

# **Tunisha Singleton, Ph.D.**

**Associate Faculty - Media Psychology at Fielding Graduate University**

Los Angeles, CA, US

Emotion, Engagement & Experience in Digital Communication | Fandom, Meaningful Marketing & Community Management | Sports & Society

---

## **Biography**

Tunisha Singleton, Ph.D. is a Professor, DigiCulture Commentator and New Media Consultant. By focusing on where culture and conversation collide, Dr. Singleton uses the lens of media psychology to understand identity, meaning-making, and patterns between media consumption and human behavior. With 10+ years of experience blended across brand communication, immersive technology and social media management, Dr. Singleton is a professional 1-2 punch of art (innovation) and science (psychology). She's well-versed in using applied research and industry knowledge to inform the design of audience engagement strategies and programs to boost the fan experience. Dr. Singleton has recently turned her attentions to tackling her passion in sports; and she is working to build platforms and create content focusing on storytelling. In her work, she uses the human experience as a means to fasten a supportive relationship between sports and society. Dr. Singleton aspires to work with more brands and non-profit organizations on projects surrounding fandom, utility-based technology, community relations, mental health, multiculturalism and race/gender/LGBTQ empowerment.

---

## **Industry Expertise**

Research, Health and Wellness, Program Development, Entertainment, Education/Learning, Media - Online, Social Media, Media Production, Writing and Editing

---

## **Areas of Expertise**

Digital Communication, Fandom, Sports Media & Marketing, Storytelling, Community Management, Social Media Engagement, Brand Development, Audience Engagement, Fan Identification, Consumer Behavior, Organizational Psychology, Content Development and Ideation, Narrative Persuasion, Immersive Technology, Writing, Sports, eSports, Branding, E-Commerce

---

## **Affiliations**

American Psychological Association (APA) Division 46: Society of Media Psychology and Technology : Co-Chair Student Committee 2014-2016, American Psychological Association (APA) Division 47: Exercise and Sport Psychology : Member, Sports and Entertainment Alliance in Technology (SEAT) : Member, Black Girl Hockey Club : Board Member, Association of Women in Wrestling : Board Member, Women in Sports and Entertainment (WISE) LA Chapter : Member, Women in Sports Technology (WIST) : Member

---

## **Event Appearances**

**Fighting for Meaning: Exploring Identity and Self-Representation in Contact Sports**  
2020 MPCA/ACA Conference

**Black Girl Hockey Club**  
2020 MPCA/ACA Conference

**Digital Fandemonium: How Pro Wrestling Set the Tone for Success**  
2020 Pro Wrestling Studies Association (PSA) Wrestle Posium

**Stealth VR through the Application of Neuroscience and Cognitive Psychology**  
2018 Digital Hollywood

**Inside the Experience: The Psychology of Immersive Design**  
2016 Digital Hollywood

**Foundations of Media Psychology and Evolution**  
2016 Collegiate Anthropology Society of Los Angeles Valley College

**(Keynote) Virtual Reality and Sports: Creating Immersive Experiences for the Amart Fan**  
2016 Virtual Reality Summit

---

## **Education**

**Fielding Graduate University**  
PhD Media Psychology, 2017

**San Diego State University**  
MA TV, Film & New Media Production, 2007

**University of California, Santa Cruz**  
BA Film & Digital Media, 2005

---

## **Accomplishments**

**(2016) Mike R. Neal Legacy Award, Department of Media Psychology, Fielding Graduate University**  
The Michael R. Neal Legacy Award is given annually to students who demonstrate outstanding academic achievement, media innovation and collaboration with and support of fellow media scholars.

**(2005) Diversity Outreach Coordinator, Chancellor Undergraduate Program, UC Santa Cruz**  
UC Santa Cruz is committed to furthering the cultural and social diversity of its campus community and to cultivating an inclusive campus climate. The Diversity Outreach Coordinator is an outstanding student appointed to work with the Chancellor's office to achieve these goals.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)