

Jameson L. Hayes, Ph.D.

Zimmerman Advertising Program
Zimmerman School of Advertising & Mass Communications
University of South Florida
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Tampa, Florida 33620
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EDUCATION:

Ph.D. (Mass Communication), University of Georgia, 2012

Dissertation Title: “*Brands, Friends, & Viral Advertising: A Social Exchange Perspective on the Ad Referral Processes*”
Major Professor: Dr. Karen Whitehill King

Graduate Certificate: Media Industry Research, Spring 2011

M.A., Journalism and Mass Communication, University of Georgia, 2008
Concentration: Advertising

B.F.A., Mass Media, Valdosta State University, 2004
Concentration: Television Production

TEACHING EXPERIENCE:

University of South Florida (Tampa, Florida) – Assistant Professor

ADV 4301: Advanced Media Strategy

Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016

ADV 4301: Digital Advertising

Fall 2013, Spring 2014, Fall 2014

MMC 6415: Strategic Communications Media

Spring 2014, Spring 2015, Spring 2016

PUR 5505: Introduction to Strategic Communication: Theory & Research

Fall 2015, Fall 2016

University of Illinois (Urbana-Champaign, Illinois) – Visiting Assistant Professor

Media Audiences

Fall 2012, Spring 2013 (4 sections)

Advertising Management/Campaigns

Spring 2013

University of Georgia (Athens, Georgia) – Instructor-of-record/ Teaching Assistant

Advertising Media Planning – Instructor
Fall 2010, Spring 2011, Fall 2011, Spring 2012

Advertising Campaigns – Media & Strategy Consultant
Summer 2010, Spring 2011, Summer 2011

Introduction to Print Media - Teaching Assistant
Spring 2007, Fall 2007, Spring 2008

University of West Georgia (Carrollton, Georgia) - Instructor

Introduction to Mass Communication
Fall 2008, Spring 2009, Summer 2009

JOURNAL ARTICLES (REFEREED):

Hayes, J.L., King, K.W., & Ramirez, A. (2016). Brands, Friends, & Viral Advertising: A Social Exchange Perspective on the Ad Referral Process. *Journal of Interactive Marketing*: <http://www.sciencedirect.com/science/article/pii/S1094996816300263>

Wirtz, J., **Hayes, J.L.**, & Shan Y. (2016). Looking back; looking forward: A systematic review of 20 years of research and commentary published by *Journal of Advertising Education*, 20 (summer), 5-17.

Avant, A., Kim, K., & **Hayes, J.L.** (forthcoming, 2017). Thirty Years of Advertising Research in Leading Communication and Marketing Journals: Learning from the Parent Disciplines. *Journal of Current Issues and Research in Advertising*.

Ramirez, A., Bryant, E., & **Hayes, J.L.** (2016). Decisions to Reconnect on Facebook: The Role of Information Seeking Behavior and Individual- and Relationship-Level Factors. *Cyberpsychology, Behavior, and Social Networking*: <http://online.liebertpub.com/doi/abs/10.1089/cyber.2015.0630>.

Hayes, J.L., & King, K.W. (2014). The Social Exchange of Viral Ads: Referral and Co-Referral of Ads Among College Students. *Journal of Interactive Advertising*, 14(2), 98-109.

Kim, K., **Hayes, J.L.**, Avant, A., & Reid, L.N. (2014). Trends in Advertising Research: A Longitudinal Analysis of Leading Advertising, Marketing, and Communication Journals, 1980 to 2010. *Journal of Advertising*, 43(3), 296-316.

***Paper received runner up honors for 2014 *Journal of Advertising* Article of the Year**

Graybeal, G.M., & **Hayes, J.L.** (2011). A modified news micropayment model for newspapers on the Social Web. *International Journal on Media Management*, 13, 129-148.

Hayes, J.L., & Graybeal, G.M. (Summer 2011). Synergizing traditional media and the Social Web for monetization: A modified media micropayment model. *Journal of Media Business Studies*, 8(2), 19-44.

BOOK CHAPTERS:

Hayes, J.L. (forthcoming September 2016). Building Relationships with Empowered Consumers. In R.E. Brown, V.K. Jones, & B.W. Wang (Eds.), *The New Advertising: Branding, Content and Consumer Relationships in a Data-Driven, Social Media Era*. Santa Barbara, CA: Praeger/ABC Clio.

Krugman, D., & **Hayes, J.L.** (2012). Brand Concepts and Advertising. In S. Rodgers & E. Thorson (Eds.), *Advertising Theory*. New York: Routledge.

RESEARCH UNDER REVIEW:

Hayes, J.L., Shan, Y., & Applequist, J. Brand, Interpersonal, & Social Network Trust in Viral Advertising Referral & Referral Acceptance. Submitted to *International Journal of Advertising* (**under revision – first round**).

Hayes, J.L., Shan, Y., & King, K.W. Pros and Cons in Viral Advertising: The Intertwining Roles of Interpersonal Relationships, Brand Relationships, and UGC Valence on Ad Acceptance and Sharing Decisions. Submitted to *International Journal of Advertising*.

CONFERENCE PRESENTATIONS (REFEREED):

Ramirez, A., Bryant, E., & **Hayes, J.L.** (forthcoming 2016). Relational Reconnection on Facebook: The Role of Information Seeking Behavior and Individual- and Relationship-Level Factors. Accepted for presentation at the *National Communication Association 102nd Annual Convention*, November 10-13, Philadelphia, PA.

Hayes, J.L., Shan, Y., & Applequist, J. (2016). Interpersonal, Brand, & Social Network Trust in Viral Advertising Referral & Referral Acceptance. Presented at the annual conference of the *American Academy of Advertising*, March 17-20, Seattle, WA.

Kim, K., **Hayes, J.L.**, & Avant, A. (2015). Thirty Years of Advertising Research in Leading Communication and Marketing Journals: Learning from the Parent Disciplines. Presented at the annual conference of the *American Academy of Advertising*, March 26, 29. 2015.

Hayes, J.L. (2014). The Social Exchange of Social Ads: Sharing Motivations, Brand Relationships, and Trust in Viral Advertising. Presented at the annual conference of the *American Academy of Advertising*, March 27-30, Atlanta, GA.

Kim, K., **Hayes, J.L.** & Avant, A. (2012). A longitudinal analysis of theory in advertising research from 1980 to 2010: The architecture of the field. Presented at the annual conference of the *American Academy of Advertising*, March 15-18, Myrtle Beach, SC.

Burton, R., **Hayes, J.L.**, & Hollifield, C.A. (2011). Avoiding the future: Local advertisers and the challenge of the changing media placement market. Presented at the annual conference of the *American Academy of Advertising*, April 7-10, Mesa, AZ.

Hayes, J.L., Reichert, T., & Ayrault, J. (2010). Reconsidering the presence and prominence of sexual content in prime-time network promos: An extension and update. Presented at the annual conference of the *Broadcast Education Association*, April 14-18, Las Vegas, NV. (**Best Debut Paper Award**)

Graybeal, G.M. & **Hayes, J.L.** (2010). All the news that's fit to pay for online: The Case of a Modified News Micropayment Model. Presented at the 11th annual *International Symposium on Online Journalism*, April 23-25, Austin, TX.
Note: International companies in Hong Kong and the Netherlands have built platforms based on this presentation. PBS MediaShift also featured this research in an article.

RESEARCH-IN-PROGRESS:

Hayes, J.L., Shan, Y., King, K.W., & Ramirez A. A Comparison of Qualtrics, Amazon Mechanical Turk, and Student Samples for Advertising Research. Preparing to submit to *Journal of Advertising Research* (Expected Submission – September 2016).

Hayes, J.L., Shan, Y., & Wirtz, J. A Longitudinal Analysis of Public Relations Research, 1980-2015. Preparing to submit to *Journal of Public Relations Research* (Expected Submission – August 2016).

Hayes, J.L., Shan, Y., & Wirtz, J. What is “strategic communications research”? Comparing Advertising, Public Relations, and Integrated Approach Research. Preparing to submit to *Journalism & Mass Communication Quarterly* (Expected Submission – November 2016).

Hayes, J.L. & Graybeal, G.M. Branding Social TV: A Social Network Analysis & Content Analysis of Brand Participation in Tweeting The Walking Dead. Preparing to submit to *Journal of Electronic & Broadcasting Media* (Expected Submission – August 2016).

Hayes, J.L., Ham, C.D., & Applequist, J. Brand-generated Viral Advertising: A Ground Theory Approach & Research Roadmap. Preparing for submission to the *Journal of Advertising* (Expected Submission – October 2016).

Hayes, J.L. & Ham, C.D. Consumer-generated Advertising: A Ground Theory Approach & Research Roadmap. Preparing for submission to *Journal of Advertising* (Expected Submission – January 2017).

GRANT ACTIVITY:

“The Fusion of Intelligence & Operations for the Efficient Disruption & Prevention of Criminal Nexuses in Pasco County,” Proposal Submitted to Smart Policing Initiative FY 2016.

Principal Investigator: Jameson Hayes, Ph.D.

Partner: Pasco County Sheriff’s Department

Proposed Funding: \$687,000

Expected Decision Date: August 2016

SERVICE:

Profession

AAF Tampa Bay Board of Directors (Education Chair) – June 2014-present

***AAF 2016 National Club of the Year**

Academy

American Academy of Advertising Communications Committee – Nov 2015-present

Reviewer for scholarly journals: *Journal of Advertising*, *International Journal of Advertising*, *Journal of Interactive Advertising*, *Communication Monographs*, *International Journal of Advanced Media Communications*

Department

ZSAMC Graduate Committee – August 2014-present

Nielsen’s USF Champion Recruitment Team

Thesis Advising (numerous)

Curriculum Development:

- B.S. in Public Relations, Advertising, & Applied Communication (primary architect)
- M.S. in Advertising (co-architect)
- Ph.D. in Information & Media (ad hoc committee member)

PROFESSIONAL AFFILIATIONS:

American Academy of Advertising

International Communication Association

American Advertising Federation

INVITED LECTURES:

“Social Media Marketing U,” *University of Alabama Department of Advertising & Public Relations* (Tuscaloosa, AL). MC 495: Social Media. April 9, 2011.

“Modified Micropayment Models for Media in the Social Web,” *Grady Research Colloquium* (Athens, GA). February 18, 2011.

“Business Models for Traditional Media & Web 2.0,” *The University of Georgia Department of Telecommunications* (Athens, GA). Guest lecture: TELE 3310: Media Programming and Management. November 11, 2010.

“Three Sixty Brand Strategy,” *The University of Georgia Department of Advertising & Public Relations* (Athens, GA). Guest Lecture: ADPR 5740: Advertising and Communications Campaigns. July 12, 2010.

“Sex Appeal in Advertising,” *The University of Georgia Department of Journalism* (Athens, GA). JOUR 3310: Introduction to Print Media. Spring 2008-Spring 2011.

INDUSTRY RESEARCH & PRESENTATIONS:

“Corporate Brand Advertising” (with Dean M. Krugman)
Grady College/LG Corporation Global Public Relations Certificate Program, August 25, 2010.

“Online Advertising and Community Newspapers”
Community Newspapers Inc., April 29, 2010.

“Minority Coverage in Local Television News”
WNEG TV Executive Board, May 3, 2010.

“Georgia Scholastic Press Association Qualitative Analysis”
Georgia Scholastic Press Association, July 2009.

“AGCO Corporation Brand Valuation Qualitative Analysis”
AGCO Corporation, May 30, 2008.

“The Red & Black: New Online Product Development Market Analysis”.
The Red & Black, April 30, 2008.

“Grady College at Gwinnett Market Analysis”
Market analysis prepared for the *Grady College of Journalism and Mass Communication*

MARKETING COMMUNICATIONS EXPERIENCE

2010- New Product Launch & Marketing Coordinator

2012 *Lede, L.L.C.* Athens, Georgia

Directed marketing strategy and launch of a new social media platform

2007- Marketing Strategy and Research Associate

2009 *Snowden-Tatarski* Athens, Georgia

Worked on marketing strategy and materials for a major combine brand;

Served on the team responsible for the development and implementation of the AGCO Brand Valuation Analysis which informed global brand strategy.

TELECOMMUNICATIONS EXPERIENCE:

2003 Videographer/ Archivist (Intern). WP Productions, Inc., Nashville, Georgia

Responsibilities included shooting and logging content for nationally aired pieces as well as for B-roll archiving.

2001- Video Production Assistant. VSU TV, Valdosta, Georgia, 2001-2004.

2004 Experienced in camera operation, technical directing, audio, editing (linear and nonlinear), directing, producing, and reporting.

1995- Weekend Producer/ Board Operator. WLYU- TCB Broadcasting, Inc.,

1999 Lyons, Georgia

Produced live remote broadcasts and was on-air talent for sports coverage.