HALEY R. HATFIELD
Department of Advertising and Public Relations
College of Journalism & Mass Communication
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EDUCATION

Doctor of Philosophy (Mass Communication), 2024 expected, ABD
University of Georgia, Athens, GA
>   Grad Caucus, President, 2021-2022
>   Tri-Alpha for First Generation Students, Secretary, 2022-2023
Chair: Sun Joo (Grace) Ahn; Committee: Glenna Read, Ivanka Pjesivac, Valerie Jones Taylor

Master of Arts (Media Arts & Sciences), June 2020
Indiana University, Bloomington, IN
Chair: Robert F. Potter; Committee: Danielle K. Brown, John Velez

Master of Fine Arts (Digital Art), Thesis: Urban Illusions, **May 2017**
Louisiana State University, Baton Rouge, LA

Bachelor of Fine Arts (Digital Art), May 2014
Kansas State University, Manhattan, KS

ACADEMIC AND PROFESSIONAL POSITIONS

Emory University, University of Georgia, and Spelman College
Research Fellow – Center for Children's Health Assessment, Research Translation, and Combating Environmental Racism (CHARTER), 2022 - present
Dr. Linda McCauley, Dr. Sun Joo (Grace) Ahn
- Employed within one of six NIEHS Collaborative Centers focused on Children's Environmental Health (CEH) Research and Translation.
- Utilize cutting-edge technologies, including virtual reality and platforms like Roblox, while managing $10,000 in funding to support research aimed at developing methods for communicating important CEH research findings to relevant audiences.
- Establish best practices for working with community experts and public health experts, ensuring meaningful integration of research and community insights in immersive communication tools.
- Collaborate with the National Coordinating Center in Washington, D.C. to engage with state and federal legislative offices and National Institute of Health program officers to promote the translation of research findings into actionable policies.

University of Arizona
Board of Vision and Sustainability – Center for Research Advancing Racial Equity, Justice, and Sociotechnical Innovation Centered in Engineering (RARE JUSTICE), 2023 - present
P.I. Dr. Brooke Coley
- Create an innovative and inclusive learning environment through in-person and virtual workshops.
- Reshape success metrics and redefine scholarship values of traditional academic landscapes.
- Explore transdisciplinary opportunities for educational advancement and emphasize the impact of intentional justice in educational initiatives.

University of Georgia
Research Assistant – Center for Advanced Computer-Human Ecosystems (CACHE), 2020 - present
P.I. Dr. Sun Joo (Grace) Ahn
- Contribute to interdisciplinary research on immersive virtual environments (i.e., VR, AR, and MR).

- Investigate the interactions between virtual and physical experiences to address societal issues.
- Utilize in-house production capabilities to create sophisticated virtual experiences.
- Mentor and train high school interns in VR development using Unity Game Engine.
- Lead multiple immersive virtual environment projects under the guidance of Dr. Ahn, with first-authorship of manuscripts and grant writing experience to secure project funding.

Research Assistant – Brain, Body, and Media (BBAM**) Lab, 2021 - present**
P.I. Dr. Glenna Read
- Collaborate in a lab specializing in psychophysiological measurements, including heart rate, skin conductance, EMG, fMRI, and eye tracking.
- Contribute to research investigating the relationship between media messages and identity within virtual environments, exploring social, cognitive, affective, and physiological mechanisms.
- Tasks include stimulus development, data collection, post-processing of psychophysiological data, results analysis, and manuscript writing.

Indiana University
Research Assistant – Mindless Electrons Lab (MEL), 2019-2020
P.I. Dr. John Velez
- Worked collaboratively on major projects each semester conducting research focused on media psychology and interactive media such as video games.
- Assisted in tasks like testing stimuli, generating ideas, problem-solving, and supporting data collection.

Research Assistant – Institute for Communication Research (ICR), 2018-2020
P.I. Dr. Robert F. Potter
- Assisted with collecting data for research projects using psychophysiological measurements, such as heart rate, skin conductance, EMG, fMRI, and eye tracking.

ACADEMIC PUBLICATIONS

Refereed Research Articles

Hatfield, H. R., Ahn, S. J., Klein, M., & Nowak, K. N. (2022). Confronting whiteness through virtual humans: A systematic review of 20 years of research in prejudice and racial bias using virtual environments. Journal of Computer-Mediated Communication, 27(6), https://doi.org/10.1093/jcmc/zmac016

Hatfield, H. R., Hoa, H., Klein, M., Fu, Y., Zhang, K., Kim, J., Lee, J., Ahn, S. J. (2nd round reviews). Composition of and Collaboration Among Communication Scholars in Twenty Years of ICA (1951-2022). *Journal of Communication*.

Manuscripts in Preparation

Hatfield, H. R. & Youn-Heil, A. F. (TBD). On being human: An investigation of virtual influencers and activism. Submitting to: *Journal of Interactive Advertising.*

Hatfield, H. R. & Ahn, S. J. (TBD). Do Black Lives Matter in the Empathy Machine? Investigating Whiteness and Immersion on Creating a Shared Reality with 360-Degree Video. Submitting to: *Human Communication Research*

Hatfield, H. R., Read, G. L., Lu, X., Wojdynski, B., & Yoon, Y. J. (TBD). From Jokes to Jabs: Messages emphasizing societal benefits and humor increase college students' cognitive processing of COVID-19 vaccination messages. Submitting to: *Health Communication*.

Pfeuffer, A., **Hatfield, H. R.**, Evans, N., & Kim, J. (TBD). Illegally Beautiful? The role of trust and

persuasion knowledge in online image manipulation disclosure effects. Submitting to: *International Journal of Advertising*.

Refereed Conference and Panel Presentations

Hatfield, H. R. & Read, G. L. (2023, November). Examining whiteness and colorblind racism through social VR diversity, equity, and inclusion policies [Paper Presentation]. National Conference Association 109th Annual Convention, Washington D.C., United States.

Hatfield, H. R. & Ahn, S. J. (2023, September). Virtual Reality for Research Translation. *NIEHS Children's Environmental Health Research and Translation Centers Annual Meeting*, Washington D.C., United States. ****Awarded as the Project Most Likely to be Used by Your Peers**

Hatfield, H. R. & Ahn, S. J. (2023, August 9). Do Black Lives Matter in the Empathy Machine? Investigating virtual time travel to disrupt Whiteness and increase awareness of systemic racism. Collaborative Scholar Program at the 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington D.C., United States.

Hatfield, H. R. & Youn-Heil, A. F. (2023, August 7). On being human: An investigation of virtual influencers and activism [Paper presentation]. Mass Communication & Society Division of the 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington D.C., United States.

Hatfield, H. R., & Ahn, S. J. (2023, August 3). Race in the Metaverse: Racism, Bias, and Intergroup Contact in Augmented and Virtual Reality [Panel Presentation]. American Psychological Association 2023, Washington D.C., United States.

Ahn, S. J., & **Hatfield, H. R.** (2023, June 15). Resources and Tools to Empower Action: CHARTER (Center for Children's Health Assessment, Research Translation, and Combating Environmental Racism). Environmental Justice and Climate Protection Conference, Emory University, Atlanta, GA, United States.

Frank, A.L., S. Yuan, H., **Hatfield, H.R.,** MHEM Browning, & Ann, S.J. (2023). Examining Virtual Reality Hurricane Simulations to Enhance Risk Perception and Perceived Efficacy. Poster Presented at the 4th annual Georgia Climate Conference, May 15-17, Athens, GA, United States.

Hatfield, H. R., & Youn-Heil, A. F. (2023, February 24). On being human: An investigation of virtual influencers and activism [Paper presentation]. 2023 AEJMC Midwinter Conference, Norman, OK, United States. ****Top Paper Abstract in the Mass Communication & Society Division**

Hatfield, H. R., Hoa, H., Klein, M., Fu, Y., Zhang, K., Kim, J., Lee, J., Ahn, S. J. (May 25-29, 2023). Composition of and Collaboration Among Communication Scholars in Twenty Years of ICA (2000-2022) [Paper presentation]. International Communication Association 73rd Annual Conference, Toronto, Canada.

Pfeuffer, A., **Hatfield, H. R.,** Kim, J. (2023, March 23-26). Will brands make it if they fake it? Exploring the effects of CGI influencer disclosures in sponsored social media posts [Paper presentation]. American Academy of Advertising Annual Conference, Denver, CO, United States.

Hatfield, H. R. & Read, G. L. (2022, November 18). Toward Creating Safer Social Virtual Space [Paper presentation]. National Conference Association 108th Annual Convention, New Orleans, LA, United States.

Youn-Heil, A. & **Hatfield, H. R.** (2022, November 18). Actions over Intentions: Understanding the associations of insufficient news coverage and racial discrimination on acts of activism [Paper presentation]. Political Communication Division of the National Conference Association 108th Annual Convention, New Orleans, LA, United States.

Pfeuffer, A., **Hatfield, H. R.,** Evans, N., Kim, J. (2022, June 23-25). #Filter - The effects of image retouching disclosures on consumer trust and social comparison [Paper presentation]. International Conference on Research in Advertising (ICORIA), Prague, Czech Republic.

Hatfield, H. R., & Ahn, S. J. (2022, May 26-30). Do Black Lives Matter in the Empathy Machine? Investigating Whiteness and Immersion on Creating a Shared Reality with 360-Degree Video [Paper presentation]. International Communication Association 72nd Annual Conference, Paris, France. **** Top Paper in the Information Systems Division**

Hatfield, H. R., Ahn, S. J., Klein, M., & Nowak, K. N. (2021, November 18-21). Confronting whiteness through virtual humans: A systematic review of 20 years of research in prejudice and racial bias using virtual environments [Paper presentation]. National Communication Association 107th Annual Convention, Seattle, WA, United States. **** Top Paper in the Human Communication & Technology Division**

Hatfield, H. R. (2020, September 8-9). Whiteness and Virtual Reality [Paper presentation]. Political Communication Division of the 116th American Political Science Association PreConference, Online. **** Supporting Projects Aimed at Representation and Knowledge (SPARK) award**

BOOK CHAPTERS

Hatfield, H. R. (in press). Radicalizing Social Virtual Realities. In N. D. Bowman (Ed.)., Emerging issues for emerging technologies: informed provocations for theorizing media futures. Peter Lang.

Youn-Heil, A. F., & **Hatfield, H. R.** (forthcoming). "You Look More Like Scary Spice": How *PEN15* Confronts Whiteness in Interracial Discourse and Asian American Identity. In S. Nilsen & S. E. Turner (Eds.)., *Critical Race Theory and the American Media*. TBD.

GRANTS, AWARDS, AND HONORS

2024: Student and Early Career Representative, Information Systems Division, ICA

2023: Career Development Fellow for the Center for Children's Health Assessment, Research Translation, and Combating Environmental Racism (CHARTER)

2023: UGA College of Journalism & Mass Communication Augusta H. and Grace Barrett Scholarship

2023: UGA College of Journalism & Mass Communication Diversity and Inclusion Advocacy Award

2023: Michael Haley Travel Fund Award for the 73rd Annual ICA Conference

2023: Top Paper Abstract in the Mass Communication & Society Division; Midwinter AEJMC Conference

2022: AEJMC Collaborative Scholar Research Program

2022: Top Student Paper in the Information Systems Division; International Communication Association

2021: Top Paper in the Human Communication & Technology Division; National Communication Association

2020: Supporting Projects Aimed at Representation and Knowledge; APSA Political Communication

2020-2022: Graduate Assistantship, College of Journalism and Mass Communication

2019: Kern Scholarship for Innovation in Journalism

2018-2020: Graduate Assistantship, Indiana University, Bloomington, IN

2018: Juror's Choice Award, Maryland Federation of Art, Annapolis, MA

2017: 2nd Place, 14th Annual Forum 35 Art Melt, Baton Rouge, LA

2014-2017: Graduate Assistantship, Louisiana State University, Baton Rouge, LA

2014: Transfer Art Student Scholarship, Kansas State University, Manhattan, KS 2011

TEACHING EXPERIENCE

University of Georgia

Instructor of Record – Fall 2021, Spring, 2021, Fall 2022

ADPR 3120 Media Strategy & Activation
- Instructed a comprehensive course on media planning and activation, guiding students through the development of media plans for real-world corporate case studies.
- Demonstrated effective strategies for allocating advertising budgets across traditional, digital, and virtual media, equipping students with practical skills for optimizing ad spending.

Teaching Assistant – to Dr. Glenna Read, Fall 2020, Spring 2021

ADPR 3120 Media Strategy & Activation
- Led select lectures and graded assignments, contributing to students' understanding of advertising budget allocation across traditional and digital media.

Teaching Assistant – to Dr. Wunpini F. Mohammed, Fall 2020

EMST 3320 Entertainment Media Analysis and EMST 4430 International Media Entertainment
- Provided support in grading assignments and hosted office hours for students.
- Delivered lectures showcasing my MFA thesis, an immersive 360-video documentary highlighting police injustice, as a powerful educational tool for students.

Indiana University

Instructor of Record – Spring 2019, Spring 2020

MSCH-J 463 Graphic Design I, MSCH-J 465 Graphic Design II
- Introduced students to strategic design components for effective advertising and journalism, focusing on integrating design elements to enhance communication and visual storytelling.
- Delivered comprehensive instruction on Adobe Creative Suite including Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dimension, XD, and Aero.
- Created a dynamic learning environment that emphasized the practical application of design principles to real-world projects.

Assistant Instructor – to Professor Stephen Layton, Fall 2018

MSCH-C 226 Visual Communication
- Led two weekly lab sessions for hands-on media production skills related to photography, videography, and visual storytelling.
- Reviewed and graded all final projects and facilitated interactive learning experiences to enhance students' understanding of the fundamentals of visual storytelling and media production.

Louisiana State University

Graduate Instructor – Fall 2016

ART 2050 Digital Art I
- Guided students in creative projects utilizing digital production software, including the Adobe Creative Suite
- Designed and delivered engaging lessons to lead students to leverage technology as a powerful tool for artistic expression.
- Facilitated an environment that fostered experimentation and innovation in the realm of digital art, promoting both technical and artistic skills.

Teaching Assistant – to Frederick Ostrenko, Spring 2015

ART 2230 Virtual Space & Motion
- Provided support in grading assignments and hosted office hours for students.
- Supported students in developing with Unity Game Engine and delivered select lectures on lighting in virtual spaces.

CAREER DEVELOPMENT

(2024-2026) Elected the *International Communication Association* **Student and Early Career Representative** for the Information Systems Division beginning July 2024.

(2022, July 6-8). Analyzing Race/ism in Interaction: Exploring intersectionality through the lens of conversation analysis and ethnomethodology [Workshop for Selected Emerging Scholars]. https://emca4rj.conversationanalysis.org/summer-workshop-2022-how-to-analyze-race-ism-in-interaction/

INVITED TALKS

Hatfield, H. R. (2022, October 23-27). Replicating realities: How online virtual spaces (re)produce offline problems in Metaverse Meets Media Literacy [Virtual session]. National Association for Media Literacy Education 8th annual United States Media Literacy Week, Virtual.

Hatfield, H. R. (2022, March 3-5). Confronting whiteness in virtual humans [Virtual session]. Center of Excellence for Women & Technology 9th Annual Summit, Bloomington, IN, United States.

PROFESSIONAL MENTORING EXPERIENCE

Champion for MediaMakers, 2020-current
Center of Excellence for Women & Technology at Indiana University
- Serve remotely as a mentor for a team of students as they develop materials to lead campus-wide creative workshops. I strongly encourage the team to approach their work from a well-being perspective so that they can maintain healthy work-life-school balances.

Graduate Mentor, 2021- 2022
Thrive at Georgia, Division of Academic Enhancement at the University of Georgia
- Provide on-campus residency for an immersive mentoring experience to first-year students as they learn to transition from high school to higher education life.

Higher Ed Mentor, 2021-2022
Center of Excellence for Women & Technology at Indiana University
- Serve remotely as a mentor for 2-3 students a year as they work toward personal career and educational goals.

PROFESSIONAL EXPERIENCE

Graphic Designer/MediaMakers Lead, 2018-2020
Center of Excellence for Women & Technology at Indiana University
- Develop marketing and communication materials as needed for alliance group identities, conference and event promotion, websites, and more. Created the first MediaMakers student group to provide workshops on Adobe CC to underrepresented groups in tech around campus.

Creative Strategist Coordinator, 2015-2018
Office of Research & Economic Development (ORED) at Louisiana State University
- Led the ideation, creative strategy, and prototype designs for all marketing and graphic design for the office.
- Led the design direction for many national research grants and maintained all websites for ORED's

research organizations.
- Developed the first augmented reality iOS app at the university which complemented the annually published research magazine.

FEATURED PRESS

2023: Grady College announces 2023 faculty and staff award recipients. *Grady College of Journalism and Mass Communication*. https://grady.uga.edu/grady-college-announces-2023-faculty-and-staff-award-recipients/

2021: Haley Hatfield wins Top Paper award for research on racial bias in virtual reality. *Grady College of Journalism and Mass Communication*. https://grady.uga.edu/haley-hatfield-wins-top-paper-award-for-research-on-racial-bias-in-virtual-reality/

2017: Inform Through Virtual Reality. *Quad: LSU College of Art & Design Magazine*, pp. 22-25. https://design.lsu.edu/urban-illusions-inform-virtual-reality/

2017: Mecugni, Anna. Q&A with Haley Hatfield. *ParseNola.org*. https://www.parsenola.org/single-post/2017/07/01/QA-with-Haley-Hatfield

SKILLS

• Virtual and augmented reality	• SPSS, Mplus
• 360-degree video production	• Qualtrics, Prolific
• Psychophysiology	• HTML, CSS, UnityScript
• Adobe Creative Suite	• Unity Game Engine, Roblox Studio
• Acqknowledge, MediaLab, iMotions	• Maya, Blender, Zbrush, Daz studio
• R and Python	• iOS and Android mobile development

SOLO EXHIBITIONS

2017: Urban Illusions: An immersive Documentary Experience, Glassell Gallery, Baton Rouge, LA
2016: Gentrification: Pop-Up at the Wall of Peace, The Grand Theatre, New Orleans, LA

GROUP EXHIBITIONS

2019: CEW&T Summit, Urban Illusions, Bloomington, IN
2018: California Open, Urban Illusions, TAG Gallery, Los Angeles, CA
2018: A Conversation on Race & Identity, Urban Illusions, Stockton, CA
2018: Focal Point: The Art of Digital Media, Urban Illusions, Annapolis, MD
2018: ONE YEAR OF RESISTANCE, Urban Illusions, The Untitled Space, New York, NY
2018: FL3TCH3R Exhibit: Socially and Politically Engaged Art, Urban Illusions, Johnson City, TN
2017: 14th Annual 2017 Forum 35 Art Melt, Urban Illusions, Baton Rouge, LA
2017: 4th Annual Southeast Louisiana Juried Student Exhibition, Urban Illusions, New Orleans, LA
2017: FutureFest Redstick Festival, Urban Illusions, Baton Rouge, LA
2017: Divergent Exploration, Urban Illusions, Baton Rouge, LA
2017: LSU Digital Art Students Show, Recovery or Regression, Baton Rouge, LA
2015: Prospect.3+, Star Map, Baton Rouge, LA
2014: BFA Group Exhibition, Self Portrait: 3D Projection, Kansas State University