

Valerie K. Jones, PhD

Curriculum Vitae

College of Journalism and Mass Communications
University of Nebraska-Lincoln
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EDUCATION

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| University of Nebraska-Lincoln
Doctor of Philosophy in Educational Studies
College of Education and Human Sciences, December 2019 | Lincoln, NE |
| Northwestern University
Master of Science in Integrated Marketing Communications
Medill School of Journalism, December 2005, Commencement Speaker | Chicago, IL |
| Northwestern University
Bachelor of Science , School of Speech, June 2000, with honors
<i>Double Major</i> : Communication Studies and Sociology; cognate courses in journalism and advertising | Evanston, IL |

I. EXPERIENCE

Assistant/ Associate Professor, University of Nebraska-Lincoln

Lincoln, NE

College of Journalism & Mass Communications, Advertising and Public Relations

August 2013 - present

- **Research** issues situated at the intersection of digital media and culture, producing socially relevant scholarship with application to the industry. Broadly inspired by questions about how technology influences our lives, attitudes, and behaviors, and the role of brands in the decisions we make. Keen focus on the influence of AI-powered voice assistants on loneliness and social connectedness in aging adults.
- **Teaching** is centered on linking learning in the classroom and practice in the field, integrating industry best practices through innovative online and face-to-face experiences and forward-thinking curriculum. Key accomplishments include:
 - designing **ADPR 434/834 Digital Insight and Analytics in 2010**, the first online course of its kind in an ACEJMC-accredited journalism and mass communications program (now delivered online and face-to-face);
 - designing **ADPR 361 Connecting Through Owned, Earned, and Paid Media in 2015**, and earning tens of thousands of media dollars for a co-created class project; redesigning it for online learning in 2020
 - designing **ADPR 189H Honors Seminar: Why Am I Getting That Ad? Influencing Audiences Ethically in a Data-Driven Social Media World** in 2019, expanding data ethics education to interdisciplinary honors students;
 - redesigning **ADPR 484 Brands and Branding** (online and face-to-face), and **ADPR 884 Brands and Branding** (online), and co-teaching **ADPR 489 Campaigns with a first-ever agency partner in 2019**
 - redesigning **ADPR 362 Digital Content Strategy in 2022**

Adjunct Instructor, University of Nebraska-Lincoln

Lincoln, NE

College of Journalism & Mass Communications, Advertising and Public Relations

2007, 2008, 2011

- Won UNL Extended Education and Outreach grant in 2010 to develop new ADVT 434/834 Digital Insight and Analytics course for online asynchronous delivery; began teaching it online in 2011
- Taught ADVT 460/860 Media Strategy classes to senior advertising majors and graduate students for three semesters

Founder, Red Rover Media

Lincoln, NE

July 2009- present

Clients and partners include(d) IBM, Rotary International, Nelnet, Planned Parenthood, RehabVisions, Inceptia.

- Create and implement effective communication strategies for connecting brands with modern consumers through digital and traditional media, and measure success through digital analytics.
- Areas of expertise include digital media planning and investment, social media strategy, search engine marketing, digital analytics and campaign optimization.

Director, Employment Branding, Kenexa, an IBM Company

Lincoln, NE

January 2011- March 2013

Global clients included Whirlpool, Chrysler, Northern Trust, Claire's, Lilly, Shell, Texas Instruments, Cabela's.

- Led research, creative and account teams to develop employment brands for clients that attracted and connected with the right talent for that culture. Won new clients and managed profit and loss.
- Facilitated development of proprietary software that assessed culture fit of candidates and employees.

Manager, Insights and Analytics, Swanson Russell

Lincoln, NE

June 2008- July 2009

Clients included University of Southern California, BlueCross BlueShield Nebraska, Scotts.

- Built and launched Swanson Russell's Insights and Analytics practice for the Interactive Department, devoted to creating smarter, consumer-centric websites and digital media through research, usability analysis and web analytics.
- Led team of analysts; monitored web analytics and identified insights for clients.
- Developed and implemented digital strategies, search engine marketing campaigns, and measurement plans for clients.
- Educated staff, clients and community about interactive trends and opportunities.

Associate Director, Media Strategy, Bailey Lauerman

Lincoln, NE

June 2006- June 2008

Clients included Allstate, Union Pacific, Disney.

- Established agency's digital media strategy and investment practice and process.
- Managed client media budgets of \$15 million.
- Analyzed communication trends and target audiences to develop multimillion dollar communication strategies for clients, from mobile and guerilla marketing to online and traditional advertising.

Account Executive, IGN Entertainment, a division of Fox Interactive

Chicago, IL

Feb. 2005- June 2006

Clients included Starbucks, Pepsi, Dell, Axe.

- Created, sold and implemented custom online, event and in-game solutions that met clients' marketing objectives. Collaborated with national sales team, ad operations, marketing and editorial staff. Met or exceeded annual sales quota.
- Developed program proposals and presentations to educate clients about the digital and video game industries.

Manager/ Sr. Manager, Starcom IP

Chicago, IL

April 2002- Feb. 2005

OMMA (Online Marketing Media and Advertising) Interactive Agency of the Year

Clients included Kellogg, Showtime, Heidelberg, Polaroid.

- Managed \$24 million Kellogg's portfolio, including the Apple Jacks, Smart Start, and Special K brands. Developed strategies for interactive and cross-platform programs that met marketing objectives; negotiated and bought digital media.
- Designed and managed digital launch of Smart Start brand.
- Mined consumer insights and partnered with the analytics team to develop innovative and accountable online, word of mouth, interactive television, and mobile partnerships and campaigns.

Media Strategy Associate, Starcom

San Francisco, CA

July 2000- April 2002

Clients included E! Entertainment Television, style network, Excite.com.

- Managed \$3-15 million budgets.
- Developed strategic recommendations to connect with E! and style audiences that I researched and identified, through television, radio, print, out-of-home, and online media.

II. GRANTS, AWARDS, AND HONORS

Fred A. & Gladys Seaton Professor, College of Journalism and Mass Communications, 2024-2026 (\$30,000)

Selected by external committee to continue research on using AI voice assistants and emerging media to reduce feelings of loneliness and increase social connection among aging adults,

Fulbright Scholar Award, Australia: Fulbright Future Scholarship 2023, funded by the Kinghorn Foundation (\$40,000)

Aging and AI: Creating social connection among aging adults through voice assistants and emerging media, exploratory mixed methods study. Research to be conducted Jan-May, 2023, collaboration with Swinburne University of Technology, Melbourne, Australia. Award amount calculated based on Aug. 2022 AUD-USD exchange rates.

Best Article Award, Journal of Advertising Education, 2023 (\$500)

By AEJMC's Journal of Advertising Education, for "Educating Students About Influencing Audiences Ethically in a Data-Driven Social Media World," co-authored with undergraduate students

Eisele Family Foundation Support, 2022-2023 (\$10,000)

To support the Public Insight Lab

UNL Research Council Faculty Seed Grant, 2022-2023 (\$10,000)

PI, Reducing Isolation by Activating Social Connections with Voice Assistants: A Mixed Methods Approach

Faculty Research and Creative Activity Slam Winner, 2022 (\$1,000)

Selected by the audience for talk titled "The Loneliness Epidemic and the Value of Voice"

Nebraska Governance and Technology Center Fellow, 2022-2023 (\$2,500)

Selected for a third year in a class of interdisciplinary fellows to study the changing relationship between technology, law, and society

Nebraska Collaboration Initiative Team Formation and Publication Grant, 2022-2023 (\$7,500)

Co-Investigator, #NarcansavesLives: Using social media to encourage Narcan purchase and reduce death from opioid overdose

Nebraska Governance and Technology Center Supplemental Research Award, 2022-2023 (\$12,000)

Increasing support of the Public Insight Lab's work to facilitate new interdisciplinary collaborations and consideration of law and policy topics in ongoing research

College of Journalism and Mass Communications Technology Seed Grant, 2022-2023 (\$5,000)

Support of the Public Insight Lab's Sprinklr digital media listening tool

Nebraska Collaboration Initiative Preliminary Data Grant, 2021-2022 (\$40,000)

PI, Reducing loneliness in aging adults with mild cognitive impairment through smart assistant-powered technology: Testing intervention efficacy, optimal delivery modality, & mediation pathway. Created team with UNMC, UNO, and UNL researchers.

Great Plains IDEA CTR (Clinical and Translational Research) Institutional Development Award, 2021-2022 (\$25,000)

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Co-PI, The Loneliness Epidemic: Tailoring Interventions to Reduce Loneliness and Pain in Aging Adults Through Voice Assistants.

Nebraska Governance and Technology Center Fellow, 2021-2022 (\$4,000)

Selected for a second year in a class of interdisciplinary fellows to study the changing relationship between technology, law, and society

Fred A. & Gladys Seaton Professor, College of Journalism and Mass Communications, 2021-2023 (\$30,000)

Develop and launch the Public Insight Lab, an interdisciplinary hub for faculty and student social media research and analysis

Nebraska Governance and Technology Center Supplemental Research Award, 2021-2022 (\$10,000)

Awarded to support the Public Insight Lab's work to facilitate new interdisciplinary collaborations and consideration of law and policy topics in ongoing research

University of Nebraska-Lincoln Center for Transformative Teaching Incubation Grant, 2021 (\$1,000)

PI, Privacy vs. Convenience: How Much Are We Willing to Give to the Internet? In collaboration with team of interdisciplinary honors students.

Honors Faculty Fellow, 2021 (\$1,000)

Enhance experiential learning opportunities for Honors students; increase collaboration with the CoJMC

Nebraska Governance and Technology Center Fellow, 2020-2021 (\$4,000)

Selected as one of 11 inaugural interdisciplinary fellows from UNL to study the changing relationship between technology, law, and society

University of Nebraska-Lincoln Center for Transformative Teaching Student-Faculty Collaboration Grant, 2020 (\$1,000)

PI, "Social media and society: Living in a data-driven world." Co-create learning experiences with students about data ethics in a digital world

UNL Layman Award Seed Grant, 2019 (\$10,000)

PI, "The Role of a Personal Voice Assistant in Reducing Loneliness and Increasing Quality of Life for the Elderly," investigating the role of artificial intelligence-powered voice assistants in reducing loneliness and increasing quality of life for aging adults

UNL CoJMC Media Analytics Lab Pilot, 2018 (\$2,000)

Launched UNL's first media analytics lab with funds from paying client; work with grad students online and face to face to analyze digital data and provide recommendations to improve owned, earned, and paid media and meet client goals

Nebraska Game and Parks Commission (NGPC) Sponsored Program, 2017-2018 (\$5,900)

Awarded to analyze online donations to key conservation programs and provide recommendations for optimization and promotion

UNL CoJMC Start-up Grant, 2013 (\$5,000)

Awarded to launch research agenda

UNL Extended Education & Outreach Course Development Grant, 2010 (\$5,000)

Awarded to develop online Digital Insight & Analytics course, launched in 2011

UNL Research Development Fellows Program (RDFFP), 2018-2019

Selected by UNL Office of Research and Economic Development

UNL Parents' Association Teaching Award, 2019

Nominated by parents of students positively impacted by your teaching

UNL PRSSA Outstanding Mentor Award, 2018

Awarded through UNL PRSSA Gratitude Gala, nominated by Creative Commons RSO I advise

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UNL PRSSA Diversity and Inclusion Award, 2018

Awarded through UNL PRSSA Gratitude Gala for Creative Commons RSO I advise

Kopenhaver Center Fellow, 2017

Awarded by the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication

Peer Review of Teaching Project, 2014-2015

Selected to learn to design and document intellectual work of teaching and learning

Web Marketing Association Internet Advertising Competition, Best Employment Websites, 2012

Recognized for career sites built by my Kenexa Employment Branding team: www.regeneration.jobs, www.northerntrustcareers.com

Kenexa (an IBM Company), Most Profitable Award, 2011

Awarded to business unit leader of the most profitable divisions

Kenexa (an IBM Company), Most Growth Award, 2011

Awarded to business unit leader of the divisions with the greatest year-over-year revenue growth

National Gold ADDY award, 2009, Campaign

Account Executive, Bailey Lauerman. Client: Autism Family Network. Category: Public Service

National Gold ADDY award, 2009, Poster

Account Executive, Bailey Lauerman. Client: Autism Family Network. Category: Public Service

Nebraska Gold ADDY awards, 2008-2009, Public Service, Television and Interactive

Account Executive, Bailey Lauerman. Client: Autism Family Network. Category: Public Service

Nebraska Silver ADDY awards, 2008-2009, Radio, Magazine and Poster

Account Executive, Bailey Lauerman. Client: Autism Family Network. Category: Public Service

Starcom IP, 2004, People's Choice Award

Sr. Manager, Kellogg's Smart Start Cereal. Peer jury; awarded to team with most innovative media strategy

III. RESEARCH

Intellectual Property

Copyright. Title: Rule-based NLP Coding and Analysis App: SOPHIA #2024-021

Inventors: Changmin Yan, Valerie Jones, Zhengxu Yan. Date Submitted to University: August 15, 2023.

Publications

Refereed

Yan, C., Johnson, K., **Jones, V.** (2023) The Impact of Interaction Time and Verbal Engagement with Personal Voice Assistants on Alleviating Loneliness among Older Adults: An Exploratory Study. *International Journal of Environmental Research and Public Health*. <https://doi.org/10.3390/ijerph21010100>

Jones, V. K., Johnson, K., Molskness, H., Gandhi, R., & Zhou, L. (2022). Educating Students About Influencing Audiences Ethically in a Data-Driven Social Media World. *Journal of Advertising Education*, 10980482221127456.

- Jones, V.** (2022). Why people use virtual assistants: Understanding engagement with Alexa. *Journal of Brand Strategy*, 11(1), 80-101.
- Jones, V. K.**, Hanus, M., Yan, C., Shade, M. Y., Boron, J. B., & Bicudo, R. M. (2023). Reducing Loneliness Among Aging Adults: The Roles of Personal Voice Assistants and Anthropomorphic Interactions. In Chen, H., Levkoff, S. E., Kort, H., McCollum, Q. A., & Ory, M. G. (Eds), Technological innovations to address social isolation and loneliness in older adults. *Frontiers in Public Health*.
- Jones, V. K.**, Hanus, M., Yan, C., Shade, M. Y., Boron, J. B., & Bicudo, R. M. (2021). Reducing Loneliness Among Aging Adults: The Roles of Personal Voice Assistants and Anthropomorphic Interactions. *Frontiers in Public Health*, 9.
- Jones, V.**, & Wang, M.B. (2020). Firearms, brass knuckles... and Instagram: The intended and unintended influence of social media advertising. *Journal of Brand Strategy*, 9(2), 171-189.
- Graham, K., Price, N., **Jones, V.**, Fontaine, J., & Chizinski, C. (2020). Marketing and ecological models to predict permit purchasing behavior of sportspersons. In K. Pope and L. Powell, (Eds), *Harvest of Fish and Wildlife: New Paradigms for Sustainable Management*. CR Press.
- Jones, V.** (2018). Voice-activated change: Marketing in the age of artificial intelligence and virtual assistants. *Journal of Brand Strategy*, 7(3), 233-245.
- Jones, V.** (2018). Developing the next-generation Don Draper: The role of analytics in advertising education. *Journal of Digital & Social Media Marketing*, 6(1), 87-92.
- Wang, M. B., & **Jones, V.** (2017). How Instagram content affects brand attitudes and behaviour. *Journal of Digital & Social Media Marketing*, 5(2), 175-188.
- Jones, V. K.**, & Robbins, K. (2016). Effective innovation or dumbed-down distraction: Qualitative content analysis of 10 years of social media and writing research. *International Journal of Innovation in Education*, 3(2-3), 91-109.
- Jones, V.K.**, & Tobaccowala, R. (2016). The future of advertising: What you should know. In R.E. Brown, V. K. Jones & M. Wang (Eds.), *The New Advertising: Branding, Content and Consumer Relationships in the Data-Driven Social Media Era* (pp.375-384). Santa Barbara, CA: ABC-CLIO, an imprint of Praeger.
- Brown, R. E., **Jones, V. K.**, & Wang, M. (Eds.). (2016). *The New Advertising: Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era [2 volumes]*. Santa Barbara, CA: ABC-CLIO, an imprint of Praeger.
- Olmanson, J., Abebe, F., **Jones, V.**, Kyle, E., Lucas, L., Robbins, K., Rumba, G., & Liu, X. (2015). Caught in the tractor beam of larger influences: The filtration of innovation in education technology design. *World Academy of Science, Engineering and Technology, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 9, no. 7 (2015): 2268-2272.

Invited

- Tobaccowala, R., & **Jones, V.K.** (2018). To thrive in today's marketing landscape, embrace schizophrenia! *Journal of Current Issues and Research in Advertising*, 39(3), 266-271.
- Jones, V.** (2017). "The serious business of play: Advertising in video games," Invited contribution, 11th edition of *Advertising and IMC: Principles and Practice*, Mitchell and Moriarty, Pearson.

Mulhern, F., & **Jones, V.** (2017, December). Country-of-origin preferences among Chinese consumers, invited paper presented at Ludwig-Maximilians-University, Munich.

Jones, V. (2015). "Social media strategy: Marketing and advertising in the consumer revolution," invited foreword, Quesenberry, Rowman & Littlefield.

Publications Currently Under Review/ In Progress

Jones, V., & Fargen-Walsh, J. "My good friend: Why "older-old" adults continued to use voice assistants during the COVID-19 pandemic." *Under review in Journal of Communication Technologies.*

Jones, V., Yan, C., Shade, M., Boron, J., Yan, Z., Johnson, K., Kim, J., Dube, V. "Reducing loneliness and improving social support among older adults through different modalities of personal voice assistant." *Accepted by reviewers; pending final editor decision, in Geriatrics.*

Yan, Z., Johnson, K., Kim, J., Dube, V., Yan, C., **Jones, V.**, Shade, M., Boron, J. "Understanding older people's voice interactions with smart voice assistants: A new modified rule-based natural language processing model with human input." *Under review in Frontiers in Digital Health.*

Schlosser, A.; Subramanian, R.; Kirkpatrick, C.; Butler, A., Boling, K.; Hample, J.; Habecker, P.; **Jones, V.** "Algorithmic Doors to Community and the Trap of Visibility: TikTok for Harm Reduction Activism in the U.S. Overdose Crisis." *Under review in Contemporary Drug Problems.*

Boling, K.; Habecker, P.; Kirkpatrick, C. ; Hample, J.; Subramanian, R.; Schlosser, A.; **Jones, V.** "'Addiction is not a choice.' #narcansaveslives: Collective voice in harm reduction activism on TikTok." *Revising for new journal.*

Conference Papers & Presentations

National/International

Papers Presented: Refereed

Shade, M., Yan, C., Boron, J., **Jones, V.** (2023, November 7-12). "Interactive Voice Assistant Pain and Loneliness Routines: A Usability Study." Gerontological Society of America Annual Conference 2023, Tampa, FL

Shade, M., Yan, C., Boron, J., **Jones, V.** (2023, September 22). "Interactive Voice Assistant Routines and Health Outcomes in Older Adults." American Society for Pain Management Nursing Annual Conference 2023, Minneapolis, MN

Jones, V. (2023, February 23). "The value of voice: Creating social connection among aging adults through virtual assistants." Poster presentation, Fulbright Gala, Canberra, Australia.

Schlosser, A., Kirkpatrick, C., Boling, K., Hample, J., Habecker, P., Subramanian, R., **Jones, V.** (2023, April 19) "#NarcansavesLives: Strength and solidarity in youth digital activism in an overdose crisis." Harm Reduction International Conference 2022, Melbourne, Australia.

Jones, V., & Fargen-Walsh, J. (2022, August 5). "The only woman I can tell to shut up': Exploring continued personal voice assistant use among older, socially isolated adults during the pandemic." AEJMC 2022, Detroit, MI.

Jones, V., & Fargen-Walsh, J. (2022, March 4). "The only woman I can tell to shut up': Exploring continued PVA use among older, socially isolated adults during the pandemic." AEJMC 2022 Midwinter Conference, Gaylord, OK.

Mulhern, F., & **Jones, V.** (2018, April). *Country-of-origin preferences among Chinese consumers*, accepted paper presented at

West East Institute International Academic Conference on Business & Economics, Management and Finance, Vienna.

Jones, V., & Wang, M.B. (2017, August). *Firearms, brass knuckles... and Instagram: Interactive effects of visual social media and violent media consumption on support for gun control*. Accepted paper presented at the Association for Education in Journalism and Mass Communication Conference, scholar to scholar session, Chicago, IL.

Wang, M.B. & **Jones, V.** (2016, August). *Weapons and puppies: Effectiveness of TSA's use of Instagram*. Accepted paper presented at the Association for Education in Journalism and Mass Communication Conference, scholar to scholar session, Minneapolis, MN. (Poster presentation)

*Olmanson, J., Robbins, K., Lucas, L., Abebe, F., Kyle, E., Rouamba, G., **Jones, V.** (2016, April). *Socio-Educational Constellations of Influence: A Ten Year Content Analysis of Technology-Supported Writing Implementation and Research*. Accepted paper presented at American Education Research Association Annual Conference, Washington, DC.

Jones, V. (2014, August). *Educating the next-generation Don Draper: Role of analytics in advertising education*. Accepted paper presented at the Association for Education in Journalism and Mass Communication Conference, scholar to scholar session, Montreal, Quebec. Published in the proceedings.

Presentations: Refereed

"Aging with technology: multiple interfaces for social connection," creator and panelist. Accepted for presentation at the International Communication Association (ICA) Annual Conference, Gold Coast, Australia, June 2024.

"Social Media Data Collection and Analysis After Elon Musk," invited panelist. Presenting at Association for Education in Journalism and Mass Communication Public Relations Division Virtual Conference, February 2024.

"The Role of Artificial Intelligence in Advertising," co-creator and invited panelist. Presented at American Academy of Advertising Annual Conference, Dallas, TX, March 2019.

*"OOPS! Education: Learning Together," co-creator with Roz Hussin; accepted workshop presented at the Online Learning Consortium Accelerate Conference, Orlando, FL, November 2016.

"Data and Analytics in the Curriculum," invited panelist. Presented at American Academy of Advertising Annual Conference, Boston, MA, March 2017. Published in proceedings. Retrieved from <https://aaasite.memberclicks.net/assets/Proceedings/2017f-2.pdf>

"Teaching the New Advertising in the Data-Driven Social Media Era," co-creator and co-moderator of panel with Ming (Bryan) Wang. Presented at Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN, August 2016.

"Teaching Digital and Social Media: Methods, Tools and Resources," invited panelist. Presented at Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN, August 2016.

"From Bombard and Pay to Provide and Play: Defining and Teaching the New Advertising," creator and moderator of panel. Presented at American Academy of Advertising Annual Conference, Seattle, WA, March 2016. Published in proceedings. Retrieved from https://aaasite.memberclicks.net/assets/Proceedings/aaa_2016fina.pdf

"Using Social and Digital Media Data to Teach Advertising Insight and Analytics" invited panelist. Presented at American Academy of Advertising Annual Conference, Chicago, IL, March 2015. Published in proceedings. Retrieved from https://aaasite.memberclicks.net/assets/Proceedings/aaa_2015-08-03-compressed.pdf

“Blended Teaching Bootcamp: Educational Support and Development,” accepted presentation. Co-creator with Shuling Yang and Zoe Falls. College of Education and Human Sciences Research Fair, Lincoln, NE, November 2016.

“Getting Your Digital Hands Dirty: Creating Interest and Engagement in an Online Course,” accepted presentation. University of Nebraska Innovation in Pedagogy and Technology Symposium, Lincoln, NE, May 2015.

Invited:

Jones, V. (Sept 2023) “What Are You Waiting For? How to Fulbright,” invited speaker. Biological Systems Engineering Department Colloquium, University of Nebraska-Lincoln, Lincoln, NE.

Jones, V. (May 2023). “Older People and Their Relationships with Voice Assistants Like Alexa,” invited speaker. University of the Third Age (U3A) Victoria, Melbourne, Australia.

Jones, V. (April 2023). “Facilitating Social Connection: Voice-Activated AI Assistants and Older Adults,” invited speaker. Rotary Club, Camberwell, Melbourne, Australia.

Jones, V. (April 2023). “What’s the Value of Voice? Voice-Activated AI Assistants, Older Adults, and Social Connection,” invited speaker. Social Innovation Research Institute webinar, Swinburne University of Technology, Melbourne, Australia.

Jones, V. (April 2023). “Innovation, Voice Assistants, and Loneliness,” invited speaker. Swinburne Living Lab, Swinburne University of Technology, Melbourne, Australia.

Jones, V. (March 2023). “Innovation and Voice Activation,” invited guest lecturer. Prof. Scott Stoneman, Digital Media Management, Mount Saint Vincent University, Halifax, Nova Scotia, Canada.

Jones, V. (March 2023). “Reducing Feelings of Loneliness Among Ageing Adults through Voice-Activated AI Assistants,” invited speaker, Knox Council, Melbourne, Australia.

Jones, V. (October 28, 2022). “The Hows and Whys of Studying Public Sentiment in Social Media,” invited speaker. Annual Midwest Public Health Innovation and Research Expo, University of Nebraska Medical Center, Omaha, NE

Jones, V. (October 21-22, 2022). “Voice Technology: The Role of Intelligent Agents in Improving Aging Adults’ Quality of Life,” invited speaker. Mobile Me & You, University of Nebraska-Lincoln. Lincoln, NE

Jones, V. (October 2022). “The Loneliness Epidemic: Using Alexa to Improve Aging Adults’ Quality of Life,” invited speaker. Rotary East, Lincoln, NE

Jones, V. (July 2022). “The Loneliness Epidemic: Using Alexa to Improve Aging Adults’ Quality of Life,” invited speaker. Rotary South, Lincoln, NE

Jones, V. and Johnson, K. (November 2021). “Co-creation and Student Success,” invited presentation. UNL Teaching and Learning Symposium, Lincoln, NE

Jones, V. (November 2021). “Alexa, AI, Aging, and Loneliness,” invited speaker. Knowledge on Tap, College of Journalism and Mass Communications, Lincoln, NE

Jones, V. (November 2021). “Tips and Tricks for Connecting through LinkedIn,” invited presentation. Honors Professional Development Event, Lincoln, NE

Jones, V. (May 2021). "Sharenting," invited podcast speaker. Nebraska Governance and Technology Center's Tech Refactored, Lincoln, NE

Jones, V. (December 2020). "Engaging Students Through Art," invited presentation. UNL Center for Transformative Teaching Workshops, in collaboration with the Sheldon Art Museum, Lincoln, NE

Jones, V. (November 2020). "Getting Cultured on Laboratory Grown Meat," invited podcast speaker. Nebraska Governance and Technology Center's Tech Refactored, Lincoln, NE

Jones, V. (March 2020). "Ways Women Lead," invited speaker, Multicultural and Diversity Education (MADE) Committee and Women's Center Women's "Ways Women Lead" Workshop, Lincoln, NE

Jones, V. (July 2018). "Creating Contagious Social Media Content to Market Outdoor Recreation," invited presentation. Nebraska Sportsperson Summit, Nebraska City, NE

Jones, V. (July 2018). "What's Your Brand? Creating a Family Logo," invited presentation. Future Huskers University, Lincoln, NE

Jones, V. (January 2018). "The Role of Social Media in Everyday Life: Uses and Dangers," invited presentation. First Lutheran Church, Lincoln, NE

Jones, V., & Wang, M.B. (November 2017). *Firearms, brass knuckles... and Instagram: Interactive effects of visual social media and violent media consumption on support for gun control*. Paper presented at the University of Nebraska Research Fair.

Jones, V. and Britten, K. (September 2017). "Developing Your Personal Brand," invited presentation. American Advertising Federation Summit, Lincoln, NE

Jones, V. (May 2017). "Social Media Marketing and Public Health: Engagement," invited presentation. Health Navigation Nebraska Conference, Lincoln, NE

Jones, V. (November 2016). "Social Media Marketing and Public Health: Recruitment," invited presentation. Health Navigation Nebraska Conference Lincoln, NE

Jones, V. (March 2016). "Digital Analytics: Innovation in Educational Technology," invited presentation. Nebraska Extension Eureka! 2016 Conference, Lincoln, NE

Jones, V. (October 2014). "#ThisIsADPR," invited presentation for DECA Fall Leadership Conference, Omaha, NE

Media Coverage

Jones named Fred A. and Gladys Seaton professor Jan. 4, 2024

<https://journalism.unl.edu/news/jones-named-fred-and-gladys-seaton-professor>

What's the value of voice? April 5, 2023

<https://www.swinburne.edu.au/events/2023/04/whats-the-value-of-voice/>
<https://commons.swinburne.edu.au/items/e9377e13-ff42-489a-b18c-8aaf073db839/1/>

Jones wins research and creative activity slam, Nov. 16, 2022

<https://news.unl.edu/newsrooms/today/article/jones-wins-the-faculty-research-and-creative-activity-slam/>

Journalism students monitor social media insights on election night, Nov. 11, 2022

<https://journalism.unl.edu/news/journalism-students-monitor-social-media-insights-election-night>

Virtual workshop on social media research on May 6, May 4, 2022

<https://newsroom.unl.edu/announce/cse/14421/82183>

Fulbright Scholar to join Swinburne's Social Innovation Research Institute, April 2022

<https://www.swinburne.edu.au/news/achievements-and-awards/2022/>

Public Insight Lab seeks to catalyze social media research on campus, Apr. 25, 2022

<https://news.unl.edu/newsrooms/today/article/public-insight-lab-seeks-to-catalyze-social-media-research-on-campus/>

Fulbright award to expand Jones' social connectedness research, Apr. 13, 2022

<https://news.unl.edu/newsrooms/today/article/fulbright-award-to-expand-jones-social-connectedness-research/>

Jones receives Fulbright Global Scholar Award, Apr. 3, 2022

<https://journalism.unl.edu/news/jones-receives-fulbright-global-scholar-award>

Tech Refactored Podcast: The Public Insight Lab (S2, Ep38)

<https://podcasts.apple.com/kw/podcast/s2e38-the-public-insight-lab/id1537466953?i=1000559123271>

Pocket Science: Exploring the 'What,' 'So what' and 'Now what' of Husker research. "Hey, Alexa": Voice assistants may curb loneliness in older adults who live alone." Jan. 21, 2022

<https://news.unl.edu/newsrooms/today/article/hey-alexavoice-assistants-may-curb-loneliness-in-older-adults-who-live/>

Nebraska Today, "Hey, Alexa": Voice assistants may curb loneliness in older adults who live alone." Jan. 21, 2022

<https://news.unl.edu/newsrooms/today/article/hey-alexavoice-assistants-may-curb-loneliness-in-older-adults-who-live/>

Nebraska Today, "Nebraska nets 450-plus positive media mentions in 2021." Jan. 3, 2022

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<http://untrainedwisdom.com/podcast/43-valerie-jones/>

National Public Radio, "From Free Pizza To Free Tuition, Colleges Try Everything To Get Students Vaccinated," August 12, 2021.

<https://www.npr.org/2021/08/12/1017878369/college-incentives-increase-student-vaccine-rates>

Nebraska Public Media, "Should a 'Posting Index' be a New Economic Indicator?" August 5, 2021.

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AARP Nebraska Magazine, "AI assistants can remedy loneliness among seniors, Nebraska researcher finds," March 2021.

<https://states.aarp.org/nebraska/ai-assistants-can-remedy-loneliness-among-seniors-nebraska-researcher-finds>

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<https://www.wlky.com/article/study-shows-alexavoice-assistants-can-make-seniors-feel-less-lonely/35968022#>

KETV, "Study shows Alexa can make home less lonely," March 26, 2021.
<https://www.ketv.com/article/study-shows-alexa-can-make-home-less-lonely/35941854>

MSN, "Alexa helps with loneliness," March 26, 2021.
<https://www.msn.com/en-us/money/markets/alexa-helps-with-loneliness/vp-BB1f00tg>

NVT, "UNL research shows Amazon Alexa could help keep loneliness away," March 12, 2021.
<https://nebraska.tv/news/local/unl-research-shows-amazon-alexa-could-help-keep-loneliness-away>

KHGI, "UNL research shows Amazon Alexa could help keep loneliness away," March 12, 2021.
<https://spotonenebraska.com/nebraska/845508/unl-research-shows-amazon-alexa-could.html>

Fox42 KPTM, UNL research shows Amazon Alexa could help keep loneliness away, March 12, 2021.
<https://fox42kptm.com/news/local/unl-research-shows-amazon-alexa-could-help-keep-loneliness-away>

KRVN, "UNL Researchers Studying How Smart Speakers Can Combat Loneliness, March 11, 2021.
<https://ruralradio.com/krvn/video/unl-researchers-studying-how-smart-speakers-can-combat-loneliness/>

10-11 News, "Technology to Ease Loneliness," March 11, 2021.
<https://fb.watch/4bi9OVycHw/>

Live and Learn, Aging Partners, LNKT, "Artificial intelligence voice assistants: Can they improve your quality of life?" December 2019.
<https://youtu.be/05Rv3jXzUZU?t=1719>

IV. SERVICE

National/ International

Australian-American Fulbright Alumni Association, 2023

Fulbright Commission, Reviewer, 2023

Elected to Executive Committee, Advertising Division, Association for Education in Journalism and Mass Communications (AEJMC), 2017-2020

- Special topics paper chair
- Teaching awards committee
- Conference paper reviewer, 2015-present

Journal of Advertising Education, Editorial Review Board, 2020-2022

Journal of Brand Strategy, Editorial Review Board, 2018-present

American Academy of Advertising (AAA) Communications Committee, 2017-2018

- Invited to author "Teaching Tips" feature, March 2018 e-newsletter
- Conference session moderator, 2018
- Reviewer for *Journal of Advertising Education*

Recruited to review and consult on advertising textbooks

- *Social Media Strategy*, by Keith A. Quesenberry (2016)
- *Media Planning Essentials*, by Beth Egan (2016)

Community

American Advertising Federation-Lincoln, Co-Chair of Education, 2017-2019

- Create, recruit speakers and sponsors for, promote and manage annual Summit conference for college students across Nebraska

Foundation for Lincoln Public Schools

- Chair, Marketing Committee, 2019-2022
- Executive Committee, 2018-2022

University of Nebraska-Lincoln

- Selected for Research Development Fellows Program, 2018
- Invited to Honors Faculty/Staff Advisory Board, 2018-2019
- University-wide Faculty 150th Anniversary Advisory Committee, 2018
- University of Nebraska-Lincoln Research Fair Judge, Spring 2018

College of Journalism and Mass Communications

- Selected for Research and Creative Activity Committee, 2023
- Selected for Strategic Planning Committee, 2021-2023
- Elected to Promotion and Tenure Committee, 2021
- Elected to Executive Committee, 2014-2020
- Faculty Advisor for Creative Commons, powered by 3%, 2017-present. Created sponsorship by Adobe, 2018
- Search Committee for Assistant Professor of ADPR, 2020-2021, 2018-2019; Visual Communication Professor of Practice, 2016; CoJMC Marketing Director, 2014
- Future Huskers University Committee, 2018
- Curriculum Committee, 2013-2014
- Created CoJMC's Media Analytics Lab with first paid client, Nelnet, 2018
- Recruited and advised UNL's first-ever Adobe Analytics competition teams, 2016 and 2018
- Advisor for Washington Media Scholars competition. The CoJMC's first-ever team advanced to the Top 30 teams nationwide, 2015
- Outstanding Mentor Award, PRSSA Gratitude Gala, 2018
- Co-created Informatics - Journalism and Mass Communications minor
- Created audio module; advised on social, mobile and analytics Visual Communication modules, 2015
- Graduate mentor for Sara Jane Brooke, Ryan Dillon, Dara Hogan and Elizabeth Snyder, 2019
- Graduate advisor for Sara Brooke, Emily Albin, Kiley Dibbern, Diana Sulzhenko
- Graduate professional project committee member for Roxy Szal, 2018; Becky Dewey-Daniels, Dan Zhao, 2017; Monica Blaser, Stephanie Shipp, Robert Crisler, 2015; Rebekah Giordano, 2014
- Honors undergraduate thesis committee member for Katie O'Neil, Rachel Long (chair), 2019; Emily Nash, 2018; Emily Giller, 2016; Haley Huson, Anna McTygue, Sara Nash, 2015; Lauren Giesert, 2014
- Honors contract for ADPR 489 with Rachel Finnegan, 2019
- Independent study adviser for undergraduates Sumit Jagdale, 2018; Brooke Lehman, Mardi Olson, 2017; graduate independent study adviser for Becky Dewey-Daniels, 2015
- Unofficial Unsanctioned Self-Appointed Culture Committee, 2017-present
- ADDY awards submission coordinator, 2013, 2014

V. CREATIVE ACTIVITY

Selected Products Developed by Invitation

Agent, Eco-Conscious Consumer Trends and Segmentation, 2023

- Contracted as expert consultant/account planner to develop presentations outlining "green buyer" behavior and identifying consumer segments to educate client's marketing team and sales force

Agent, Banking Trends and Adoption Factors, 2022

- Contracted as expert consultant/account planner to develop presentation identifying key trends and motivations for banking choice to educate creative team and inform pitch

Planned Parenthood of the Heartland, Teen Pregnancy Prevention Program, 2017

- Selected to receive the request for proposal (RFP) and won the business in partnership with Wheelhouse Collective. Developed integrated marketing communications plan, social media strategy and content, social media training, and digital analytics training.

RehabVisions, Digital Marketing Strategy and Implementation, 2016

- Pitched and won the business. Created strategy for and guided website development, developed and executed search engine marketing strategy and ads for selected therapy facilities; analyzed and optimized performance.

Rotary International, Convention and Global Rewards Digital Media Plan and Analysis, 2015-2016

- Won business through RFP process. Developed digital marketing campaigns, goals, performance benchmarks, and digital marketing & measurement models, to attract attendees to the annual international convention in Korea and participants in the global rewards program, manage campaigns, measure success, and optimize the campaigns.

Professional Presentations

"Social Media Marketing 101," invited presentation for community health partners of Planned Parenthood of the Heartland, June 2018.

"2016 Korea Post-Convention Analysis and Insights," invited presentation for Rotary International, August 2016.

"Applying Creative Thinking to Recruitment," invited webcast presentation for the Human Capital Institute, March 2012.

"From Post and Pray to Aim and Attract," invited presentation for the Kenexa World Conference, Orlando, FL, October 2011.

"Culture and Communication: Discover Your Organization's Soul to Unleash Performance and Potential," invited presentation for the Kenexa World Conference, Orlando, FL, October 2011.

"Understanding Search Engine Marketing," invited presentation for Nelnet, Lincoln, NE, September 2009.

"Opportunities Online," invited panelist for Nebraska Press Women Spring Convention, May 2010. Lincoln, NE

"The Basics of Blogging," invited presentation for UNL Alumni Association's Cather Circle, Lincoln, NE, March 2010.

"Harvesting Online Intelligence," invited presentation for the American Advertising Federation of Omaha, May 2009.

"Emerging Digital Media Trends," invited presentation for UNL Think Tank, Lincoln, NE, March 2008.

"Shift Happens: Keeping up with the Future of Communications," invited presentation for Lincoln's 12 Club, November 2007.

"Connecting with Consumers," invited presentation for the University of Nebraska-Lincoln Ad-PR Club, September 2006.

"Connecting Consumers in a Fragmented World," invited presentation for the University of Nebraska-Kearney, April 2004.
