LAURA F. BRIGHT

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EDUCATION

Ph.D. (ABD), Advertising, Spring 2008
University of Texas at Austin
Concentrations in Interactive Media and Consumer Behavior

> Dissertation: "User-Generated Content or User-Generated Discontent?: A Model of Consumers' Motivations for Use and Expected Outcomes from Experiencing User-Generated Content"

> The advent of Web 2.0 technologies has enabled the efficient creation and distribution of user-generated content (UGC) resulting in a vast change in the online media landscape. The emergent growth of UGC is making a strong impact on consumers, media suppliers, and marketing professionals and therefore warrants examination. Building on my recent work confirming the relationship between attitude and behavior within the realm of UGC, my dissertation research seeks to further investigate individual motivations that drive consumers to create and consume UGC as well as explore the advertising implications for delivering persuasive messages within this form of media content.

> Advisor: Terry Daugherty
> Committee: Gary B. Wilcox (Advertising), Matthew S. Eastin (Research Methods), Randolph Bias (Information Science), and Donald Turnbull (New Media)

M.A., Advertising, 2004
University of Texas at Austin
Concentrations in Online Consumer Behavior and Information Science

B.S., Advertising, 2000
University of Texas at Austin
Concentrations in Media Planning and Interactive Advertising

RESEARCH STATEMENT

My research focuses on understanding consumer behavior within interactive environments as well as how those types of media are created. To date, I have investigated the psychological factors that contribute to the creation and consumption of user-generated content, the impact of new forms of technology on teaching and learning, as well as the interactive elements that consumers encounter in the online world.

ACADEMIC EXPERIENCE

Assistant Instructor, Spring 2008
Course: Advertising on the Internet
Department of Advertising, University of Texas at Austin

Research Assistant, Media Research Lab, Fall 2006 – Spring 2008
Faculty Supervisor: Terry Daugherty, Ph.D.
Department of Advertising, University of Texas at Austin

Assistant Instructor, Spring 2007
Course: Advertising on the Internet
Department of Advertising, University of Texas at Austin

Teaching Assistant, Spring 2005 – Fall 2006
Faculty Supervisor: Terry Daugherty, Ph.D.
Department of Advertising, University of Texas at Austin

Interactive Lab Manager, Fall 2002 – Spring 2004
Faculty Supervisor: Gene Kincaid, Senior Lecturer
Department of Advertising, University of Texas at Austin

HONORS AND AWARDS

Jesse Jones Continuing Education Fellowship, 2007 – 2008 ($13,000)
College of Communication, University of Texas at Austin

Ray Hall Continuing Education Fellowship, 2007 – 2008 ($4,000)
Department of Advertising, University of Texas at Austin

David Bruton, Jr. Endowment Fund Fellowship, 2007 ($1,000)
Office of Graduate Studies, University of Texas at Austin

PUBLICATIONS

Bright, Laura F., Terry Daugherty and Matthew S. Eastin. (2008). Attitudes Toward User-Generated Content. *American Marketing Association Educator's Conference Proceedings*.

Bright, Laura F. and Gary Wilcox. (2008). Am I on Your Playlist?: Explorations into the Impact of Podcasting on Academic Performance. *Texas Computer Educator's Association Conference Proceedings*.

Daugherty, Terry, Matthew S. Eastin, and Laura F. Bright. (forthcoming). Exploring Consumers Motivations for Creating User-Generated Content. *Journal of Interactive Advertising*.

Daugherty, Terry, Harsha Gangadharbatla and Laura F. Bright. (forthcoming). Presence and Persuasion. In *Presence and Popular Media: Understanding Media Users' Everyday Experiences*. Cheryl Campanella Bracken and Paul Skalski (eds.), Lawrence Erlbaum.

Turnbull, Donald and Laura F. Bright. (forthcoming). Advertising Academia with Sponsored Search: An Exploratory Study Examining the Effectiveness of Google AdWords at the Global and Local Level. *International Journal of Electronic Business*.

RESEARCH UNDER REVIEW

Daugherty, Terry, Matthew S. Eastin, and Laura F. Bright. (2007). Expectancy-Value: Identifying Relationships Associated with Creating Consumer Generated Content. In *Consumer Generated Content: Utilizing Web 2.0 Technologies and Applications*, Susan Godar and Sharmila Ferris (eds.), IGI Global.

WORK IN PROGRESS

Bright, Laura F. (2007). Web 2.0 Technology Usage: Motivations and Expected Outcomes of Online Consumers. In *A Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, Neal Burns, Terry Daugherty, and Matthew S. Eastin (eds.), IGI Global.

Daugherty, Terry, Laura F. Bright, Jong-Hyuok Jung, Sonny Rosenthal, and Jodi Smith. A Meta-Analysis of Media Consumption Motivations. Will be submitted to *Media Psychology*.

Daugherty, Terry, Matthew S. Eastin, and Laura F. Bright. (2007). Social Expectations Associated with the Consumption and Creation of Consumer Generated Content. Will be submitted to *International Journal of Market Research*.

CONFERENCE PRESENTATIONS

Bright, Laura F., Matthew S. Eastin, Terry Daugherty, and Harsha Gangadharbatla. (2008) The Pschology of Consumer Control Contextualized within DVR Technologies, to be presented at the *2008 International Communication Association Conference*, Montreal, Quebec, CA, May 22 - 26.

Bright, Laura F., Terry Daugherty and Matthew S. Eastin. (2008). Attitudes Toward User-Generated Content, *American Marketing Association Educator's Conference*, Austin, TX, February 15 – 18.

Bright, Laura F. and Gary Wilcox. (2008). Am I on Your Playlist?: Explorations into the Impact of Podcasting on Academic Performance, *Texas Computer Educator's Association Technology Research Symposium*, Austin, TX, February 5th.

Bright, Laura F. and S. Marina Choi. (2007). An Exploratory Study Examining Intra-site Advertising and Its Effect on the Online Consumer Experience. *Information Architecture Summit*, Las Vegas, NV, March 23 – 25.

Bright, Laura F. and Gracieli Scremin. (2006). Blue Ads, Red Ads: Are Connections Being Made in the Political Blogosphere?. *Association of Education in Journalism and Mass Communication Conference*, San Francisco, CA, August 1 – 4.

Scremin, Gracieli and Laura F. Bright. (2005). Deconstructing Brazil's Racial Democracy: An Analysis of African Brazlian Portrayals in Magazine and Television Advertising. *American Academy of Advertising Conference*, Reno, NV, April 1 – 3.

TEACHING INTERESTS

Advertising, Consumer Behavior, Interactive Marketing, Media Planning and Strategy, New Media Environments, Research Methods, and Integrated Marketing Communications

TEACHING EXPERIENCE

Advertising on the Internet, Instructor – Spring 2008, UT undergraduate course
Advertising on the Internet, Instructor – Spring 2007, UT undergraduate course
Advertising Research, TA – Spring 2005 & Fall 2006, UT undergraduate course
Media Management, TA – Fall 2006, UT graduate course
Media Planning, TA – Summer 2005, UT undergraduate course
Media Research, TA – Spring 2005, UT undergraduate course

SERVICE

Associate Board Member, American Society for Information Science and Technology, University of Texas chapter (Spring 2006)
Texas Media Program Representative, Department of Advertising, University of Texas at Austin (Spring 2005 – present)
Advertising Graduate Council, Department of Advertising, University of Texas at Austin (Spring 2005 – present)

WORK EXPERIENCE

Seedling Online, 1996 – Present
Client Relations and Website Management for a roster of 15 - 20 clients
Website: http://seedling.com

SchoolPeople, Inc., 1999 – 2001
Marketing Coordinator and Liaison to Product Development Team

University Co-Op, 1999
Website Manager and Photographer

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
American Marketing Association
American Society for Information Science and Technology
Association for Education in Journalism and Mass Communication
Association for Women in Communication
Austin Interactive Marketing Association

References available upon request.