

HALEY R. HATFIELD

School of Journalism & Mass Communications
College of Information and Communications
University of South Carolina
haleyhatfield.com | hrhatfield@sc.edu

EDUCATION

Doctor of Philosophy (Mass Communication), 2024, 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

University of South Carolina

Assistant Professor – School of Journalism and Mass Communications, College of Information and Communications, August 2024 – present

University of Central Florida and more

DEIA Committee – Virtual Experience Research Accelerator (VERA), 2024 - present

Lead P.I. Greg Welch

Emory University, University of Georgia, and Spelman College

Research Fellow – Center for Children’s Health Assessment, Research Translation, and Combating Environmental Racism ([CHARTER](#)), 2022 - 2024

Dr. Linda McCauley, Dr. Sun Joo (Grace) Ahn

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

University of Georgia

Research Assistant – Center for Advanced Computer-Human Ecosystems ([CACHE](#)), 2020 - 2024

P.I. Dr. Sun Joo (Grace) Ahn

Research Assistant – Brain, Body, and Media ([BBAM](#)) Lab, 2021 - 2024

P.I. Dr. Glenna Read

Indiana University

Research Assistant – Mindless Electrons Lab (MEL), 2019-2020

P.I. Dr. John Velez

Research Assistant – Institute for Communication Research (ICR), 2018-2020

P.I. Dr. Robert F. Potter

ACADEMIC PUBLICATIONS*Refereed Research Articles*

- Hatfield, H. R.**, Hao, H., Klein, M., Zhang, K., Fu, Y., Kim, J., Lee, J., Ahn, S. J. (accepted pending minor revisions). Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022). *Journal of Communication*.
- 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>
- Pfeuffer, A., **Hatfield, H. R.**, Evans, N., & Kim, J. (2nd round reviews). Illegally Beautiful? The role of trust and persuasion knowledge in online image manipulation disclosure effects. *International Journal of Advertising*.

Refereed Conference and Panel Presentations

- Hatfield, H. R.** & Bowman, N. D. (2024, June). *Immersion or Identity Tourism? A Cautionary Note on our Emotionally Connected Future*. Panel (organized by Katrin Döveling). International Communication Association, Gold Coast, Australia.
- Lee, Y-I., Lu, X., Zhao, W., Kim, S., Duncan, J., Choi, S., So, Y., **Hatfield, H. R.**, Sun, S., & Read, G. L. (2024, June). *The Role of Image Frame and Corrective Strategy on Processing Partial Misinformation about Depression Treatments*. International Communication Association, Gold Coast, Australia.
- Farris, I. & **Hatfield, H. R.** (2024, March). *Unveiling Invisibility: An Analysis of the Erasure of Transwomen of Color in News Media*. AEJMC Southeast Colloquium, Lexington, Kentucky.
- Ahn, S. J., Barnes, M., **Hatfield, H. R.**, Mutic, N., & Mutic, A. (2024, February). *Using virtual environments to translate critical children's environmental health information to the community: A hands-on workshop*. Partnerships for Environmental Public Health, NIEHS, Durham, North Carolina.
- 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.** (forthcoming). *Radicalizing Social Virtual Environments*. In N. Bowman (Ed.), Entertainment Media and Communication (pp. TBD). De Gruyter Mouton.

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

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

ADPR 3120 Media Strategy & Activation

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

EMST 3320 Entertainment Media Analysis and EMST 4430 International Media Entertainment

Indiana University

Instructor of Record – Spring 2019, Spring 2020

MSCH-J 463 Graphic Design I, MSCH-J 465 Graphic Design II

Assistant Instructor – to Professor Stephen Layton, Fall 2018

MSCH-C 226 Visual Communication

Louisiana State University

Graduate Instructor – Fall 2016

ART 2050 Digital Art I

Teaching Assistant – to Frederick Ostrenko, Spring 2015

ART 2230 Virtual Space & Motion

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 & LECTURES

Hatfield, H. R. (2023, November 6). Using Virtual Reality to Address Environmental Racism [Workshop]. Climate Justice. Emory University School of Medicine.

Hatfield, H. R. (2023, October 30). Virtual Reality for Research Translation [Lecture]. EH500: Perspectives in Environmental Health. Drs. Dana Boyd Barr and Parinya Panuwet at Emory University School of Nursing.

Youn-Heil, A. F., Hatfield, H. R., Lenior, L., & Brooks, P. (2023, October 25). Panel Title: "Unveiling Media Realities: Critical Perspectives on Media Literacy". In the National Association for Media Literacy Education 9th annual United States Media Literacy Week, Virtual.

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.

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