
TEMPLE NORTHUP
Jack J. Valenti School of Communication
University of Houston
101 Communication Bldg., Room 213
Houston, Texas 77204
713.743.1697
temple@uh.edu

EDUCATION

PH.D., MASS COMMUNICATION, 2011

UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL
SCHOOL OF JOURNALISM & MASS COMMUNICATION

- SPECIALIZATION IN THEORY, PROCESSES, AND EFFECTS
- DISSERTATION TOPIC: COMPARING IMPLICIT AND EXPLICIT MEMORY FOR ADVERTISING

M.A., MEDIA STUDIES, 2008

SYRACUSE UNIVERSITY
THE S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

- THESIS TOPIC: IMPLICIT ATTITUDE EFFECTS FROM STEREOTYPED NEWS PORTRAYALS

B.A., ANTHROPOLOGY, 1999

WAKE FOREST UNIVERSITY

ACADEMIC EXPERIENCE

THE UNIVERSITY OF HOUSTON

ASSOCIATE PROFESSOR OF COMMUNICATION

2015—PRESENT

ASSISTANT PROFESSOR OF COMMUNICATION

2011—2015

UNDERGRADUATE COURSES:

COMM 2328: BROADCAST & FILM WRITING

COMM 3376: MEDIA EFFECTS

COMM 4397: DOCUMENTARY FILMMAKING

COMM 4397: MULTIMEDIA STORYTELLING

COMM 4397: iPad STORYTELLING

GRADUATE COURSES:

COMM 6300: RESEARCH METHODS

COMM 6308: SEMINAR IN PERSUASION

COMM 6317: MEDIA EFFECTS

CO-DIRECTOR, THE GULF COAST FOOD PROJECT

2012—PRESENT

CHAIR, MASTERS THESES

MANSUEREH YVONNE EYPE: BREAKING THE TABOO: MEDIA'S INFLUENCE OF DIVORCE ATTITUDES (2016)

JORDAN CAMPBELL: FAVORITE FOR JESUS, RETWEET FOR BUDDHA: A CONTENT ANALYSIS OF RELIGIOUS LEADERS ON TWITTER (2015)

PAIGE BUKOWSKI: TECHNOLOGY, HEALTHCARE, AND THE D/DEAF: EXAMINING HOW THE D/DEAF COMMUNITY UTILIZES TECHNOLOGY FOR HEALTHCARE (2015)

ALEC TEFERTILLER: MOTIVATIONS FOR MOTION PICTURE ATTENDANCE IN THE DIGITAL AGE (2014)

BENE PETTY: RACE, AFFLUENCE, AND BODY IMAGE IN BRIDAL MAGAZINES (2012)

REFEREED PUBLICATIONS

Parrott, S., Carpentier, F., & **Northup, T.** (accepted for publication). The influence of virtual perspective taking on attitudes toward Mexican immigrants in the United States. *Howard Journal of Communication*.

Arendt, F., & **Northup, T.** (2015). Effects of Long-term Exposure to News Stereotypes on Implicit and Explicit Attitudes. *International Journal of Communication, 9*, 2370-2390.

Northup, T. & Carpentier, F.D. (2015). Michael Jordan, Michael Vick, or Michael *Who?*: Activating stereotypes in a complex media environment. *Howard Journal of Communications, 26*, 132-152.

Carpentier, F.D., Parrott, M.S., & **Northup, T.** (2014). When first comes love (or lust): How romantic and sexual cues bias first impressions in online social networking. *Journal of Social Psychology, 154*, 423-440.

Northup, T. (2014). Understanding the relationship between television use and unhealthy eating: The mediating role of fatalistic views of eating well and nutritional knowledge. *International Journal of Communication & Health, 3*, 10-15.

Northup, T. (2014). Truth, lies, and packaging: How food marketing creates a false sense of health. *Food Studies: An Interdisciplinary Journal, 3*, 9-18.

Northup, T., & Mulligan, N. (2014). Online advertisements and conceptual implicit memory: Advances in theory and methodology. *Applied Cognitive Psychology, 28*, 66-78.
doi: 10.1002/acp.2958

Carpentier, F.D., **Northup, T.**, & Parrott, M.S. (2013). Revisiting media priming effects of sexual depictions: Replication, extension, and consideration of sexual depiction strength. *Media Psychology, 17*, 34-54. doi:10.1080/15213269.2013.870045

Northup, T., & Dillman Carpentier, F. (2013). Exploring priming effectiveness within news stories according to media modality and valence. *The Electronic Journal of Communication, 23* (3). Available at: <http://www.cios.org/www/ejc/v23n34toc.htm>

Northup, T. (2013). The role of image body size, race, and familiarity on subsequent evaluations of the self. *Southwestern Mass Communication Journal, 28* (1). Available at: <http://swmcjournal.com/28-1/>

Northup, T. (2013). Examining the relationship between media use and aggression, sexuality, and body image. *Journal of Applied Research on Children, 4* (1). Available at: <http://digitalcommons.library.tmc.edu/childrenatrisk/vol4/iss1/3>

Northup, T. & Mulligan, N. (2013). Conceptual implicit memory in advertising research. *Applied Cognitive Psychology, 27*, 127-136. doi: 10.1002/acp.2892

Northup, T. (2012). Triggering body dissatisfaction: The role of familiarity on subsequent evaluations of the self. *Journalism and Mass Communication, 2*, 294-303.

Northup, T. (2010). Is everyone a little bit racist? Exploring cultivation using implicit and explicit measures. *Southwestern Mass Communication Journal*, 26, 29-41.

Northup, T. & Liebler, C. M. (2010). The good, the bad, and the beautiful: Beauty ideals on the Disney and Nickelodeon channels. *Journal of Children and Media*, 4, 265-282.

Northup, T. (2010). Is it Myspace or the school's space?: Confusion and contradiction in the punishment of student cyberspeech. *Journal of Media Law & Ethics*, 2, 72-97.

REFEREED CONFERENCE PRESENTATIONS

Wojdynski, B., Espina, C., **Northup, T.**, Bang, H., Lee, Y., & Sridhar, N. (2015). Exemplification in Online Slideshows: The Role of Visual Attention on Availability Effects. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, San Francisco, CA.

Northup, T. (2015). It's Not Just If You See It, It's How You Process It. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, San Francisco, CA.

Northup, T. (2015). The Rise of Online Pornography: Examining Its Content and Effects. Presented at the annual conference of the *Society for Personality and Social Psychology*, Long Beach, CA.

Northup, T. (2014). Brand accessibility and attitudes: The moderating effect of advertising exposure. Presented at the annual conference of the *Society for Personality and Social Psychology*, Austin, TX.

Northup, T. (2013). Online advertisements and conceptual implicit memory: Advances in theory and methodology. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Washington, D.C.

Eaton, B., & **Northup, T.** (2013). Here comes the bride: A content analysis examining representations of women in Brides magazine advertisements. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Washington, D.C.

Northup, T., & Wojdynski, B. (2013). Choose your own exemplar: Exemplification and risk in interactive online news. Presented at the annual conference of the *International Communication Association*, London.

Parrott, S., Carpentier, F., & **Northup, T.** (2013). The influence of virtual perspective taking on attitudes toward Mexican immigrants in the United States. Presented at the annual conference of the *International Communication Association*, London.

Arendt, F., & **Northup, T.** (2013) A cross-cultural test of the implicit cultivation process. Presented at the annual conference of the *International Communication Association*, London.

Dillman Carpentier, F., Parrott, S., & **Northup**, T. (2012). The role of content enjoyment in effects of sexual and romantic media primes. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Chicago, IL.

Dillman Carpentier, F., **Northup**, T., & Parrott, S. (2012). Evaluation context, enjoyment, and acceptance in media priming effects. Presented at the annual conference of the *International Communication Association*, Phoenix, AZ.

Northup, T. & Sherrill, M. (2011). The real skinny on food in the media: Ethical shortfalls of covering and marketing food to an ever expanding nation. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, St. Louis, MO.

Northup, T. (2010). From radio to television: Analyzing the Black Press and the debate over *Amos 'n' Andy*. Presented at the annual conference of the *National Communication Association*, San Francisco, CA.

Northup, T. (2010). Triggering body dissatisfaction: The role of familiarity on subsequent evaluations of the self. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Denver, CO.

Northup, T., & Dillman Carpentier, F. (2010). Michael Jordan, Michael Vick, or just some guy named Michael: Exploring priming effectiveness based on valence, mode, and familiarity. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Denver, CO.

Northup, T. (2010). From heavy-handed to a light-touch: Protecting children through media regulation in Singapore. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Denver, CO.

Northup, T. (2009). Television viewing and racial prejudice: Exploring cultivation using implicit and explicit measures. Presented at the annual conference of the *National Communication Association*, Chicago, IL.

Northup, T. (2009). The self-body image: An integrated model of body image and beauty ideals. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Boston, MA.

Northup, T. (2009). A tale of two campuses: The (un)covering of college shootings. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Boston, MA.

Northup, T. (2009, August). Social viewing among college students. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Boston.

Northup, T., & Dillman Carpentier, F. (2009). Exploring priming effectiveness according to media modality and valence. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Boston, MA.

Northup, T. & Liebler, C. M. (2009). The good, the bad, and the beautiful: Beauty ideals on the Disney and Nickelodeon channels. Presented at the annual conference of the *International Communication Association*, Chicago, IL.

Meyer, P., Dillman Carpentier, F., & **Northup**, T. (2009). Harvesting market position or planting for the future?: The influence of workforce investment on newspaper readership. Presented at the annual conference of the *International Communication Association*, Chicago, IL.

Northup, T. (2009). Is it Myspace or the school's space?: Confusion and contradiction in the punishment of student cyberspeech. Presented at the annual *Southeast Colloquium* of the *Association for Education in Journalism and Mass Communication*, Oxford, MS.

Northup, T. (2007). It's not what we watch, it's how we watch it: Understanding the college audience. Presented at the annual conference of the *Mid-Atlantic Popular/American Culture Association*, Philadelphia, PA.

Northup, T., & McAuliffe, C. (2007). Segregating Survivor: Perceptions of how race and ethnicity changed the game. Presented at the annual conference of the *Mid-Atlantic Popular/American Culture Association*, Philadelphia, PA.

Wang, X., Zhang, D., and **Northup**, T. (2007). What shapes Americans' opinions about foreign countries? News, entertainment, and personal experience. Presented at the annual conference of the *Association for Education in Journalism and Mass Communication*, Washington, DC.

INVITED LECTURES

WORDS AWAKE: A CELEBRATION OF WAKE FOREST UNIVERSITY WRITERS & WRITING, MARCH 23-25, 2012, WINSTON-SALEM, NC

- Participated in Wake Forest University event highlighting the writing accomplishments of its alumni. I was featured as being successful both as a professional and academic writer.

AWARDS AND FELLOWSHIPS

- **Univision** (2016) – Awarded \$5,000 toward creating the Texas Hispanic Poll.
- **Headliners Foundation** (2016) – Awarded \$3,000 toward implementation of the Texas Hispanic Poll.
- **CLASS Outreach Grant** – University of Houston (2014). Awarded \$1,989 to continue working on documentary project in order to submit an NEH Media Production grant.
- **Teaching Innovation Program** – University of Houston (2014). Awarded \$38,838 to develop new courses and purchase the hardware to integrate iPads into the curriculum.
- **Mini-Grant Award** – Humanities Texas (2014). Recipient of \$1,500 grant to aid in a “Food Matters” film festival and panel talk.
- **Small Grants Award** – University of Houston (2013). Recipient of \$3,000 grant to secure the rental of eye-tracking equipment.
- **AEJMC-Knight Bridge Grant** – The Knight Foundation (2012). Recipient of \$8,000 grant to create interactive website featuring content generated in my documentary filmmaking course.
- **New Faculty Research Award** – University of Houston (2012). Recipient of university-wide faculty research award of \$6,000.
- **Provost Travel Award** – University of Houston (2012, 2013, 2015, 2016). Recipient of award from Provost's office to support travel to conferences.
- **Promising Professor Award** – Association for Education in Journalism and Mass Communication (2011). Recognized by the Mass Communication and Society Division

as the top recipient for this national prize.

- **Roy H. Park Doctoral Fellowship** – University of North Carolina, Chapel Hill, School of Journalism and Mass Communication (2009-2011). Recipient of the prestigious fellowship while studying at the University of North Carolina.
- **William Francis Clingman, Jr. Ethics Award** – University of North Carolina, Chapel Hill, School of Journalism and Mass Communication (2010). Received award recognizing my commitment to research and teaching that relates to media ethics

PROFESSIONAL DEVELOPMENT

- **Dow Jones Multimedia Training Academy** – University of Texas, El Paso (2014). Selected to participate in week-long training with top multimedia professionals.
- **Scripps Howard Leadership Academy** – Manship School of Mass Communication, Louisiana State University, Baton Rouge (2012).
- **Future Faculty Fellowship Program** – University of North Carolina, Chapel Hill, Center for Faculty Excellence (2009). One of 25 graduate students selected from the entire UNC graduate population to receive this fellowship, which were given to those who demonstrated great potential for success in the educational field.

RELEVANT PROFESSIONAL EXPERIENCE

WRITER

“HALF & HALF,” Studio City, CA
June 2002 – March 2006

- Writer for the UPN sitcom that aired for four seasons
- Integral to the daily writers room activities, including developing ongoing series story arcs, breaking specific stories, rewriting future scripts, attending weekly production meetings, and giving notes on edits
- Nominated for a 2005 BET Comedy Award, “Outstanding Writing for a Comedy Series”

WRITERS’ ASSISTANT

“ST. SASS,” Burbank, CA
March – April 2002

“EMERIL,” Studio City, CA
June – November 2001

- Helped executive producer re-write scripts
- Prepared for delivery the final version of all drafts of the scripts
- Supervised full distribution of scripts to the network, studio, and cast
- Served as liaison between writers and producers

ASSISTANT PRODUCTION COORDINATOR

“FOR YOUR LOVE,” Burbank, CA
June 1999 – May 2001

- Oversaw budgetary spreadsheets and production scheduling
 - Maintained log of all purchase orders as well as the show “Bible”
-

SERVICE

**DIRECTOR, JACK J. VALENTI SCHOOL OF COMMUNICATION, UNIVERSITY OF HOUSTON,
2015-PRESENT**

**COMMITTEE FOR THE PROTECTION OF HUMAN SUBJECTS, UNIVERSITY OF HOUSTON,
2013-PRESENT**

ASSOCIATE EDITOR, *FOOD STUDIES: AN INTERDISCIPLINARY JOURNAL, VOLUME 3.*

FACULTY-IN-RESIDENT, UNIVERSITY OF HOUSTON, 2013-2015

**INTEGRATED COMMUNICATION POSITION SEARCH COMMITTEE CO-CHAIR, UNIVERSITY OF
HOUSTON, 2013**

PERSONNEL COMMITTEE, UNIVERSITY OF HOUSTON, 2013-2105

GRADUATE COMMITTEE, UNIVERSITY OF HOUSTON, 2011-PRESENT

**PF&R Co-CHAIR, AEJMC MASS COMMUNICATION DIVISION,
2013-2015**

UNDERGRADUATE COMMITTEE, UNIVERSITY OF HOUSTON, 2012-2014

**MID-WINTER CONFERENCE CHAIR, AEJMC MASS COMMUNICATION DIVISION,
2011-2013**

PROFESSORS WITH PRIDE, PALS, COUGAR MOVERS, 2011-PRESENT

**JOURNAL REVIEWER FOR: MASS COMMUNICATION & SOCIETY, MEDIA PSYCHOLOGY, ASIAN
JOURNAL OF COMMUNICATION, APPLIED COGNITIVE PSYCHOLOGY, FOOD STUDIES**

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication, 2007 – present

International Communication Association, 2009 – present

Society for Personality and Social Psychology, 2012 – present

Writers Guild of America, 2002 – present