

Kevin Kryston, Ph.D.

Assistant Professor
Sam Houston State University

Curriculum Vitae

EDUCATION

Ph.D., Communication **August 2021**
Michigan State University

- Cognates/Specializations: Interdisciplinary Graduate Specialization in Cognitive Science, Certificate in College Teaching
- Dissertation title: Social norm cues and the narrative enjoyment and appreciation rationale (NEAR)
- Advisor: Dr. Allison Eden
- Dissertation Committee & Research Advisors: Dr. Ron Tamborini, Dr. Nancy Rhodes, Dr. David Ewoldsen, Dr. Maria Lapinski

M.A. Communication **July 2015**
University of Dayton

- Focus: media psychology and effects
- Advisor: Dr. Teri Thompson

B.A. Communication **May 2013**
University of Dayton

- Focus: Electronic Media

EMPLOYMENT

Assistant Professor – Sam Houston State University **2021-present**
Department of General Business and Finance
- Research focus: entertainment, social influence

EY Communication Consultant – Michigan State University **2020-2021**
Eli Broad College of Business
- Duties include: professional communication consultation, grading, accreditation assessment, document and rubric development

Graduate Research Assistant – Michigan State University **2016-2020,2021**
Department of Communication

Graduate Research Assistant – Michigan State University **2020-2021**
Department of Journalism
- Research supervisor: Dr. Esther Thorson

Adjunct Professor – University of Dayton **2015-16**

Department of Communication

Adjunct Professor – Clark State Community College
Communication Studies Department

2015-16

AWARDS & SCHOLARSHIPS

Research Grants and Fellowships

Total awarded: \$9,750

2021 College of Communication Arts and Sciences Dissertation Completion Award
(Michigan State University)

- Principle Investigator
- Award amount: \$8,000

2020 Strosacker Fellowship (Michigan State University Health and Risk Communication Center) for *The Effect of Norms and Scientific Consensus in Promoting Vaccination Rates in Michigan*

- Co-principle Investigator
- Award amount: \$1,750

Top Papers

Top Paper Award in the Social Cognitive Division for: *Challenge Accepted! The Role of Content Challenge and Self-Control in Spoiler Selection and Anticipated Enjoyment* (Ulusoy, Grady, **Kryston**, Rosenbaum, Johnson, & Eden, 2020) at the 106th annual meeting of the National Communication Association Conference, Indianapolis, IN.

Top Paper Award in the Games Division for: *Consistent killers or benevolent balancers? Sequential moral decision making in a video game context* (Ellithorpe, Eden, **Kryston**, & Ewoldsen, 2017) at 103rd annual meeting of the National Communication Association, Dallas, TX.

Top Student Paper Award for: *Expanding synchrony as a holistic understanding of video game enjoyment* (**Kryston**, 2017) at *Video games: A medium that demands our attention* Symposium conducted by Broadcast Education Association Conference 2017, Las Vegas, NV.

Research Colloquia & Presentations

Kryston, K. *I Watch What You Watch and I Like What You Like: How Social Norms Affect Entertainment's Appeal*. Research presentation delivered as part of 2022 Charles K. Atkin Distinguished Speaker Series, April 15, 2022, Department of Communication, Michigan State University, East Lansing, MI.

PUBLICATIONS/VITA

Peer-reviewed publications

- Bente, G., **Kryston, K.**, Jahn, N., & Schmälzle, R. (2022). Building blocks of suspense: Subjective and physiological effects of narrative content and film music. *Humanities & Social Sciences Communications*, 9(449), <https://doi.org/10.1057/s41599-022-01461-5>
- Kryston, K.**, Ulusoy, E., Grady, S. M., Johnson, B. K., Rosenbaum, J. E., & Eden, A. (2022). Seeking Spoilage: The Impact of Content Challenge, Self-Control, and Traits on Spoiler Selection. *Journal of Broadcasting and Electronic Media*, 66(3), 440-463. <https://doi.org/10.1080/08838151.2022.2110593>
- Mourao, R., Thorson, E., **Kryston, K.**, & Tunney, C. (2022). Predicting Audience Verification Intention: The impact of partisanship, source, importance, and information familiarity on willingness to verify headlines. *Journalism and Mass Communication Quarterly*. Early online publication. <https://doi.org/10.1177/10776990221130992>
- Kryston, K.**, & Eden, A. (2022). I like what you like: Social norms and media enjoyment. *Mass Communication and Society*, 25(5), 603-625. <https://doi.org/10.1080/15205436.2021.1934703>
- Kryston, K.**, Eden, A. & Goble, H. (2021). Incorporating Virtual Reality Training in an Introductory Public Speaking Course. *Journal of Communication Pedagogy*, 4, 133-151. <https://doi.org/10.31446/JCP.2021.1.13>
- Kryston, K.** & Fitzgerald, K. (2021). Inspired to adopt: The role of social norms in media inspiration. *Media and Communication*, 9(2), 1–13. <https://doi.org/10.17645/mac.v9i2.3805>
- Park, S., **Kryston, K.**, & Eden, A. (2021). Social norms and social identity explain the selection and anticipated enjoyment of in-group versus out-group films. *Psychology of Popular Media*, 10(3), 382-392. <https://doi.org/10.1037/ppm0000331>
- Tamborini, R., Hahn, L., Klebig, B., Walling, B., **Kryston, K.**, & Aley, M. (2021). The representation of altruism and egoism in children's books. *Communication Studies*. 72(2), 163-177. <https://doi.org/10.1080/10510974.2020.1833356>
- Tamborini, R., Grall, C., Prabhu, S., Hofer, M., Novotny, E., Hahn, L., Klebig, B., **Kryston, K.**, Baldwin, J., Aley, M., & Sethi, N. (2018). Using attribution theory to explain the affective dispositions of tireless moral monitors toward narrative characters. *Journal of Communication*, 68(5), 842-871. <https://doi.org/10.1093/joc/jqy049>

Book chapters

Tamborini, R., Grizzard, M., Hahn, L., **Kryston, K.**, & Ulusoy, E. (2021). The role of narrative cues in shaping ADT: What makes audiences think that good things happened to good people. In P. Vorderer and C. Klimmt (Eds.) *The Oxford Handbook of Entertainment Theory*. Oxford, UK: Oxford University Press

Kryston, K., Novotny, E., Schmäelzle, R., & Tamborini, R. (2018). Social demand in video games and the synchronization theory of flow. In N. D. Bowman (Ed.), *Video games: A medium that demands our attention*. New York: Routledge.

Manuscripts under review

Kryston, K. (under review). The Normative Influence and Media Model. Manuscript under review at *Mass Communication and Society*.

Park, S., **Kryston, K.**, & Eden, A. (under review). When Does Disgrace Matter? Injunctive Norms Explain the Avoidance of Entertainment Starring a Sanctioned Actor. Manuscript under review at *Mass Communication and Society*.

Francemone, C. J., **Kryston, K.**, & Grizzard, M. (under review). Examining Genre Success, Co-occurrence, Release, and Production for 9,068 Films over Twenty Years. Manuscript under review at *Poetics*.

Hahn, L., Schibler, K., Lattimer, T., Toh, Z., Vuich, A., Velho, R., **Kryston, K.**, O'Leary, J., & Chen, S. (under review). Why we Fight: Investigating the Moral Appeals in Terrorist Propaganda and their Association with Attack Severity. Manuscript under review at *Journal of Communication*.

Manuscripts in preparation

Kryston, K., Eden, A., Rhodes, N., Grady, S. M., Ulusoy, E., & Park, S., (under review). Gender-Congruent Film Selections: The Influence of Norms and Identity. Manuscript in preparation for journal submission.

Hahn, L., **Kryston, K.**, Fitzgerald, K., & Tamborini, R. (in prep). *Scoping review of the pro- and anti-social media content and effects literature*. Manuscript in preparation for journal submission.

Eden, A., Hahn, L., **Kryston, K.**, & Johnson, B. K. (in prep). *A scoping review of forty years of mood management research in an entertainment media context*. Manuscript in preparation for journal submission.

Kryston, K., Grizzard, M., Francemone, C. J., Fitzgerald, K. & Hahn, L. (in prep). *The impact of character dispositions, schema, and social identity on judgments of black and white narrative characters*. Data collection in preparation for journal submission.

Tamborini, R., **Kryston, K.**, Grady, S. M., Baldwin, J., Aley, M., Goble, H., Olah, M., & Hahn, L. (in prep). *What do audiences like? Narrative enjoyment as the*

satisfaction of altruistic and egoistic character motivations. Manuscript in preparation for journal submission.

Eden, A., **Kryston, K.**, Grady, S. M., Ulusoy, E., & Ellithorpe, M. (in prep). *The Christmas (Genre) Mix: What are the content characteristics and viewer outcomes associated with Holiday Romantic Comedies?* Manuscript in preparation for journal submission.

Kryston, K. & Eden, A. (in prep). *Social norm cues and the narrative enjoyment and appreciation rationale (NEAR).* Manuscript in preparation for journal submission.

Kryston, K. & Eden, A. (in prep). *Social norms predict the enjoyment of low-quality and unpopular films.* Manuscript in preparation for journal submission.

Eden, A., Ellithorpe, M., Hahn, L., Ulusoy, E., Grady, S. M., Baldwin, J., **Kryston, K.**, & Tucker, R. (in prep). *The everyday experience of media consumption: A diary study examining the recreation/challenge hypothesis.* Manuscript in preparation for journal submission.

Eden, A., Ellithorpe, M., **Kryston, K.**, Ewoldsen, D., & Velez, J. (in prep). *Moral balancing and consistency in a sequential decision-making video game context.* Manuscript in preparation for journal submission.

Conference presentations

Hahn, L., Schibler, K., Lattimer, T., Toh, Z., Vuich, A., Velho, R., O'Leary, J., Chen, S. & **Kryston, K.** (2022, November). *Why we Fight: Investigating the Moral Appeals in Terrorist Propaganda and their Association with Attack Severity.* Paper accepted to the 108th annual meeting of the National Communication Association, New Orleans, LA, USA.

Hahn, L., **Kryston, K.**, Fitzgerald, K., & Tamborini, R. (2022, November). *A Scoping Review of Prosocial and Antisocial Media Content and Effects in Mass Communication Research.* Paper accepted to the 108th annual meeting of the National Communication Association, New Orleans, LA, USA.

Hahn, L., **Kryston, K.**, Fitzgerald, K., & Tamborini, R. (2022, September). *A Scoping Review of Prosocial and Antisocial Media Content and Effects in Mass Communication Research Across Five Decades.* Paper presented at the 6th annual Moral Media Conference, East Lansing, MI, USA.

Kryston, K. & Hahn, L. (2022, May). *Pity for a victim: Understanding audience dispositions toward non-moral victim characters.* Paper presented at the 72nd annual meeting of the International Communication Association, Paris, France.

Hahn, L., **Kryston, K.**, Fitzgerald, K., & Tamborini, R. (2022, May). *A scoping review of prosocial and antisocial media content and effects in mass communication*

research. Paper presented at the 72nd annual meeting of the International Communication Association, Paris, France.

Grady, S. M. M., Ulusoy, E., **Kryston K.**, Wirz, D., Eden, A. (2022, May). *Happily never after: Do expectancy violations impact romantic narrative appeal*. Paper accepted to the 72nd Paper presented at the 72nd annual meeting of the International Communication Association, Paris, France.

Thorson, E., Tunney, C., **Kryston, K.**, & Clayton, R. (2022, May). *An Evaluative Space Explanation for How People Cope with Fear-Inducing News*. Paper presented at the 72nd annual meeting of the International Communication Association, Paris, France.

Kryston, K. & Eden, A. (2021, November). *Social norm cues and the narrative enjoyment and appreciation rationale (NEAR)*. Paper presented at the 107th meeting of the National Communication Association, Seattle, WA.

Eden, A., **Kryston, K.**, Ulusoy, E., & Grady, S. M. (2021, November). *Happily ever after? The effect of expectancy violations on genre narrative enjoyment*. Paper presented at the 107th meeting of the National Communication Association, Seattle, WA.

Kryston, K. & Fitzgerald, K. (2021, May). *Inspired to adopt: The role of social norms in media inspiration*. Paper presented at the 71st meeting of the International Communication Association, Denver, CO, USA.

Mourao, R., Thorson, E., **Kryston, K.**, & Tunney, C. (2021, May). *Do Partisans “Verify” News to Find Out the Truth or to Confirm Their Views?* Paper presented at the 71st meeting of the International Communication Association, Denver, CO, USA.

Kryston, K. (2020, November). *The popularity and acclaim of happy and sad mass-market movies from the last four decades*. Paper presented at the 106th annual meeting of National Communication Association Conference, Indianapolis, IN.

Park, S., Lapinski, M., & **Kryston, K.** (2020, November). *Social norms and scientific consensus: Similarities and differences between mechanisms*. Paper presented at the 106th National Communication Association Conference. Indianapolis, IN.

Eden, A., **Kryston, K.**, Grady, S. M., Ulusoy, E., Ellithorpe, M. (2020, November). *The Christmas (Genre) Mix: what are the content characteristics and viewer outcomes associated with Holiday Romantic Comedies?* Paper presented at the Annual Meeting of the National Communication Association, Indianapolis, IN.

Ulusoy, E. Grady, S. M., **Kryston, K.**, Rosenbaum, J. E. Johnson, B. K., & Eden, A. (2020, November). *Challenge Accepted! The Role of Content Challenge and Self-Control in Spoiler Selection and Anticipated Enjoyment*. Paper presented at the 106th annual meeting of National Communication Association Conference, Indianapolis, IN.

Kryston, K. & Eden, A. (2020, May). *Examining the effect of social norms on the enjoyment of entertainment*. Paper presented at the 70th annual meeting of the International Communication Association, Gold Coast, Australia.

Kryston, K., Park, S., & Eden, A. (2020, May). *Do social sanctions explain entertainment avoidance?* Paper presented at the 70th annual meeting of the International Communication Association, Gold Coast, Australia.

Kryston, K., Ulusoy, E., Grady, S. M., Johnson, B., Rosenbaum, J., & Eden, A. (2020, May). *Selecting spoilers: The role of challenge and self-control in spoiling entertainment*. Paper presented at the 70th annual meeting of the International Communication Association, Gold Coast, Australia.

Eden, A. **Kryston, K.**, & Goble, H. (2020, May). *Incorporating virtual reality training in an introductory public speaking course*. Paper presented at the 70th annual meeting of the International Communication Association, Gold Coast, Australia.

Kryston, K., Eden, A., Grady, S. M., Ulusoy, E., Park, S., Sethi, N. & Ewoldsen, D. (2019, November). *Ghostbusting the gender gap: The effect of social norms and social referent groups on viewers' intention to watch entertainment*. Paper presented at the 105th annual meeting of National Communication Association Conference, Baltimore, MD.

Tamborini, R., **Kryston, K.**, Grady, S. M., Baldwin, J., Aley, M., Goble, H., & Hahn, L. (2019, November). *What do audiences like? Narrative enjoyment as the satisfaction of altruistic and egoistic character motivations*. Paper presented at the 105th annual meeting of National Communication Association Conference, Baltimore, MD.

Park, S., **Kryston, K.**, & Eden, A. (2019, November). *Using social norms and social identity to explain media selection and enjoyment*. Paper presented at the 105th annual meeting of National Communication Association Conference, Baltimore, MD.

Carnahan, D., Eden, A. **Kryston, K.**, & Hahn, L. (2019, April). *Challenge or dissonance? How prior encounters with media shape selective exposure to political information*. Paper presented at the 77th annual Midwest Political Science Association conference, Chicago, IL.

Eden, A., Ellithorpe, M., Hahn, L., Ulusoy, E., Grady, S. M., Baldwin, J., **Kryston, K.**, & Tucker, R. (2019, May). *The everyday experience of media consumption: A diary study examining the recreation/challenge hypothesis*. Paper presented at the 69th annual meeting of the International Communication Association, Washington D.C.

Tamborini, R., Baldwin, J., Hahn, L., Aley, M., Sethi, N., Goble, H., Grady, S. M., Prabhu, S., & **Kryston, K.** (2019, May). *Moral Intuition Salience as a Mediator of*

Approbation in ADT. Paper presented at the 69th annual meeting of the International Communication Association, Washington D.C.

Bente, G. **Kryston, K.**, Aley, M. & Rheu, M. (2019, May). *Measuring psychophysiological effects of sound and video in a suspenseful film using integrated reception process analysis*. Paper presented at the 69th annual meeting of the International Communication Association, Washington D.C.

Eden, A., Hahn, L., **Kryston, K.**, & Novotny, E. (2018, November). *Mood repair through entertainment media*. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

Kryston, K. & Eden, A. (2018, November). *Bonding over b-movies: Social norms and the enjoyment of 'bad' films*. Paper presented at the 104th annual meeting of the National Communication Association, Salt Lake City, UT.

Eden, A., Ellithorpe, M., Ewoldsen, D., **Kryston, K.**, & Velez, J. (2018, May) *Consistent killers, benevolent balancers, or contextually moderated moralists? Sequential moral decision making in a video game context*. Paper presented at the 68th annual meeting of the International Communication Association, Prague, Czechia.

Tamborini, R., Grall, C., Höfer, M., Novotny, E. R., Aley, M., Baldwin, J., Sethi, N., & **Kryston, K.** (2018, May). *Testing an attribution-based adaptation of affective disposition theory on narratives featuring various character types*. Paper presented at the 68th annual meeting of the International Communication Association, Prague, Czechia.

Tamborini, R., Hahn, L. S., Klebig, B., Walling, B., **Kryston, K.**, & Aley, M. (2018, May) *The representation of altruism and egoism in children's books and movies*. Paper presented at the 68th annual meeting of the International Communication Association, Prague, Czechia.

Ellithorpe, M., Eden, A., **Kryston, K.**, & Ewoldsen, D. (2017, November). *Consistent killers or benevolent balancers? Sequential moral decision making in a video game context*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Eden, A., Hahn, L., **Kryston, K.**, Johnson, B., Reinecke, L., & Hartmann, T. (2017, November). *Applying the theory of planned behavior to media intention and selection behavior*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Kryston, K. (2017, May). *Moral deliberation as a eudemonic reaction to morally ambiguous narrative games*. Poster session conducted at the 67th annual meeting of the International Communication Association, San Diego, CA.

Kryston, K. (2017). Expanding synchrony as a holistic understanding of video game enjoyment. In N. Bowman (Chair) *Video games: A medium that demands our attention*. Symposium conducted by Broadcast Education Association Conference 2017, Las Vegas, NV.

Kryston, K. (2017). *Moral deliberation as a eudemonic reaction to morally ambiguous narrative games*. Poster session conducted at the 67th annual meeting of the International Communication Association, San Diego, CA.

Dissertation and Thesis

Kryston, K. (2021). *Social norm cues and the narrative enjoyment and appreciation rationale (NEAR)* [Doctoral dissertation, Michigan State University]. ProQuest Dissertations & Theses.

Kryston, K. J. (2015). *The drench effects of narrative video games and their effects on relationships between adult men and young girls*. [Master's thesis, University of Dayton]. ProQuest Dissertations & Theses.

RESEARCH SKILLS

Quantitative research methods

Quantitative research design, including: concept explication and operationalization; factorial and longitudinal research design; behavioral and psychophysiological measurement; continuous and real-time measures (basic)

Scale development and assessment, including: exploratory (EFA) and confirmatory factor analysis (CFA); reliability assessment; measurement theory

Quantitative data analysis, including regression-, F - Z -, t -, and χ^2 -based cross-sectional and pre-post statistical analysis; path analysis; structural equation modeling; longitudinal regression, path analysis, and CFA; multi-level modeling

Content analysis, including: human and computer-based automatic analysis; reliability assessment; codebook development; coder training

Software: SPSS, R, Stata, ReCal, Python (basic)

PROFESSIONAL ASSOCIATIONS

International Communication Association (ICA)	2017–present
National Communication Association (NCA)	2016–present
Moral Media Conference (MMC)	2016–present
Broadcast Education Association (BEA) Conference	2017

International Summer School (ISS)

2017–18

TEACHING

Sam Houston State University, Huntsville, TX

BUAD 2321 Design & Presentation of Business Reports Jan. 2022-present
BUAD 3335 Business Communication Aug. 2021-present

Michigan State University, East Lansing, MI

COM 100 Human Communication (Instructor) May–July 2021
COM 325 Interpersonal Influence & Conflict (Instructor) Jan. 2020–May 2020
COM 240 Organizational Comm. (Teaching Assistant) Aug. 2019–Dec. 2019
COM 100 Human Communication (Instructor) July–Aug. 2019
COM 100 Human Communication (Course Coordinator) Aug. 2018–May 2019
COM 375 Audience Response to Entertainment (Instructor) July–Aug. 2018
COM 300 Methods of Comm. Inquiry (Teaching Assistant) Jan.–May 2018
COM 240 Organizational Comm. (Teaching Assistant) Aug.–Dec. 2017
COM 100 Human Communication (Instructor) June–July 2017
COM 100 Human Communication (Teaching Assistant) Aug. 2016–May 2017

University of Dayton, Dayton, OH

COM 100 Principles of Oral Communication (Instructor) Aug. 2015–May 2016

Clark State Community College, Springfield, OH

COMM 1120 Public Speaking (Instructor) Jan. 2016–May 2016
COMM 1170 Small Group Communication (Instructor) Aug. 2015–Dec. 2015

**Course materials, including syllabi, assignments, activities, and assessments available on request.*

SERVICE TO THE PROFESSION

Sam Houston State Planning and Assessment (College of Business)

Business Communication Planning & Assessment Coordinator 2022-present

International Communication Association

Mass Communication Division

• Reviewer 2017-present

Communication Science and Biology Division

• Reviewer 2017-present

National Communication Association

Communication and Social Cognition Division

- Leadership Track (Five-Year Position with Annual Promotion)
 - Research Chair-Elect 2022-23
 - Research Chair 2023-24
 - Vice President-Elect 2024-25
 - Vice President 2025-26
 - President 2026-27
- Reviewer 2017-present

Mass Communication Division

- Reviewer 2017-present

Mass Communication & Society

Reviewer 2022–present

Journal of Broadcasting and Electronic Media

Reviewer 2020–present

Journal of Media Psychology

Reviewer 2019–present

Frontiers in Psychology

Reviewer 2022–present

Southern States Communication Association (SSCA)

Reviewer 2022-present

Association for Business Communication

Reviewer 2021-present

Michigan State Association of Communication Graduate Students (AGSCOM)

President 2019–20
Vice-President 2018–19
Social Chair 2017–18
Secretary 2016–17

Special Interest Group on Computer Human Interaction ACM (SIGCHI)

Reviewer 2019

Moral Media Conference

Conference Organizer
Attendee

2017, 2018
2019, 2022

International Summer School Conference

Conference Organizer
Attendee

2017
2018

REFERENCES

Allison Eden, Ph.D.

Department of Communication
Michigan State University
College of Communication Arts and Sciences Building
404 Wilson Rd., Room 467
East Lansing MI 48824
Phone (work): (517) 355-9609
Email: edenalli@msu.edu

Ron Tamborini, Ph.D.

Department of Communication
Michigan State University
Communication Arts and Sciences Building
404 Wilson Road, Room 570
East Lansing MI 48824
Phone (mobile): (517) 775-4209
Email: tamborin@msu.edu

Lindsay Hahn, Ph.D.

Department of Communication
State University of New York at Buffalo
353 Baldy Hall
Buffalo, NY 14260-1020
Phone (work): (716) 645-1172
Email: lhahn2@buffalo.edu

Maria Lapinski, Ph.D.

Department of Communication
Michigan State University
Communication Arts & Sciences Building
404 Wilson Rd, Room 477
Michigan State University
East Lansing, MI 48824
Phone: (517) 353-4466
Email: lapinsk3@msu.edu

Genevieve Risner, Ph.D.

Director, Ernst & Young Communication Center
Department of Accounting and Information Systems
North Business Building
632 Bogue St Rm N234
East Lansing, MI 48824
Phone: (517) 353-8642
Email: risner@broad.msu.edu