

LUCY ATKINSON

SHARON DUNWOODY AWARD

Lucy Atkinson is a current associate professor at the Stan Richards School of Advertising and PR at the University of Texas at Austin. Atkinson's work focuses on the relationship between "mass media, civic engagement and consumer culture." Her work on environmental communication and the effects of eco-labels on the consumer has been cited over 200 times and she is currently working on two grand-funded studies that focus on sustainability and science communication projects.



INFLUENTIAL MENTORS AT UW



Some of the best advice I received as a doctoral student was from my advisor, Dhavan Shah, who told me, "A good dissertation is a done dissertation."



Katy Culver was an excellent role model for being a parent and a grad student. She was always accommodating and encouraging and demonstrated that I didn't have to choose motherhood over the academy.

"She is that rare type of academic who balances a passion for scholarship and a commitment to teaching."

- Dhavan Shah

"Lucy is one of the leading thinkers in the area of environmental advertising. Her research is innovative, interesting and incredibly timely."

- Kim Sheehan

FAVORITE SPOT IN MADISON



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

NOTABLE AWARDS

2006: College of Letters & Science Teaching Fellow, University of Wisconsin-Madison

2016: Regents Outstanding Teacher Award, University of Texas at Austin

2017: Provost's Teaching Fellow, University of Texas at Austin

NOTABLE CITATION

Atkinson, Lucy & Rosenthal, Sonny. (2013). Signaling the green sell: The influence of eco-label source and argument specificity on consumer trust. *Journal of Advertising*, 43, 33-45.

23

Number of journal publications

4,000+

Number of students taught at the University of Texas at Austin



Memorial Union