

PAMELA B. RUTLEDGE, PHD, MBA

www.pamelarutledge.com

Media Psychologist • Author • Speaker • Researcher • Consultant • Professor

Dr. Pamela Rutledge is a scholar-practitioner who applies expertise in human behavior and neuroscience combined with 20+ years as a media producer to research and analyze media impact and consumer behavior. She works with clients to develop research and data strategies that integrate the human and social concerns for ethical and positive outcomes in consumer engagement strategies. Dr. Rutledge has worked with a variety of clients to identify audience meaning, needs and motivations and to understand and develop brand narratives. Clients include 20th Century Fox Films, Oprah Winfrey Network, Warner Bros., Saatchi and Saatchi, KCET's Sid the Science Kid and the US Department of Defense.

As faculty of media psychology at Fielding Graduate University, Dr. Rutledge designs and teaches courses on meaning making, applied storytelling, human and social use and impact of all media and technology platforms. She focuses on the ethical outcome of media and technology use, using positive psychology to inform use and development to support human growth and flourishing.

Dr. Rutledge speaks internationally and is the author of *Transmedia Psychology: Creating Compelling and Immersive Experiences*, *The Psychology of Mobile Technologies*, and *Augmented Reality: A Brain- Based Model for Interactive and Immersive Media*, as well as a recent text on positive psychology and three chapters in the *International Encyclopedia of Media Psychology*. Dr. Rutledge acts as an expert witness in litigation related to audience and fan behaviors and sits on the advisory board of the Social Marketing Certificate at UC Irvine Extension. She is a contributor to *PsychologyToday.com* and frequently consulted as an expert on technology use and popular culture in outlets such as *The NY Times*, *The UK Guardian*, *Good Morning America*, *ABCnews.com*, *BBC*, *Time*, and *USAToday*.

PROFESSIONAL EXPERIENCE

Rutledge LLC Consulting	2000-present
<ul style="list-style-type: none">• Audience analysis and insights	
Media Psychology Research Center, Director	2007-present
<ul style="list-style-type: none">• Research on media behaviors and technology design• Editor in Chief, Media Psychology Review	
Rutledge Capital Private Equity Investment, Communications	2008-present
Wilkins Center, Therapist & Researcher	1982-2006
Brown Design & Communications, Principal	1997-2000
	1980-1989

ACADEMIC EXPERIENCE

Fielding Graduate University, Faculty PhD, Masters and Certificate Program	2008-present
<ul style="list-style-type: none">• Lead Faculty,<ul style="list-style-type: none">○ Media Psychology Certificate in Brand Psychology and Audience Engagement○ Doctoral Concentration in Brand Psychology and Audience Engagement○ Doctoral Concentration in Positive Psychology and Media	
Massachusetts School of Professional Psychology	2012-2014
<ul style="list-style-type: none">• Curriculum Developer and Faculty Director of Media Psychology Master's Program• Adjunct Faculty, Leadership Psychology Doctoral Program	
UC Irvine Extension	2008-present
<ul style="list-style-type: none">• 2011 Distinguished Faculty Award• Advisory Board, Internet and Social Media Marketing Certificate Program• Instructor and course developer	
NSF Interdisciplinary Behavioral and Social Science Research	
<ul style="list-style-type: none">• Panel Participant and Grant Reviewer	2014-2018
UCLA Extension, Instructor	2008-2012

Kaplan University, School of Business

2009-2010

Subject Areas

- Audience Engagement, Audience Profiling
- Transmedia and Social Storytelling
- Brand Psychology, Brand Storytelling, Corporate Social Responsibility as Brand Extensions
- Narrative Psychology and Identity in Media
- Social Media Behaviors and Impact
- Positive Psychology and Media
- Persuasive Design

ONLINE COLUMNS

PsychologyToday.com blog, <i>Positively Media: How we flourish and grow with emerging technologies.</i>	March 2009 to present
The Media Psychology Blog, Available through APA PsychExtra	2006 to present

PUBLICATIONS

- Rutledge, P. (2020 expected). Positive Media Psychology. In J. Van den Buick (Ed.), *The International Encyclopedia of Media Psychology*. New York: Wiley-Blackwell.
- Rutledge, P. (2020 expected). Qualitative Research. In J. Van den Buick (Ed.), *The International Encyclopedia of Media Psychology*. New York: Wiley-Blackwell.
- Rutledge, P. and Hogg, J. L. (2020 expected). Long-form Interviewing. In J. Van den Buick (Ed.), *The International Encyclopedia of Media Psychology*. New York: Wiley-Blackwell.
- Rutledge, P. (2019). You Can Learn a Lot by Listening: Use narrative analysis to understand the “why” in consumer behavior trends. *The Actuary*, April/May.
- Rutledge, P. (2019). Transmedia Psychology: Creating Compelling and Immersive Experiences. In M. Freeman & R. R. Gambarato (Eds.), *Routledge Companion to Transmedia Studies*. London: Routledge.
- Rutledge, P. (2017) The Transmedia Trip: The Psychology of Creating Multi-Platform Narrative Engagement for Transmedia Migration. Transmedia Storytelling Conference Papers, Hannover, Germany.
- Rutledge, P. (2016) Media Psychologists. In R. Sternberg (Ed.) *Career paths in Psychology: Where Your Degree Can Take You*. (3rd Ed.) American Psychological Association.
- Rutledge, P. (2016). *Counter-Da'esh Influence Operations Cognitive Space Narrative Simulation Insights*. Washington D.C. US Dept of Defense.
- Rutledge, P., & Hogg, J. L. (2016). Bridging Research and Practice: Using Proactive Narratives. In J. Giordano, S. Rhem & G. Popp (Eds.), *White Paper on Assessing and Anticipating Threats to US Security Interests: A Bio-Psycho-Social Science Approach for Understanding*. Washington D.C.: A Strategic Multi-Layer (SMA) Periodic Publication, US Dept of Defense.
- Gregory, E and Rutledge, P. (2016). *Positive Psychology: The Science of Happiness and Well-Being*. ABC-Clio press. Santa Barbara, CA.
- Rutledge, P. (2016). Psychology. *International Encyclopedia of Communications Theory*. Praeger.
- Rutledge, P. (2016). What is Media Psychology and How You Can Use It. *Practical Psychology in Medical Rehabilitation*. Springer Press.
- Rutledge, P. (2016). A Balanced Look at Hot Topics in Media Psychology. *PsycCRITIQUES*, 61(10), (Review of Media Psychology 101 by Christopher Ferguson).
- Rutledge, P. (2015). Accessible social media basics for education. (Vol 60, No 9).(Review of the book: Studying and Researching with Social Media, by Megan Poore, *PsycCritiques*).
- Rutledge, P. (2014). Transmedia Literacy: Expanding the Media Literacy Frontier. *The Amplifier Magazine*, Fall/Winter, from <http://div46amplifier.com/2014/12/11/transmedia-literacy-expanding-the-media-literacy-frontier/>.
- Rutledge, P.B. (2013). How Obama Won the Social Media Battle in the 2012 Presidential Campaign. (January). *The National Psychologist*.
- Rutledge, P.B. (2013). The Psychology of Mobile Media. In P. Bruck & M. Rao (Eds.), *Global Mobile: Current Transformations and Futures of Value*. Information Today, Inc.

- Rutledge, P. B., and Neal, M. (2012). *Positive Engagement Evaluation Model for Interactive and Mobile Technologies*. 2012 EEE International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government Conference Papers.
- Rutledge, P. B. (2012). *Augmented Reality: Brain-Based Persuasion Model*. 2012 EEE International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government Conference Papers.
- Rutledge, P. B. (2012). Is there a need for a distinct field of media psychology? In K. Dill (Ed.), *Oxford Handbook of Media Psychology*: Oxford University Press.
- Rutledge, P.B. (2011). *The Impact of Media Coverage on USA-China Conflict*. GmbH & Co. KG: Lambert Academic Publishing
- Rutledge, P.B. (2011). The Resilience of Lisbeth Salander: Self-efficacy, Connection, and Meaning. In R. Rosenberg & S. O'Neill (Eds.) *The Psychology of the Girl with the Dragon Tattoo*. Dallas, TX: BenBella Publishing.
- Rutledge, P. B. (2011). The Impact of Social Media on the Success of the Twilight Saga. In L. Wilson (Ed.), *The Psychology of Twilight*. Dallas, TX: BenBella Publishing.
- Rutledge, P.B. (2011) *What is Media Psychology?* PowerPoint Presentation for High School Teachers. APA Online Resources.
- Buckner, B., & Rutledge, P.B. (2011) Transmedia Storytelling for Marketing and Branding. (March) *Internet Marketing Association Monthly*.
- Buckner, B. & Rutledge, P.B. (2011) Transmedia Storytelling: Putting Story Power to Work for Effective Marketing Campaigns. (February) *Adcrafter: The Voice of Advertising in Detroit*,
- Buckner, B., & Rutledge, P. B. (2011). Transmedia Storytelling: Putting Story to Work in the Hispanic Marketplace. *Hispanic Marketing and Public Relations (HMPPR)*, (January 30)
- Buckner, B., & Rutledge, P. B. (2011). Transmedia Storytelling: Putting Story Power to Work for Effective Marketing Campaigns. *Adcrafter: The Voice of Advertising in Detroit*, (February 11), 7. www.adcraft.org
- Buckner, B., & Rutledge, P. B. (2011). The Power of Transmedia Storytelling. *Happi* (January 28), The Expert's Corner. www.happi.com
- Rutledge, P. B. (2010, August 14). The Impact of Social Media on Self-Image and Self-Representation *Paper presented at the American Psychological Association National Convention. Session: Symposium on Women and Media: Global Perspectives on Promoting Social Change. Sponsored by Division 46 Media Psychology and Division 35 Psychology of Women*. San Diego, CA: American Psychological Association.
- Rutledge, P. B. (2010). The Psychology of Away Messages. *USAirways Magazine*, April, 30-31
- Rutledge, P. B. (2008). Defining Media Psychology. *Media Psychology Review*, (Spring/Summer), <http://ow.ly/3gsr>
- Rutledge, P. B. (2005 (unpublished)). Global Competition in Education. In J. Rutledge (Ed.), *Telecom Industry Study: Telecom Reform Will Add Jobs and Stimulate the Economy*. Washington DC: U.S. Chamber of Commerce.
- Rutledge, P. B. (1998). Prescription Privileges. *Letters*, 29 (9), <http://www.apa.org/monitor/sep98/let.html>
- Rutledge, J., & Rutledge, P. B. (1998). Creating Value *Employee Training Manual*. Fullerton, CA: Earle M. Jorgenson Company.
- Banks, S., & Rutledge, P. B. (1988). Training Employees with Multimedia *Text and Workbook*. Pomona, CA: Pomona First Federal.
- Banks, S., & Rutledge, P. B. (1988). Effective Employee Training *Automated Multi-Media*. Pomona, CA: Pomona First Federal.

SELECTED PRESENTATIONS

- Rutledge, P. (2019). Presence and the Impact of Personality. (May 22). Digital Hollywood Conference, Los Angeles, CA.
- Rutledge, P. (2019). Data Strategy and Narrative. Variety Data Innovation Symposium. Los Angeles, CA.
- Rutledge, P., (2018) Using Media Psychology to Make Better Media. Conscious Media, Beverly Hills, CA
- Rutledge, P. (2017). Inside the Experience: The Psychology of Immersive Design. Digital Hollywood 2017, Los Angeles.
- Rutledge, P. (2017). Media Psychology: What It Is and How to Use it. (2017, March). Credible Partners Conference, Baltimore, MD.
- Rutledge, P. (2017) The Power of Storytelling: Confronting ISIS in the Narrative Space. (Fort Bragg, NC.)
- Rutledge, P. (2016, May). *Stealth VR through the Application of Neuroscience and Cognitive Psychology (Panel)*. Digital Hollywood 2016. Los Angeles.
- Rutledge, P. (2016, March). *Brand Story as Virtual Reality*. *Media Summit 2016*. New York.
- Rutledge, P. (2015, August 7). *Presidential Panel The Internet of You: Selfie Empowerment*. 2015 American Psychological Association National Convention, Toronto, ON.
- Rutledge, P. and Hogg J.L. (2015, August 6). *What is the Real World Anyway: Redefining Learning Spaces*. 2015 American Psychological Association National Convention, Toronto, ON.

- Rutledge, P. (2015, August 6). *Effective Games: Playing in the Flow Zone*. 2015 American Psychological Association National Convention, Toronto, ON.
- Rutledge, P. (2015, February 27). *The Transmedia Trip: Engagement Across Multiple Platforms*. Transmedia Storytelling Conference, Hannover Germany.
- Rutledge, P. and Hogg, J.L. (2015, January) *Social Storytelling*. Fielding National Session. Santa Barbara, CA.
- Rutledge, P. (2014, October) *Transmedia Storytelling for B2B*. Cambro Manufacturing.
- Rutledge, P. (2014, August) *The Science of Engagement – “You Talkin’ to Me?”*. 2014 American Psychological Association National Convention. Washington DC.
- Rutledge, P. (2014, August) *Storytelling for Good: TurboCharge Your Message with Transmedia Storytelling*. 2014 American Psychological Association National Convention. Washington DC.
- Rutledge, P. and Hogg, J. L. (2014, May) *The Science of Engagement*. SoMe Awards and Forum. Portland, OR.
- Rutledge, P. (2014, May) *The Psychology of Storytelling*. SoMe Awards and Forum. Portland, OR.
- Rutledge, P. (2014, January) *Branding Through Storytelling Workshop*. Fielding National Session. Santa Barbara, CA.
- Rutledge, P. B. (2013, November 9) *Transmedia Storytelling for Content Management*. Integrated Marketing Forum, Irvine, CA.
- Rutledge, P.B. (2013, April 15). *Transmedia Storytelling for Educational Recruitment*. AACRAO Conference. San Francisco, CA
- Rutledge, P.B. (2013, August 4). *Media Literacy: An Imperative, Not a Luxury*. American Psychological Association National Convention. Honolulu, HI.
- Rutledge, P. B., and Neal, M. (2012). *Positive Engagement Evaluation Model for Interactive and Mobile Technologies*. Paper presented at the 2012 EEE International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government, Las Vegas, NV.
- Rutledge, P. B. (2012). *Augmented Reality: Brain-Based Persuasion Model*. Paper presented at the 2012 EEE International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government, Las Vegas, NV.
- Rutledge, P.B. (2012, October) *The Psychology of Play and Players*. StoryWorld Conference and Expo, Los Angeles, CA.
- Rutledge, P.B. (2012) *Integrating an Online Presence for Psychologists*. Orlando, FL. American Psychological Association National Convention.
- Rutledge, P.B. (2012, August 2) *Transmedia Storytelling for Marketing, Education, and Clinical Practice*. American Psychological Association National Convention, Orlando, FL.
- Rutledge, P.B. (2012, March 9). *Brains and the Consequences of Design*. SxSW Interactive, Austin, TX.
- Rutledge, P.B. (2012, February 18). *Panel Chair: Embedded Cognition*. Society for Consumer Psychology Conference, Las Vegas, NV
- Rutledge, P.B. (2012, January 9). *Communicating the Message in the ‘New Normal’ Environment*. Newport Beach, CA. College Board College Colloquium.
- Rutledge, P.B. (2011, November 2) *Generation C & Shared StoryWorlds*. StoryWorld Conference and Expo, San Francisco, CA.
- Rutledge, P.B. (2011, October 6). *The Wired Child Series: The Impact of Social Technologies n the Brain*. American Museum of Natural History
- Rutledge, P.B. (2011, September 30) *The Psychology of Social Media*. Vodafone Plenum Annual Congress. Berlin, Germany
- Rutledge, P.B. (2011, August 6). *Social Media for Social Change*. American Psychological Association National Convention. Washington, DC.
- Rutledge, P.B. (2011) *How to Apply Transmedia Storytelling to Branding and Advocacy*. Presentation for Planning Conference, Minneapolis, MN.
- Rutledge, P.B. (2011) *Augmented Reality: Broadband for the Brain*. Panel ARE Augmented Reality Conference, Santa Clara, CA.
- Rutledge, P.B. (2011, April 19) *Media Psychology*. SmartPeoplePodcast.com
- Rutledge, P. B. (2011). *Does the Internet Make You Happy?* Paper presented at the SxSW Interactive, Austin, TX.
- Buckner, B., & Rutledge, P. B. (2011, February 19). *Transmedia Storytelling for Social Impact. Workshop Presentation for New Leaders Council, Santa Monica, CA.*
- Rutledge, P. B. (2010, August 14). *The Impact of Social Media on Self-Image and Self-Representation Paper presented at the American Psychological Association National Convention. Session: Symposium on Women and Media: Global Perspectives on Promoting Social Change. Sponsored by Division 46 Media Psychology and Division 35 Psychology of Women*. San Diego, CA: American Psychological Association.
- Rutledge, P. B. (2009). *Media Ethics, National identity and the Olympics: The Impact of Media on U.S. Perceptions of China*. Paper presented at the Broadcast Educators Association, Las Vegas, NV.
- Rutledge, P. B. (2008). *Cognitive Psychology of Web Design: The New School*.

Rutledge, P. B. (2007). Film Panel Discussion: The Mother *APA National Convention*. San Francisco..

SELECTED MEDIA INTERVIEWS

- What Will the Internet Be Like in the Next 50 Years? (November 1, 2019). By Matt Blitz. **Popular Mechanics**.
- Why It's Important to Schedule More Downtime for Your Brain. (November 1, 2019). By Beth Jones. **Shape**.
- Experts Optimistic About the Next 50 Years of Digital Life. (October 28, 2019). By Kathleen Stansberry, Janna Anderson and Lee Rainie. **Pew Research Center -Internet & Technology**.
- Say thank you and please: Should you be polite with Alexa and the Google Assistant? (October 11, 2019). By Edward C. Baig. **USA TODAY**.
- Am I an Asshole for Hating People Who Tweet 'Send Cute Pets?' An Investigation. (October 8, 2019). By Samantha Cole. **VICE**.
- Why the beauty community on YouTube is one of the most turbulent and drama-filled places on the internet (October 2, 2019). By Lindsay Dodgson. **INSIDER**.
- A New York teen's fatal stabbing was filmed by onlookers: Is social media to blame? (September 28, 2019). By Janell Ross & Janelle Griffith. **NBC News**.
- Facebook Joins Instagram in Testing Hiding 'Likes' From Posts. (September 27, 2019) By Danielle Abril. **Fortune**.
- Kik shuts down messaging app in favor of pivot to cryptocurrency. (September 26, 2019). By AJ Dellinger. **Mic.com**
- You Should Definitely Track Your Loved Ones' Phones. Actually Maybe Not. (August, 15, 2019). By Joanna Stern. **Wall Street Journal**.
- Instagram's Changes Could Leave Influencers Heartbroken. (August 16, 2019). By Laura Forman and Lauren Silva Laughlin. **Wall Street Journal**.
- ICE Agents Are Television's Newest Bogeymen, From Netflix's 'Orange Is the New Black' to NBC's 'Superstore.' (July 27, 2019). By Shira Feder. **The Daily Beast**.
- The Couples Who Use GPS Trackers to Keep Tabs on Each Other (July 24, 2019). By Adam Bulger. **Fatherly**.
- Read receipts make people feel terrible and you should turn them off. (July 18, 2019). By Janaki Jitchotvisut. **Insider.com**.
- Bianca Devins' murder is 'not an Instagram story,' domestic violence expert says. (July 17, 2019). By Alia E. Dastagir. **USA TODAY**.
- 4 TV shows every 40-something woman I know is watching. (July 6, 2019). By Vivian Manning-Schaffel. **NBCNews.com**.
- YouTube Fame's Highs and Lows: One Family's Experience. (July 2, 2019). By Julie Jargon. **Wall Street Journal**.
- Video Games Can Bring Disabled Gamers Closer To The Society (May 20, 2019) **Guru Gamer**.
- Alerts and anxiety: Citizen app notifies users of nearby danger. (May 15, 2019) **ABC7**
- What to Do if You Hate Your Partner's Social Media Presence. (June, 21, 2018). By Rebecca Fishein. **LifeHacker.com**.
- A Review of Video Unboxing. (June 15, 2018). By **Beaupop**. Smart People Podcast Episode 19.
- Study: Negative Social Media Experiences Linked to Depression. (June 7, 2018). By Tala Salem. **USNews**.
- Why Being Online Makes Us Happy. (May 22, 2018) **Better Worldians Podcast**.
- The 9 Biggest Instagram Mistakes Couples Make. (May 15, 2018). By Julia Pugachevsky. **Cosmopolitan**.
- There's a Scientific Reason You're Addicted to Watching "The Office." (April 25, 2018). By Augusta Statz. **SimpleMost.com**
- Intervention Ideas to Ease Problems. (April 17, 2018). By Janna Anderson and Lee Rainie. **Pew Internet Pew Internet & Life Project**
- What to say to a friend who had a miscarriage that will actually comfort them. (April 17, 2017). By Ashlyn Lillibridge. **ThisInsider.com**
- Carrie Underwood Just performed for the First Time in 5 Months. Why is Everyone Fixated on Her Face Instead of Her Music? (April 16, 2018). By Cheryl Wischhover. **Racked.com**
- Why Khloe Kardashian & Tristan Thompson's Cheating Scandal Feels So Weirdly Personal. (April 14, 2018). By Lia Beck. **Bustle.com**
- Maybe You Shouldn't Read This Column on Your Phone. (March 12, 2018). By Patrice Apodacamar. **LATimes**
- 5 Reasons Social Media 'Cleanses' Are Kinda Bullsh*t. (March 6, 2018). By Julia Pugachevsky. **Cosmopolitan**
- Why Women running sex tech companies deal with an abhorrent amount of harassment. (February 26, 2018). By Claire Lampen. **The Daily Dot**
- Is Binge-Playing Video Games Bad for You? (February 20, 2018). By Matt Perez. **Forbes.com**

- The Sign You Are Oversharing on Social Media. (February 1, 2018). By Sydney Loney. **MSN.com**
- The Best Digital Detox is No Detox At All. (January 29, 2018). By Karen Landman. **WoollyMag.**
- The Psychological Effects of Signing Off Social Media. (December 28, 2107. Podcast: Cal Newport, Pamela Rutledge, Alexis Madrigal. **the1a.org**
- What is Selfitis? The Study Calls Taking Selfies a “Mental Disorder,” But Here’s Why Experts Disagree. (December 16, 2017.) By Katie Mitchell. **Bustle.com**
- Why We Shun Harvey Weinstein, but Forget About Woody Allen. (November 29, 2017). By Meera Jagannathan. **Moneyish.com**
- Theme 4: The information environment will improve because people will adjust and make things better. (October 20, 2017). By Janna Anderson and Lee Rainie. **Pew Internet & Life ProjectPew Internet**
- Selena Gomez just showed us how to share life-changing news on social media with grace. (September 14, 2017). By Nicole Lyn Pesce. **Moneyish.com**
- Automated Technology Isn’t Going Anywhere and It’s Changing Society. (August 25, 2017). By Katharine Lackey. **USAToday**
- What Makes People Join Hate Groups? (August 23, 2017). By Sharon Jayson and Kaiser Health News. **USNews**
- Why Are We Living in a New Era of On-Screen Horror? (August 16, 2017). By Clementine de Pressigny. **Vice.com**
- Why Do You Love to Watch Strangers Play Video Games? (August 10, 2018). By Tony Carnevale. **Twitch Prime/Gizmodo**
- Help or Harm? How Social Media Can Impact Musicians’ Mental Health. (August 10, 2017). By Eoin Murray. **Vice.com**
- Experts Say Apocalyptic Twitter Memes May Help Your Anxiety. But Only to A Point. (August 10, 2017). By Anna Swartz. **Mic.com**
- Canada debates women in “religious headgear” buying lingerie. (August 8, 2017). By Anisa Subedar. **BBC.**
- Redes sociais aumentam vínculos, mas exigem equilíbrio. (February 20, 2017). By Patricia Knebel. **Jornal do Comércio.**
- Scientists figured out why your selfies are funny and authentic but everyone else’s are so narcissistic. (February 17, 2017). By Leah Fessler. **The Quartz.**
- This Girl is Going to Prison for Live Streaming a Rape on Periscope. (February 15, 2017) By Brittney McNamara. **Teen Vogue.**
- ‘Why Don’t I Look Like Her?’: How Instagram Is Ruining Our Self Esteem. (January 16, 2017). By Olivia Fleming. **Cosmopolitan.**
- How Generation Z is changing the tech world. (March 10, 2016) By Brian Mastroianni. **CBS News.**
- Twitter users heart the heart button and are using it more than ever. (March 8, 2016). By AJ Dellinger. **DailyDot.com.**
- Ten Legitimate Reasons It’s OK to Take A Man Selfie. (March 9, 2016) By MarcBeaulieu. **AskMen.com. askmen.com**
- Is Kylie Jenner giving sis Kim a run for her money on social media? (March 6, 2016). By Joanne Richard. **Toronto Sun.**
- Like Addiction. (March 2016) By Sarah Wexler. **Cosmopolitan.**
- Is There Anything Wrong With Controversial Photos of Jessica Simpson’s, Kris Jenner’s Kids? (February 25, 2016). By Beth Greenfield. **Yahoo! Beauty.**
- Science Explains Why You Love Morgan Freeman’s Voice. (February 23, 2016) By Mandy Oaklander. **Time.com**
- Chino Hills Powerball winner still unknown as hoaxes keep appearing. (January 15, 2016). By Liset Marquez. **Inland Valley Daily Bulletin/San Bernardino Sun.**
- Why Do People Believe the Mark Zuckerberg Money Giveaway Hoax? (December 31, 2015) By Keith Wagstaff. **NBC News.**
- Speaking of Psychology: Psychology’s influence on our digital world. Episode 32. APA Podcast with Pamela Rutledge. **APA**
- Pamela Rutledge: “Nas redes sociais, fala-se muito, mas pouco se escuta” (December 19, 2015). By Paula Minozzo. **Zero Hora Brasil.**
- Social Media Can Worsen Holiday Stress. (November 25, 2015). **ReachSelf.com.**
- Why You Shouldn’t Escape Into Social Media To Avoid Holiday Stress: Social Media Can Make Holiday Stress Worse. (November 23, 2015). By Damon Beres. **HuffPost Tech.**
- A psychologist explains why Victoria’s Secrets is killing it on Instagram. (November 18, 2015). By Megan Willett. **Tech Insider.**
- Why the Paris Attacks Overshadowed the Beirut Bombings. (November 17, 2015). **Yahoo News. Yahoo News**
- A Baby News for YouTube Couple Accused of Faking Miscarriage. (October 26, 2015). By Rachel Grumman Bender. **Yahoo! Parenting.**
- Waiting on an email? Why it takes some people SO long to respond. (October 8, 2015). By Meghan Holohan. **TODAY.**
- Chain Letters: Who Shares Them, and Why? (October 7, 2015). By Kate Lloyd. **The Debrief UK.**

- 6 Reasons Your Friends Are Clueless Enough to Share the 'Privacy Hoax' Notice on Facebook. (October 1, 2015). By Marjorie Duran. **Men's Health**.
- The new 'Yelp for people' app is a psychologist's nightmare. (October 2, 2015). By Tanya Lewis. **Business Insider**.
- The science behind why smart people fall for dumb social media hoaxes. (September 30, 2015). By Chris Morris. **Fortune.com**.
- Posting political opinions on social media? Be ready to back your comments up. (September 28, 2015). **News1130**.
- Picture Perfect: Social Media Galleries Might Hold Clues to A Happier Future. (September 28, 2015). By Alison Bowen. **EgyptianDaily.com**.
- Facebook's 'Dislike' Button Will Make it Easier to Online Bully. (September 22, 2015). By Diana Graber. **Huff Post Parents**.
- Has Social Media Changed the Way We Grieve? (September 18, 2015) By Susie Coen. **UK: Independent**.
- BBC 5 Live Radio. Selfie Hazards. (September 19, 2015). @bbc5live. **BBC**
- Impotentes e frustrados' são os mais agressivos na internet, diz psicóloga. By BBC Brasil (9 setembro, 2015). **Delas BBC Brasil**
- Why Facebook's Upcoming 'Dislike' Button is a 'Like' for Mental Health. By Korin Miller. (September 16, 2015). **Yahoo Health**.
- Alaska Senate Hopeful Speedo Guy: People Are Sick of Politicians. By Alissa Fleck. (September 14, 2015). **Huff Post Politics**.
- Media Matters. By Melina Wenner Moter. (September 2015). Better Homes & Gardens. Don't Hate the Selfie. By Juno Demelo. (September 2015). **Cosmopolitan**.
- How to Make Your Life Look Like an Instagram Feed. By Alison Bowen. (September 8, 2015). **Chicago Tribune**.
- The Ethics of Reporting Shootings. (On air interview, August 26, 2015). **Sky News Tonight**
- Using social media responsibly during tragic events. By Abbie Burke. (August 26, 2015). Fox21News logo-kxrm-large blue **Fox21News.com**
- Sorry Son, You're Not Getting a Smartphone. By Troy Wolverton. (August 21, 2015). **San Jose Mercury News**.
- Stop Pathologizing the Selfie Trend. **American Psychological Association 2015 National Convention**. By Amy Novotny. (August 7, 2015) #APA2015.
- 'Stalking' your ex online can help you get over a break up. By Saffron Alexander. (August 7, 2015). **UK Telegraph**.
- Wearable Technology Gets Emotional. By Anna Medaris Miller. (July 9, 2015). **US News & World Report**.
- Russia and Safe Selfies. (July 8, 2015). BBC World News Radio. **BBC World Service**
- Why you probably hate the sound of your own voice. By Rachel Feltman. (June 16, 2015). **The Washington Post**.
- What Your Email InBox Reveals About Your Personality. By Shana Lebowitz. (April 23, 2015). **Business Insider**.
- The Digital Land Mines of Modern Break-Ups. By Rick Paulus. (April 7, 2015). **Pacific-Standard.Pacific**
- Ted Cruz raises \$2 million for White House bid. By Fredreka Schouten. (March 27, 2015). **USA TODAY**.
- Science-backed ways to boost self-confidence. By Umnia Shahid. (March 19, 2015). **The Express Tribune with the International New York Times**.
- Surrounded by Selfies: The influence of our "look at me" culture. By Summer Daily. (March 2015). **The Dayton Parent**.
- Will Facebook's Efforts Actually Help Prevent Suicide? By Sam P.K. Collins. (Mary 2, 2015). **ThinkProgress**.
- Keith Olbermann And Why the Powerful Self-Destruct on Twitter. By Luke O'Neil. (February 25, 2015). **The Daily Beast**.
- Teen killed classmate and uploaded 'selfie' with the body to Snapchat, police say. By Peter Holley. (February 8, 2015). **Post Nation**.
- Social Media Use. Radio Interview. January 31, 2015. **Men's Health Live**.
- The Future of Privacy: Above and Beyond Responses Part 2. By Lee Rainie and Jana Anderson. (December 18, 2014) **Pew Internet Research Project**.
- The Silent Society: How Americans Have Replaced Words with Clicks (November 11, 2014). By Marine Cole. **The Fiscal Times**.
- The Rise of Mean World Syndrome in Social Media. By Peter Nowak. (November 6, 2014). **The Globe and Mail**.
- Change Your Life with a Tweet. By Jo Wheatley. (November, 2014). **Healthy Magazine, UK**.
- You Can Recover from a Snippy Email but Be Prepared to Grovel. By Elizabeth Bernstein. (October 21, 2014). **Wall Street Journal**.
- Meet the daredevil photographers racking up thousands of Instagram followers. By Rebecca Robbins. (August 30, 2014). **Washington Post**

- Why Social Media Helps us Heal. By Alyssa Newcomb. (August 12, 2014). **ABCNews.com**
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- Mom, I want a Guinea Pig! (August 4, 2009). Article by Joanne Richards. **Toronto Sun.**
- Would a Balloon Hoax be Pathological or Just Plain Greedy? (July 2009) Article by Jennifer Leggio, **ZDnet**
- Jon and Kate: Divided by two people. (June 2009). Article by Joanne Richards. **The Chatham Daily News**, Canada
- Aged to perfection : Britain's Got Talent showcase shows you're never too old to dream. (May, 2009) Article by Joanne Richards (p. 12). **The Winnipeg Sun**, Canada
- Interview: The psychology of social networks (April 2009). Plugged In with Justin Williams: **WNIN FM.**
- Changing face of advice columnists (April 2009). Article by Joanne Richard: **SUN Media**, Canada.
- Can gossip be good? (February 2009). Weekly Column by Dennie Hughes: **USAToday Weekend.**
- Election junkies, pining for a fix, Article by Jill Rosen and Sam Sessa (November 6, 2008). **Online: BaltimoreSun.com.**
- This article is 1,689 words long: The impact of electronic media on how we read. (2008) Article by Zainab Zakari (pp. 53-55) **New York Review of Magazines.**

EDUCATION

Ph.D., Fielding Graduate University, Santa Barbara, CA.	2008
• Media psychology	
M.A., Fielding Graduate University, Santa Barbara, CA	2007
• Media psychology	
Group Leader Certification Transactional Analysis, Fielding Graduate University	2002
M.B.A., The Drucker School of Management, Claremont Graduate University	1988
• Finance and Accounting, with honors	
B.A., Pomona College, Claremont, CA, Art	1975
• Summa cum Laude, Phi Beta Kappa, Drew Art Prize Recipient 1974 and 1975	

ORGANIZATIONS

- American Psychological Association, general member
 - Division membership: The Society for Media Psychology and Technology, Society for Personality and Social Psychology, Society for Consumer Psychology
- The Society for Media Psychology and Technology Division
 - Recipient of the Early Career Award for Contributions to the Field of Media Psychology, 2014
 - News Media, Public Education, Public Policy Committee, 2009 to 2013
 - Website and redesign, current website coordinator 2008-2015
 - Member-at-Large 2012-2015
 - Chair, Finance Committee, 2013-2015
- American Psychological Society
- International Association for Positive Psychology
- International Communications Association
 - Conference paper reviewer 2007- 2016
- New Media and Society
 - Journal Article Reviewer 2008- 2015

- Society for Consumer Psychology, Conference paper reviewer 2011-2013
- European Journal of Social Psychology, Article Reviewer 2011-present
- Journal of Mass Media Communications, Article Reviewer 2011-present
- Journal of Media and Popular Culture, Article reviewer 2013-present
- Editor, *Media Psychology Review* <http://www.mediapsychologyreview.com>

PRO BONO

- Advisory Board, Social Media Certificate Program Development, UC Irvine Extension Business School, 3/2009-present
- Advisory Board, Advisory Board, Legends of Orkney, Children's Literacy Transmedia Project, 2014-2018
- Advisory Board, Kickstarter project: Transmedia Game to Combat Cyberbullying, 2014-2016
- Advisory Board, Collaborative Project New Knowledge and PBS NewsHour Grant for Research on STEM skills, 2014-2016
- Advisory Board, American Story Channel Transmedia Projects for Children 2013-2015
- Microsite Development Committee, Media Psychology Doctoral Program, Fielding Graduate University. 2009-2010
- Program Director and Faculty Search committees, Media Psychology Program, Fielding Graduate University
- Advisory Tara's Kids Program, 2006-present, building libraries and promoting literacy in underprivileged elementary students in China
- Pomona College Alumni Admissions Interviewer, 2003-2007
- Torchbearer's Board, Pomona College, 1997-2005
- Student Government Representative, The Fielding Graduate Institute, 2002
- Family Center Hot Line 1996-1998
- Greenwich Country Day School Parents' Board 1992-1999; Board of Directors sub-committees: Technology Curriculum Development 1996-1998, Public Relations 1996-1998
- Historical Society, Town of Greenwich, 1993-1996, Treasurer; 1996-1997 Journal Chair
- Rim of the World Education Foundation, Board Member, 1990-92; Public Relations Chair