

Pamela Rutledge, Ph.D.

Professor Emerita - Media Psychology at Fielding Graduate University

Corona Del Mar, CA, US

Rutledge focuses on identifying human motivations, behavioral triggers & instinctive drives to inform messaging & data strategies

Biography

Dr. Pamela Rutledge is a scholar-practitioner, integrating her expertise in media psychology with 20+ years as a media producer. She applies behavioral, social and neuroscience to understanding the impact of media content and technology design and anticipating audience behaviors. Rutledge focuses on identifying human motivations, behavioral triggers and instinctive drives to inform messaging and data strategies that deliver actionable insights. In her capacity as a professional media psychologist, Dr. Rutledge consults with a variety of clients; data science team member at 20th Century Fox Films, persona development for the Oprah Winfrey Network, audience insights for Warner Bros., persona-based narrative strategies to disrupt terrorist messaging in social for the US Dept. of Defense, persuasive narratives to shift brand strategies for Saatchi and Saatchi, and the integration of human motivation into data strategies for Panoramic Data Visualization. As faculty at Fielding Graduate University, Dr. Rutledge designs and teaches courses on brand narratives and transmedia storytelling, and audience engagement and segmentation through persona development. Her academic research focuses on the use of meaning making and narrative theory to understand the human and social experience and use of media and technology platforms. She has a particular interest in promoting the ethical use of media and technology design and content based on the tenets of positive psychology. Dr. Rutledge speaks internationally and has published both academic and popular work on audience narratives, multi-platform engagement, the impact of mobile media, and qualitative research. She has contributed three chapters to the International Encyclopedia of Media Psychology. She is also the author of: Transmedia Psychology - Creating Compelling and Immersive Experiences; The Psychology of Mobile Technologies; Augmented Reality - A Brain-Based Model for Interactive and Immersive Media; and Bridging Research and Practice: Using Proactive Narratives in a U.S. Department of Defense White Paper Assessing and Anticipating Threats to US Security Interests. Dr. Rutledge acts as an expert witness in litigation related to audience and fan behaviors, is a blogger for PsychologyToday.com and is also a frequent expert source on media use and popular culture for media outlets such as The NY Times, The BBC World, UK Guardian, ABC News, Time, and the Wall Street Journal.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Entertainment, Social Media, Research, Media - Broadcast

Areas of Expertise

Trust in Information, Applied Narrative, Persuasive Messaging, Positive Psychology Applied to Media, Qualitative Research and Analysis, Audience Engagement, Media Psychology, Brand Storytelling and Brand Meaning, Persona Development, Fear Behavior and Pandemics

Affiliations

American Psychological Association : Member, Society for Consumer Psychology : Conference paper reviewer 2011-13, American Psychological Society : Member, International Communications Association : Conference paper reviewer 2007-15, The Society for Media Psychology and Technology Division : Member; Chair Finance Committee, International Association for Positive Psychology : Member , American Psychological Society, European Journal of Social Psychology, Article Reviewer 2011-present, Journal of Mass Media Communications, Article Reviewer 2011-present, Journal of Media and Popular Culture, Article reviewer 2013-present, Editor, Media Psychology Review <http://www.mediapsychologyreview.com>

Event Appearances

Positive Media Psychology

Psychology Colloquium - 2021

Presence and the Impact of Personality

Digital Hollywood Conference - 2019

Data Strategy and Narrative

Variety Data Innovation Symposium - 2019

Media Psychology: What It Is and How to Use it

Credible Partners Conference - 2017

Brand Story as Virtual Reality

Media Summit - 2016

Presidential Panel The Internet of You: Selfie Empowerment

American Psychological Association National Convention - 2015

Education

Fielding Graduate University

Ph.D. Media Psychology

Fielding Graduate University

M.A. Media Psychology

Claremont Graduate University
M.B.A. Finance and Accounting, with honors

Accomplishments

Distinguished Faculty Award
(2011) University of California Irvine Extension

Early Career Award for Contributions to the Field of Media Psychology
(2014) Recipient of the Early Career Award for Contributions to the Field of Media Psychology

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