

**Johnny V. Sparks, Ph.D.**  
Chair  
Associate Professor  
Department of Journalism  
Ball State University  
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## **Education**

*Indiana University* (Bloomington)  
Department of Telecommunications  
Doctor of Philosophy (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

## **Academic/Administrative Positions**

*Ball State University*, Department of Journalism  
Department Chair  
Associate Professor with Tenure, (July 2016-Current)

*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)

*Austin Peay State University*, Director of Student Publications (2002-2003)

## Research

### Publications

#### *Peer-Reviewed Journal Articles*

1. Spillman, M.M., **Sparks, J.V.**, & Kuban, A.J. (2019, forthcoming). 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-auditory 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. **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.*
4. **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.*
5. 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.*
6. **Sparks, J. V.** & Carson, M. (October, 2014). Conceptualization of graduate exit exams: Enhancing quality and culture. *Paper presented to Assessment Institute, Indianapolis, IN.*
7. **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.*
8. 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.*
9. 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.*
10. 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.*
11. **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.*

12. 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.*
13. 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.*
14. **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.*
15. **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.*
16. 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.*
17. **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.*
18. 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.*
19. **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.*
20. 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.*

21. 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.*
22. 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.*
23. **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

*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

*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*

*Alumni Magazine* (2017-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)