

# Abby (Hendricks) Salopek

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## EDUCATION

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**Ph.D.** in Advertising

Expected May 2024

The University of Texas at Austin

*Stan Richards School of Advertising & Public Relations*

- Dissertation Committee: Matthew S. Eastin (Chair), Laura F. Bright, Gary Wilcox, Thomas J. Johnson (Members)
- Research interests: social media, upward social comparison, toxic positivity, self-presentation, psychological well-being

**M.A.** in Advertising

2020

The University of Texas at Austin

*Stan Richards School of Advertising & Public Relations*

- Major area of study: social media

**B.S.** in Agricultural Communication and Journalism

2017

Texas A&M University

*Department of Agricultural Leadership, Education, & Communications*

- Magna Cum Laude

## JOURNAL RESEARCH PUBLICATIONS

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**Salopek, A. H., & Eastin, M. S.** (2024). *Toxic positive intentions: An image management approach to upward social comparison and false self-presentation*. [Manuscript currently in Revise and Resubmit]. Stan Richards School of Advertising and Public Relations, University of Texas at Austin.

Cicchirillo, V., **Salopek, A. H.**, & Ham, J. (2024). Don't hate the player, hate the game: The gamification of dating apps. [Manuscript currently under review]. Graham School of Management, Saint Xavier University.

**Hendricks, A., & Bright, L.** (2023). Influencer trends shift: The psychological predictors of influencer engagement on Instagram. *The Journal of Social Media in Society*, 12(1), 155-180.

Bright, L. F., Sussman, K. L., **Hendricks, A.**, Archer, L., & Wilcox, G. B. (2022). A deeper look at the 2020 Facebook boycott and related themes of misinformation: A text mining analysis of topics, emotion, and sentiment. *Journal of Brand Strategy*, 11(1), 65-79.

## **BOOK RESEARCH PUBLICATIONS**

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**Salopek, A. H.**, Sussman, K. L., & Iyer, P. (2024). *Emotional contagion as the new propaganda? Examining fear's mediating effect on exposure to advertising in social media*. In D. Schill & J. A. Hendricks (Eds.), *Social media politics: Digital discord in the 2020 presidential election* (pp. 63-87). Routledge.

## **CONFERENCE PAPERS & PRESENTATIONS**

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**Hendricks, A.**, & Eastin, M. S. (2022, March 15–16). *Not such a wonderful land, Alice: The social media addiction rabbit hole of fear, self-loathing, and depression*. [Paper presentation]. International Organization of Social Sciences and Behavioral Research (IOSSBR), New Orleans, LA, United States.

**Hendricks, A.**, Jin, E., & Eastin, M. S., (2022, August 3–6). *Understanding the positive and negative outcomes of upward social comparison as mediating factors to psychological well-being*. [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) 105<sup>th</sup> Annual Conference, Detroit, MI, United States.

**Hendricks, A.**, & Bright, L. (2022, August 3–6). *Influencer trends shift: The predictors of influencer engagement on Instagram*. [Paper presentation]. Association for Education in Journalism and Mass Communication (AEJMC) 105<sup>th</sup> Annual Conference, Detroit, MI, United States.

## **WORKS IN PROGRESS**

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**Salopek, A. H.**, Jin, E., Eastin, M. S. (2024). *Just when I thought I was doing alright: The good, the bad, and the psychological outcomes from upward social comparison on social media*. Stan Richards School of Advertising and Public Relations, University of Texas at Austin. *Preparing manuscript for journal publication*.

**Salopek, A. H.**, Anderson, J., Brown-Devlin, N. (2024). *Exploring who promotes science on X: Science SMIs*. Stan Richards School of Advertising and Public Relations, University of Texas at Austin. *Preparing manuscript for journal publication*.

Ghosh, C., Looi, J., **Salopek, A. H.**, & Eastin, M. S. (2024). *I'm not a girl, not yet a woman: A mixed-method assessment of virtual influencers' emotional complexity*. Stan Richards School of Advertising and Public Relations, University of Texas at Austin. *Preparing manuscript for journal publication*.

## **TEACHING EXPERIENCE**

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### **Instructor of Record**

Spring 2023

The University of Texas at Austin  
*Stan Richards School of Advertising & Public Relations*

#### **Creativity in American Culture**

- Course description: Through close analyses of creative works, discussions with guest speakers, and the introduction of major theories, we dive deeper into how creativity and various cultural themes are seen across media and its influence on us as consumers, including topics of stereotypes, social norms, materialism, and our obsession with social media.

### **Teaching Assistant**

Fall 2018—Present

The University of Texas at Austin  
*Stan Richards School of Advertising & Public Relations*

#### **Social Media in Sports (Present)**

- Instructor: James A. Dalthorp, Jr.
- Course description: The course will help students understand the nature and importance of the huge shift in communication in the sports world that has occurred with the advent of social media, enabling instantaneous two-way communication between players and their fans, shifting media power toward individuals, away from traditional media, enabling immediate dissemination, feedback, reaction, and criticism.

#### **Impact of NIL in Sports (Fall 2023)**

- Instructor: James A. Dalthorp, Jr.
- Course description: The course is designed to help students and student athletes analyze, understand, and manage their own brands in the changing landscape created by the passage of new rules and guidelines in June of 2021 that allow student athletes to receive financial compensation for their individual Name, Image, and Likeness (NIL). Before we can understand how we got here, we will review the key cases in NCAA history that contributed to

the current upheaval in collegiate sports, from the founding of the NCAA to the recent Alston vs NCAA ruling in the UCOTUS that effectively ended amateurism and opened the door to compensation for scholarship athletes. We will work on personal branding and managing the “Perception” of an athlete that is crafted from social media posts along with traditional brand marketing. In addition, we will study and execute several projects that demonstrate best practices for individual brand building, including creating a podcast and developing a camera ready and camera savvy athlete, and potential athlete agent.

### **International Advertising (Fall 2022)**

- Instructor: Octavio Kano-Galvan
- Course description: This course is designed for students to understand persuasive communication strategies for international markets. Markets are no longer bound with their physical locations thanks to the rapid development of communication technologies. To successfully address the global market, marketers and advertisers need to fully understand “local” challenges coming “deep” from cultural, economic, regulatory and competitive differences. Based on theoretical and practical understanding of the dynamic interplay between global and local forces, students will acquire theoretical as well as practical understandings of how to accomplish global marketing communication goals. Thus, the core objective of this class is to develop an ability to analyze and map out persuasive communication strategies that are effective in international markets.

### **Brand Storytelling (Fall 2022)**

- Instructor: Matt McCutchin
- Course description: The importance of brand storytelling continues to grow with new modes of message sharing. As more brands move to a story/content marketing approach, this class shows students how to create tomorrow’s engaging, sharable content. The course examines how classic elements of storytelling, semiotics, and symbolism can be used to create and manage a modern brand’s story and “meaning.” Students will create visual, verbal, and video examples of brand storytelling that go beyond traditional advertising and PR.

### **Pop Star Activism (Spring 2022)**

- Professor: Dave Junker
- Course description: Popular music is big business. In the U.S. alone, revenues exceed \$20 billion per year and more than double that when global sales are added. Big stars like Taylor Swift, Drake, and Beyoncé make well over \$50 million a year. But are they selling anything besides music? The answer, of course, *is yes*, and in some cases, they’re selling a lot more than sex appeal, fashion or consumer products. From the Civil Rights and Black Lives Matter

movements, to LGBTQ+ rights and #MeToo, many musicians have leveraged their talents and influence to call out injustice and advocate for social and political change. This makes pop music activism a fascinating case study in public relations, political advocacy, and identity-based social movements.

### **Advertising & Public Relations Research Methods (Fall 2021–Summer 2022)**

- Professor: Matthew S. Eastin
- Course Description: From a media and advertising perspective, this course will cover essential statistical analyses needed for basic advertising research. Quantitatively, within the context of advertising examples, this class will cover sampling, descriptive statistics, variable development and measurement, probability, group comparisons, and relational and predictive testing.

### **Advertising Media Planning (Spring 2021)**

- Instructor: Lisa Dobias
- Course description: It is essential that all students, regardless of their future job title or description, have a working knowledge of and appreciation for the world of media where our customers come into direct contact with our brands. It is also critical for our students to understand that future professionals in advertising and PR will have a place in shaping the course of the media industry unlike any generation before them. For this reason, they must have a firm grasp on the foundations of media strategy plus a knack for experimentation in an ambiguous and harsh environment. Finally, it is critical that our students fully understand all potential areas for their future, including work within agencies, but also on the capacities of media providers and clients alike. “Typical” simply just won’t cut it. Our course is designed to provide you with a broad-based consumer-centric exposure to media. We will help you create a solid foundation for thinking and doing that is transferable across both existing and emerging contexts. Class lecture, practice work, outside activities, exams, and projects will cover both a theoretical exploration of media and practical application to be sure you are ready for not only your first job out of college, but for the one you want 5...10...20 years from now.

### **Seminar in Communication & Leadership (Fall 2020)**

- Professor: Minette Drumwright
- Course description: This course focuses on what leaders need to know to be ethical and effective forces for positive change. Students will study concepts, frameworks, and theories related to a wide variety of skills that often vary based on the characteristics of the leader, the followers, and the context. Among the skills that will be studied are those related to making ethical decisions, communicating supportively to others, motivating and engaging others, leading teams, gaining power and influence, managing conflict, and leading positive change. Students will study cases that present perplexing

leadership problems, and they will critically examine how exemplars of both good and bad leadership used these skills. To lead effectively, leaders must understand their own strengths and weaknesses so that they can play to their strengths and collaborate with others who can compensate for their weaknesses. As such, the course will provide students with opportunities to assess, examine, and reflect on their own predispositions and strengths and weaknesses as leaders and followers. The course objectives are for students to learn new ideas about leadership and followership, strengthen important leadership and followership skills, and discover their hidden potential for effective, ethical leadership.

### **Life of the Community in the Moody College Honors Program (Spring 2020)**

- Professor: Brad Love
- Course description: As the second course of the Moody College Honors Program, Life of the Community builds on the program's culture of critical thinking, open dialogue, and big questions with a focus on how humans exist in concert with each other. What do we owe each other, and what roles does communication play in carrying out those connections? In the dynamism of the digital age, understanding the power of communicators and storytelling gains extra importance because narratives, information, and possibilities are greater than at any point in human history.

### **Entrepreneurialism in Communication (Fall 2019–Spring 2020)**

- Instructor: Mark Bunting
- Course description: This independent study course is designed to help would-be entrepreneurs develop a pitch deck for presentation to angel (other) investors. Small teams will be assembled (4 or 5 per group). After initial approval of a concept there will be a mid-semester check-in culminating in a final presentation to a group of angel investors at semester's end. The final product and presentation will be graded by the Professor and panel and is the sole grade for the course. This course requires a self-starter who is highly independent and works good with teams. The professor will provide consultancy services throughout the process but will be looking for the teams to do their own executive summary, initial financial projections, etc. Ultimately the course is designed to allow student the opportunity to build and practice a presentation in front of a group of real investors.

### **Integrated Communication and Marketing (Fall 2018–Fall 2019)**

- Professor: Isabella Cunningham
- Course description: This course has two main objectives: (1) To present you with a wide range of interconnected public relations and advertising management decisions that are like what you will encounter in business. (2) To present you with a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communication management issues.

### **Sports & Entertainment Law in Business (Fall 2018)**

- Instructor: J. Tullos Wells
- Course description: This course should provide students with a broad but good understanding of the legal issues that arise in all aspects of the sports and entertainment business from a communications and business perspective, as well as learning about and how to deal with practical legal problems in advertising, public relations, media, and business, generally in the sports and entertainment world. The students will learn to prepare specific crisis management or other media plans in response to case studies. By the end of the course, students are expected to have the skills to identify and understand legal concerns that will arise in the sports and entertainment industry for media and management-related professionals. Additionally, those who are considering a career in sports or entertainment should have a much better idea of what real-world and day-to-day life as a professional or manager involved in those industries would entail. To achieve this, students will be required to participate actively in discussions on specific case studies.

### **RESEARCH CENTER MEMBERSHIP**

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#### **Graduate Researcher**

2021–Present

Social Engagement and Media Influence (SEMI) Research Center

### **PROFESSIONAL/INDUSTRY EXPERIENCE**

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#### **Social Media Content Manager**

January 2019–January 2020

Texas Advertising & Public Relations (TXADPR), The University of Texas at Austin

- Social media content creation, managing a social media calendar, scheduling, and posting content, and analyzing social media data metrics for the department social media accounts (@TXADPR).
- Managed social media postings on the Texas Advertising & Public Relations (@TXADPR) accounts.
- Designated as 1 of 3 individuals who could manage posting digital content to the department webpage.
- Mentored a team of students on how to manage social media content on programs such as Hootsuite and Khoros (Spredfast).

#### **Contracted Social Media Manager**

May 2019–August 2019

Found Media Group, Austin, TX

- Managed the social media posts of three brands in the tourism and travel niche, including two Texas Hill Country towns: San Saba (@sansabatx) and Brownwood (@visitbrownwood) and an Austin local diner: Counter Café (@countercafeatx).
- Generated social media content an average of 4 times per week for three brands.
- Managed and supervised 3 social media interns who were each responsible for managing the social media posts for two brands. This included mentoring on how to navigate Hootsuite; correcting typos and grammatical errors in scheduled posts; monitoring the post schedule.

**Marketing, Communications, & Events Intern**

January 2019–August 2019

Texas Association of Business, Austin, TX

- Curated monthly social media calendars for multiple platforms and presented content ideas in the weekly marketing meetings.
- Managed social media posts (@txbiz) for Facebook, Instagram, X (formerly Twitter), and LinkedIn through Hootsuite.
- Designated person to fully maintain the company website by updating design features, important information, and events on a regular basis.
- Developed press releases and email-blasts to communicate the brand’s latest news and information to a mass client email list.
- Co-authored two op-eds published in the *Austin-American Statesman*.
- 1 of 3 individuals to coordinate the company’s largest annual events.

**Marketing Intern**

August 2018–December 2018

Garrison Brothers, Austin, TX

- Conducted marketing research.
- Maintained brand image through distribution of marketing materials.
- Assisted in coordinating the company’s largest annual events.

**Communications and Marketing Assistant**

November 2015–November 2017

Financial Planning Program, Texas A&M University

- Conducted research for media posts.

**Marketing Director**

October 2016–July 2018

The Lester Group, College Station, TX

- Social media content creation, scheduling, and analyzing social media metrics (@thelestergroup) for Facebook, Instagram, Pinterest, and LinkedIn through Hootsuite.
- Curated email-blasts to communicate the real estate agency’s latest news and upcoming events to a mass client email list.
- Designated person to fully maintain the company website to market houses to clients.

**RELATED SKILLS**

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**Certified analytics:** Google Analytics Beginner, Boost Your Posts (Facebook Blueprint: 2019), Brand Best Practices (Facebook Blueprint: 2019), Reach Your Audiences (Facebook Blueprint: 2019)

**Proficiency in data analysis programs:** LIWC, SPSS, R

**Proficiency in social media platforms:** Facebook, Instagram, X (Twitter), Pinterest, LinkedIn, YouTube, TikTok

**Proficiency in marketing and social media management platforms:** Mailchimp, Hootsuite, Khoros (Spredfast), Brandwatch

## **AWARDS & FELLOWSHIPS**

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**Mantovani Research Award** 2023  
Stan Richards School of Advertising & Public Relations, University of Texas at Austin

**Moody Graduate Fellowship** 2020–2024  
Moody College of Communication, University of Texas at Austin

## **ACADEMIC & DISCIPLINE SERVICE**

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**International Communication Association (ICA) Conference** 2023  
Submission Reviewer

**International Communication Association (ICA) Conference** 2022  
Submission Reviewer

**TXADPR Super Bowl Live Tweeting Annual Event** 2018, 2019  
Volunteer

## **COMMUNITY SERVICE**

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**Austin Boys & Girls Club x Longhorns Community Event** 2023  
Volunteer