

CURRICULUM VITAE

Jackson Carter, Ph.D.

Assistant Professor of Communications
Rogers Department of Communication
Ouachita Baptist University
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Faculty Positions

Assistant Professor of Communications – Ouachita Baptist University	8/23 –
Instructor of Communications – Ouachita Baptist University	8/20 – 8/23

Education

Ph.D., Mass Communication, University of South Carolina Dissertation: “Contextualizing Search: An Analysis of the Impacts of Construal Level Theory, Mood, and Product Type on Search Engine Activity”	2023
M.A., Mass Communications, University of Arkansas at Little Rock Capstone: “Forgotten: An In-Depth Investigation into the Arkansas Foster Care System.”	2017
B.A., Mass Communications; History, Ouachita Baptist University	2015

Research Interests

- **Digital Communication**
- **Media Analytics**
- **Strategic Communication**
- **Social Issues in Communication**
- **History**

Teaching Interests

- **Digital Media**
- **Media Analytics**
- **Digital Advertising**
- **Media Law**
- **Media History**

Honors and Awards

2025 Ouachita Baptist University Growth Plan Grant Recipient

2020 American Academy of Advertising Annual Conference, Top Student Paper Award for paper, “When Cause-Related Marketing Meets Controversy: The Role of Consumers-Brand Congruence and Consumers-Celebrity Congruence.”

2019 International Public Relations Research Conference (IPRRC) Annual Conference, Arthur W. Page Center Benchmarking Award for paper, “More than the bottom line: Exploring social responsibility practices in hospital settings in the United States.”

2017 Kappa Tau Alpha, University of Arkansas at Little Rock Chapter, Top Scholar Award

2017 Society of Professional Journalists – Arkansas Pro, Diamond Journalism Awards, First Place in Online Division: Multimedia Project for “Forgotten – An In-Depth Investigation of the Arkansas Foster Care System.”

2017 Top Graduate Student Award, University of Arkansas at Little Rock, School of Mass Communication.

2017 University of Little Rock CSSC Research and Creative Work Showcase, Best Graduate Creative Work Award for “Forgotten - An In-Depth Investigation of the Arkansas Foster Care System.”

Publications

Refereed Journal Articles

Noland, C., Kim, J.K., Overton, H., Alharbi, K., **Carter, J.**, Moon, W.K. (under review) “Celebrities and Prizes: How Do Celebrities and Inducements Affect Online Sports Betting Behaviors and Brand Attitudes?”

Kim, J.K., Overton, H., **Carter, J.**, & Alharbi, K. (2024) “Examining Individual Characteristics to Predict Public Support for Corporate Social Advocacy: the Role of Self-Enhancement, Collective Efficacy, and Subjective Norm.” *Public Relations Journal*

Kim, J.K., Overton, H., Alharbi, K., **Carter, J.**, Bhalla, N. (2023) “Examining the Determinants of Consumer Support for Corporate Social Advocacy.” *Corporate Communications: an International Journal*.

Alharbi, K., Kim, J. K., Noland, C., **Carter, J.** (2022) “When Corporate Social Advocacy Meets Controversial Celebrity: The Role of Consumer–Brand Congruence and Consumer- Celebrity Congruence.” *Sustainability*.

Wen, J., **Carter, J.**, Sar, S., Anghelcev, G., Ham, C.D. (2021). "Effects of Affect: How Mood and Arousal Influence Consumer Evaluation of Search Engine Result Page (SERP) Ad Snippets." *Journal of Interactive Advertising*, 21(3).

Carter, J. & Wen, J. (2020). "Ads for Forever Families: How Public Service Advertising Portrays Adoptive Children and Parents." *Advertising & Society Quarterly*, 21 (4).

Li, J-Y., Tian, S., **Carter, J.**, & Wen, J. (2020). "More than the bottom line: Exploring social responsibility practices in hospital settings in the United States." *Health Marketing Quarterly*, 37(2).

Refereed Conference Presentations

Noland C., Kim J. Alharbi, K. Overton, H., **Carter, J.**, Moon, W-K. (2025). "Celebrities and Prizes: How Do Influencers and Inducements Affect Online Sports Betting Behavior?" – Presented at 2025 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2025, San Francisco.

Carter J. (2024). "Moving to the Middle: How Placement and Personalization Impact Intrusiveness and Relevance in Video Advertising." – Presented at 2024 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2024, Philadelphia.

Carter J., Stewart, K. (2022). "What Did You Expect: How Timeliness & Content-Type Impact Stakeholder Expectations in Crisis Communication Situations." – Presented at 2022 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2022, Detroit.

Kim, J. K., Alharbi, K., **Carter, J.**, Bhalla, N., & Huang, S. (2021) "Faith is Good for Business: Consumer-Company Congruence and the Connection Between Religious Strength and Consumer Behavior." – Presented at 2021 National Communication Association (NCA) Annual Convention, November 2021, Seattle

Kim, J. K., Overton, H., Alharbi, K. & **Carter, J.** (2021). "Examining the Role of Self-Enhancement, Collective Efficacy, and Subjective Norm as Predictors of Corporate Social Advocacy Support." – Presented at 2021 National Communication Association (NCA) Annual Convention, November 2021, Seattle

Carter, J. & Wu, L. (2020). "I'd Rather Hear it from a Robot: How Audio Voice Drives Preferences in AI-Powered Audio Messages." – Presented at 2020 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2020, San Francisco.

Carter, J., Wen, J., & Ham, C.-D. (2020). "The Effects of Affect: The Influence of Mood and Arousal on Processing Search Engine Result Page Snippets." – Presented at 2020 American Academy of Advertising (AAA) Annual Conference, March 2020, San Diego, CA.

Alharbi, K., & **Carter, J.**, & Campbell, K. (2020). "Superiority, Comfort and Responsiveness: U.S. Car Ads Take on Japanese Competition, 1965-1977." – Accepted for presentation at 2020 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2020, San Francisco.

Alharbi, K., Kim, J., Noland, C., & **Carter, J.** (2020). "When Cause-Related Marketing Meets Controversy: The role of Consumers-Brand Congruence and Consumers-Celebrity Congruence." – Presented at 2020 American Academy of Advertising (AAA) Annual Conference, March 2020, San Diego, CA. * AAA Top Student Paper Award Recipient

Choi, C. W., Jones-Jang, M., Heo, Y.-J., **Carter, J.**, Walker, D., & Alharbi, K. (2020). "Are social media the agenda setter or follower of fake news?." – Presented at 2020 International Communication Association (ICA) Annual Conference, May 2020, Gold Coast, Australia.

Zhang, N., **Carter, J.**, McKeever, & R. McKeever, B.W. (2020). "Perceived Difference Matters: Antecedents to Third-Person Perceptions and Social Support for Mental Health." – Presented at the 2020 Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, March 2020, Memphis, TN.

Carter, J. & Wen, J. (2019). "Ads for Forever Families: How Public Service Advertising Portrays Adoptive Children and Teenagers." – Presented at 2019 Association for Education in Journalism and Mass Communication (AEJMC) National Conference, August 2019, Toronto, ON.

Carter, J. & Wen, J. (2019). "Ads for Forever Families: How Public Service Advertising Portrays Adoptive Children and Teenagers." – Presented at 2019 Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, March 2019, Columbia, SC.

Li., J-Y., Tian, S., **Carter, J.**, & Wen, J. (2019). "More than the bottom line: Exploring social responsibility practices in hospital settings in the United States." Presented at 2019 International Public Relations Research Conference, Orlando, FL. * Arthur W. Page Center Benchmarking Award Recipient

Teaching Experience

Instructor of Record

COMM 4553 – Media Management, Ouachita Baptist University

COMM 4813 – Media Analytics, Ouachita Baptist University

COMM 4023 – Communication Law, Ouachita Baptist University

COMM 4303 – Online Media, Ouachita Baptist University

COMM 1003 – Fundamentals of Public Speaking, Ouachita Baptist University

JOUR 220 - Account Planning, University of South Carolina

JOUR 421 - Media Analysis, University of South Carolina

Invited Guest Lectures & Presentations

“Sports Betting and The Cult of Celebrity” presented to faculty members at **Faculty Colloquium**, Ouachita Baptist University, Fall 2025

“Classroom Ethics” presented to students at **ASC Success Workshop**, Fall 2025

“Robots as Frenemies: Teaching & Learning with Generative A.I.” presented to faculty members at the 2025 **University Faculty Conference**, Fall 2025

“AI in the Classroom” presented to students at **ASC Success Workshop**, Spring 2025

“Tackling Mis/DisInformation” presented to faculty members at **Library 101**, Fall 2024

“Communication in the Classroom” presented to students at **ASC Lunch & Learn**, Fall 2024

“Academic Integrity in the AI Learning Environment” panel participant at the **2024 Arkansas Deans Association Annual Meeting**, Fall 2024

“AI in Newsgathering” presented to journalism students at the **2024 ACMA Conference**, Spring 2024

“AI and Faculty” presented to faculty members at **AI & Faculty Presentation**, Ouachita Baptist University, Spring 2024

“Research Methodologies” presented with Lannie Byrd & John Morgan to employees at the **March SIU**, MHP/Team SI Family of Companies, Spring 2021

“More Than Mad Men” presented to faculty members at **Faculty Colloquium**, Ouachita Baptist University, Fall 2020

“Google Analytics” presented to graduate students in **(JOUR 790) Social Media Research & Analysis**, University of South Carolina, Spring 2020

“Segmentation, Targeting & Positioning” presented to undergraduate students in **(JOUR 202) Principles of Advertising and Brand Communication**, University of South Carolina, Spring 2020

“Competitive Analysis” presented to undergraduate students in **(JOUR 421) Media Analysis**, University of South Carolina, Spring 2020

“Media Planning: Advertising and IBP in Digital, Social, and Mobile Media” presented to undergraduate students in **(JOUR 202) Principles of Advertising and Brand Communications**, University of South Carolina, Fall 2019

“Search Engine Optimization” presented to undergraduate students in **(JOUR 421) Media Analysis**, University of South Carolina, Fall 2018, Spring 2019.

“Online Media Theory” presented to undergraduate students in **(JOUR 306) Theories of Mass Communication**, University of South Carolina, Fall 2018, Spring 2019

Academic Experience

Assistant Professor of Communications August 2023 – Present
Rogers Department of Communication, Ouachita Baptist University

Instructor of Communications August 2020 – July 2023
Rogers Department of Communication, Ouachita Baptist University

Graduate Teaching/Research Assistant August 2018 – August 2020
School of Journalism and Mass Communication, University of South Carolina

Graduate Teaching Assistant August 2015 – May 2017
School of Mass Communication, University of Arkansas at Little Rock

Relevant Academic Memberships

Association for Education in Journalism and Mass Communication

American Academy of Advertising

Broadcast Educators Association

College Media Association

Arkansas College Media Association

Relevant Industry Experience

Research Consultant Self-Employed	August 2020 – Present Arkadelphia, AR
Search Engine Optimization Strategist Team SI	March 2017 – July 2020 Little Rock, AR
Content Producer Team SI	April 2016 – March 2017 Little Rock, AR

Relevant Industry Certifications & Proficiencies

- Google Analytics Individual Qualification Certification
- Google Ads Search Certification
- Conductor Searchlight Certification
- Brandwatch Proficiency – Consumer Insights/Big Data Tool
- iMotions Biometrics Software Proficiency (including GSR testing, EEG testing, and eye-tracking testing)

Professional & University Service Activities

Reviewer – AI & Society	2025 -
OBU - Football Scoreboard Operator	2025 -
OBU – Faculty Development Committee	2025 -
OBU - Spanish Faculty Hiring Committee	2024
Reviewer – AEJMC Advertising Division	2024 -
Reviewer – Journal of Marketing Communication	2024 –
OBU – Ad Hoc Canvas Advisory Committee	2024
OBU – Ad Hoc AI Advisory Task Force	2024
OBU Analytics Faculty Hiring Committee	2023

OBU - Title IX Investigator	2023 -
OBU - Learning and Technology Resources Committee	2022 – 2025
- Chair	2023 - 2025
OBU - Graduate and Professional Studies Advisory Committee	2021 – 2023
OBU - Faculty Advisor – <i>The Signal</i>	2021 -
OBU - Student Advisor	2021 -
OBU - Honors Thesis Advisor	2021 -
USC Faculty Search Committee – Open Rank Advertising Faculty	2019
Assistant Planner – ICA Communication and Technology Division	2018
Reviewer – BEA Festival of Media Arts	2017-2019
Assistant Producer – BEA Festival of Media Arts	2017