

VINCENT J. CICCHIRILLO, PhD

Assistant Professor
 Saint Xavier University
 Graham School of Management
 3700 W. 103rd Street
 Chicago, IL 60655
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EDUCATION

Ph.D., Spring 2009, The Ohio State University, School of Communication
 Advisor: Chad Mahood, Ph.D.

M.A., Summer 2004, West Virginia University, Communication Studies Department,
 Advisor: Rebecca Chory, Ph.D.

B.A., Spring 2003, West Virginia University, Communication Studies Department,
 Advisor: Brian Patterson, Ph.D.

UNIVERSITY APPOINTMENTS

Assistant Professor: Saint Xavier University, Graham School of Management, Current

Assistant Professor: The DePaul University, PRAD, Autumn 2016 – 2018

Assistant Professor: The University of Texas at Austin, Advertising, Summer 2009-2016

Graduate Teaching Assistant: The Ohio State University, School of Communication, 2005-2009.

Adjunct Faculty: Pittsburgh University, Department of Communication, Winter 2004-Summer 2005

Adjunct Faculty: Jefferson Community College, Department of Humanities and Social Sciences
 Winter 2005-Spring 2005

COURSES TAUGHT: Saint Xavier University

MKTG 300: Principles of Marketing (Undergraduate)

MKTG 340: Consumer Behavior (Undergraduate)

MKTG 350: Digital Marketing (Undergraduate)

MKTG 355: Social Media Marketing (Undergraduate)

MKTG 361: Digital Marketing Metrics (Undergraduate)

MKTG 380: Strategic Marketing (Undergraduate)

MKTG 560: Marketing Management (Graduate)

COURSES TAUGHT: DePaul University

PRAD 291: Research Methods for the PRAD Professional (Undergraduate)

PRAD 350: Account Planning (Undergraduate)

PRAD 352: Digital Advertising (Undergraduate)

PRAD 379: Advertising Media Planning (Undergraduate)

PRAD 595: Digital Game Advertising and Gamification (Graduate)

CMN 102: Introduction to Mass Communication (Undergraduate)

COURSES TAUGHT: UNIVERSITY OF TEXAS

ADV 385: Advanced Media Planning (Graduate)
 ADV 391K: Graduate Campaigns (Graduate)
 ADV 304: Advertising on the Internet (Undergraduate)
 ADV 373: Integrated Communication Campaigns (Undergraduate)
 ADV 344: Integrated Communication Management (Undergraduate)
 ADV 305: Fundamentals of Advertising (Undergraduate)
 ADV 378: Online Consumer Psychology (Undergraduate, Web-based)

REFEREED JOURNAL PUBLICATIONS

1. Hutchens, M., Silva, D. E., Hmielowski, J., **Cicchirillo, V.** (2019). What's in a Username? Civility, group identification, and norms. *Journal of Information Technology & Politics*, 16(3), 203-218.
2. Brinson, N., Eastin, M. S., & **Cicchirillo, V.** (2018). Reactance to personalization: Understanding the drivers behind the growth of ad blocking. *Journal of Interactive Advertising*, 18(2), 136-147.
3. **Cicchirillo, V.** (2017). Teasing in Cross-Race Friendships: Correlates & Predictors. *American Communication Journal*, 19(2), 1-13.
4. **Cicchirillo, V.** & Mabry, A. (2016). Advergaming and health involvement: How healthy inclinations impact processing of advergame content. *Internet Research*, 26(3), 587-603.
5. Eastin, M.S., **Cicchirillo, V.**, Mabry, A. (2015). Extending the Digital Divide Conversation: Examining the knowledge gap through media expectancies. *Journal of Broadcast and Electronic Media*, 59 (3), 416-437.
6. **Cicchirillo, V.**, Hmielowski, J., & Hutchens, M. (2015). The Mainstreaming of Verbally Aggressive Online Political Behaviors. *CyberPsychology, Behavior and Social Networking*, 18(5), 253-259.
7. Griffiths, R., Eastin, M. S., & **Cicchirillo, V.** (2015). Competitive Game Play: An investigation of identification and competition. *Communication Research*, 43(4), 468-486.
8. **Cicchirillo, V.** (2015). Priming stereotypical associations: Violent video games and African American depictions. Manuscript accepted for publication in *Communication Research Reports*, 32(2), 1-10.
9. **Cicchirillo, V.**, & Appiah, O. (2014). The impact of racial representations in video game contexts: Identification with gaming characters. *New Media and Mass Communication*, 26, 14-21.

10. Eastin, M., **Cicchirillo, V.**, Cunningham, N., & Liang, M. (2014). Managing media: Segmenting media through consumer experiences. *International Journal of Business and Social Research*, 4(4), 8-19.
11. Hutchens, M., **Cicchirillo, V.**, Hmielowski, J. (2014). HOW COULD YOU THINK THAT!?!?: Understanding intentions to engage in political flaming. *New Media and Society*, 16(2), 1-9.
12. Dudo, A., **Cicchirillo, V.**, Atkinson, L., Marx, S. (2014). Portrayals of Technoscience in video games: A potential avenue for informal science learning. *Science Communication*, 36, 1-29.
13. Hmielowski, J., Hutchens, M., **Cicchirillo, V.** (2014). Living in an age of online incivility: Examining the conditional indirect effects of online discussion on political flaming. *Information, Communication, & Society*, 17(10), 1196-1211.
14. Yim, Y. M., **Cicchirillo, V.**, & Drumwright, M. E., (2012). The impact of stereoscopic 3-D advertising: The role of presence in enhancing advertising effectiveness. *Journal of Advertising*, 41(3), 113-128.
15. **Cicchirillo, V.**, & Roberto, A. (2012). Teasing by the numbers: How race and gender influence teasing behaviors. *Communication Research Reports*, 29(2), 87-98.
16. **Cicchirillo, V.**, & Lin, J. (September, 2011). Stop playing with your food! A comparison of for-profit and non-profit food related advergames. *Journal of Advertising Research*, 51(3), 484-498.
17. Eastin, M. S., Appiah, O., & **Cicchirillo, V.** (2009). Identification and the influence of cultural stereotyping on post video game play hostility. *Human Communication Research*, 35, 309-336.
18. Chory, R. M., & **Cicchirillo, V.** (2007). The relationship between video game play and trait verbal aggressiveness: An application of the general aggression model. *Communication Research Reports*, 24, 113-119.
19. Weber, K., Martin, M. M., Binkowski, T., **Cicchirillo, V.**, Hill, L., Hogan, S., et al. (2006). Gender and consent to organ donation. *The Journal of Social Psychology*, 146, 247-249.
20. Chory, R. M., & **Cicchirillo, V.** (2005). Empathy and affective orientation as predictors of identification with television characters. *Communication Research Reports*, 22, 151-156.
21. **Cicchirillo, V.**, & Chory, R. M. (2005). Effects of affective orientation and video game play on aggressive thoughts and behaviors. *Journal of Broadcasting & Electronic Media*, 49, 435-449.

REFEREED JOURNAL SUBMISSIONS

1. **Cicchirillo, V.** (Revise & Resubmit: Round #2). The impact of character of viewpoints and task on perceptions of cognitive and similarity identification. Manuscript submitted to *CyberPsychology: Journal of Psychosocial Research on Cyberspace*.
2. Eastin, M.S., **Cicchirillo, V.**, Dunn, M., & Xu, F (under review). Connecting to the Narrative: The influence of relevance, motivation, and realism on narrative identification. Manuscript submitted to the *Journal of Media Psychology*.
3. Elias, T., Mian, A., **Cicchirillo, V.** (under review). Religion, race, identity, and political advertising: The role of ethnic identification. Manuscript Submitted to the *Journal of Broadcasting and Electronic Media*.

REFEREED BOOK CHAPTERS

1. **Cicchirillo, V.** (2014). Ethics and advergaming: Concerns of marketing towards children. In M. Drumwright (Ed.), *Ethical Issues in Communication Professions: New Agendas in Communication*. Routledge, NY.
2. **Cicchirillo, V.** & Stewart, K. (2013). Video games, user motivations. In M. Eastin (Ed.). *Encyclopedia of Media Violence* (pp.380-384). Thousand Oaks, CA: Sage Publications.
3. **Cicchirillo, V.** (2013). Video game platforms: Effects of. In M. Eastin (Ed.). *Encyclopedia of Media Violence* (pp. 375-378). Thousand Oaks, CA: Sage Publications.
4. **Cicchirillo, V.** (2010). Online gaming: Demographics, motivations, and information processing. In M. S. Eastin, T. Daugherty, & N. M. Burns (Eds.), *Handbook of research on digital media and advertising* (pp. 456-479). Hershey, PA: IGI Global.
5. Eastin, M. S., Ramirez, A., Chakroff, J., **Cicchirillo, V.** (May, 2008). Towards a communication-based approach to cyber-bullying. In S. Kelsey & K. St.Amant (Eds.), *Handbook of research on computer mediated communication* (pp. 339-353). Hershey, PA: IGI Global.

RESEARCH IN PROGRESS

Cicchirillo, V. (manuscript in progress). The Uses and Gratifications of Gamification in eservice. Book chapter proposal accepted for review.

Cicchirillo, V. (in development). Gamification strategies and best practices: A content analysis of brand gamification strategies.

Cicchirillo, V. (in development). How using gaming strategies affects brand identity and users connection to that brand.

CONFERENCE PAPERS/PRESENTATIONS

1. **Cicchirillo, V.** (2017). *Me, Myself, and I: The impact of character of viewpoints and task on*

- perceptions of cognitive and similarity identification*. Paper presented at the International Communication Association at its annual conference: San Diego, CA.
2. Eastin, M. S., **Cicchirillo, V.**, Xu, F. (2017) *Connecting to the Narrative: The influence of relevance, motivation, and realism on narrative identification*. Paper to be presented to the Entertainment Studies Interest Group at the Association for Education in Journalism and Mass Communication at its annual conference: Chicago, IL.
 3. Stewart, K., **Cicchirillo, V.**, & Cunningham, I. (2016). *Sing with Me: The effect of Tempo and Lyrical Cues on Consumer's Brand Information Retrieval*. Paper presented at the American Marketing Association (AMA) Winter Educator Proceedings in Las Vegas, NV.
 4. Choi, D. & **Cicchirillo, V.** (2015). "What Am I to You?": *The Interplay of Perceived Brand Role and Regulatory Focused Message on Advertising Persuasion*. Paper presented at the 2015 American Academy of Advertising Conference to be held in Chicago, IL.
 5. **Cicchirillo, V.** (2014). *Teasing in cross-race friendships: Hispanic Americans and Caucasian Americans reported chop busting behaviors towards dissimilar others*. Paper presented to the Latino/Latina Communication Studies Division at the National Communication Association's Annual Conference: Chicago, IL.
 6. Stewart, K., **Cicchirillo, V.**, Cunningham, I. (2014). Music prominence in advertising: The effect of song lyric presence on brand choice, paper presented at *Understanding the Customer's Sensory Experience Conference*, Temple University in Philadelphia PA
 7. Stewart, K., **Cicchirillo, V.**, & Cunningham, I. (2014). Nobody puts music in the corner: The effect of music prominence on consumer's perceptions of advertising. Paper presented at the *Society for Consumer Psychology's annual conference*, Miami, FL.
 8. **Cicchirillo, V.**, & Mabry, A. (2013). *Advergaming and health involvement: How healthy inclinations impact processing of advergame content*. Paper presented at the Advertising Division of the Association for Education in Journalism and Mass Communication at its annual conference: Washington, D.C.
 9. Mabry, A., Eastin, M. S., **Cicchirillo, V.** (2013). *Beyond the digital divide: A look at media experiences across seven media and three racial subgroups*. Paper presented at the Minorities and Communication Division of the Association for Education in Journalism and Mass Communication at its annual conference: Washington, D.C.
 10. **Cicchirillo, V.**, Hmielowski, J., Hutchens, M. (2013). *The mainstreaming of verbally aggressive online political behaviors*. Paper presented at the International Communication Association annual conference, London.
 11. Hutchens, M., **Cicchirillo, V.**, Hmielowski, J. (2013). *Online media use, social norms, and aggressive online communication: A communication process of political flaming*. Paper presented at the International Communication Association Annual Conference, London.
 12. Yim, Y., Drumwright, M. E., & **Cicchirillo, V.** (2012). *How advertising works embedded in new media: Consumer media experience model*. Competitive paper presented at the American Marketing Association (AMA) Summer Marketing Educators' Conference, Chicago, IL.

13. **Cicchirillo, V.** (2012). *Ethics and advergames: Concerns of marketing towards children.* Paper presented at the New Agendas Conference annual meeting: Austin, TX.
14. Hutchens, M., **Cicchirillo, V.**, & Hmielowski, J. (2011). *How could you think that!?!?!: Creating a measure of and understanding correlates of political flaming.* Paper presented at the Political Communication Group for the National Communication Association at its annual conference: New Orleans.
15. Appiah, O., **Cicchirillo, V.**, Brown, C. Walther, W., & Carter. K. (2011). *Body by Xbox: The effects of video game character body type on young women's body satisfaction and video game enjoyment.* Paper presented at the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication at its annual conference: St. Louis, MO.
16. **Cicchirillo, V.**, Mahood, C., Appiah, O. (2010). *Priming stereotypical associations: Grand Theft Auto video games and African-American depictions.* Paper presented at the Game Studies Division of the International Communication Association at its annual conference: Singapore.
17. Lin, J., & **Cicchirillo, V.** (2010). *Eating is Fun: A content analysis of food related interactive games.* Paper presented at the Proceedings of the 2010 Association for Marketing & Health Care Research (AMHCR).
18. **Cicchirillo, V.** (November, 2008). *The Influence of target race and gender on teasing topics.* Paper presented at the Interpersonal Communication Division of the National Communication Association at its annual conference: San Diego, CA.
19. Mahood, C. & **Cicchirillo, V.** (November, 2008). *The combined effect of physical activity and violent content in motion-sensing video games on affective aggression: A reexamination of the catharsis hypothesis.* Paper presented at the Mass Communication Division of the National Communication Association at its annual conference: San Diego, CA.
20. **Cicchirillo, V.**, Eastin, M., & Appiah, O. (August, 2008). *The mediating role of identification on racial representations in video games.* Paper presented at the Communication Technology Division for the Association for Education in Journalism and Mass Communication at its annual conference: Chicago, IL.
21. Eastin, M. S., Appiah, O., & **Cicchirillo, V.** (May, 2007). *I am the man in the mirror! Identification and the influence of cultural stereotyping on post game play hostility.* Top Paper presented at the Ethnicity and Race in Communication Division of the International Communication Association at its annual meeting, San Francisco, CA.
22. Eastin, M. S., Appiah, O., & **Cicchirillo, V.** (May, 2007). *Racial representation in game play: An investigation into affective responses.* Paper presented at the Games Studies Division of the International Communication Association at its annual meeting, San Francisco, CA.
23. Chory, R. M., & **Cicchirillo, V.** (November, 2005). *Empathy and affective orientation as predictors of viewer identification with favorite television characters.* Paper presented at the Mass Communication Division of the National Communication Association at its annual meeting, Chicago, IL.

24. Chory, R. M., & Cicchirillo, V. (April-May, 2005). *More evidence on the bi-dimensionality of the verbal aggressiveness scale: Relationships with hostility and self-monitoring*. Paper presented at the annual convention of the Eastern Communication Association, Pittsburgh, PA.
25. Cicchirillo, V., & Chory, R. M. (April-May, 2005). *The relationship between video game play and trait verbal aggressiveness*. Paper presented at the annual convention of the Eastern Communication Association, Pittsburgh, PA.
26. Cicchirillo, V., & Chory, R. M. (May, 2005). *Effects of affective orientation and video game play on aggressive thoughts and behaviors*. Paper presented at the Mass Communication Division of the International Communication Association at its annual conference, New York City, NY.
27. Martin, M. M., Cicchirillo, V., Ike, I., Morrison, N., & Tetrick, J. (April, 2004). *Uncertainty reduction theory*. Paper presented at the Central States Communication Association at its annual meeting, Cleveland, OH.

PROFESSIONAL REPORTS

Eastin, M. S. & Cicchirillo (2012). Feasibility report of developing new media and mobile applications for the Texas Department of Transportation. Presented to the Texas Department of Transportation. Strategic Marketing Program: TASK 10.

Cicchirillo, V. (2011). State of the Practice: Peer State Departments of Transportation (DOT). Presented to the Texas Department of Transportation. Strategic Marketing Program: TASK 4 Contract No. 75-1XXIA010.

UNIVERSITY SERVICE

Saint Xavier University – Panelist First Year Instructor/Professor Orientation - 2019
 Saint Xavier University – VIA (New Student Orientation) Presenter 2019
 Saint Xavier University –IPBC5 Subcommittee Curriculum Development of a Data Analytics Concentration 2018-2019
 Saint Xavier University – Sabbatical Leave Committee 2018-2020
 DePaul University – Liberal Studies Council Survey Review at-large Subcommittee 2016
 DePaul University -- Task Force to Study Teaching Evaluation Practices 2017

COLLEGE SERVICE

Graham School of Management (SXU) – Curriculum & Development Committee 2018-2019
 College of Communication (DePaul) Teaching & Research Development 2016-2019
 College of Communication (DePaul) Assessment Committee 2017-2020

DEPARTMENT (PRAD) SERVICE

PRAD (DePaul) Adjunct Faculty Review Committee 2017- Present
 Peer observer (DePaul) - Adjunct Faculty Teaching 2017 – Present

UNIVERSITY OF TEXAS at AUSTIN SERVICE

Ph.D. DISSERTATION ADVISING

- Co-Dissertation Advisor to Kristin Stewart (Doctorate) “Aurality in Multi-Sensory Advertising: The effects of aural cue-prominence in advertising on consumers’ implicit and explicit evaluation brand judgment and choice”. Degree awarded Summer 2014

- Co-dissertation Advisor to Yi-Cheon Yim (Doctorate) “The consumer media experience in innovative media: The impact of media novelty and presence on consumer evaluations” Degree awarded Summer 2011.
- Committee Member to Ohyoon Kwon (Doctoral Candidate). Comprehensive Examinations completed Summer 2011.
- Committee Member to Dong Hoo Kim (Doctoral Candidate) Comprehensive Examinations completed Summer 2013.

MASTER’S THESIS & PROFESSIONAL REPORTS ADVISING

- Advisor to Dong “Sean” Won Choi (Masters) Thesis: “The impact of brand role on advertising effectiveness: The moderating role of message’s regulatory focus.” Completed. Degree awarded Spring 2014.
- Advisor to William Jose Lopez (Masters). Thesis: Word of Mouth vs. Expert Reviews: Comparing user Need for Cognition and Social Media Affinity. Completed. Degree awarded Spring 2014.
- Advisor to Samantha Marx (Masters). Thesis: “Understanding Internet participation and enjoyment: Identifying salient perceptions and abilities” Completed. Degree awarded Spring 2013.
- Advisor to Jordan Clark-Mand (Masters). Professional Report: “Children & Sports: How Parents and the Environment Parents Create Lead Children to Pursue Athletic Achievement” completed. Degree awarded Fall 2011.
- Advisor to Wade Sims (Masters). Professional Report: “Examining The Rise and Role of College Athletics as a Business: Brand Management and Brand Power in Division I Intercollegiate Athletics” Degree awarded Fall 2010.
- Committee Member to Eunice Eun-Sil, Kim (Master’s Thesis). “Exploring the Effects of External Brand Placement on game players’ processing of in-game brand” Degree awarded May 2010.
- Committee Member for Wendy Leu (Masters), Degree Awarded 2010-2011.
- Committee Member for Emily Hill (Masters), Degree Awarded 2010-2011.
- Committee Member for Jose Netto (Masters), Degree Awarded 2010-2011.

UNIVERSITY SERVICE

Texas Student Media Board of Operating Trustees Member 2012-2013

Texas Student Media – President of Operating Trustees Member 2013-2014

ALLY Program Participant 2011-2015

DEPARTMENTAL SERVICE

Special Committee – Survey of Competitive Programs for Students/Faculty/Salaries Advertising/PR (2009-2010)

Faculty Recruitment (Ad Hoc Committee) Member (2010-2011)

Undergraduate Curriculum & Faculty Recruitment (2011-2012)

Faculty Research, Graduate Curriculum, & Faculty Recruitment (2012-2013)

PhD Admissions Committee Member & Scholarship (2012-2014)

GRANTS

Texas Program in Sports and Media Research Fellowship (2011). “Parental Mediation of Sports Content on Television” \$5,500 Principal Investigator: Atkinson. Co-Investigator: Cicchirillo.

Texas Department of Transportation Research Grant for (2011-2012). “State-of-the-Practice Peer State Departments of Transportation” \$37,825. Sub-Contractor: Cicchirillo

Texas Department of Transportation Research Grant for Spring (2012). “Feasibility report of developing new media and mobile applications for the Texas Department of Transportation.” \$62,450. Sub-Contractors: Cicchirillo & Eastin

AWARDS/FELLOWSHIP FUNDING

Moody College of Communication, Department of Advertising Student Enrichment Funds (2011) “The influence of narrative involvement and locale on post-game play outcomes.” \$6,500. Principal Investigator: Cicchirillo

Moody College of Communication, Department of Advertising Student Enrichment Funds (2012) “Political Flaming in online contexts: An experiment into individual’s response” \$6,500. Principal Investigator: Cicchirillo

The Albert Warren Scholarship Award for Outstanding Graduate Teaching 2007.

Top Paper presented to the Division of Ethnicity & Race in Communication, International Communication Association, 2007 (Co-Author).

PROFESSIONAL SERVICE

Editorial Board Member: *Journal of Interactive Advertising*, 2018-Current

Guest Editor: *Journal of Interactive Advertising*, 2018: Special Issue on Digital Gaming & Gamification.

Editorial Board, *Encyclopedia of Media Violence*, Sage Publications, Inc. 2014.

Manuscript Reviewer, *Communication Research*, 2016

Manuscript Reviewer, *Psychology of Popular Media Culture*, 2014

Manuscript Reviewer, *Science Communication*, 2014

Manuscript Reviewer, *Cyber Psychology, Behavior, and Social Networking*, 2013

Manuscript Reviewer, *Journal of Computer Mediated Communication*, 2013

Manuscript Reviewer, *Communication Research*, 2013

Manuscript Reviewer, *Journal of Advertising*, Special Issue, Green Advertising, 2012

Manuscript Reviewer, *New Media & Society*, 2012

Manuscript Reviewer, *Journal of Advertising*, 2012

Research Co-chair, Division of Mass Communication & Society for the Association for Education in Journalism and Mass Communication (2011)

Manuscript Reviewer, *Journal of Advertising*, 2011

Manuscript Reviewer, *CyberPsychology, Behavior, and Social Networking*, 2011

Manuscript Reviewer, *Sustainability*, 2010

Manuscript Reviewer, *New Media & Society*, 2010

Guest Manuscript Reviewer, *Handbook of Research on Computer Mediated Communication*, May 2008.

Graduate Studies Student Representative, School of Communication, The Ohio State University, 2006-2007.