

VITA - Sonya Dal Cin

Professor of Communication and Media

Professor of Psychology (by Courtesy)

Research Professor, Research Center for Group Dynamics, Institute for Social Research

University of Michigan

ORCID: 0000-0001-9168-8530

Academic History

Ph.D., Psychology. University of Waterloo, Canada

B.A. (Honours), First Class, Psychology. Queen's University, Canada

Recent Publications

Mustafaj, M. & Dal Cin, S. (in press). Discounting counter-stereotypical representations in entertainment based on existing stereotypical beliefs. *Media Psychology*, <https://doi.org/10.1080/15213269.2024.2397024>

Vranken, I., Dal Cin, S., & Vandenbosch, L. (2024). Research Brief: A quantitative content analysis to explore work value portrayals among characters in Belgian adolescents' favorite TV series. *Journal of Children and Media*, 18(4), 574-584. <https://doi.org/10.1080/17482798.2024.2387626>

Mustafaj, M. & Dal Cin, S. (2024). Pre-existing stereotypes and selection of counter-stereotypical genius representations in entertainment media. *Journal of Media Psychology*, 36(1), 1-14. <https://doi.org/10.1027/1864-1105/a000377>

Dal Cin, S., Mustafaj, M., & Nielsen, K. (2023). Patterns of media use and leisure time among older adults. *New Media & Society*, 25(9), 2359-2380. <https://doi.org/10.1177/14614448211062393> (Published online: 2021)

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*. <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*. <https://doi.org/10.1177/14614448221130738>

Invited Colloquia, Presentations, Panels, and Public Speaking

RELATE Summer Workshop: Communication Fundamentals. RELATE and Rackham Graduate School, University of Michigan. (Expert Panelist). (2015, 2018-2020, 2022-2024)

Media Psychology: Research from the MaPiEL Lab. Seminar Presentation, Department of Psychology, University of Michigan. April 2023.

Patterns of Media Use and Leisure Time Among Older Adults. Colloquium, Department of Communication, University of Arizona. March, 2020.

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. September, 2019.

Reports and Editorials

Zakrajsek, J. S., Eby, D. W., Molnar, L. J., St. Louis, R. M., Zanier, N., Stanciu, S. C., & Elliott, E. (2023, September). Review of risk communication strategies and existing alcohol-impaired and distracted driving safety messages: Technical report (Report No. DOT HS 813 499). National Highway Traffic Safety Administration. (Member of Expert Panel)

Zakrajsek, J. S., Eby, D. W., Molnar, L. J., St. Louis, R. M., Zanier, N., Stanciu, S. C., & Elliott, E. (2023, September). Review of risk communication strategies and existing occupant protection safety messages: Supplemental technical report (Report No. DOT HS 813 500). National Highway Traffic Safety Administration. (Member of Expert Panel)

Professional Affiliations

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

Teaching and Mentoring

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

Undergraduate Courses: Media Psychology; Health Communication and Health Behavior Change; Social Marketing; Communicating for Community Wellbeing; Social Psychology

Graduate Courses: Media Theory in the Social Sciences; Quantitative Research Methods; Graduate Student Instructor Training; Attitudes, Persuasion & Behavior Change; Audiences & Entertainment in the Digital Age

Mentoring

Rackham Distinguished Graduate Mentor Award, University of Michigan (2024)

Doctoral Students

- Primary Advisor/Dissertation Chair for three students in Communication
- Committee member for two students in Communication
- Cognate member for two students in Psychology
- Prior service: 25+ completed doctoral dissertation committees
 - Chair or Co-Chair for five students in Communication
 - Cognate member for ten students in Psychology

Undergraduate students: In Communication and Psychology, I have supervised over a dozen undergraduate theses and multiple undergraduate research practica.

Selected Service and Committee Membership

Departmental (Communication Studies/Communication and Media unless otherwise indicated):

Associate Chair for Graduate Studies (2022-2025)

Chair, Media Psychology Faculty Search Committee (2015, 2024)

Chair, Advancing New Directions in Graduate Education Team (2023-2024)

Member, Tenure and Promotion Review Panel (2017, 2019, 2023, 2025)

DEI Faculty Lead and Committee Chair (2020-2022)

Chair, Howard R. Marsh Laboratory Committee (2021-2022)

Member, Curriculum Committee (2015-2016, 2020-2021)

February 2025

Member, Executive Committee (2016-2019)
Faculty Coordinator, Research Participation Pool (2012-2014, 2016-2018)
Reader, Psychology Senior and Honors Thesis Program (2019, 2024)
Ruth Hamill Award Committee, Psychology (2013)

Departmental (Research Center for Group Dynamics, Institute for Social Research):

Executive Committee (2012-2015, 2016-2020, 2021-2023)
Organizer, Research Center for Group Dynamics Seminar Series (2012, 2020)
Situational Review Committee (2013, 2019)
Associate Research Scientist Promotion Review Panel (2016)

College & University:

Faculty Sponsor, RELATE (Researchers Expanding Lay-Audience Teaching and Engagement), Rackham Graduate School (2016-2025)
Member, First-Generation Support Network (ongoing)
Convenor, Faculty LAUNCH Committee, ADVANCE/Anthropology Department (2023-2024)
Faculty 3rd Year Review Panel, Organizational Studies Program (2024)
SACUA Nominating Committee, University Senate Assembly (2021)
LSA Representative, University Senate Assembly (2018-2021)
Faculty Consultant on Health Messaging and Behaviour, Office of the Vice President for Communications (2020)
Faculty Mentor, GRIN International Mentorship Program, Rackham Graduate School (2020)
Discussant/Mentor, LSA Teaching Academy (2014, 2019)
ISR Policy Committee, Institute for Social Research (2015-2018)
Participant, Faculty Call Out Recruitment Effort, College of Literature, Science, and the Arts (2015, 2017)
Faculty Search Committee, Health Behavior & Health Education, School of Public Health (2008-2009)
Joint Faculty Search Committees:
ISR/School of Information - Research Professor
Communication Studies & Program in the Environment
ADVANCE Ad-Hoc Family Friendly Taskforce (2015-2017)
Member, Faculty Leading Change Workgroup for Communication Studies (2015-2016)
Coordinating Committee, UM Substance Use Research Center (2012-2015)
Coordinating Committee, LS&A Research Theme Semester: *Hooked: Addiction, Society, Culture* (2012)

External Professional & Community:

Editorial Board, *Psychology of Popular Media* (2020-)
Outstanding Journal Article Award Committee, Communication and Aging Division, National Communication Association (2024)
External Reviewer, Faculty Tenure & Promotion (multiple US programs in both Communication and Health)
International Communication Association Conference Divisions/Interest Groups
Member, Fellows Nominating Committee: Health Communication Division
Member, Top Publication Award Committee: Children, Adolescents & Media
Research Escalator Faculty Mentor: Children, Adolescents & Media
Session Chair: Children, Adolescents & Media; Mass Communication; Health

Respondent: Communication Science & Biology; Health Communication
External Dissertation Examiner
Doctoral Programme Social Sciences, KU Leuven (2018)
Department of Psychology, York University (2011)
Reviewer for top journals across Communication, Psychology, Medicine & Public Health
Grant Reviewer for internal and external funders, including the University of Michigan, US National Science Foundation (NSF), Social Science and Humanities Research Council of Canada (SSHRC), US-Israel Binational Science Foundation, Fonds Wetenschappelijk Onderzoek – Vlaanderen (FWO), KU Leuven Research Council, ZonMw (Netherlands Organisation of Health, Research and Development)

Selected Continuing Education

In addition to the following, I have attended numerous workshops on pedagogy and instructional technology and took part in the Rackham Faculty Ally Learning Community.

Data Management for Psychological Science (Virtual). The Love Consortium, University of North Carolina at Chapel Hill. March, 2025.

M.O.R.E. Mentoring: Mentoring Across Difference 2.0. Rackham/ADVANCE, University of Michigan. March, 2025.

Introduction to Psychophysiology Measurement and Metrics. Inter-university Consortium for Political and Social Research (ICPSR), University of Michigan. August, 2024.

STRIDE Faculty Recruitment Workshop, University of Michigan. May, 2024.

Advanced Multilevel Models. Population Dynamics and Health Program, University of Michigan. November, 2022.

M.O.R.E. Departmental Mentoring Workshop – Communication and Media, ADVANCE, University of Michigan. November, 2022.

Beyond Compliance: Workshop for Faculty. Rackham Graduate School, University of Michigan. January, 2022.

Questioning Classroom Routines. University of Michigan. December, 2021.

Creating Climates Resistant to Sexual Harassment: Defining the Problem. Provost's Office, University of Michigan. Fall, 2021.

Shoulda Woulda Coulda: Moving Beyond Failure. University of Michigan. March, 2021.

Mentoring Plan Workshop. Rackham MORE (Mentoring Others Results in Excellence) Committee, University of Michigan. October, 2019.

Cultivating a Culture of Respect. University of Michigan. June, 2019.

Demonstrating Commitment to Reducing Sexual Harassment: A Strategy Session for Academic Leaders. Provost's Campus Leadership Program, University of Michigan. February, 2019.

Mentoring Workshop. LSA/ADVANCE, University of Michigan, March, 2017

Center for Research on Learning and Teaching (CRLT), University of Michigan

Cuts: Responding to Student Climate Concerns. February, 2018

Large Course Initiative. Winter 2016

February 2025

Teaching and Technology Collaborative (TeachTech), University of Michigan

Data Management Practices For Team-Based Social Science Research. February, 2017

Data Visualization Strategies with R. February, 2015

Center for Statistical Consultation and Research (CSCAR), University of Michigan

Statistical Analysis with R. November, 2012

Text Mining with Common Digital Documents. May, 2010

Determining Sufficient Sample Size. October, 2009

Latent Class Analysis. Norris Cotton Cancer Center. November, 2006

New Methods for the Analysis of Family and Dyadic Processes. Center for Research on Families,
University of Massachusetts. October, 2006

Cancer Risk Behaviors Group, Norris Cotton Cancer Center

Advanced Topics in Regression Analysis Using Stata. December, 2009

Latent Growth Modeling of Longitudinal Data using Mplus. March, 2006