

ABBY SALOPEK, Ph.D.

As of September 2026

Sadler Hall
Texas Christian University
John V. Roach Honors College
Fort Worth, TX 76129
abby.salopek@tcu.edu

ACADEMIC APPOINTMENTS

Texas Christian University Assistant Professor of Digital Studies John V. Roach Honors College	2024/Present
The University of Texas at Austin Assistant Instructor Stan Richards School of Advertising and Public Relations	Spring 2023

EDUCATION

The University of Texas at Austin Ph.D. in Advertising Stan Richards School of Advertising and Public Relations	May 2024
The University of Texas at Austin M.A. in Advertising Stan Richards School of Advertising and Public Relations	May 2020
Texas A&M University, College Station, TX B.S. in Agricultural Communications and Journalism Department of Agricultural Leadership, Education, and Communications	December 2017

TEACHING EXPERIENCE

Texas Christian University

“Life Online”	John V. Roach Honors College
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Fall 2024–Present

Examining how digital platforms shape individual behavior and power in contemporary society.

“Language, Communication & Cultural Identity”

John V. Roach Honors College
Fall 2025

Teaching digital and cultural literacy to critically analyze digital phenomena and their broader significance.

“Culture in Digital World”

John V. Roach Honors College
Spring 2026–Present

Exploring how algorithms and digital platforms shape language, culture, identity, communication, creativity, and everyday life, including the growing impact of artificial intelligence.

The University of Texas at Austin

“Creativity and American Culture”

Stan Richards School of Advertising and Public Relations
Spring 2023

Exploring creativity in American culture through the lens of advertising and digital media.

RESEARCH

Abby H. Salopek is a scholar of digital self-presentation and its emotional, relational, and behavioral consequences in algorithmically mediated environments. Her research examines how individuals create, curate, and interpret online identities and credibility signals, and how these processes shape psychological, behavioral, and social outcomes across digital platforms.

Her work spans social media and digital media behaviors and motivations, with a focus on:

- Self-presentation and impression management
- Upward social comparison and envy
- Toxic positivity and emotional expression online
- Psychological well-being and compulsive use
- Influencer and content creator culture

Peer-Reviewed Publications

Cicchirillo, V., **Salopek, A. H.**, & Ham, J. (2025). Quest for connection: Motives and gamified approaches to continued and compulsive dating app engagement. *Atlantic Journal of Communication*, 1–16. <https://doi.org/10.1080/15456870.2025.2473451>

Salopek, A. H. & Eastin, M. S. (2024). Toxic positivity intentions: An image management approach to upward social comparison and false self-presentation. *Journal of Computer-Mediated Communication*, 29(3). <https://doi.org/10.1093/jcmc/zmae003>

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*. Routledge.

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. <https://thejsms.org/index.php/JSMS/article/view/1143>

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. <https://doi.org/10.69554/GEGX9559>

Selected Work in Progress

Salopek, A. H. & Grau, S. L. (2026). Man v. Machine: Consumer Responses to Virtual and Human Influencers in Advertising.

Salopek, A. H., Grau, S. L., & Pearl, S. (2027). Health Social Media Influencers: Risks, Regulation, and Policy Implications.

Salopek, A. H. & Eastin, M. S. (2026). Attributing intent behind the idealized post: How perceived toxic positivity intentions shape malicious envy and well-being on Instagram.

Salopek, A. H. (2026). Seeing the bright side: Prosocial motives and emotional rewards of perceived positivity promotions.

PROFESSIONAL DEVELOPMENT

2026—Faculty Success Program, NCFDD (10-week faculty development program focused on time management and sustainable writing habits)

2026—Teaching Portfolios with Purpose: Telling Your Story, Koehler Center, TCU

2026—Attendee, American Academy of Advertising (AAA) Conference, Austin, TX

STUDENT MENTORING

Texas Christian University

Departmental Thesis Committee

John V. Roach Honors College

Honors Thesis Committee Member

Fall 2024–Spring 2025

Honors Thesis Committee Member

Fall 2025–Spring 2026

SERVICE

University Service

Texas Christian University (TCU)

- Reviewer, Fulbright Campus Committee: Fall 2025–present (6 students total)
- Undergraduate Curriculum Council: Fall 2026

John V. Roach Honors College

- Member, Honors College Curriculum Committee: Fall 2024–Present
- Bob and Alice Frye Scholarship Selection Committee: 2025–2026 (spring semesters)
- Honors Admissions Reader: Spring 2025–present

Service to the Profession

- Peer Reviewer, *American Journal on Health Studies*, Spring 2026
- Peer Reviewer, *Cognition and Emotion*, Spring 2026
- Peer Reviewer, *Journal of Human Behavior*, Fall 2025

- Peer Reviewer, *New Media & Society*, Spring 2025
- Reviewer, International Communication Association Conference, 2023 (3 manuscripts)
- Reviewer, International Communication Association Conference, 2022 (3 manuscripts)