

Johnny V. Sparks, Ph.D.

Director, Professor

School of Journalism and Strategic Communication

Ball State University

President Elect (October 2022)

Association of Schools of Journalism and Mass Communication

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Education

Indiana University (Bloomington)

Department of Telecommunications

Ph.D. (September 2006), Mass Communication

Dissertation: The influence of sex and humor on motivated processing of mediated messages

Austin Peay State University

Department of Speech, Communication & Theatre

M.A. (May 2002) with honors

Thesis: Trust, news media use, civic engagement, and social capital after September 11, 2001

Journalism Major, Psychology Minor

B.S. (May 2000) Cum Laude

Certifications

Prosci® Certified Change Practitioner

Academic/Administrative Positions

Ball State University,

School of Journalism and Strategic Communication

Director and Professor (August 2022-Current)

Director and Associate Professor with Tenure, (October 2021-July 2022)

Department of Journalism

Department Chair and Associate Professor with Tenure, (July 2016-September 2021)

Central Michigan University, Department of Journalism

Associate Professor with Tenure, Advertising (August 2014-May 2016)

Associate Department Chair (May 2013-July 2014)

Assistant Professor, Advertising (August 2012-July 2014)

Texas Tech University, Department of Advertising

Assistant Professor (July 2009-July 2012)

The University of Alabama (Tuscaloosa), Telecommunication & Film Department

Assistant Professor (August 2006-August 2009)

Interim Graduate Coordinator (August 2007-January 2008)

Indiana University (Bloomington)

The Kinsey Institute, Predoctoral Fellow (September 2005-August 2006)

Institute for Communication Research, Research Assistant (Summer 2003-Summer 2004)

Teaching Assistant, Spring 2003, Fall 2004, Spring 2005

Austin Peay State University

Director of Student Publications (January 2002-August 2002)

ResearchPublications*Peer-Reviewed Journal Articles*

1. Spillman, M.M., **Sparks, J.V.**, & Kuban, A.J. (2019). The use of comprehensive exit exams in program assessment: Benefits, challenges & best practices. *Journal of Media Education*, 10(3).
2. Wirtz, J. G., **Sparks, J.V.**, & Zimbres, T. M. (2018). The effect of exposure to sexual appeals in advertisements on memory, attitude, and purchase intention: A meta-analytical review, *International Journal of Advertising*, 37, 2, 168-198, doi: 10.1080/02650487.2017.1334996
3. **Sparks, J. V.** & Chung, S. (2016). The effects of psychobiological motivational traits on memory of in-game advertising messages, *Psychology & Marketing*, 33, 1, 60-68, DOI: 10.1002/mar.20840
4. **Sparks, J. V.** & Lang, A. (2015). Mechanisms underlying the effects of sexy and humorous content in advertisements, *Communication Monographs*, 82, 1, 134-162, doi:10.1080/03637751.2014.976236
5. Chung, S. & **Sparks, J. V.** (2015). Motivated cognitive processing of in-game advertising, *Communication Research*, 43, 4, 518-541, doi:10.1177/0093650214566623.
6. Erzikova, E., Mills, C., & **Sparks, J. V.** (2014). Identity management in HIV-positive prisoners in Russia, *Russian Journal of Communication*, 6, 2, 143-154.
7. **Sparks, J. V.**, Chuang, W., & Chung, S. (2012, Fall). Continuous emotional responding to audio, video, and audiovisual sensory channels during television viewing, *Southwestern Mass Communication Journal*, 28, 1, 78-94.
8. **Sparks, J. V.**, Matthews, C., & Chung, S. (2011, Fall). The influence of arousal on encoding and storage of information in pleasant television messages, *Southwestern Mass Communication Journal*, 27, 1, 45-53.
9. **Sparks, J. V.** & Lang, A. (2010, October-December). An initial examination of the post-

auricular response as a physiological indicator of motivational activation during television viewing, *Communication Methods and Measures*, 4, 4, 311-330.

10. Lang, A. Bradley, S., **Sparks, J. V.**, & Lee, S. (2007). Measuring individual differences in motivational activation: Predicting physiological and behavioral indicators of appetitive and aversive activation, *Communication Methods and Measures*, 1, 113-136.
11. McBride, K. R., Sanders, S. A., Janssen, E., Grabe, M. E., Bass, J., **Sparks, J. V.**, et al. (2007). Turning sexual science into news: Sex research and the media, *Journal of Sex Research*, 44, 4, 347-358

Book Chapter

12. Stocking, H. S. & **Sparks, J. V.** (2007). Communicating the scientific complexities and uncertainties of behavioral science, In M. K. Welch-Ross & L. G. Fasig (Eds.), *Handbook on Communicating and Disseminating Behavioral Science*. Thousand Oaks, CA: Sage.

Peer-Reviewed Published Abstracts

13. **Sparks, J. V.** (2013). The influence of added motivational activation during television viewing on the post-auricular reflex [Abstract]. *Psychophysiology*, 50. (Suppl. 1), S76.
DOI: 10.1111/psyp.12121
14. Matthews, C. B., Wells, K. C., Hamilton, B. K., Lang, A., & **Sparks, J. V.** (2010). The heart knows best: Cognitive effort increases with added appetitive activation. [Abstract]. *Psychophysiology*, 47. (Suppl. 1), S33.
15. **Sparks, J. V.** & Fox, J. (2008). Your funny ad makes me giggle, my ears wiggle, and helps me to remember you better: An examination of the influence of humorous content in television advertisements on appetitive activation and encoding [Abstract]. *Psychophysiology*, 45. (Suppl. 1), S98.
16. **Sparks, J. V.** (2007). A Validation of the post-auricular response as an indicator of appetitive activation during television viewing [Abstract]. *Psychophysiology*, 44 (Suppl. 1), S107-108.
17. Lang, A., **Sparks, J. V.**, Bradley, S. D., Lee, S., & Wang, Z. (2004). Processing arousing information: Psychophysiological predictors of motivated attention [Abstract]. *Psychophysiology*, 41(Suppl. 1), S61.
18. Potter, R. F., **Sparks, J. V.**, Cummins, G. R., Lee, S.K. (2004). "I bleed crimson!": The impact of fan identification levels on viewers' attention and emotional response during sports news, [Abstract]. *Psychophysiology*, 41(Suppl. 1), S62.
19. Angelini, J., Lee, S., Schwartz, N., **Sparks, J. V.**, & Lang, A. (2003). Processing radio

public service announcements: Arousing content, production pacing, and children, [Abstract]. *Psychophysiology*, 40(Suppl. 1), S23.

Conference Papers and Presentations

Top-Papers, Information Systems Division, International Communication Association

1. Chung, S. & Sparks, J. V. (2013, June). Motivated cognitive processing of in-game advertising (Top Paper). *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, London.*
2. Sparks, J. V. & Lang, A. (2009, May). Examining the influence of emotional, sexy, and humorous content on motivated cognitive processing of television advertisements (Top Paper). *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Chicago, IL.*

Additional Peer-Reviewed Conference Papers and Presentations

3. Wirtz, J. & Sparks, J. V. (2022, August). Red state slump?: Evidence of a post-2016 election decline in journalism enrollment in ‘Trump states.’ *Paper presented to the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication at its annual conference, Detroit, Mich.*
4. Kemp, B., Chung, S., & Sparks, J. V. (2022, May). The influence of psychobiological motivational traits on COVID-19 anxiety, avoidance and prevention behaviors, *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Paris, France.*
5. Chung, S. & Sparks, J. V. (2021, August). Cognitive and attitudinal processing of visual frames in 360-degree environmental corporate social responsibility (CSR) messages. *Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication at its annual conference, Online.*
6. Sparks, J. V. (2021, February). Panelist: Higher Ed’s “New Frontier,” *Presented to Association of Schools of Journalism and Mass Communication Winter Workshop (Online): Leadership in Times of Change: The Pandemic, Social and Racial Justice, and Economic Uncertainty.*
7. Sparks, J. V. (2016, March). You’ve set the lab; you trained the grad students! Now what? How to start your first psychophysiological study. *Presented to Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes Preconference of the American Academy of Advertising annual conference, Seattle, Wash.*

8. **Sparks, J. V.** & Chung, S. (2015, March). The influence of game players' motivational traits on cognitive processing of in-game advertising. *Paper presented at the American Academy of Advertising at its annual conference, Chicago, IL.*
9. Chung, S., Kim, H. S., & **Sparks, J. V.** (2015, April). Linking individuals' psychobiological motivational traits to attitudinal and cognitive perceptions in the HIV/AIDS prevention model. *Paper presented at the D. C. Health Communication Conference, Fairfax, VA.*
10. **Sparks, J. V.** & Carson, M. (October, 2014). Conceptualization of graduate exit exams: Enhancing quality and culture. *Paper presented to Assessment Institute, Indianapolis, IN.*
11. **Sparks, J. V.** & Chung, S. (May, 2014). Psychobiological Personality Traits and Game Addiction, *Paper presented to Communication Science - Evolution, Biology, and Brains 2.0: Innovation in Theory and Methods Preconference of the International Communication Association at its annual conference, Seattle, WA.*
12. Wirtz, J., **Sparks, J. V.**, & Lyons, K. (August, 2012) Sex sells? A meta-analysis of the effect of sexual content in advertisements on persuasive outcomes. *Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication at its annual conference, Chicago, IL.*
13. Chuang, W., **Sparks, J. V.**, Gardner, E. L. & Bradley, S. D. (2012, May). Continuous emotional responses to the audio, video, and audiovisual channels of television messages. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Phoenix, AZ.*
14. Matthews, C. B., **Sparks, J. V.**, & Parrot, M. S. (2010, August). The influence of sexy and humorous content on motivated cognitive processing of television advertisements. *Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication at its annual conference, Denver, CO.*
15. **Sparks, J. V.**, Gangadharbatla, H. S., Meisse, S. W., & Matthews, C. B. (2010, August). Motivated cognitive processing of risky and sexy video game content. *Paper presented to the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication at its annual conference, Denver, CO.*
16. Chambers, C. & **Sparks, J. V.** (2009, November). Judging a cover by its book: The influence of personality presentation on perceptions of physical attractiveness and memory. *Paper presented to the Mass Communication Division of the National Communication Association at its annual conference, Chicago, IL.*
17. Watkins, S. & **Sparks, J. V.** (2009, May). Emotional responding to violent and risky video game content. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Chicago, IL.*

18. **Sparks, J. V.** & Lang, A. (2007, October). A validation of the post-auricular response as a physiological indicator of appetitive activation during television viewing. *Paper presented to the Mass Communication Division of the National Communication Association at its annual conference, Chicago, IL.*
19. **Sparks, J. V.** (2007, May). Motivated processing of mediated messages and the post-auricular response. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, San Francisco, CA.*
20. McBride, K. R., Sanders, S. A., Janssen, E., Grabe, M. E., Bass, J., **Sparks, J. V.**, Brown, T. & Heiman, J. R. (2007, November). Turning sexual science into news: Sex Research and the Media. *Poster presented to the Society for the Scientific Study of Sexuality at its annual conference, Indianapolis, IN.*
21. **Sparks, J. V.** (2006, June). Preliminary report of results: Survey of journalists. *Results presented at the workshop Turning Sex Research into News: Sexual Science for the Public's Interest, Bloomington, IN.*
22. Lang, A., Derryberry, D., **Sparks, J. V.**, Park, B., Kurita, S., & Shyu, S. (2006, May). The effects of audio and video information density on available resources and encoding. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Dresden, Germany.*
23. **Sparks, J. V.**, Lang, A., & Park, B. (2005, May). Separating production pacing from cognitive load: Does information trump structure? *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, New York, NY.*
24. Haverhals, L., Bradley, S. D., Angelini, J. R., **Sparks, J. V.**, & Lang, A. (2004, November). Friendly announcers and disturbing warnings: A longitudinal analysis and comparison of prescription drug advertising. *Paper presented to the Health Communication division of the National Communication Association at its annual conference, Chicago, IL.*
25. Lang, A., Bradley, S. D., **Sparks, J. V.**, & Lee, S. (2004, May). Processing arousing information: Psychophysiological predictors of motivated attention, sensation seeking, and substance use. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, New Orleans, LA.*
26. Potter, R. F., Choi, J., Cummins, R. G., Lee, S., & **Sparks, J. V.** (2004, May). The impact of sports fan identification on cognitive processing of sports news. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, New Orleans, LA.*
27. **Sparks, J. V.**, Zhang, W., & Kanervo, E. (2002, November). Trust, news media use, civic engagement, and social capital after September 11, 2001. *Paper presented to the Midwest Association of Public Opinion Research at its annual conference, Chicago, IL.*

Teaching

Awards

[Ingelhart Friend of the Student Press](#) (2021)

Indiana High School Press Association

*National Student Advertising Competition (NSAC),
American Advertising Federation (AAF) District 6
Faculty Advisor, Third Place (in-track), 2015*

*Board of Visitors Teaching Excellence Award (2009)
The University of Alabama, College of Communication and Information Sciences*

*The Last Lecture Series (2009)
The University of Alabama, Graduate School*

Teaching Experience

Ball State University, Department of Journalism

*Spring 2022
Applied Research in Public Relations (PR 681)*

*Fall 2021
Media and Society (JOUR 101)*

*Fall 2020
Media and Society (JOUR 101)
Media and Society (JOUR 101)*

*Spring 2020
Introduction to Advertising (JOUR 250)*

Central Michigan University, Department of Journalism

*2016 Spring
Principles of Advertising (JRN 360)
Advertising Campaigns (JRN 466)
Personal Branding (JRN 497p)*

*2015 Fall
Principles of Advertising (JRN 360)
Advertising Campaigns (JRN 466)
Personal Branding (JRN 497p)*

2015 Spring

Principles of Advertising (JRN 360)
Sex, Violence, & the Media (JRN 397a)

2014 Fall

Principles of Advertising (JRN 360)
Sex, Violence, & the Media (JRN 397a)
Advertising Campaign Management (JRN 497a)

2014 Spring

Principles of Advertising (JRN 360)
Sex, Violence, & the Media (JRN 397a)

2013 Fall

Principles of Advertising (JRN 360)
Advertising Media Planning (JRN 365)

2013 Spring

Principles of Advertising (JRN 360)
Advertising Campaigns (JRN 466)

2012 Fall

Principles of Advertising (JRN 360)
Advertising Campaigns (JRN 466)

Texas Tech University, Department of Advertising

2012 Spring

Sex & Violence in the Media (ADV 4303/6315)
Advertising Design and Layout (ADV 3361)

2011 Fall

Advanced Creative Strategies (ADV 4304)
Advertising Design and Layout (ADV 3361)

2011 Summer

Sex & Violence in the Media (ADV 4303/6315)

2011 Spring

Research Methods (MCOM 5364)
Principles of Advertising (ADV 3310)

2010 Fall

Advertising Writing (ADV 3312)
Advertising Theory (ADV 3330)

2010 Spring

Advanced Mass Communication Theory Graduate Seminar (ADV 6315)
Principles of Advertising (ADV 3310)

2010 Summer

Sex & Violence in the Media (ADV 4303/6315)

2009 Fall

Principles of Advertising (ADV 3310)
Advertising Campaigns (ADV 4312)

2009 Summer

Sex & Violence in the Media (ADV 4301/6315)

The University of Alabama (Tuscaloosa), Department of Telecommunication & Film

2008 Summer

Special Topic: Sports and Media (Com 495/ TCF 444)

2009 Spring

Media Psychology (CIS 650)
Special Topic: Media Psychology (TCF 444/544)

2008 Fall

Introduction to Telecommunication (TCF100)
Mass Communication Theory (MC551)

2008 Spring

Seminar in Telecommunication (TCF 553)
Introduction to Mass Communication (MC 101)

2007 Fall

Seminar in Communication Theory (MC 551)
Telecommunication Effects (TCF 420/TCF520)

2007 Summer

Special Topics: Sports and Media (TCF 444/COM 495)
Introduction to Mass Communication (MC 101-026)

2007 Spring

Introduction to Mass Communication (MC 101)
Telecommunication Management (TCF 445)

2006 Fall

Media Programming (TCF 310)

Teaching Assistantships

Indiana University (Bloomington), Department of Telecommunications

2005 Spring

Design and Production (T206)

2004 Fall

Politics and Media (T314)

2003 Spring

Design and Production (T206)

Adjunct Teaching

Austin Peay State University, Department of Speech, Communication & Theatre

2001 Fall

News Reporting (Comm 2000)

Service

Awards

Provost's Assessment Incentive Award (\$10,000), Central Michigan University

Committees

Ball State University

Higher Learning Commission Criterion #4 Subcommittee (Spring 2021-Current)

BSU Media Ecosystem Taskforce (Co-Chair, Fall 2020)

BSU Classroom Management Committee (Fall 2020)

Alumni Magazine (2017-Current)

Leadership Committee, College of Communication, Information and Media (2016-Current)

Central Michigan University

Assessment Council, Faculty Senate Committee (Spring 2014-Current)

College of Communication and Fine Arts (CMU)

Curriculum Committee (Spring 2014)

Department of Journalism (CMU)

Curriculum Committee (2012-13), Chair

Assessment Coordinator (December 2013-Current)

Assessment Committee (2012-13)

Graduate Committee (2012-13)

Faculty Committee (2012-13)

Personnel Committee (2012-13)
ACEJMC Meeting (Chicago, March 2013)

Texas Tech University, Graduate Council
Student Affairs Committee (2010-12)

The University of Alabama (Tuscaloosa)
Department Graduate Committee (Fall 2006-09)
Human Resources Committee (2009)
College Graduate Committee (Spring 2007)
Mentor, McNair Scholars Program (2007-08)