

BUFFY N. MOSLEY

Goizueta Business School
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EDUCATION

Ph.D., Marketing, 2015 – current
Goizueta Business School, Emory University, Atlanta, GA

Master of Business Administration (MBA), Marketing concentration, 2011-2013
Georgia State University, Atlanta, GA

International (EU) Marketing, Summer 2012
Toulouse Business School, Toulouse, France

Bachelor of Science in Computer Science, 2003-2007
Spelman College, Atlanta, GA

RESEARCH INTEREST

Digital Marketing, Digital Content Consumption, Online Word of Mouth, Image Analysis

JOURNAL PUBLICATIONS

Kent, Robert, **Buffy N. Mosley** and David A. Schweidel (2019). Advertisements in DVR Time: The Shelf Life of Recorded Television Commercials In Drama, Reality, and Sports Programs. *Journal of Advertising Research*, 59(1), 73-84.

PAPERS UNDER REVIEW

Mosley, Buffy N., David A. Schweidel and Robert Kent, “Social TV and Television Consumption,” revising for 2nd round review at *Journal of Marketing*

Mosley, Buffy N., David A. Schweidel, and Kumpeng Zhang, “Outrage or Indifference? The Moderating Roles of Brand Familiarity and Strength on Social Media Content Emotionality Following Brand Crises,” under review at *Journal of Marketing Research*

WORKING PAPERS & WORK IN PROGRESS

Mosley, Buffy N., David A. Schweidel and Kumpeng Zhang, “The Effects of Facial and Text-Based Emotions on Social Media Engagement,” working paper

“The Role of Emotionality of Facial Expression across multiple online platforms” with David A. Schweidel

DISSERTATION RESEARCH

Chair: David A. Schweidel

Committee Members: Ryan Hamilton, Michelle Andrews, Panagiotis Adamopoulos (Information Systems and Operations Management)

Essay 1: Outrage or Indifference? The Moderating Roles of Brand Familiarity and Strength on Social Media Content Emotionality Following Brand Crises (under review at *Journal of Marketing Research*)

Social media offers brands the ability to gauge how consumers react to their marketing actions such as campaigns, as well as brand crises. While social media listening focuses on aggregate patterns across consumers, consumers may vary in terms of how they react to a crisis faced by a particular brand. Using the content of social media posts on Facebook brand pages, we examine consumers' language before and after distinct events to evaluate the effect of the event on the emotionality of their posts. We account for the extent to which consumers have interacted with the brand's page prior to the event and the strength of the brand. We find that brands experience a significant increase in negative emotional content after brand crises, but that brand familiarity and strength mitigate this shift. Comments from consumers who have engaged with the brand prior to the event include less negative language than comments from consumers posting on the brand's page for the first time after the event. Additionally, brand strength mitigates the negative emotionality among consumer responses after the event. We discuss the implications of our findings for brand managers using social media posts to gauge consumer perceptions.

Essay 2: The Effects of Facial and Text-Based Emotions on Social Media Engagement (job market paper)

Brands post a combination of text and visual content in firm-generated content on social media platforms. Despite the importance of visual elements in marketing communication, much extant research focuses on the textual components of firm-generated content. In this study, we examine the individual and combined effects of the text and visual components of firm-generated content on consumer engagement. By measuring the emotional valence of text and visual elements using emotional facial expressions, we show that the extent to which the two elements are (in)congruent can influence the number of consumer comments to firm-generated content and their emotional valence. We find that a moderate mismatch between the emotional valence of the text and visual content can increase total comments for firm-generated content. Conversely, results show that a complete mismatch between the emotional valence of text and visual elements decreases the number of comments the post receives. Notably, brand personality mitigates this effect, as the negative effect is reversed for exciting brands compared to sincere brands. The findings of incongruency are similarly found to impact the emotional valence of consumer comments.

AWARDS AND HONORS

- AMA-Sheth Doctoral Consortium Fellow, New York University, 2019
- Sheth Fellowship, Emory University, 2017
- Goizueta Business School Doctoral Fellowship, Emory University, 2015-2020
- National Science Foundation (NSF) Scholar, Northeastern University, 2005
- NASA Women in Science Exploration (WISE) Scholar, Spelman College, 2003-2007

CONFERENCE PRESENTATIONS

“The Evolution of Television Viewing: Social TV, Time-Shifted Viewing,” INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA, June 2017

TEACHING EXPERIENCE

Teaching Assistant

Digital and Social Media Strategy (MBA and BBA), Guest Lecturer for Inyoung Chae
Fall 2016, Goizueta Business School, Emory University

Teaching Associate

Digital and Social Media Strategy (MBA and BBA), Guest Lecturer for Inyoung Chae
Fall 2017, Goizueta Business School, Emory University

Instructor

Entrepreneurial Incubator, Instructor
Emory College of Arts and Sciences, Summer 2016

Algebra I & II, Geometry, Computer Science, High School Teacher
South Atlanta High School, Fall 2007-Winter 2011

INDUSTRY EXPERIENCE

Digital Campaign Manager, 2014 – 2016
Cox Communications, Manheim, Atlanta, GA

Digital Marketing Consultant, 2012-2014
Nico Creative Group, Atlanta, GA

GRADUATE COURSES

Statistic Courses

Microeconomic Theory I
Probability Theory & Statistical Inference
Quantitative Methods I
Empirical Models in Marketing
The Linear Model
Limited Dependent Variable Models
Longitudinal Data Analysis
Bayesian & Empirical Bayes Methods

Marketing Courses

Marketing Strategy
Consumer Behavior
Empirical Models in Marketing
Marketing Topics I
Marketing Topics II

REFERENCES

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SELECTED ABSTRACTS

Mosley, Buffy N., David A. Schweidel and Robert Kent, “Social TV and Television Consumption,” revising for 2nd round review at **Journal of Marketing**

The television viewing landscape has undergone significant technological changes in recent years with the increase in digital video recorder (DVR) usage and the prevalence of social media activity commenting on television programs (“social TV”). Using data provided by a social media monitoring firm that has partnered with Nielsen to measure social TV activity, coupled with live and time-shifted viewing data for a television season, the authors investigate how the content of social media chatter about television programs affects the size of the total viewing audience and when viewing occurs. Drawing on narrative transportation theory, the authors demonstrate that the effect of social TV posts varies based on their content. General posts containing emotional reactions to the program positively impact the fraction of devices that engage in live viewing. Posts mentioning actors in the programs have a larger impact on live viewing. The authors discuss the implications of the research for advertisers and television networks.