professor & Journalism Program Coordinator, Texas State University. (September 2023 - Present).

Assistant Professor, Texas State University. (July 2020 - August 2023).

Associate Professor, Saint Louis University. (July 2017 - May 2020).

Assistant Professor, Saint Louis University. (August 2010 - June 2017).

Education

PHD, University of Texas at Austin, 2010.
Major: Journalism

MS, Kansas State University, 2006.
Major: Journalism and Mass Communication

BA, Truman State University, 1999.
Major: Communication

Professional Memberships

Association for Education in Journalism and Mass Communication. (2005 - Present).

Awards and Honors

Grand Prize Winner, Great Ideas for Teaching Competition, Association for Education in Journalism & Mass Communication. (August 2020 - August 2021).

Course Design Institute Fellowship, Saint Louis University. (June 2019).

Award for Excellence in Undergraduate Teaching, Saint Louis University. (March 2017 - March 2018).

Innovative Teaching Fellowship, Saint Louis University. (January 2016 - December 2016).

Media Appearances and Interviews

Poynter Institute. (January 28, 2026).

St. Louis Public Radio. (April 4, 2025).

San Marcos Daily Record. (December 8, 2024).

San Marcos Daily Record. (September 2024).

Nieman Report. (February 26, 2024).

KXAN. (May 10, 2023).

Rational Ignorance podcast. (June 9, 2021).

American Viewpoints (syndicated radio program). (February 8, 2021).

American Press Institute. (November 16, 2020).

American Viewpoints. (August 26, 2019).

KSDK. (August 5, 2019).

St. Louis Public Radio. (July 22, 2019).

St. Louis Public Radio. (January 25, 2018).

Poynter Institute. (August 14, 2015).

Poynter Institute. (August 26, 2014).

KMOV. (August 13, 2014).

FOX St. Louis. (August 11, 2014).

Publications

Ju, I., Ohs, J., Hinsley, A. W., & Park, T. (2023). Interpersonal Communication Influence on Health-Protective Behaviors Amid the COVID-19 Crisis. *Health Communication*, *38*(3), 468–479. https://doi.org/10.1080/10410236.2021.1956038

Ju, I., Ohs, J., Park, T., & Hinsley, A. W. (2023). Harnessing an Integrated Health Communication (IHC) Framework for Campaigns: A Case of Prescription Drug Decision Making. *Health Communication*, *38*(5), 981–992. https://doi.org/10.1080/10410236.2021.1986885

Ohs, J., Ju, I., Hinsley, A. W., & Park, T. (2023). Risk Information Management and Public Health Crises: An Application of PRISM for Future Practice. *Patient Education and Counseling*, *109*, 119. https://doi.org/10.1016/j.pec.2022.10.274

Park, T., Ju, I., Ohs, J., Hinsley, A. W., & Muzumdar, J. (2023). Information Seeking during the COVID-19 Pandemic: Application of the Risk Information Seeking and Processing Model. *Research in Social and Administrative Pharmacy*, *19*(6), 956–964. https://doi.org/doi.org/10.1016/j.sapharm.2023.03.010

Ju, I., Rho, E., & Hinsley, A. W. (2023). Poly Social Media Use amid the COVID-19 Pandemic: Roles of Informational Norms and Emotion Regulation. *Journal of Health Communication*, *27*(11-12), 812–824. https://doi.org/10.1080/10810730.2022.2164387

Ju, I., Park, T., Ohs, J., & Hinsley, A. W. (2022). Examining the Theory of Motivated Information Management (TMIM) in the COVID-19 Pandemic. *Journal of Health Communication*, *27*(5), 326–342. https://doi.org/10.1080/10810730.2022.2107737

Hinsley, A. W., Ju, I., Park, T., & Ohs, J. (2022). Credibility in the time of COVID-19: Cues that audiences look for when assessing information on social media and building confidence in identifying 'fake news' about the virus. *Open Information Science*, *6*(1), 61–73. https://doi.org/10.1515/opis-2022-0132

Park, T., Ju, I., Ohs, J., & Hinsley, A. W. (2021). Optimistic bias and preventive behavioral engagement in the context of COVID-19. *Research in Social and Administrative Pharmacy*, *17*(1), 1859–1866. https://doi.org/10.1016/j.sapharm.2020.06.004

Hinsley, A. W., & Holton, A. (2021). Fake news cues: Examining the impact of content, source, and typology cues in identifying mis- and disinformation. *International Journal of Communication*, *15*, 4984–5003. https://ijoc.org/index.php/ijoc/article/view/12387/3605

Hinsley, A. W. (2021). Review of inaugural issue of Journal of Quantitative Description: Digital Media. In *Journal of the Media Innovation Lab*. https://www.masscomm.txstate.edu/media-innovation/milabjournal/journal_quantitative_description.html

Hinsley, A. W. (2021). Cued up: How audience demographics influence reliance on news cues, confirmation bias and confidence in identifying misinformation. *#ISOJ, the Official Research Journal of the International Symposium on Online Journalism*, *11*(1), 89–109. https://isoj.org/research/cued-up-how-audience-demographics-influence-reliance-on-news-cues-confirmation-bias-and-confidence-in-identifying-misinformation/

Hinsley, A. W., & Lee, H. (2020). Tweeting in the midst of disaster: A comparative case study of journalists' practices following four crises. *Newspaper Research Journal*, *41*(3), 297–316.

Hinsley, A. W. (2017). Developing new organizational identity: Merger of St. Louis Public Radio and the St. Louis Beacon. *Journal of Radio and Audio Media*, *24*(1), 144–160.

Van Slette, S., & Hinsley, A. W. (2017). Public relations, politics, and rape culture: A case study of frames and counter- frames in the press. *Media Report to Women*, *45*(1), 6-11, 20-22.

Hinsley, A. W. (2016). *International Journal of Media Management*, *18*(2), 137–138.

Hinsley, A. W., & Lee, H. (2015). #Ferguson strategic messaging: How local journalists and activists used Twitter as a communication tool. *#ISOJ, , the Official Research Journal of the International Symposium on Online Journalism*, *5*(1), 124–146.

Hinsley, A. W. (2015, August 21). *Journalism students learn many lessons from Ferguson*. Published.

Hinsley, A. W. (2014). *Journalism*, *15*(6), 809–811.

Hinsley, A. W. (2013). Managing work identities in the “new” newsrooms. In *Media Decision-Making: Under New Management*. Media XXI.

Correa, T., Bachmann, I., Hinsley, A. W., & Gil de Zuniga, H. (2013). Personality and social media use. In *Organizations and Social Networking: Utilizing Social CRM to Engage Consumers*. IGI Press.

Gil de Zuniga, H., & Hinsley, A. W. (2013). The press versus the public: What is ‘good journalism?’. *Journalism Studies*, *14*(6), 926–942.

Hinsley, A. W., & Johnson, S. (2013). ‘Sharing’ the news on Facebook: Exploring the differences between news-sharers and non-sharers on the social media site. *#ISOJ, the Official Research Journal of the International Symposium on Online Journalism*, *3*(1), 19–38.

Kaufhold, W. T., Hinsley, A. W., & Lewis, S. C. (Eds.). (2012). *The future of news: An agenda of perspectives* (2ndth ed.). Cognella.

Hinsley, A. W., & Schmitz Weiss, A. (2012). The new ‘normal’ at news organizations: Journalists’ evolving job roles. In *The future of news: An agenda of perspectives*. Cognella.

Gil de Zuniga, H., Lewis, S. C., Hinsley, A. W., Valenzuela, S., Lee, J. K., & Baresch, B. (2011). Blogging as a form of journalism: A model linking perception, motivation, and behavior. *Journalism*, *12*(5), 586–606.

McCombs, M., Hinsley, A. W., Kaufhold, W. T., & Lewis, S. C. (Eds.). (2010). *The future of news: An agenda of perspectives* (1stth ed.). Cognella.

Hinsley, A. W., & Schmitz Weiss, A. (2010). The new newsroom: Changing job roles and news organizations. In *The future of news: An agenda of perspectives*. Cognella.

Hinsley, A. W. (2010). Coverage of women and women journalists in Columbia Journalism Review. *Media Report to Women*, *38*(2), 12–19.

Correa, T., Hinsley, A. W., & Gil de Zuniga, H. (2010). Who interacts on the Web?: The intersection of users’ personality and social media use. *Computers in Human Behavior*, *26*(2), 247–253.

Smethers, J. S., Bressers, B., Hinsley, A. W., Harvey, L., & Freeland, G. (2007). Kansas readers feel loss when town’s paper closes. *Newspaper Research Journal*, *28*(4), 6–21.

Contract, Fellowships, Grants and Sponsored Research

Carter, D. W. (Co-Principal), Fox, K. J. (Co-Principal), Bertling, T. S. (Supporting), Blasingame, D. C. (Supporting), Hinsley, A. W. (Supporting), "Texas Community Health News," Sponsored by Translational Health Research Center, Texas State University, $210,000.00. (January 2023 - May 2024).

Hinsley, A. W., "How to reach the skeptics: Finding the ‘right’ messaging and sources to produce credible information about COVID-19 vaccines on social media," Texas State University, $8,000.00.

Teaching Experience

MC 4337, section 001, DATA JOURNALISM. 3.00 credit hours.

MC 4323, section 005, MULTIMEDIA JOURNALISM. 3.00 credit hours.

MC 5300, section 001, TEACHING MASS COMM. 3.00 credit hours.

MC 4337, section 251, DATA JOURNALISM. 3.00 credit hours. 17 enrolled.

MC 1313, section 256, MEDIA WRITING. 3.00 credit hours. 19 enrolled.

MC 1313, section 272, MEDIA WRITING. 3.00 credit hours. 18 enrolled.

MC 5307, section 276, PROJECT. 3.00 credit hours. 6 enrolled.

MC 4337, section 001, DATA JOURNALISM. 3.00 credit hours. 17 enrolled.

MC 4323, section 005, MULTIMEDIA JOURNALISM. 3.00 credit hours. 15 enrolled.

MC 5300, section 001, TEACHING MASS COMM. 3.00 credit hours. 8 enrolled.

MC 4323, section 255, MULTIMEDIA JOURNALISM. 3.00 credit hours. 15 enrolled.

MC 4323, section 256, MULTIMEDIA JOURNALISM. 3.00 credit hours. 18 enrolled.

MC 4337, section 002, DATA JOURNALISM. 3.00 credit hours. 18 enrolled.

MC 4323, section 004, MULTIMEDIA JOURNALISM. 3.00 credit hours. 16 enrolled.

MC 4323, section 005, MULTIMEDIA JOURNALISM. 3.00 credit hours. 17 enrolled.

MC 4323, section 255, MULTIMEDIA JOURNALISM. 3.00 credit hours. 19 enrolled.

MC 4323, section 256, MULTIMEDIA JOURNALISM. 3.00 credit hours. 18 enrolled.

MC 5344, section 001, DATA STORYTELLING MASS COMM. 3.00 credit hours. 4 enrolled.

MC 4311, section 090, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MC 4323, section 004, MULTIMEDIA JOURNALISM. 3.00 credit hours. 18 enrolled.

MC 4323, section 005, MULTIMEDIA JOURNALISM. 3.00 credit hours. 19 enrolled.

MC 1313, section 273, MEDIA WRITING. 3.00 credit hours. 18 enrolled.

MC 4323, section 257, MULTIMEDIA JOURNALISM. 3.00 credit hours. 16 enrolled.

MC 1313, section 009, MEDIA WRITING. 3.00 credit hours. 19 enrolled.

MC 4323, section 004, MULTIMEDIA JOURNALISM. 3.00 credit hours. 18 enrolled.

MC 4323, section 005, MULTIMEDIA JOURNALISM. 3.00 credit hours. 19 enrolled.

MC 5323, section 251, CURRENT ISSUES. 3.00 credit hours. 4 enrolled.

MC 4323, section 257, MULTIMEDIA JOURNALISM. 3.00 credit hours. 19 enrolled.

MC 5307, section 282, PROJECT. 3.00 credit hours. 2 enrolled.

MC 1313, section 009, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 4323, section 004, MULTIMEDIA JOURNALISM. 3.00 credit hours. 15 enrolled.

MC 4323, section 005, MULTIMEDIA JOURNALISM. 3.00 credit hours. 20 enrolled.

MC 4323, section 256, MULTIMEDIA JOURNALISM. 3.00 credit hours. 17 enrolled.

MC 4323, section 257, MULTIMEDIA JOURNALISM. 3.00 credit hours. 19 enrolled.

MC 5323, section 002, CURRENT ISSUES. 3.00 credit hours. 6 enrolled.

MC 4323, section 004, MULTIMEDIA JOURNALISM. 3.00 credit hours. 19 enrolled.

MC 3383, section 1257, ED FOR CLEAR COMM. 3.00 credit hours.

MC 3383, section 257, ED FOR CLEAR COMM. 3.00 credit hours.

MC 1301, section 5, INTRO MASS COMM. 3.00 credit hours.

MC 3383, section 1255, ED FOR CLEAR COMM. 3.00 credit hours.

MC 3383, section 255, ED FOR CLEAR COMM. 3.00 credit hours.

University Service

Graduate Advisor, Graduate Assistants Coordinator, SJMC. (July 2025 - Present).

Member, Curriculum Committee, SJMC. (2023 - Present).

Member, Personnel Committee, SJMC. (2023 - Present).

Program Coordinator, Journalism, Program Coordinator, SJMC. (2023 - Present).

Participant, Texas State University Bobcat Day. (2022 - Present).

Member, Retirement and Benefits Committee. (2022 - Present).

Member, University Star Advisory Committee. (April 2021 - Present).

Member, DMI search committee. (September 2025 - 2026).

Member, College of Fine Arts & Communication Committee, Presidential Excellence Awards. (2025).

Organizer, Texas Debate Collective Summer Workshop. (2025).

Organizer, Interscholastic Press League-UIL Summer Workshop. (2025).

Organizing guest speaker, Mass Communication Week. (October 2025 - 2025).

Represent SJMC and other programs in the College of Fine Arts and Communication, Texas State Graduate School Fair. (October 2025).

Represent SJMC, Texas Association of Journalism Educators annual conference. (October 2025).

Presenter, Camp Star, University Star. (August 2025).

Volunteer, Society of Professional Journalists Region 8 Conference. (January 2025 - April 2025).

Speaker, SJMC Learning Community: Journalism and Electronic Media. (April 3, 2025).

Undergraduate Advisor, Kappa Tau Alpha. (2024).

Member, Equity & Inclusion Committee. (October 2020 - 2024).

Member, Graduate Program & Research Committee. (October 2020 - 2024).

Mass Comm Week, SJMC. (September 2024 - October 2024).

Organizer, Texas Debate Collective summer workshop. (January 2024 - July 2024).

Organizer, Interscholastic League Press Conference-UIL/ Summer Workshop. (November 2023 - June 2024).

Judge, SJMC Student Media Exposition. (April 2024).

Represented SJMC, Interscholastic League Press Conference/ Spring Convention. (April 20, 2024).

Mass Comm Week, School of Journalism & Mass Communication. (2023).

Journalism Program Coordinator, School of Journalism and Mass Communication. (August 2023 - 2023).

Participant, SJMC Leadership Academy. (September 2022 - May 2023).

Organized six guest speakers for Mass Comm Week, Mass Comm Week, School of Journalism & Mass Communication. (2022).

Organized two guest speakers for Mass Comm Week, Mass Comm Week, School of Journalism & Mass Communication. (2021).

Organized two guest speakers for Mass Comm Week, Mass Comm Week, School of Journalism & Mass Communication. (2020).

Professional Service

Co-Chair, Association for Education in Journalism and Mass Communication, Newspapers and Online News Division. (August 2025 - August 2026).

Reviewer / Referee, Association for Education in Journalism and Mass Communication, Newspapers and Online News Division. (2025).

Speaker, Association for Education in Journalism and Mass Communication, San Francisco, CA. (August 2025).

Chair, Southeast Colloquium, Newspapers and Online News Division, AEJMC. (August 2024 - August 2025).

Volunteer, Texas Intercollegiate Press Association, San Marcos, TX. (March 2025).

Reviewer / Referee, Newspaper and Online News Division/Association for Education in Journalism and Mass Communication. (2024).

Speaker, Association for Education in Journalism and Mass Communication, Philadelphia, PA. (August 2024).

Volunteer, Texas Intercollegiate Press Association, San Marcos, TX. (April 2024).

Reviewer / Referee, Newspaper & Online News Division, Association for Education in Journalism & Mass Communication. (2023).

Speaker, Association for Education in Journalism and Mass Communication, Washington DC. (August 2023).

Officer, Newspaper & Online News Division, Association for Education in Journalism & Mass Communication. (September 2020 - August 2023).

Reviewer / Referee, Newspaper & Online News Division, Association for Education in Journalism & Mass Communication. (2022).

Reviewer / Referee, International Journal of Communication. (2020 - 2022).

Reviewer / Referee, Tankard Book Award, Association for Education in Journalism and Mass Communication. (2013 - 2022).

Moderator & Discussant, Newspapers and Online News Division, Association for Education in Journalism and Mass Communication Midwinter Conference. (2021).

Reviewer / Referee, Journalism Practice. (2021).

Reviewer / Referee, Newspapers and Online News Division, Association for Education in Journalism and Mass Communication Southeast Colloquium. (2021).

Reviewer / Referee, Communication Research Journal. (2020).

Reviewer / Referee, Tankard Book Award, Association for Education in Journalism and Mass Communication. (2020).

Public Service

Board Member, Dripping Springs ISD Theatre Boosters. (May 2024 - May 2025).

Speaker, San Marcos Public Library. (September 2024 - 2024).