

Sylvia Chan-Olmsted

Professor/Director at University of Florida

Gainesville, FL, US

Sylvia Chan-Olmsted researches cross-platform media consumption and AI applications in media and marketing communications.

Biography

Sylvia Chan-Olmsted is a professor in the College of Journalism and Communications. Her research expertise includes digital, mobile and cross-platform media consumption, brand and media engagement, brand trust, competition between legacy and emerging media platforms, and AI applications in media and marketing communications. Sylvia's current studies involve audience engagement, media brand trust measurement, and AI personalization/business adoption. Sylvia served as the research association dean for six years. She is currently the director of media consumer research who develops applied research projects with industry partners on emerging media technology consumption topics.

Industry Expertise

Advertising/Marketing, Media - Broadcast, Market Research, Media - Online, Social Media, Research

Areas of Expertise

Media Management and Economics, Communication Technology, Brand Relationships, Artificial Intelligence, Media Competition, Audience Research, Consumer Insights, Strategic Planning, Digital and Mobile, Emerging Media, Social Marketing, Social Media, Fake News, Branding, Research

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