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TEXAS STATE VITA
Kristen Leah Sussman, Ph.D.

Assistant Professor
School of Journalism and Mass Communication
College of Fine Arts & Communication
Texas State University
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EDUCATION

2022	Ph.D. The University of Texas at Austin, Advertising Dissertation title: *Joy's Mediating Effect on Digital Consumer Engagement with Advertising* Supervisors: Gary Wilcox, Laura Bright
2011	M.A. The University of Texas at Austin, Advertising
2004	B.A. St. Ambrose University, Double Major: Journalism & Radio/Television

ACADEMIC EMPLOYMENT

2022-present	Assistant Professor, Texas State University
2021-2022	GRA, Center for Media Engagement, The University of Texas at Austin
2019-2021	Teaching Assistant, The University of Texas at Austin
2019	Lecturer, St. Edward's University
2017-2018	Lecturer, The University of Texas at Austin

SCHOLARLY IMPACT

Google Scholar: Citations: 672 h-index: 9 i10-index: 8

TEACHING

Courses Taught

2024-current	MC4307 Advertising Campaigns (social media focus)
2022-current	MC4317 Advertising Strategic Planning (2 sections)
2019-2022	MKTG 3335 Social Media Marketing
2017-2018	TAPR 378/PR 378/ADV 391K: Social Media

Courses Assisted

2021-2022	UGS 303: Thinking About Thinking 345J: Advertising Media Planning Foundations
2020-2021	319: Psychology of Advertising 318J: Introduction to Advertising TAPR 378/PR 378/ADV 391K: Social Media
2019-2020	318J: Introduction to Advertising ADV373/PR377K: Integrated Communications Campaigns PR/ADV 378: Pop Star Activism

PROFESSIONAL EXPERIENCE

2019-2022	Researcher & Advisor, Best Practice Media
2011-2019	CEO & Founder, Social Distillery, Inc.
2016-2017	Social Media Instructor, General Assembly

2011	Account Service, W2O Group
2006-2008	Client Service, Ad Results Advertising

GRANTS AWARDED

1. Sussman, Kristen Leah, Ngondo, Prisca. Verena and Kenneth J. Wilson Research Program, Center for International Studies, Private / Foundation / Corporate, $500. (Funded: December 2025). Grant.
2. Sussman, Kristen Leah. AI-Mediated Communication in Real-World Contexts: A Comparative Study of Human-Authored Text on Social Media, Texas State University, $8,000. (Submitted: October 8, 2024, Funded: May 1, 2025 - August 31, 2025). Grant.
3. Sussman, Kristen Leah. Multilingual AI-Assisted Emergency Preparedness: Enhancing Resilience and Equity in Underserved Communities during Climate Change-Induced Weather Events, City of Austin, State, $10,200. (Funded: September 2023 - August 2024). Grant.

EXTERNAL FUNDING (UNDER REVISION)

1. Sussman, Kristen Leah, "CAREER: Modeling Emotional and Behavioral Effects of AI-Mediated Communication", $556,734.00. (Resubmitting: July 2026). Grant.

PEER-REVIEWED PUBLICATIONS

1. Brown-Devlin, N., **Sussman, K. L.,** & Wilcox, G. B. (2026). # LetShacarriRun: A Case Study Examining the Dissemination of Crisis Information During an Athlete Reputational Crisis. International Journal of Sport Communication, 1(aop), 1-11.
2. **Sussman, K. L.,** Atkinson, L., Anderson, J., Upshaw, S., Williamson, L., & Ntang Beb (2026). Moral framing in AI-mediated communication: Exploration of LLM effects on engagement patterns among Black Americans. *Journal of Interactive Advertising.* Published.
3. Grimes, T., & **Sussman, K. L.** (2025). A commentary on methodological considerations for studying the psychological impact of social media. *Current Research in Psychiatry*. Published.
4. **Sussman, K. L.,** & Carter, D. W. (2025). Detecting Effects of AI-Mediated Communication on Language Complexity and Sentiment. 2689–2693. https://doi.org/10.1145/3701716.3717543
5. **Sussman, K. L.,** Bright, L., & Wilcox, G. (2025). Harnessing the power of joy: Exploring the role of discrete positive emotions in driving consumer behaviour and advertising engagement. *Journal of Digital & Social Media Marketing*, 13, 253–268.
6. Anderson, J., **Sussman, K. L.,** & Song, G. (2024). To be woke or not to be woke? An exploration of the moral foundations of conservative rejection of brand activism. *Journal of Interactive Advertising*. Published.
7. **Sussman, K. L.,** Looi, J., & Park, H. (2024). Examining Implications of Search Query Construction on Sentiment Analysis: The Case of Brandwatch. *Journal of Current Issues and Research in Advertising*, Special Issue "Emerging Issues in Computational Advertising". https://doi.org/10.1080/10641734.2024.2383695
8. **Sussman, K. L.,** Looi, J., Bright, L., & Wilcox, G. (2024). How does fear drive the news of the day? Examining bi-directional temporal relationships between fear and the topic salience of political issues on Twitter. In *The Darker Side of Social Media.* Routledge.
9. Hendricks, A., **Sussman, K. L.,** & Iyer, P. (2024). Emotional Contagion as the New Propaganda? Fear and Anger Framing Effects in Facebook Political Advertising on Engagement. In *Social Media 2020 Presidential Campaign.*
10. **Sussman, K. L.,** Sciarrano, J., Wilcox, G., & Bright, L. (2024). Audience response to brand activism: An alignment evaluation framework. *Journal of Brand Strategy*. Published.
11. Hotker, P., Garg, R., & **Sussman, K. L.** (2023). Strategic Social Media Marketing: An Empirical Analysis of Sequential Advertising. *Production and Operations Management*, 32(12). https://doi.org/10.1111/poms.14075

12. **Sussman, K. L.,** Bouchacourt, L., Bright, L. F., Wilcox, G. B., Mackert, M., Norwood, A. S., & Allport Altillo, B. S. (2023). Covid-19 topics and emotional frames in vaccine hesitation: A social media text and sentiment analysis. *Digital Health*, 9, 205520762311583. *https://doi.org/10.1177/20552076231158308*
13. Bouchacourt, L., Henson-García, M., **Sussman, K. L.,** Mandell, D., Wilcox, G., & Mackert, M. (2023). Web-based conversations regarding fathers before and during the COVID-19 pandemic: Qualitative Content Analysis. *JMIR Pediatrics and Parenting*, 6. https://doi.org/10.2196/40371.
14. **Sussman, K. L.,** Bright, L. F., & Wilcox, G. B. (2022). Digital consumer engagement: Examining the impact of native advertising exposure in a social network. *Journal of Research in Interactive Marketing*, 17(4), 544–561. https://doi.org/10.1108/jrim-10-2021-0265.
15. Anderson, J. T., Bouchacourt, L. M., **Sussman, K. L.,** Bright, L. F., & Wilcox, G. B. (2022). Telehealth adoption during the COVID-19 pandemic: A social media textual and network analysis. *Digital Health*, 8, 205520762210900. https://doi.org/10.1177/20552076221090041.
16. Lee, J. A., Sudarshan, S., **Sussman, K. L.,** Bright, L. F., & Eastin, M. S. (2021). Why are consumers following social media influencers on Instagram? exploration of consumers' motives for following influencers and the role of materialism. *International Journal of Advertising*, 41(1), 78–100. https://doi.org/10.1080/02650487.2021.1964226.
17. **Sussman, K. L.,** Wilcox, G. B., & Bright, L.F. (2021). More is (not always) better: A multi-year analysis of advertising effects on ad recall. *Journal of Marketing Development and Competitiveness*, 15(4). https://doi.org/10.33423/jmdc.v15i4.4772.
18. **Sussman, K.L.** (2021). Detecting effects of misinformation through emotion and trace behavior. Available at SSRN 3911984.
    SSRN'S TOP TEN DOWNLOAD FOR *INFORMATION SYSTEMS: BEHAVIORAL & SOCIAL METHODS EJOURNAL
19. Bright, L. F., **Sussman, K. L.,** Wilcox, G. B., Hendricks, A., & Archer, L. (2021 – in press), A deeper look at the 2020 Facebook boycott and related themes of misinformation: A text mining analysis of topics, emotion, and sentiment, *Journal of Brand Strategy* – accepted April 9, 2021.
20. Bright, L. F., **Sussman, K. L.,** & Wilcox, G. B. (2021). Facebook, trust, and privacy in an election year: Balancing politics and advertising. *Journal of Digital & Social Media Marketing*, 8(4), 332-346.
21. Bright, L. F., **Sussman, K. L.,** & Wilcox, G. B. (2021). Reaching the tipping point: A critical analysis of the #deletefacebook movement. *Journal of Data Protection & Privacy*, 4(4), 424-435.
22. Wilcox, G. B., **Sussman, K.,** & Chung, A. (2018). Social media's return on investment in an integrated marketing campaign: Media mix modeling. *Journal of Digital & Social Media Marketing*, 6(2), 181-190.
23. Wilcox, G., & **Sussman, K.** (2014). Lead-generating social media strategies using the social media performance model: The B2B connection. *Journal of Digital & Social Media Marketing*, 2(1), 70-78.

SELECTED WORK IN PROGRESS

1. Henson-García, M., **Sussman, K. L**., Wilcox, G., Peskin, M., Messiah, S., Testa, A., … Allicock, M. (Submitted / Under Review). Characterizing Online Discourse at the Intersection of Parenting, Families, and Firearms: Results from a Social Listening Study. *Injury Prevention*. (January 11, 2026)
2. **Sussman, K. L.,** Ngondo, P. S., & Klyueva, A. (In Preparation; Not Yet Submitted). Ubuntu as a Moral Frame: Behavioral Engagement with Health Messaging on Social Media in Sub-Saharan Africa. YTarget journal: *Journal of Advertising*.
3. Jiao, J., Park, J., **Sussman, K. L.,** & Atkinson, L. (Submitted / Under Review). SafeMate: A Modular RAG-Based Agent for Context-Aware Emergency Guidance. *Expert Systems With Applications*.
4. Atkinson, L., **Sussman, K. L.,** Nah, S., Williamson, L., Kahlor, L. A., Upshaw, S., & Ntang Beb, J. (submitted / under review). Vaccine engagement among Black Americans and Cameroonians: A cross-cultural analysis of moral foundations messaging appeals in Facebook advertising. *Journal of Health Communication.*

PEER-REVIEWED PRESENTATIONS

1. Sussman, K. L., Ngondo, P. S., Klyueva, A., American Academy of Advertising 2026 Annual Conference, "Ubuntu as a Moral Frame: Advertising Engagement Reveals Insight into Moral Behavior in Africa," American Academy of Advertising, The Westin Austin Downtown, Austin, TX, United States. (March 26, 2026).
2. Li, H., Bright, L., Iyer, P., Sussman, K. L., Dunn, K., Lewis, R., Stephens, M., Yang, J., Eastin, M., Huh, J., American Academy of Advertising Conference, "Integrating AI in Advertising Education," Austin, TX, United States. (March 26, 2026).
3. Henson-Garcia, M., Allicock, M., Sussman, K. L., Hsing, H.-F., Testa, A., Pretorius, K., Ewell Foster, C., Peskin, M., Mackert, M., BRIDGS Initiative's second annual Guns in Society Symposium, "Characterizing Online Discourse at the Intersection of Parenting, Families, and Firearms: Results from a Social Listening Study of Twitter and Reddit Data," Arizona State University, Downtown Phoenix campus of Arizona State University, Phoenix, AZ, United States. (February 26, 2026).
4. Jiao, J., Park, J., Xu, Y., Lewis, S. H., Atkinson, L., Sussman, K. L., The 40th Annual AAAI Conference on Artificial Intelligence, "SafeMate: Providing Reliable, Step-by-Step Emergency Assistance with a Guideline-Grounded Agent," Singapore. (January 26, 2026).
5. Quesenberry, K., Wang, Y. M., Coolsen, M., Sussman, K. L., & Kim, W. (2025). Special Topic Session: Taming The Ai Storm With Strategies For Advertising Educators. Ai Teaching Frameworks, Integrations, Assignments, Topics And Approaches. 145–146.
6. Atkinson, L., Sussman, K. L., Canadian Communication Association, "Can multi-lingual AI help foster emergency preparedness? Enhancing resilience and equity in underserved communities during extreme weather events," Toronto, Canada. (June 2, 2025).
7. Sussman, K. L., TXST First Annual AI in Teaching & Learning Symposium 2025, "From Black and White to Technicolor: Exploring Undergraduate Classroom Capacities for AI-Assisted Data Analysis," Information Technology and the TXST Center for Analytics + Data Science (CADS), Texas State University, San Marcos, TX, United States. (March 26, 2025).
8. Sussman, K. L. (Author), Carter, D. W. (Co-Author), 5th International Workshop on Computational Methods for Online Discourse Analysis (BeyondFacts), "Detecting Effects of AI-Mediated Communication: Investigating Stylistic Features of Language in Tweets," The Web Conference 2025, ICC Sydney: International Convention & Exhibition Centre, Sydney, Australia. (December 18, 2024).
9. Sussman, K. L., Bright, L. F., & Wilcox, G. B., Can advertisers drive sales and spread joy? Examining the benefits of joy-frames on digital consumer engagement, *American Academy of Advertising Annual Conference*, 2023.
10. Anderson, J. T., Sussman, K. L., Bouchacourt, L. M., Brown-Devlin, N., Players as Pawns: The Presentation of a Quantitative Text Analysis of the Brittney Griner Controversy on Twitter and its Emotional Underpinnings, *IACS Summit* 2023.
11. Anderson, J. T., Bouchacourt, L. M., Sussman, K. L., Brown-Devlin, N., Gruulfriends is (Not) Canon: An Emotion-based Quantitative Text Analysis of Queer Controversy in Magic the Gathering, *IACS Summit* 2023.
12. Sussman, K. L. and Looi, J., How does fear drive the news of the day? An exploration of online discourse during Trump's transition of power, *AEJMC Conference* Fall 2022.
    ***MACDOUGALL STUDENT PAPER AWARD WINNER, THIRD PLACE**
13. Kahlor, L., Atkinson, L., Upshaw, S., Williamson, L., and Ntang Beb, J., Sussman, K., and Anderson, J. Culturally Competent Health Risk Communication: Understanding How Moral Foundations and Medical Racism Impact Information Behaviors and Vaccine Hesitancy, *72nd Annual ICA Conference,* Summer 2022.
14. Sussman, K. L., Atkinson, L., Williamson, L., Upshaw, S, Ntang-Beb, J. Kahlor, L.A., Can AI appeal to underserved populations? Exploring AI-mediated communication in historically marginalized communities, *The Association for Education in Journalism and Mass* Communication (AEJMC) *Mid-Winter Conference*, Spring 2022.
    ***TOP PAPER ABSTRACT MINORITIES AND COMMUNICATION DIVISION**

15. Sussman, K. L., Detecting effects of misinformation through emotion and advertising trace behavior, The 49th *Annual Research Conference on Communications, Information, and Internet Policy*, 2021.
    ***2ND PLACE STUDENT PAPER WINNER**
16. Sussman, K. L., Bright, L. F., & Wilcox, G. B. Measuring media effects by placement: A computational approach to Facebook advertising, *American Academy of Advertising Annual Conference*, 2021.
17. Lee, J. A. (presenter), Sudarshan, S., Sussman, K. L., Bright, L. F., & Eastin, M. S. Why are consumers following social media influencers on Instagram? Exploration of consumers' motives for following influencers and the role of materialism, *American Academy of Advertising Annual Conference*, 2021.
18. Sussman, K. L., Bright, L. F., & Wilcox, G. B. Engagement effects and recall, *AEJMC 103rd Annual Conference*, 2020.
19. Garg, R., Hotkar, P., & Sussman, K. L., Sequential Social Media Advertising: An Empirical Evidence, 42nd ISMS *Marketing Science Conference*, 2020.
20. Wilcox, G., & Sussman, K. Lead-generating social media strategies using the social media performance model: The B2B connection, *Academy of Advertising Annual Conference*, 2010.

POPULAR PRESS

1. Brown-Devlin, N., Wilcox, G., & Sussman, K. (n.d.). What social media outrage about Sha'Carri Richardson's suspension could mean for the future of anti-doping policies – *Olympic Analysis*. Retrieved November 4, 2021, from https://olympicanalysis.org/section-5/what-social-media-outrage-about-shacarri-richardsons-suspension-could-mean-for-the-future-of-anti-doping-policies/
2. Bright, L., & Sussman, K. (2019, November 15). Don't trust Facebook with your privacy [Opinion]. *Houston Chronicle*. Retrieved November 4, 2021, from https://www.houstonchronicle.com/opinion/outlook/article/Don-t-trust-Facebook-with-your-privacy-Opinion-14836176.php
3. Close-Scheinbaum, A., & Sussman, K. (2018, April 11). Only laws and regulations will keep Facebook in line [Opinion]. *Houston Chronicle*. Retrieved November 4, 2021, from https://www.houstonchronicle.com/opinion/outlook/article/Only-laws-and-regulations-will-keep-Facebook-in-12822453.php
4. Sussman, K. (2016, April 14). New Instagram Algorithm Updates Bring Back Bad Memories for Facebook Marketers. *Business 2 Community*. https://www.business2community.com/instagram/new-instagram-algorithm-updates-bring-back-bad-memories-facebook-marketers-01516151
5. Sussman, K. (2015, July 20). Adhering to the FTC's updated social media guidelines: 5 tips for brands. *Social Media Today*. https://www.socialmediatoday.com/social-business/krissuss/2015-07-20/adhering-ftcs-updated-social-media-guidelines-5-tips-brands

PEER-REVIEWED POSTER

1. Wilcox, G., & Sussman, K. Lead-generating social media strategies using the social media performance model: The B2B connection, *The University of Texas at Austin McCombs School of Business Workshop on Social and Business Analytics*, 2011

AWARDS, FELLOWSHIPS, & RECOGNITION

1. Award / Honor Nominee: Presidential Awards for Excellence in Scholarly/Creative Activities, School of Journalism & Mass Communication, Texas State University. 2026
2. Award / Honor Nominee: AAA Mary Alice Shaver Promising Professor Award, American Academy of Advertising. November 26, 2024 - February 2025
3. Award / Honor Nominee: Presidential Awards for Excellence in Scholarly/Creative Activities, School of Journalism & Mass Communication, Texas State University. January 12, 2024 - August 31, 2024
4. Moody Graduate Fellowship, Moody College of Communications, The University of Texas at Austin, 2020-2021, 2021-2022
5. One of eight graduate students from across the country selected to join the American Academy of Advertising (AAA) ad-hoc graduate committee, Spring, 2021

6. One of twelve accepted students to ANA Educational Foundation's Future Visiting Professor Program, Spring, 2021
7. Provost Graduate Fellowship, Department of Advertising and Public Relations, The University of Texas at Austin, 2019-2020
8. Graduate School Fellowship, Department of Advertising and Public Relations, The University of Texas at Austin, 2019-2020
9. (Three-time winner) W3 Award for Chuy's Restaurants campaigns, 2015, 2016, 2018
10. Award / Honor Nominee: Big Wig Educator of the Year, American Advertising Federation – Austin Chapter, 2017
11. Facebook Award for "Office Hero" campaign, 2013

INVITED PRESENTATIONS

1. Sussman, K. L., Nelson Center for Brand and Demand Analytics, "Ethical Considerations of AI: Who's Thinking—You or the Model?," The University of Texas Austin, Austin, TX. (February 6, 2026).
2. ADV 392 5-Advertising Research II, Guest lecture on using social media data for textual analysis research, Spring 2022
3. Doctoral student presenter, "Dynamics of agenda-setting on social media" for future advertising scholars at first annual American Academy of Advertising (AAA) Graduate Symposium, Spring 2021
4. ADV 305 Fundamentals Of Advertising, "Looking forward: Consumer engagement after 2020," for Professor Hayoung Sally Lim, Spring 2021
5. ADV 392 5 Advertising Research II, "Brandwatch platform demonstration and its applications for research," for Professor Laura Bright, Spring 2021
6. ADV 370J Integrated Communication Management, "Consumer Engagement In 2020 and Beyond" for Professor Eric Webber, Fall 2020 (three sections)
7. MIS 375 Strategic information technology management, "Tech driven marketing strategy" for Professor Rajiv Garg, The University of Texas at Austin, McCombs School of Business, Spring 2020
8. ADV 369 Social Media, "Facebook ads manager, content strategies and reporting" for Professor Gary Wilcox, Spring 2020
9. Intro to 309R Adv/PR research class, The University of Texas at Austin, "Social media audience analysis" for Professor Jung Ah Lee, Fall 2019
10. MIS 375 Strategic information technology management, "Engagement strategies for targeted marketing" for Professor Rajiv Garg, The University of Texas at Austin, McCombs School of Business, Spring 2015

MASTER'S PROJECT ADVISING

Chair:

1. Bonvarlet, Jean-Baptiste, Project, December 2025

ACADEMIC SERVICE

1. Attendee, CISE Office Hours. (January 22, 2026).
2. Participant, Service Learning Fellow (August 1, 2025 – Present).
3. Organizer, Google AI for Education Accelerator. (August 8, 2025 - Present).
4. Reviewer / Referee, Journal of Advertising. (November 21, 2024 - Present).
5. Participant, SJMC Brown Bag Research Meeting. (September 29, 2023 - Present).
6. Participant, Texas State Athletics (Fan). (August 2023 - Present).
7. Computational Advertising Knowledge Exchange (CAKE) speaker outreach & coordination, Fall 2023
8. TXST Orientation Round Table speaker advising new tenure-track professors, Fall 2023
9. UT Alumni panel speaker advising UT doctoral candidates on the job market, Summer 2023
10. UT Alumni Roundtable speaker advising advertising doctoral students, Spring 2023
11. American Academy of Advertising (AAA) 2023 conference reviewer, Fall 2022
12. Facebook advertising training video for research colleagues at UT-Austin
13. Ad hoc reviewer: Electronic Commerce Research, Summer 2022-current

14. Hired and managed an undergraduate research assistant to learn about social media marketing data and support data collection for my dissertation, 2021
15. Moderated the "Ask the Chairs" panel that featured four academic chairs from top member institutions at the first AAA Graduate Student Symposium, 2021
16. Cultivated relationships to aid in the successful hiring and placement of two 2021 undergraduate students
17. Provide grant application support within the department by providing media planning and advertising strategy for academic research; Fall 2021
18. Ad hoc reviewer: American Academy of Advertising (AAA), Fall, 2021
19. Ad hoc reviewer: The Association for Education in Journalism and Mass Communication (AEJMC), Spring, 2021
20. Supported department with crisis management response using Brandwatch, Fall 2020
21. Mentored undergraduate and graduate students on research and technology applications for the development of their personal academic interests Fall, 2020
22. Joined faculty in the department for lunch and meetings with H-E-B to support research client recruitment, Spring 2020
23. Invited to join on a tour of Dell Social Media facility, Fall 2019
24. Lead Creative Judge for U.S. Travel's ESTO Awards, 2019
25. Helped design and develop curriculum of an independent social media course at The University of Texas at Austin, Fall 2009-Spring 2010

ACADEMIC MEMBERSHIPS

1. Association for Computing Machinery (ACM)
2. American Academy of Advertising (AAA)
3. Association For Education in Journalism and Mass Communication (AEJMC)

PRIMARY SKILLS

1. Adept in data science and social media research, online advertising, social listening, social network analysis, sentiment analysis, and opinion mining
2. Experienced working with trace behavioral and text data to understand marketing impact, engagement, and consumer audiences
3. Proficient in *R*, working with consumer engagement (clicks, shares, comments) and network data, using statistical analyses, predictive modeling, and hypothesis testing
4. Experienced in natural language processing, topic modeling, supervised / unsupervised machine learning, time series, panel data analysis, and regression to surface insights from big data

CERTIFICATIONS

1. Brandwatch, 2019
2. Google Analytics, 2018
3. Community Management: Advanced Skills Certificate (WOMMA), 2016
4. Khoros (Spredfast), 2014

TECHNOLOGY PROFICIENCY

R, Python, Stata, SPSS, LIWC, Brandwatch, SQL, Google Ads Manager, Facebook Ads Manager, LinkedIn Advertising, Twitter Advertising, Adobe Creative Suite (Illustrator, Photoshop, Lightroom), WordPress, Canva, Khoros, Meltwater