

VITA - Sonya Dal Cin

Professor of Communication and Media, Adjunct Professor of Psychology,
and Research Professor, Research Center for Group Dynamics, Institute for Social Research,
University of Michigan

ORCID: [0000-0001-9168-8530](https://orcid.org/0000-0001-9168-8530)

Academic History

- 2005 Ph.D., Psychology, University of Waterloo, Canada
2000 B.A. (Honours), First Class, Psychology, Queen's University, Canada

Recent Publications ([Google Scholar page](#))

- Mustafaj, M. & Dal Cin, S. (2023). Pre-existing stereotypes and selection of counter-stereotypical genius representations in entertainment media. *Journal of Media Psychology: Theories, Methods, and Applications*. Advance online publication. <https://doi.org/10.1027/1864-1105/a000377>
- Couture Bue, A. C., Dal Cin, S., & Harrison, K. (2022). Empowerment-Themed Advertising Effects: Activation of Empowerment and Objectification Schemas in Women Age 18-35. *Media Psychology*, 26(3), 336-361. <https://doi.org/10.1080/15213269.2022.2142611>
- Cote, A., Dal Cin, S., Exelmans, L., & Mustafaj, M. (2022). Philanthropic, prosocial players: How game-related charity events motivate unlikely donors. *New Media & Society*. Advance online publication. <https://doi.org/10.1177/14614448221130738>

Invited Colloquia, Presentations, Panels & Public Speaking

- The RELATE Summer Workshop: Communication Fundamentals. (2018-2020, 2022; August). RELATE and Rackham Graduate School, University of Michigan. (Expert Panelist).
- Dal Cin, S. (2020, March). *Patterns of Media Use and Leisure Time Among Older Adults*. Colloquium, Department of Communication, University of Arizona.
- Dal Cin, S. (2019, September). *Is all "Slacktivism" Created Equal? Theorizing and Testing Implications of Social Media Sharing for Subsequent Philanthropic Acts*. Invited Presentation, Science of Philanthropy Conference, University of Chicago.
- Dal Cin, S. (2018, December). *From popular media to health: Reflections on content, exposure, processes, and effects*. Invited Colloquium, Hubbard School of Journalism and Mass Communication, University of Minnesota.
- Dal Cin, S. (2018, June). *Incidental health messages in popular culture*. Invited presentation. Communication Sciences Programme, Leuven School for Mass Communication Research, University of Leuven.
- The RELATE Summer Workshop: Audience Engagement. (2015, July). RELATE and Rackham Graduate School, University of Michigan. (Expert Panelist).
- Vaccines: Calling the Shots – Screening and Discussion. (2014, September). Risk Science Center, School of Public Health, University of Michigan. (Discussant).

August 2023

The Object of the Story: The Art of Using Objects to Tell Challenging Stories. (2013, February).
Office of the Vice President for Research, Arts of Citizenship, and the Department of
American Culture, University of Michigan. (Expert Panelist).

Professional Affiliations

International Communication Association (ICA), National Communication Association (NCA),
Society for Personality and Social Psychology (SPSP)

Current Funding

“Research Data Ecosystem: A National Resource for Reproducible, Robust, and Transparent
Social Science Research in the 21st Century” National Science Foundation, 2/15/2022 –
1/31/2027, \$38,357,018 (Co-I/Senior Associate; PI: Margaret Levenstein, University of
Michigan)

Teaching (past 6 years)

Nominee, Golden Apple Teaching Award, University of Michigan (2018)

Undergraduate: Media Psychology, Health Communication and Health Behavior Change, and
Marketing for Social Change

Graduate: Media Theory in the Social Sciences, Quantitative Research Methods, and Audiences
& Entertainment in the Digital Age

Mentoring

Doctoral Students

Current:

- Primary Advisor/Dissertation Chair for two doctoral students in Communication
- Secondary Advisor for one doctoral student in Communication
- Cognate member for two students in Psychology

Former (since 2016):

Matea Mustafaj, Ph.D. May 2023. Marsh Postdoctoral Fellow, UM (Chair)

Gabriel Miao Li, Ph.D. May 2023. Assistant Professor, Chapman University (Member)

Ta’les Love, Ph.D. July 2022. Assistant Professor, Grand Valley State University (Co-chair)

Ian Hawkins, Ph.D. July 2021. Assistant Professor, University of Alabama, Birmingham
(Co-chair)

Stewart M. Coles, Ph.D. July 2020. Assistant Professor, UIUC (Member, Collaborator)

Veronica Derricks, Ph.D. (Psychology). March 2020. (Member)

Izzy Gainsburg, Ph.D. (Psychology). February 2020. (Member)

Amelia C. Couture Bue, Ph.D. January 2020. Assistant Professor, University of Maine
(Member, Collaborator)

Dan S. Lane, Ph.D. May 2019. Assistant Professor, UCSB (Chair)

Winner: Mark Foote Distinguished Dissertation Award (2020)

Jennifer Rubin, Ph.D. (Psychology). February 2019. (Member)

August 2023

Neil A. Lewis, Jr., Ph.D. (Psychology). May 2017. Associate Professor, Cornell University (Member, Collaborator.)

Winner: 2017 Sarri Family Fellowship (Faculty Sponsor)

Sarah E. Erickson, Ph.D. April 2017. Associate Professor, Trinity University (Chair)
U-M Graduate Teacher Certificate (Teaching Mentor)

Winner: Mark Foote Distinguished Dissertation Award (2019)

Katherine Prater, Ph.D. & Elyse Auerbach, Ph.D. (Faculty Advisor)

David Hauser, Ph.D. (Psychology). April 2017. (Member)

Joseph Bayer, Ph.D. August, 2016. Associate Professor, OSU (Member, Collaborator)

Darren Stevenson, Ph.D. August, 2016. (Member)

Undergraduate students: In Communication and Psychology, I have supervised > 12 undergraduate theses, and multiple undergraduate research practica and UROP students.

Current Post-Doctoral Fellows and Untenured Faculty

Kristen Drogos, Ph.D. *Research Investigator, UM Institute for Social Research & Lecturer, UM Department of Communication and Media* (Center-assigned mentor, 2019-present)

Matea Mustafaj, Ph.D. *Marsh Postdoctoral Fellow.* (Postdoc supervisor, 2023-2024)

Service and Committee Membership (since 2020)

University of Michigan Department of Communication and Media / Communication Studies

Associate Chair for Graduate Studies (2022-2025)

Rackham Faculty Ally for Diversity in Graduate Education (2020-2023)

Diversity, Equity, and Inclusion (DEI) Faculty Lead and DEI Committee Chair (2020-2022)

Curriculum Committee (2015-2016, 2020-2021)

Howard R. Marsh Laboratory Committee (2012-2021)

Tenure and Promotion Review Panel (2017, 2019, 2023)

Research Center for Group Dynamics, Institute for Social Research:

Chair, Media Psychology Program (2018-)

Executive Committee (2012-2015, 2016-2020, 2021-2023)

Organizer, Research Center for Group Dynamics Seminar Series: Stories and Streams – Audiences and Entertainment in the Digital Age (2020)

College & University:

Faculty Mentor, GRIN International Mentorship Program, Rackham Graduate School (2020)

SACUA Nominating Committee, University Senate Assembly (2021)

LSA Representative, University Senate Assembly (2018-2021)

Faculty Consultant, Health Messaging and Behaviour, OVP for Communications, UM (2020)

Faculty Sponsor & Advisory Board Member, RELATE (Researchers Expanding Lay-Audience Teaching and Engagement), Rackham Graduate School (2016-present)

External Professional & Community:

Editorial Board, *Psychology of Popular Media* (2020-)

External Reviewer, Faculty Tenure & Promotion (2023, 2 cases)

Multiple ad hoc reviews for journals in communication & psychology