

**Curriculum Vitae  
Robert F. Potter**

**CONTACT INFORMATION**

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**SUMMARY OF ACADEMIC LEADERSHIP**

7/22 – present

**Director of Graduate Studies, The Media School  
Indiana University**

- Mentor graduate students through MS, MA, and PhD degree process
- Lead graduate committee comprised of two faculty representatives from each unit and a student representative from the Media School Graduate Association (MSGA)
- Oversee assignment of Student Academic Appointees (SAAs)
- Ensure compliance with school's *SAA Support and Supervision* agreement
- Mentor and oversee SAAs selected as Instructors of Record
- Team with deans and director of undergraduate studies to design curricular and scheduling changes
- Interact with MSGA leadership to identify and address student needs
- Work with graduate program administrative associate to streamline process of faculty evaluation of graduate applicants
- Consult with associate dean, director of research and creative activity, MSGA leadership, and faculty to plan and execute the school's colloquium series
- Collaborate with deans and key staff to develop graduate fellowship offers and simplify letters of admission
- Partner with director of communication and marketing to develop email communication strategy using Salesforce CRM
- Collaborate with IU Studios and director of communication and marketing to develop digital marketing campaigns to increase applications
- Manage budget allocated to graduate program by deans

7/21 – present

**Member, Campus Tenure Advisory Committee  
Indiana University**

- Work with appointed representatives from across campus to evaluate contested tenure cases, comparing submitted dossiers to criteria established by units, schools, and campus

- Create reports on each case to advise the Vice Provost for Faculty and Academic Affairs
- Retain confidentiality of discussions

7/04 – 7/22

**Director, Institute for Communication Research**  
**Dept. of Telecommunications, College of Arts and Sciences**  
**The Media School**  
**Indiana University**

- Provided overall vision and leadership for the shared social science research facility
- Developed annual budget requests for college and school deans, managed allocated budget with the assistance of the associate director
- Collaborated with colleagues to grow the institute from a 1-room lab in the RTV building to a 4 lab, 3 office facility in Eigenmann Hall
- Served on the Franklin Hall Space Committee to develop plans for the current Media School facility
- Developed collaborative research relationships with scholars from units across campus including School of Informatics, Kelley School of Business, Jacobs School of Music and several College departments
- Met weekly with associate director to provide oversight of facility operations including the management of approximately 15 scientific studies per semester—collecting data safely and ethically from nearly 10,000 participants since the founding of The Media School
- Organized weekly meetings with faculty, graduate students, and undergraduate students to discuss social scientific research on media-related topics
- Instituted monthly discussions of DEIJ-related issues in the field during ICR meetings
- Collaborated with research facility directors across campus to develop COVID-19 protocols allowing continuation of data collection as necessary during the pandemic

7/17 – 6/19

**Member and Chair, Faculty Advisory Board**  
**The Media School**  
**Indiana University**

- Elected to the policy board of The Media School as representative from the Communication Science Unit
- As chair, increased transparency of FAB activities by establishing a formal secretarial duty and standardizing distribution schedule of meeting minutes to faculty and administration
- As chair, collaborated with board members, deans, and faculty to develop the Media School hiring policy, which passed by faculty vote

- 7/17 – 5/21      **Male Advocate, Center of Excellence for Women & Technology  
Indiana University**
- Designed and served as facilitator for two faculty workshops per semester to raise awareness of gender equity issues on campus
  - Moderated ‘latest research’ coffee discussion groups with male CEWIT ally members
- 5/07 – 5/11      **Vice-chair and Chair  
Information Systems Division  
International Communications Association**

**SUMMARY OF INDUSTRY LEADERSHIP**

- 9/93 – 8/94      **Operations Manager**  
KTRW-AM, Spokane, Washington
- Responsible for overall daily operations of sports-talk formatted station
  - Managed staff of live hosts and board operators
  - Interacted with national satellite programming network representatives
  - Assisted station general manager in syndication contract negotiations
  - Assisted sales staff in meeting revenue goals by designing content-related promotions and advertising tie-ins
- 10/91 – 8/94      **Research Director/Assistant Program Director**  
KZZU-FM Spokane, Washington
- Managed staff of weekend air talent, conducting monthly performance reviews of on-air delivery, setting goals for development
  - Managed a 3-employee research staff to develop and complete weekly surveys of station listeners
  - Analyzed music research data to provide insights to program director to assist music rotation decisions
  - Interacted with national and regional record label representatives to determine title additions to station music rotation
  - Worked with outside research organizations to plan annual focus groups and perceptual surveys of station branding, analyzing results to provide input to decision-makers in marketing and sales departments



- 7/08 – 6/15            **Associate Professor with Tenure**  
**Department of Telecommunications**  
**College of Arts & Sciences**  
**Indiana University**
- 8/09 – 5/10            **Visiting Research Fellow**  
**Interactive Television Research Institute**  
**Murdoch University**  
**Perth, Australia**
- 8/03 – 7/08            **Assistant Professor**  
**Department of Telecommunications**  
**College of Arts & Sciences**  
**Indiana University**
- 8/98 – 7/03            **Assistant Professor**  
**Telecommunication & Film Department**  
**College of Communication and Information Sciences**  
**University of Alabama**

## **RESEARCH PUBLICATIONS**

### **Books**

Potter, R. F. (in preparation). *Methods and Measurement in Media Psychology*.

Matthes, J., Davis, C. S., & **Potter, R. F.** (Eds.). (2018). *International Encyclopedia of Communication Research Methods*. Wiley-Blackwell Publishers.

**Potter, R. F.**, & Bolls, P. D. (2012). *Psychophysiological Measurement and Meaning: Cognitive and Emotional Processing of Media*. New York, NY: Routledge.

\*\* Translations published in Mandarin and Japanese.

### **Refereed Journal Articles**

\* denotes collaboration with graduate students

\*Cores Sarria, L., Han, J., Myrick, J. G., & **Potter, R. F.** (in press). The effects of ‘media tech neck’: The impact of spinal flexion on cognitive and emotional processing of Videos. *Communication Research*.

Lee, M., **Potter, R. F.**, & Han, J. (2022). Motivation system approach understand ad processing following various game outcomes. *Sport Management Review*.  
<https://doi.org/10.1080/14413523.2022.2137969>

- Midberry, J., Brown, D., **Potter, R. F.**, & Comfort, R. (2022). The influence of visual frame combinations in solutions journalism stories. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177%2F10776990221109235>
- Rodero, E., & **Potter, R. F.** (2021). Do not sound like an announcer. The emphasis strategy in commercials. *Psychology & Marketing*, 38, 1417-1425. <https://doi.org/10.1002/mar.21525>
- Velez, J. A., Keene, J. R., Corwin, M., Elko, S., & **Potter, R. F.** (2021). A visual interactive narrative intervention (VINI) for aphasia education: can digital applications administer supported communication techniques to educate stroke survivors with communication disorders? *Patient Education and Counseling* 104(10): 2536-2543. <https://doi.org/10.1016/j.pec.2021.03.018>
- Bellman, S., **Potter, R. F.**, Robinson, J. A., & Varan, D. (2021). The effectiveness of various video ad-choice formats. *Journal of Marketing Communications*, 27(6), 631-650. <https://doi.org/10.1080/13527266.2020.1753091>
- \*Lee, M., **Potter, R. F.**, & Pedersen, M. (2020). The effects of emotions on cognitive effort while processing stadium-embedded advertising: A dynamic motivational systems approach. *European Sport Management Quarterly*: 19 (5); 605-624. <https://www.tandfonline.com/doi/full/10.1080/16184742.2018.1562483>
- \*Read, G. L., Innis, I. J., van Driel, I. I., & **Potter, R. F.** (2019). Mates or married? Implications of gender composition and physical intimacy on evaluation of images tested for advertising. *Communication Research Reports*, 36(3), 220-230. <https://doi.org/10.1080/08824096.2019.1605894>
- \*Lee, M., **Potter, R. F.**, & Pedersen, P. M. (2019). The effects of emotions on cognitive effort while processing mediated stadium-embedded advertising: A dynamic motivational systems approach. *European Sport Management Quarterly*, 19(5), 605-624. <https://proxyub.uits.iu.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=s3h&AN=142222690&site=ehost-live&scope=site>
- \*Sites, J., & **Potter, R. F.** (2018). Everything merges with the game: A generative music system embedded in a videogame increases flow. *Game Studies* 18, [http://gamestudies.org/1802/articles/sites\\_potter](http://gamestudies.org/1802/articles/sites_potter)
- \***Potter, R. F.**, Sites, J., Jamison-Koenig, E., & Zheng, X. (2018). The impact of cognitive load on the cardiac orienting response to auditory structural features during natural radio listening situations. *Journal of Cognition*, 1(1), 39. <http://doi.org/10.5334/joc.43>

- \*Read, G., van Driel, I., & **Potter, R. F.** (2018) Bias level matters: Advertisements featuring same-sex couples affect physiological but not self-reported responses. *Journal of Advertising* 47, 182-197. <https://doi.org/10.1080/00913367.2018.1452653>
- Lee, S. & **Potter, R. F.** (2018). The impact of emotional words on listeners' cognitive and emotional responses in the context of advertising. *Communication Research*, 47(8), 1155–1180. <https://doi.org/10.1177/0093650218765523>
- Minas, R., Dennis, A., **Potter, R. F.**, & Kamhawi, R. (2018). Using neuroscience to inform information systems design: Changing individual cognition and electronic brainstorming through priming. *Decision Sciences* 45, 788-826. <https://doi.org/10.1111/dec.12295>
- Rodero, E., **Potter, R. F.**, & Prieto, P. (2017). Pitch range variations improves cognitive processing of audio messages. *Human Communication Research* (43): 397-413. <http://onlinelibrary.wiley.com/doi/10.1111/hcre.12109/full>.
- \***Potter, R. F.**, Jamison-Koenig, E., Lynch, T., & Sites, J. (2016). Effect of vocal tonal difference on automatic attention to voice changes in audio messages. *Communication Research* 46(7), 1008-1025. <https://doi.org/10.1177/0093650215623835>
- \*Samson, L., & **Potter, R. F.** (2016) Empathizing and systemizing (Un)justified mediated violence: Psychophysiological indicators of emotional response. *Media Psychology*, 19 (1), 156-180. [DOI: 10.1080/15213269.2015.1037959](https://doi.org/10.1080/15213269.2015.1037959)
- \***Potter, R. F.**, Lynch, T., & Krause, A. (2015). I've heard *that* before: Habituation of the orienting response follows repeated presentation of audio structural features in radio. *Communication Monographs*, 82 (3), 359-378. [DOI: 10.1080/03637751.2015.1019529](https://doi.org/10.1080/03637751.2015.1019529)
- \*James, T., **Potter, R. F.**, Lee, S., Kim, S., Stevenson, R., & Lang, A. (2015). How realistic should avatars be? An initial fMRI investigation of activation of the face perception network by real and animated faces. *Journal of Media Psychology: Theories, Methods, and Applications*, 27 (3), 109-117. [DOI: 10.1027/1864-1105/a000156](https://doi.org/10.1027/1864-1105/a000156).
- \*Koruth, J., Lang, A., **Potter, R. F.**, & Bailey, R. (2015). A comparative analysis of dynamic and static indicators of parasympathetic and sympathetic nervous system activation during TV viewing. *Communication Methods and Measures* (9), 78-100. [DOI: 10.1080/19312458.2014.999752](https://doi.org/10.1080/19312458.2014.999752)
- \*Bailey, R., **Potter, R. F.**, Pisoni, D., & Lang, A. (2015). Modulating executive functioning: Trait motivational reactivity and resting heart rate variability. *Cognition and Emotion*, 29 (1), 138-145. [DOI: 10.1080/02699931.2014.893864](https://doi.org/10.1080/02699931.2014.893864)

- \*Minas, R. K., **Potter, R. F.**, Dennis, A. R., Bartelt, V., & Bae, S. (2014). Putting on the thinking cap: Using neuroIS to understand information processing biases in virtual teams. *Journal of Management Information Systems*, 30 (4), 48-82 [DOI: 10.2753/MIS0742-1222300403](https://doi.org/10.2753/MIS0742-1222300403)
- \*Kobach, M., & **Potter, R. F.** (2013). The role of mediated sports programming on implicit racial stereotypes. *Sports in Society*, 16 (10), 1414-1428. [DOI:10.1080/17430437.2013.821254](https://doi.org/10.1080/17430437.2013.821254)
- \*Lang, A., Gao, Y., **Potter, R. F.**, Lee, S., Park, B., & Bailey, R. (2013). Conceptualizing audio message complexity as available resources. *Communication Research* (42), 759-778. [DOI:10.1177/0093650213490722](https://doi.org/10.1177/0093650213490722)
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- \***Potter, R. F.**, & Keene, J. R. (2012). The effect of sports fan identification on the cognitive processing of sports news. *International Journal of Sport Communication* 5, 348-367. <https://doi-org.proxyiub.uits.iu.edu/10.1123/ijsc.5.3.348>
- Bellman, S., **Potter, R. F.**, Treleaven-Hassard, S., Robinson, J. A., & Varan, D. (2011). The effectiveness of branded mobile phone apps. *Journal of Interactive Marketing* 25 191-200. [DOI: 10.1016/j.intmar.2011.06.001](https://doi.org/10.1016/j.intmar.2011.06.001)
- \***Potter, R. F.**, Lee, S., & Rubenking, B. (2011). Correlating a motivation-activation measure with media preference. *Journal of Broadcasting & Electronic Media* 55 (3), 400-418. [DOI: 10.1080/08838151.2011.597468](https://doi.org/10.1080/08838151.2011.597468)
- \*Lang, A., Kurita, S., Rubenking, B., & **Potter, R. F.** (2011). miniMAM: Validating a short version of the Motivation Activation Measure. *Communication Methods & Measures*, 5 (2), 146-162. [DOI: 10.1080/19312458.2011.568377](https://doi.org/10.1080/19312458.2011.568377)
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- Potter, R. F.**, Lang, A., & Bolls, P. D. (2008). Identifying structural features of audio: Orienting responses during radio messages and their impact on recognition. *Journal of Media Psychology: Theories, Methods, and Applications*, 20(4), 168-177. [DOI: 10.1027/1864-1105.20.4.168](https://doi.org/10.1027/1864-1105.20.4.168)



\*Potter, R. F., Callison, C., Chambers, T., & Edison, A. (2008). Radio's clutter conundrum: better memory for ads, worse attitudes toward stations. *International Journal of Media Management* (10), 139-147. DOI: [10.1080/14241270802426667](https://doi.org/10.1080/14241270802426667)

Dillman Carpentier, F., & Potter, R. F. (2007). Effects of music on physiological arousal: Explorations into tempo & genre. *Media Psychology*, 10 (3), 339-363. <https://doi.org/10.1080/15213260701533045>

\*Potter, R. F., & Choi, J. (2006). The effects of auditory structural complexity on attitudes, attention, arousal & memory. *Media Psychology*. 8 (4), 395-419. DOI: [10.1207/s1532785xmep0804\\_4](https://doi.org/10.1207/s1532785xmep0804_4)

Potter, R. F., LaTour, M., Braun-LaTour, K., & Reichert, T. (2006). Program context effects on an appeal to fear. *Journal of Advertising*, 35 (3), 69-82. DOI: [10.2753/JOA0091-3367350305](https://doi.org/10.2753/JOA0091-3367350305)

\*Gantz, W., Wang, Z., Paul, B., & Potter, R. F. (2006). Sports versus all comers: Comparing TV sports fans with fans of other programming genres. *Journal of Broadcasting & Electronic Media*, 50, 95-118. DOI: [10.1207/s15506878jobem5001\\_6](https://doi.org/10.1207/s15506878jobem5001_6)

Potter, R. F. (2006). Made you listen: The effects of production effects on attention to short radio promotional announcements. *Journal of Promotion Management*, 12, 35-48. DOI: [10.1300/J057v12n02\\_04](https://doi.org/10.1300/J057v12n02_04)

Potter, R. F., Williams, G. C., & Newton, G. D. (2003). Juggling Brands: The pressures and perks of radio promotions directors in the age of acquisition. *Journal of the Northwest Communication Association*, 32, 78-95. [Online.](#)

\*Potter, R. F., Yu, H-S., & Callison, C. (2002) Structural features and interactivity on the most-visited web sites compared to the Web in general. *Southwestern Mass Communication Journal*, 18, 48-57.

Potter, R. F. (2002). Give the people what they want: A content analysis of FM radio station home pages. *Journal of Broadcasting & Electronic Media*, 46, 369-384. DOI: [10.1207/s15506878jobem4603\\_4](https://doi.org/10.1207/s15506878jobem4603_4)

Bolls, P. D., Lang, A., & Potter, R. F. (2001). The effects of message valence and listener arousal on attention, memory, and facial muscular responses to radio advertisements. *Communication Research*, 28 (5), 627-651. DOI: [10.1177/009365001028005003](https://doi.org/10.1177/009365001028005003)

Potter, R. F. (2000). The effects of voice changes on orienting and immediate cognitive overload in radio listeners. *Media Psychology*, 2 (2), 147-178. DOI: [10.1207/S1532785XMEP0202\\_3](https://doi.org/10.1207/S1532785XMEP0202_3)

- \***Potter, R. F.**, & Callison, C. (2000). Sounds exciting!: The effects of audio complexity on listeners' attitudes and memory for radio promotional announcements. *Journal of Radio Studies*, 7, 29-51. [Online](#)
- Lang, A., Zhou, S., Schwartz, N., Bolls, P. D., & **Potter, R. F.** (2000). The effects of edits on arousal, attention, and memory for television messages. *Journal of Broadcasting & Electronic Media*, 44, 94-109. [DOI: 10.1207/s15506878jobem4401\\_7](https://doi.org/10.1207/s15506878jobem4401_7)
- Lang, A., Bolls, P., **Potter, R. F.** & Kawahara, K (1999). The effects of production pacing and arousing content on the information processing of television messages. *Journal of Broadcasting and Electronic Media*, 43, 451-475. [DOI: 10.1080/08838159909364504](https://doi.org/10.1080/08838159909364504)
- Bucy, E. P., Lang, A., **Potter, R. F.**, & Grabe, M. E. (1999). Formal features of cyberspace: Relationships between web page complexity and site traffic. *Journal of the American Society for Information Science*, 50 (13), 1246-1256. [https://doi-org.proxyiub.uits.iu.edu/10.1002/\(SICI\)1097-4571\(1999\)50:13<1246::AID-ASII0>3.0.CO;2-E](https://doi-org.proxyiub.uits.iu.edu/10.1002/(SICI)1097-4571(1999)50:13<1246::AID-ASII0>3.0.CO;2-E)
- Lang, A., **Potter, R. F.**, & Bolls, P.D. (1999). Something for nothing: Is visual encoding automatic? *Media Psychology*, 1, 145-163. [DOI: 10.1207/s1532785xmep0102\\_4](https://doi.org/10.1207/s1532785xmep0102_4)

### **REFEREED RESEARCH ABSTRACTS**

- Potter, R. F.** & Yuqian N. (2021). Using retrospective self-report ratings to predict physiological responses to popular music. *Psychophysiology*, 58 (Supplement), S71.
- Han, J., Cores Sarria, L, Myrick, J., & **Potter, R. F.** (2017). Spinal flexion effects on cognitive and emotional processing during video viewing. *Psychophysiology*, 58 (Supplement), S76.
- Read, G., Zheng, X., Sarria, L., Lu, Y, & **Potter, R. F.** (2017). News highlighting gender identity of models in fashion ads affect responses to the ads themselves. *Psychophysiology*, 54 (Supplement), S147.
- Read, G., van Driel, I., & **Potter, R. F.** (2015). Advertisements featuring same-sex couples affect attentional, but not emotional, responding. *Psychophysiology*, 52 (Supplement), S108.
- Jamison-Koenig, E., & **Potter, R. F.** (2014). The effect of musical intensity and complexity on listener attention and arousal. *Psychophysiology*, 51 (Supplement), S58.
- Samson, L., & **Potter, R. F.** (2013). Affective psychophysiological responses to (Un)justified mediated violence: empathizing and systemizing differences. *Psychophysiology*, 50 (Supplement), S76.

- Bailey, R. L., Lang, A., & **Potter, R. F.** (2013). Resting HRV as an inhibitor of trait motivational reactions. *Psychophysiology*, 50 (Supplement) S77.
- Kurita, S., Fukushima, H., Murohashi, H., **Potter, R. F.**, & Lang, A. (2013). Event-related brain potentials evoked by emotional pictures as a function of violent game exposure and motivational activation. *Psychophysiology*, 50 (Supplement) S76.
- Potter, R. F.**, Falk, M., Bae, S., Lynch, T., Matthews, N., Kraus, A., & Mayell, S. (2012). Does the orienting response habituate to repeating auditory structural features that vary in semantic content?" *Psychophysiology*, 49 (Supplement), S74.
- Bailey, R., **Potter, R. F.**, Pisoni, D., & Lang, A. (2012). Resting HRV, motivational reactivity, & executive functioning." *Psychophysiology*, 49 (Supplement), S74.
- Falk, M., **Potter, R. F.**, & Wells, T. (2011). Investigating if repeated exposure to complex auditory structural features leads to habituation of the orienting response." *Psychophysiology*, 48 (Supplement), S71.
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- Koruth, J., **Potter, R. F.**, Bolls, P. D., & Lang, A. (2007). An examination of heart rate variability during positive and negative radio messages." *Psychophysiology*, 44(Supplement), S60.
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- Zhou, S., **Potter, R. F.**, & Chung, Y (2004). Effects of arousing visuals & redundancy on attention to television news stories. *Psychophysiology*, 41 (Supplement), 61.
- Potter, R. F.**, Bucy, E. P., Cummins, G., Dinu, L., Hao, X., & Smith, B. (2003). The impact of emotional intensity of news footage and communicative potency of the president on attention to sound bites. *Psychophysiology*, 40 (Supplement), 68.
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- Potter, R. F.**, Bolls, P.D., Lang, A. (2000). Effects of valence and arousingness of radio messages on facial EMG, attention, skin conductance, and memory. *Psychophysiology*, 37 (Supplement), 80.
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- Potter, R. F.**, Lang, A., & Bolls, P.D. (1997). Orienting responses to structural features in media. *Psychophysiology*, 34, (Supplement), S72.
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- Potter, R. F.**, Callison, C., & Erickson-Hoff, E. (2000). Advertising presence on FM radio station Web sites: A content analysis suggesting much opportunity for growth. In Mary Alice Shaver (Ed.) *Proceedings of the 2000 Conference of the American Academy of Advertising*, 90-95.
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Bolls, P. D., Weber, R., Lang, A., & **Potter, R. F.** (2020). Media psychophysiology and neuroscience: Bringing brain science into media processes and effects research. In M. B. Oliver, A. A. Raney, & J. Bryant (Eds.) *Media effects* (pp. 195-210). Routledge Press.

**Potter, R. F.**, & Lang, A. (2017). Audio message complexity: Audio content change (Acc) and audio information introduced (Aii). In D. Worthington & G. Brodie (Eds.), *Sourcebook of listening research: Methodology and measures* (pp. 198-203). Wiley Publishers.

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Potter, R. F. (1997). Considering moral sensitivity in media ethics courses and research. *Journal of Mass Media Ethics*, 12 (1), 51-57.

### **REFEREED CONFERENCE PAPERS**

Ni, Y., Smith, X., Booth, M. A., Corwin, M., Keene, J. R., Elko, S. R., Potter, R. F., & Velez, J. A., (2022, May 26-30). *Health information processing for patients with aphasia: Engagement and encoding during visual interactive narrative interventions*. Research presented to the International Communication Association at their annual conference.

Potter, R. F. (2022, May 26-30). *Data collection during pandemic times*. Panel presentation to the Information Systems Division of the International Communication Association.

Han, J., Cores Sarria, L., Myrick, J., & Potter, R. F. (2021, October 4-11). *Spinal flexion effects on cognitive and emotional processing during video viewing*. Research presented to the Society for Psychophysiological Research to their annual conference online.

Cores Sarria, L., Han, J., Myrick, J., & Potter, R. F. (2020, May 21-26). *Tech neck effects during mobile device use: Impact of spinal flexion on physiological cognition, emotion & arousal*. Research presented to the Communication Science & Biology Interest Group of the International Communication Association.

Potter, R. F. & Ni, N. (2020, May 21-26). *Predicting physiological responses to popular music with retrospective self-report ratings*. Research presented to the Communication Science & Biology Interest Group of the International Communication Association.

Moon, B. Chae, S. & Potter, R. F. (2020, May 21-26,). *The effects of musical characteristics on attention to Public Service Announcements*. Research presented to the Information Systems Division of the International Communication Association.

Potter, R. F. (2020). *Music relevance and social association impacts implicit measures of appetitive activation*. Research accepted for the Auditory Perception, Cognition, and Action Meeting.

Hsu, S., Tao, C., & Potter, R. F. (2019, May 24-28). *Does culture matter? Emotion and attitudes toward same-sex advertisements in western and eastern countries*. Research presented to the Information Systems Division of the International Communication Association at their annual conference in Washington D.C.

- Nikoulina, A. I., James, T. W., Sites, J., Jamison-Koenig, E., Read, G. & Potter, R. F. (2018, August 6-9). *Content analysis of music alcohol-abusing women and controls associate with 'going out' versus 'staying home'*. Research presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication for presentation to their annual conference in Washington D.C.
- Jamison-Koenig, E., & Potter, R. F. (2018, May 24-28) *Continuous and summative assessments of musical complexity and intensity*. Research presented at the International Communication Association Conference in Prague, Czech Republic.
- Myrick, J., Carres Saria, L., Hang, J., Newman, A., Floom, A., & Potter, R. F. (2018, May 24-28). *Embodied cognition and 'tech neck': A psychophysiological study of the impact of spinal flexion on cognitive and emotional processing of video messages*. Research presented at the International Communication Association Conference in Prague, Czech Republic.
- Tao, C., Shen, Y., Potter, R. F., & Knobloch-Westerwick, S. (2018, May 24-28). *The selective exposure paradox: prior attitude, eye movements, and attitude polarization*. Research presented at the International Communication Association Conference in Prague, Czech Republic.
- Read, G. L., Zheng, X., Cores Sarria, L., Lu, Y., & Potter, R. F. (2017, November 15-20). *Racially ambiguous models increase advertising effectiveness*. Research submitted to be presented to the 103rd annual meeting of the National Communication Association. Dallas, TX
- Sites, J., Jamison-Koenig, E., Zhang, X., & Potter, R. F. (2017, May 25-29). *The impact of cognitive load on automatic attention capture by auditory structural features*. Research presented the International Communication Association annual conference in San Diego, CA.
- Read, G. & Potter, R. F. (2017, May 25-29). *Do gender identity and expression influence responses to transgender and androgynous models in advertisements?* Research presented to the International Communication Association annual conference in San Diego, CA.
- Read, G., van Driel, I., Ennis, I., & Potter, R. F. (2017, May 25-29). *Gender differences in neural responses to same-sex pairs in advertising*. Research presented to the International Communication Association annual conference in San Diego, CA.
- Hu, X., & Potter, R. F. (2017, May 25-29). *Portrayal of emotional rewards and prosocial PSA effectiveness*. Research presented to the International Communication Association annual conference in San Diego, CA.



- Han, J., Zhang, X., Shiaojin, S., & Potter, R. F. (2017, May 25-29). *Responses to e-cigarette commercials: examining the effect of celebrity endorsement and health claims*. Research presented to the International Communication Association annual conference in San Diego, CA.
- Yuan, L., Dennis, A., Potter, R. F. (2016) *Interacting like humans? Understanding the neurophysiological processes of anthropomorphism on consumers' willingness to pay in online auctions*. Research presented at the International Conference on Information Systems in Dublin, Ireland.
- Potter, R. F., Jamison-Koenig, E., Sites, J., & Zheng, X. (2016, June 9-13). *The continuance of orienting to auditory structural features presented in natural listening conditions*. Research presented at the International Communication Association annual conference in Fukuoka, Japan.
- Jamison-Koenig, E. & Potter, R. F. (2016, June 9-13). *Effects of musical complexity and intensity on listener emotion*. Research presented at the International Communication Association annual conference in Fukuoka, Japan.
- Reed, G., van Driel, I., & Potter, R. F. (2016, June 9-13). *Electroencephalographic responses to gay imagery in advertising*. Research presented at the International Communication Association annual conference in Fukuoka, Japan.
- Han, J., Liao, W., Minas, R., Dennis, A., & Potter, R. F. (2016, June 9-13). *Relationships between neural patterns during picture priming and creative thinking during electronic brainstorming*. Research presented at the International Communication Association annual conference in Fukuoka, Japan.
- Reed, G., van Driel, I., & Potter, R. F. (2016, June 9-13). *Mind the gender gap: differences in liking and purchase intention after viewing advertisements of same- and different-sex couples*. Research presented at the International Communication Association annual conference in Fukuoka, Japan.
- Sites, J., Jamison-Koenig, E., & Potter, R. F. (2015, November). *Beauty and the beat: WAVs invoke less negativity than MP3s in Listeners*. Research presented to the Auditory Perception, Cognition, and Action Meeting in Chicago, IL.
- Read, G., van Driel, I., & Potter, R. F. (2015, September 30-October 4) *Advertising featuring same-sex couples affect attentional but not emotional responding*. Research presented to the Society for Psychophysiological Research for presentation to their annual conference in Seattle, WA.
- Almond, A., Mayell, S., & Potter, R. F. (2015, May 21-25) *Trait motivation activation as a predictor of neural activity during emotional image processing on a large-screen TV*. Research presented to the International Communication Association for presentation to their annual conference in San Juan, PR.

- Jeon, Y., Kim, M., & Potter, R. F. (2015, May 21-25) *Headless and feckless in obesity messages*. Research presented to the International Communication Association for presentation to their annual conference in San Juan, PR.
- Rodero, E. & Potter, R. F. (2015, May 21-25) *Melodic variations to stimulate your attention: How pitch variations can improve effectiveness, arousal and recognition of an audio message*. Research presented to the International Communication Association for presentation to their annual conference in San Juan, PR.
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- Jamison-Koenig, E. & Potter, R. F. (2015, September 10-14) *The effect of musical intensity and complexity on listener attention and arousal*. Research presented to the Society for Psychophysiological Research at their conference in Atlanta, GA.
- Potter, R. F., Wu, Y., Liu, J., & Krizan, K. (2014, May 22-26) *Pop prosody: The effect of emotional singer inflections on automatic attention to popular music*. Research presented to International Communication Association for their conference in Seattle, WA.
- Potter, R. F., Read, G., & Sites, J. (2014, May 22-26) *The effect of familiarity on automatic attention to expectancy violations in popular songs*. Research presented to International Communication Association for their conference in Seattle, WA.
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- Minas, R. K., Potter, R. F., Dennis, A. R., Bartelt, V., & Bae, S. (2013) *Overloaded or biased?: Using EEG and NeuroIS to elucidate information processing in virtual teams*. Research presented to the Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA.
- Bailey, R., Lang, A., & Potter, R. F. (2013, October 2-6). *Resting HRV as an inhibitor of trait motivational reactions*. Research presented at the annual conference of the Society for Psychophysiological Research in Florence, Italy.

- Kurita, S., Fukushima, H, Murohashi, H., Potter, R. F., & Lang, A. (2013, October 2-6). *Event-related brain potentials evoked by emotional pictures as a function of violent video game exposure and motivational activation*. Research presented at the annual conference of the Society for Psychophysiological Research in Florence, Italy.
- Samson, L & Potter, R. F. (2013, October 2-6). *Affective psychophysiological responses to (Un)justified mediated violence: Empathizing and systemizing differences*. Research presented at the annual conference of the Society for Psychophysiological Research in Florence, Italy.
- Potter, R. F., Jamison-Koenig, E., Lynch, T., Falk, M., Mayell, S., & Krizan, K. (2013, August 8-11). *Effect of vocal similarity on automatic attention to voice changes: Experimental results and industry implications*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication
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- Gao, Y., Bailey, R, Lang, A., Lee, S., Potter, R. F., & Park, B. (2013, June 17-21) *Conceptualizing audio message complexity as available resources*. Presented to the International Communication Association at their annual conference in London, England.
- Samson, L. & Potter, R. F. (2013, June 17-21). *Media schema and heuristic processing in third-person perception*. Presented to the International Communication Association at their annual conference in London, England.
- Bailey, R., Potter, R. F., & Lang, A. (2013, June 17-21). *Resting heart rate variability as a predictor of trait motivational reactivity*. Presented to the International Communication Association at their annual conference in London, England.
- Potter, R. F., Falk, M., Bae, S., Lynch, T., Matthews, N., Kraus, A., & Mayell, S. (2012, September 19-23). *Does the orienting response habituate to repeating auditory structural features that vary in semantic content?* Presented to the Society for Psychophysiological Research in New Orleans, LA.
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- Falk, M. & Potter, R. F. (2011, September 14-18). *Investigating if repeated exposure to complex auditory structural features leads to habituation of the orienting response*. Presented to the Society for Psychophysiological Research in Boston, MA.

- Samson, L. & Potter, R. F. (2011, May 26-30). *Empathizing and systemizing media violence: A dual-control approach*. Research presented to the International Communication Association annual conference in Boston, MA.
- Gao, Y., Lang, A., & Potter, R. F. (2010, June 22-26). *The impact of dimensions of audio complexity on cognitive load*. Research presented at the International Communication Association annual conference in Singapore.
- Falk, M., Potter, R. F., Wells, T. (2010, June 22-26). *Habituation of the orienting response to auditory structural features*. Research presented at the International Communication Association at Singapore.
- Cummings, J. J., & Potter, R. F. (2009, November). *Physiological and self-reported responses to dynamic emotional change in actual computer game avatars*. Research presented to the Australian Society for Psychophysiology, Newcastle, New South Wales.
- Finn, S., & Potter, R. F. (2009). *A Method of Predicting the Arousability of Verbal Content for New Media*. Research accepted for presentation at the Conference of the Media Psychology Division (German Psychological Society), Duisburg, DE.
- Potter, R. F., Koruth, J., Bae, S., Weaver, A. J., Lee, S., Rubenking, B., & Kim, O. (2009, May 21-25). *Correlating a motivation activation measure with media preferences*. Presented to the Mass Communications Division of the International Communication Association at their conference in Chicago, IL.
- Cummings, J. J., Potter, R. F., & Chung, H., (2009, May 21-25). *Smile and the virtual world smiles with you: Electromyographic responses to avatar facial expressions*. Presented to the Information Systems Division of the International Communication Association at their conference in Chicago, IL.
- Kurita, S., Lang, A., Potter, R. F., Wang, Z., Lee, S., Weaver, A. J., Bae, S., & Koruth, J. (2009, May 21-25). *Gender differences in motivational activation*. Presented to the Information Systems Division of the International Communication Association at their conference in Chicago, IL.
- Potter, R. F., Chung, H., & Cummings, J. (2009, October 1-5). *Response to music varies according to motivation activation*. Research presented to the Society for Psychophysiological Research at their conference in Austin, TX.
- Bae, S., Weaver, A., & Potter, R. F. (2009, October 1-5). *Physiological responses to the manipulation of violence during a primetime drama*. Research presented to the Society for Psychophysiological Research at their conference in Austin, TX.

- Potter, R. F., Lang, A., Brown, J., Fukunaga, R & Krawitz, A. (2008, May 22-26). *Brain activation during risk: The influence of trait motivation on ACC activation during choice and consequence*. Presented to the Information Systems Division of the International Communications Association for presentation to their conference in Montreal, Canada.
- Finn, S., Potter, R. F. & Lee, S. (2008, May 22-26). *Every word matters: Correlating word information value in persuasive messages with physiological arousal responses*. Presented to the Information Systems Division of the International Communications Association for presentation to their annual conference in Montreal, Canada.
- Potter, R. F., Bolls, P. D., Koruth, J., Wise, K., Bailey, R., & Lang, A., (2008, May 22-26). *Heart rate variability analysis suggests a reinterpretation of cardiac responses during media messages*. Presented to the Information Systems Division of the International Communications Association for presentation to their annual conference in Montreal, Canada.
- Weaver, A. J., Bae, S. & Potter, R. F. (2008, May 22-26). *Physiological responses to manipulation of violence in a primetime drama*. Presented to the Information Systems Division of the International Communications Association for presentation to their annual conference in Montreal, Canada.
- Lee, S., Park, B., & Potter, R. F. (2007, October). *The impact of information density and structural complexity on persuasion, recognition, and cognitive effort while processing audio messages*. Paper presented to the Science and Health Division of the Korean Society for Journalism and Communication Studies annual conference. Jeonbook, Korea.
- Koruth, J., Potter, R. F., Bolls, P. D., & Lang, A. (2007, October 17-21). *An examination of heart rate variability during positive and negative radio messages*. Society for Psychophysiological Research annual conference in Savannah, GA.
- Potter, R. F., & Kim, S. (2007, May 24-28). *Does priming a focus on advertising impact perceptions of increased commercial clutter?* Presented to the Information Systems Division of the International Communications Association for presentation to their annual conference in San Francisco, CA.
- Kurita, S., Potter, R. F., & Lang, A. (2007, May 24-28). *Is shorter better? MiniMAM—developing a short version of the motivation activation measure*. Presented to the Information Systems Division of the International Communications Association for presentation to their annual conference in San Francisco, CA.

- Lee, S., & Potter, R. F. (2007, May 24-28). *Effect of emotion in processing words presented in radio advertisements* Presented to the Information Systems Division of the International Communications Association for presentation to their annual conference in San Francisco, CA.
- Potter, R. F., Wang, Z., Angelini, J., Sanders-Jackson, A., Kurita, J., Koruth, J., & Lang, A. (2006, October 25-29). *The effects of structural complexity and information density on cognitive effort and arousal during audio message processing*. Presented to the Society for Psychophysiological Research for presentation to their annual conference in Vancouver, B.C.
- Lee, S., & Potter, R. F. (2006, October 25-29). *The orienting response, physiological arousal, and EMG when processing emotional words in radio advertisements*. Presented to the Society for Psychophysiological Research for presentation to their annual conference in Vancouver, B.C.
- Lee, S., Potter, R. F., & Finn, S. (2006, October 25-29). *Correlating the information value of individual words in radio ads with listener arousal levels across different time lags*. Presented to the Society for Psychophysiological Research for presentation to their annual conference in Vancouver, B.C.
- Nadorff, P. G., Angelini, J. R., & Potter, R. F. (2006, October 25-29). *Gender differences in emotional response to sexual song lyrics with different gender-foci*. Presented to the Society for Psychophysiological Research for presentation to their annual conference in Vancouver, B.C.
- Potter, R. F., Wilson, B.W. & Sanders-Jackson, A. (2006, June 19-23). *Double the units: How increasing the number of advertisements while keeping the overall duration of commercial breaks constant affects radio listeners*. Presented to the Information Systems Division of the International Communication Association for presentation to their annual conference in Dresden, Germany.
- Potter, R. F., Wang, Z., Kobach, M., Koruth, J., & Banerjee, M. (2006, June 19-23). *Sounds like a winner! Examining structural features and basic content in five years of award-winning radio advertisements*. Presented to the Mass Communications Division of the International Communication Association for presentation to their annual conference in Dresden, Germany.
- Potter, R. F., Finn, S., & Lee, S. (2006, June 19-23). *Correlating information value of individual words in radio scripts with physiological indicators of arousal and enjoyments*. Presented to the Information Systems Division of the International Communication Association for presentation to their annual conference in Dresden, Germany.

- Potter, R. F., Shyu, S., Banerjee, M., Kurita, S., & Banerjee, M. (2006, June 19-23). *The effects of visual and auditory information density on available cognitive resources*. Presented to the Information Systems Division of the International Communication Association for presentation to their annual conference in Dresden, Germany.
- Lee, S. & Potter, R. F. (2006, June 19-23). *The impact of message context valence on listener response to emotional words in radio ads*. Presented to the Information Systems Division of the International Communication Association for presentation to their annual conference in Dresden, Germany.
- Lee, S., Park, B., & Potter, R. F. (2006, June 19-23). *The impact of structural complexity and information density on attitudes toward radio PSAs*. Presented to the Information Systems Division of the International Communication Association for presentation to their annual conference in Dresden, Germany.
- Lang, A., Derryberry, D., Sparks, J., Park, B., Kurita, S., Shyu, S. & Potter, R. F. (2006, June 19-23). *The effects of audio and video information density on available resources and encoding*. Presented to the International Communication Association for presentation to their annual conference in Dresden, Germany.
- Potter, R. F., Callison, C., Chambers, T., Chung, Y., & Lee, S. (2005, May 26-30). *Effects of commercial pod frequency on attitudes, emotional response, attention and memory in radio listeners across two demographic age groups*. Presented to the International Communications Association at their annual conference in New York, NY.
- Dillman Carpentier, F., & Potter, R. F. (2005, May 26-30). *Effects of music on physiological arousal: explorations into genre and tempo*. Presented to the International Communications Association at their annual conference in New York, NY.
- Lee, S., & Potter, R. F. (2005, May 26-30). *Emotional words in radio messages: Orienting responses, physiological arousal and facial EMG*. Presented to the International Communications Association at their annual conference in New York, NY.
- Potter, R. F., Wang, Z., Kurita, S., Sanders-Jackson, A., Koruth, J., Tao, C., & Lang, A. (2005, May 26-30). *Information density and structural complexity in radio messages: Are two concepts better than one?* Presented to the International Communications Association at their annual conference in New York, NY.
- Gantz, W., Wang, Z., Paul, B., & Potter, R. F. (2005, May 26-30). *Sports vs. all comers: Comparing tv sports fans with fans of other programming genres*. Presented to the International Communications Association at their annual conference in New York, NY.

- Potter, R. F., Sparks, J. V., Cummins, R. G., & Lee, S. (2004, September). *"I Bleed Crimson!": The impact of fan identification level on viewers' attention and emotional response during sports news*. Presented to the annual conference of the Society for Psychophysiological Research, Santa Fe, NM.
- Zhou, S., Potter, R. F., & Chung, Y (2004, October 20-24). *Effects of arousing visuals & redundancy on attention to television news stories*. Presented to the annual conference of the Society for Psychophysiological Research, Santa Fe, NM.
- Potter, R. F., Cummins, R. G., Lee, S., Choi, J., & Sparks, J. V. (2004, May 27-31). *The impact of sports fan identification on cognitive processing of sports news*. Paper presented to the International Communications Association at their annual conference in New Orleans, LA.
- Zhou, S., & Potter, R. F. (2003, April). *Effects of arousing visuals and redundancy on attention to news stories*. Paper presented to the Broadcast Education Association at their annual conference in Las Vegas, NV.
- Potter, R. F., Edison, A., Callison, C., & Chambers, T. (2003, October). *The effects of increasing commercial breaks on attention, arousal, attitudes and memory for information in radio ads*. Presented to the annual conference of the Society for Psychophysiological Research in Chicago, IL.
- Potter, R. F., Bucy, E. P., Cummins, G., Dinu, L, Hao, X, & Smith, B. (2003, October). *The impact of emotional intensity of news footage and communicative potency of the president on attention to sound bites*. Presented to the annual conference of the Society for Psychophysiological Research in Chicago, IL.
- Callison, C., Chambers, T., Edison, A., & Potter, R. F. (2003, April). *The double-edged sword: Negative attitudes toward increases in pod frequency accompany improved cognitive processing of ads*. Presented to the Broadcast Education Association at their annual conference in Las Vegas, NV.
- Potter, R. F., & Choi, J. (2003, May). *The effects of auditory complexity on attitudes, attention, arousal, and memory*. Presented to the International Communication Association at their annual conference in San Diego, CA.
- Potter, R. F., Carpentier, F., Kim, J., Choi, J., & Yu, H. (2002, October). *The effects of music presence and pacing on listener physiological arousal*. Presented to the Society for Psychophysiological Research at their annual conference in Washington, D.C.
- Potter, R. F., Choi, J., Yu, H., Kim, J., & Carpentier, F. (2002, October). *Increased memory for structurally complex radio messages: Could arousal be the mechanism?* Presented to the Society for Psychophysiological Research, Washington, D.C.



- Potter, R. F., Carpentier, F., Kim, J., & Yu, H. (2002, April). *Gimme a beat!: Using music pacing to affect physiological arousal in radio listeners*. Paper presented to the Broadcast Education Association at their annual conference, Las Vegas, NV.
- Potter, R. F. (2001, May). *Made you listen: The effects of production effects on automatic attention to short radio promotional announcements*. Paper presented to the Information Systems Division of the International Communication Association at their annual conference, Washington, DC.
- Potter, R. F., Chen, L., Cho, J-Y., & Zhou, S. (2001, May). *Getting your message across: Using audio complexity in radio promotions to listener attitudes and memory during natural listening conditions*. Paper presented to the International Communication Association at their annual conference, Washington, DC.
- Yu, H-S., Chen, L., & Potter, R. F. (2000, May). *The effects of adjacent programming arousal and production pacing of television ads on memory and attitudes toward those ads*. Paper presented to the Information Systems Division of the International Communication Association at their annual conference, Washington, DC.
- Kuo, W-L, Robinson, J., & Potter, R. F. (2000, March). *Tell me that story again but make it quick: The effects of repeated-spot duration and copy style on memory for television commercials*. Paper presented to the American Academy of Advertising at their annual conference, Salt Lake City, UT.
- Potter, R. F., Williams, G. C., & Newton, G. D. (2000, April). *Under One Roof: The Influence of Station Role in Radio Promotion Directors' Evaluation of Consolidation*. Paper presented to the Southern States Communication Association, Lexington, KY.
- Potter, R. F., Yu, H-S., & Callison, C. (2000, April). *Small country roads and crowded thoroughfares along the Information Superhighway: The visual and interactive elements of the 200 most-visited Web sites compared to the Web in general*. Paper presented to the Southern States Communication Association at their annual conference, Lexington, KY.
- Potter, R. F. (2000, October). *Cardiac orienting to production effects in short radio promotional announcements*. Presented to the Society of Psychophysiological Research at their annual conference in San Diego, California.
- Potter, R. F., Bolls, P. D., & Lang, A. (2000, October). *Effects of valence and arousingness of radio messages on facial EMG, attention, skin conductance, & memory*. Presented to the Society of Psychophysiological Research at their annual conference in San Diego, California.

- Potter, R. F., Callison, C., Chen, L., & Erickson-Hoff, E. (2000, June). *Give the people what they want: A content analysis of FM radio station home pages*. Paper presented to the International Communication Association, Acapulco, Mexico.
- Potter, R. F., Callison, C., & Erickson-Hoff, E. (1999, April). *Advertising presence on FM radio station web sites: a content analysis suggesting much opportunity for growth*. Paper presented to the American Academy of Advertising at their annual conference in Newport, RI.
- Callison, C., & Potter, R. F. (1999, April). *Audience over-reliance on exemplars when recalling information presented in print advertising: Extending exemplification research to persuasive communication*. Paper presented to the American Academy of Advertising at their annual conference in Newport, RI.
- Antecol, M., Thorson, E., Lang, A., Potter, R. F., & Bolls, P. D. (1999, September). *Differential autonomic effects of individual blame and industry blame antismoking TV commercials on smokers and non-smokers*. Presented to the Society of Psychophysiological Research at their annual conference in Granada, Spain.
- Potter, R. F., & Callison, C. (1999, August). *Sounds exciting: The effects of audio complexity on listeners' attitudes and memory for radio promotional announcements*. Paper presented to Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication at annual conference in New Orleans, LA.
- Antecol, M., Thorson, E., Lang, A., Potter, R. F., Flora, J., & Henriksen, L. (1999, August). *Complexity and blame focus in anti-smoking television commercials: The role of complexity and individual vs. industry blame on smokers and non-smokers*. Paper presented to the Association for Education in Journalism and Mass Communication New Orleans, LA.
- Potter, R. F. (1999, May). *The effects of voice changes on orienting and immediate cognitive overload for radio messages*. Paper presented to the International Communication Association for their annual conference, San Francisco, CA.
- Potter, R. F. (1999, May). *Measuring the "Bells and Whistles" of a new medium: Using content analysis to describe the structural features of cyberspace*. Paper presented to the Mass Communication Division of the International Communication Association for their annual conference, San Francisco, CA.
- Bucy, E., Lang, A., Potter, R. F., & Grabe, E. (1999, May). *Formal features of cyberspace: A content analysis of the World Wide Web*. Paper presented to the Visual Communication Division of the International Communication Association for their annual conference, San Francisco, CA.

- Bolls, P. D., Lang, A., Potter, R. F. & Snyder, J. (1999, May). *How can I tell if you love me when I'm afraid to ask?: The effects of message valence on emotional and cognitive responses to radio*. Paper presented to the Information Systems Division of the International Communication Association for their annual conference, San Francisco.
- Antecol, M., Thorson, E., Lang, A., & Potter, R. F. (1999, May). *Individual and structural blame anti-smoking television commercials: Differential autonomic and self-report responses of smokers and non-smokers*. Paper presented to the Health Communication Division of the International Communication Association for their annual conference, San Francisco, CA.
- Bolls, P.D., Potter, R. F., Callison, C. (1999, March). *Intense Emotions: The effects of message valence on attitude toward the ad*. Paper presented to the American Academy of Advertising for their annual conference, Albuquerque, NM.
- Potter, R. F. (1998, November). *Integrating two labs: Using research results to inform production courses*. Panel presentation at the National Communication Association annual conference in New York, N.Y.
- Potter, R. F., Lang, A., & Bolls, P.D. (1998, September). *Orienting to structural features in auditory media messages*. Presented to the Society for Psychophysiology Research for its annual conference, Denver, CO.
- Bolls, P.D., Potter, R. F., & Lang, A. (1998, September). *I saw it on the radio: Listeners' physiological and cognitive responses to imagery eliciting radio commercials*. Presented to the Society for Psychophysiology Research for its annual conference, Denver, CO.
- Lang, A., Grabe, M.E., Zhou, S., Bolls, P.D., & Potter, R. F. (1998, September). *Tabloid television: Arousal, attention, and memory*. Presented to the Society for Psychophysiology Research for its annual conference, Denver, CO.
- Potter, R. F., Lang, A., & Bolls, P.D. (1998, August). *Identifying structural features of radio: Orienting and memory for radio messages*. Paper presented to the Association for Education in Journalism and Mass Communication for its annual conference, Baltimore, MD.
- Bolls, P. D. & Potter, R. F. (1997, March). *I saw it on the radio: The effects of imagery evoking radio commercials on listeners' allocation of attention and attitude toward the ad*. Paper presented to the American Academy of Advertising, Lexington, KY.

- Potter, R. F., Lang, A., & Bolls, P. D. (1997, October). *Orienting responses to structural features in media*. Presented at the Annual Meeting of the Society for Psychophysiological Research, Cape Cod, MA.
- Bolls, P.D., Potter, R. F., & Lang, A. (1997, October). *Television and arousal: SCR responses to pacing and content arousal*. Presented at the Annual Meeting of the Society for Psychophysiological Research, Cape Cod, MA.
- Lang, A., Bolls, P.D., & Potter, R. F. (1997, October). *Attention, arousal, and television viewing*. Presented at the Society for Psychophysiological Research, Cape Cod, MA.
- Potter, R. F., Bolls, P., Lang, A., Zhou, S., Schwartz, N., Borse, J., & Dent, D. (1997, August). *"What is it?": Orienting to structural features of radio messages*. Association for Education in Journalism and Mass Communication, Chicago, IL.
- Zhou, S., Schwartz, S., Bolls, P., Potter, R. F., Lang, A., Trout, G., Funabiki, R., Borse, J., & Dent, D. (1997, August). *When an edit is an edit can an edit be too much?: The effects of edits on arousal, attention, and memory for television messages*. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Borse, J., David, P., Dent, D., Lang, A., Potter, R. F., Bolls, P., Zhou, S., Schwartz, N. & Trout, G. (1997, August). *Extra! Extra! Read all about it: Attention and memory for deviant and imagistic headlines*. Paper presented to the Association for Education in Journalism and Mass Communication at its annual conference, Chicago, IL.
- Potter, R. F., Bolls, P. D., & Lang, A. (1997, May). *Something for nothing: is visual encoding automatic?* Presented to International Communication Association, Montreal, Canada.
- Bolls, P. D., Yoon, K. Dent, D., Potter, R. F., & Lang, A. (1997, May). *The hard sell: The effects of pace and content arousal of television commercials on viewers' attention, arousal, and storage of commercial information*. International Communication Association, Montreal, Canada.
- Yoon, K., Bolls, P., Lang, A., & Potter, R. F. (1997, April). *The effects of advertising pace and arousal on ad and brand attitudes and behavioral intention*. American Academy of Advertising St. Louis, MO.
- Lang, A. & Potter, R. F. (1996, August). *Arousing messages: Reaction time, capacity, and encoding*. Presented to the Association for Education in Journalism and Mass Communication, Anaheim, CA.

Kawahara, K., Bolls, P., Hansell, R., Lang, A., Potter, R. F., & Dent, D. (1996, May). *The effects of production pacing and content arousal on viewers' allocation of capacity to encoding and storage of television messages*. Presented to International Communication Association Chicago, IL.

Bolls, P., Potter, R. F., & Lang, A. (1996, April). *Television arousal and memory: The effects of production pacing and arousing content on encoding, storage, and retrieval of television messages*. Presented at the Midwest AI and Cognitive Science Conference, Bloomington, IN.

### **INVITED PRESENTATIONS (International)**

Potter, R. F. (2020, December). *Media Psychology*. Invitation from Jinan University, Zhejiang University, and Chengdu University for a 90-minute virtual presentation.

Potter, R. F. (2019, June). *Listening to the body to understand listening to the media*. Presentation to the graduate students of College Of Media And International Culture, Zhejiang University, Hangzhou, China.

Potter, R. F. (2018, June). *What psychophysiology adds to an understanding of media effects*. Presentation to the Shi Liangcai School of Journalism and Communication at Zhejiang Sci-Tech University. Hangzhou, China.

Potter, R. F. (2018, March). *Using science to understand what listeners pay attention to and remember*. Presentation to Radio Days Europe 2018. Vienna Convention Center, Vienna, Austria.

Potter, R. F. (2018, March). *Peering backward and peeking forward: What I've learned after a quarter century of using psychophysiology*. Keynote presentation at Behavioral Science Institute at Radboud University, Nijmegen, Netherlands.

Potter, R. F. (2017, May). *Insights from the hands and the heart: How Using ECG and GSR can help us better understand them impact of media on cognition and emotion*. Talk to the Interacting Minds Center at Radboud University, Nijmegen, The Netherlands.

Potter, R. F. (2014, 2015, 2016). *Issues in media psychology: Measuring cognitive and emotional responses to media messages*. Course planned at the invitation of the Vice Dean College of Media and International Culture, Zhejiang University, Hangzhou, China.

Potter, R. F. (2014, May). *Orienting to structural features in auditory media*. Nanjing University, Nanjing, China.

- Potter, R. F. (2014, May). *Psychophysiological measurement: Providing insights into communication processes*. Fudan University, Shanghai, China.
- Potter, R. F. (2014, March). *Orienting to structural features in auditory media*. Distinguished Visitor Program Public Lecture. University of Central Lancashire, United Kingdom.
- Potter, R. F. (2012, November). *Psychophysiological measurement: Providing insights into communication processes*. Invited talk to AMSCoR, University of Amsterdam.
- Potter, R. F. (2010, July). *On your own: Thoughts on setting up a media psychophysiology lab, designing and conducting experiments*. Media Psychology Workshop. National Chiao Tung University, Taiwan.
- Potter, R. F. (2010, April). *Is the third time a charm? The spotty past, booming present, and hazy future of psychophysiology in the media psychology laboratory*. Invited talk given to the Psychology Department, Murdoch University, Perth, Western Australia.
- Potter, R. F. (2010, February). *Is the third time a charm? The spotty past, booming present, and hazy future of psychophysiology in the media psychology laboratory*. Invited talk given to the Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Adelaide, South Australia.
- Potter, R. F. (2010, February). *Radio's clutter conundrum: balancing ad effectiveness and industry pressures with listener attitudes and tolerance*. Invited talk given to the Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Adelaide, South Australia.
- Potter, R. F. (2009, October). *The third time's a charm: a brief history of physiological measures in the media laboratory*. Invited Talk as part of the Media Psychology Lecture Series, Murdoch University, Western Australia.
- Potter, R. F. (2009, October). *Everyone knows what attention is: Using psychophysiology to identify different forms of cognitive processing during media consumption*. Invited Talk as part of the Media Psychology Lecture Series, Murdoch University, Western Australia.
- Potter, R. F. (2009, October). *I'm so happy that i can't stop crying*. Invited Talk as part of the Media Psychology Lecture Series, Murdoch University, Western Australia.
- Potter, R. F. (2009, November). *New measures in media psychology*. Invited Talk as part of the Media Psychology Lecture Series, Murdoch University, Western Australia.

Potter, R. F. (2009, October). *It's not just what you say, it's how you say it: The importance of considering both content and structure when testing the processing of media messages.* Invited Talk as part Media Psychology Lecture Series, Murdoch University, Western Australia.

Potter, R. F. (2007, July) *Psychophysiological methods as tools to study media.* Invited talk given to the school of digital design & content, Kyungsoong University, Busan South Korea.

Potter, R. F., & Bolls, P. D. (2001, November). *Producing effective radio ads.* Presentation given to the National Radio Council of Denmark in Copenhagen.

### **INVITED PRESENTATIONS (Domestic)**

Potter, R. F. (2019, March). *Listening to the body to understand listening to the media.* Presentation to the Analytics, Insights, & Metrics group in the Department of Advertising and Public Relations, Grady School of Communication, University of Georgia.

Potter, R. F. (2018, October). *Listening to the body to understand listening to the media.* Presentation to the Department of Communication at University of Connecticut.

Potter, R. F. (2018, April). *Peering backward and peeking forward: What I've learned after a quarter century of using psychophysiology.* Presentation to the Donald P. Bellisario College of Communication, Penn State University.

Potter, R. F. (2016, March). *Understanding the theoretical underpinnings of psychophysiology.* Invited talk given to the American Academy of Advertising for their Neuroscience and Advertising Pre-Conference, Seattle WA.

Potter, R. F. (2013, October). *Using psychophysiology to identify structural features in auditory media.* Invited talk given to the Department of Communication Studies, University of Michigan.

Potter, R. F. (2010, November). *Sound research in media processing: One scholar's audio adventures.* Invited talk to the Kling Center for Social Informatics, Indiana University.

Potter, R. F. (2010, October). *The motivation activation measure: Using MAM as a predictor of media message choice and response.* Invited talk given at the Interdisciplinary Symposium on Decision Neuroscience, Fox School of Business, Temple University.

Potter, R. F. (2010, September). *Is the third time a charm?: The spotty past, booming present, and hazy future of psychophysiology in the media psychology laboratory.* Colloquium given to the Department of Telecommunications at Indiana University.

- Potter, R. F. (2009, May). *Evolution on your FM dial: Managing message production for an "old medium" targeting even older brains*. Invited panelist for a conference theme session entitled "Evolution." At the International Communications Association Conference, Chicago, IL.
- Potter, R. F. (2007, November). *How does the music move you? Measuring music's effects on emotion*. Talk given to the Hutton Honors College, Indiana University-Bloomington
- Freeman, D., Bolls, P. D., & Potter, R. F. (2004, April). *The science of effective radio: How to get inside your listeners' heads*. Presentation given to the National Association of Broadcasters at their annual convention in Las Vegas, NV.
- Potter, R. F. (2004, April). *The gordian knot in radio production: How common industry pressures & procedures may hinder application of research findings in real life*. Panel presentation to the Broadcast Education Association in Las Vegas, NV.
- Potter, R. F. (2002). *The effects of structural complexity in radio messages*. Presentation to the cognitive psychology interest group, University of Alabama, Department of Psychology.
- Freeman, D., Bolls, P. D., & Potter, R. F. (2001, September). *Producing effective radio ads: the new bag of tricks*. Presentation given to the National Association of Broadcasters at their annual Radio Show in New Orleans, LA.
- Freeman, D., Bolls, P. D., & Potter, R. F. (2001, April). *Producing effective radio ads: the new bag of tricks*. Presentation given to the National Association of Broadcasters at their annual convention in Las Vegas, NV.
- Potter, R. F. (2001, April). *Do you hear what I hear?: using the audience analysis course to inform decisions at the student radio station*. Presentation given to the Broadcast Education Association at their annual conference in Las Vegas, NV.

#### **GRANT APPLICATIONS—FUNDED or UNDER REVIEW**

- Indiana University Institute for Advanced Study, "The effects of audio, visual, and audio-visual conditions on the communication of emotion through vocal music: An investigation of emotional mimicry" [with Pete Miksza and Frank Diaz, Indiana University; Daphne Tan, University of Toronto] (2019) Direct Costs Awarded: \$7,000.
- Indiana University Vice Provost for Research, "Equipment to track visual attention and emotional facial expression during media consumption on mobile devices." (2017). Direct Costs Awarded: \$16,810.



United States Department of Agriculture, “Improving safe home food preparation messages to reduce foodborne illness.” Scientific consultant for Michael Shapiro Cornell University (2010-2012). Direct Costs Awarded: \$30,473.

National Association of Broadcasters, “Investigating the effects of commercial pod length on attention, emotional response, attitudes and memory in radio listeners across two demographic age groups.” (2003). Award: \$5,000.

University of Alabama, Innovative Technology Grant, “Upgrading technology for a psychophysiology lab.” (2001). Award: \$5,000.

College of Communication & Information Sciences, University of Alabama, Reese Phifer Research Fellowship, “Upgrading technology for a psychophysiology lab.” (2001). Award: \$9,000

National Association of Broadcasters, “Juggling brands: The pressures and perks for radio promotion directors in the age of acquisition.” (2000). Award: \$5,000

University of Alabama, Research Advisory Council Grant, “Investigating the impact of auditory structural features on arousal, attention, attitudes, and memory.” (1998). Award: \$5,000.

### **GRANT APPLICATIONS—UNFUNDED**

Indiana University Office of the Vice Provost for Research, Emerging Areas of Research Grant, “Improving social communication in a sophisticated world” [with Yi Shen, Minje Kim, Donald Williamson, Jennifer Lentz]. Submitted, October 2019. Advanced to 2<sup>nd</sup> Round, December 2019.

Indiana University Office of the Vice Provost for Research, Emerging Areas of Research Grant, “Artificial intelligence and communication: integrating morality and emotions into machine learning to improve identification of oppressive speech” [with Fritz Breithaup, Kate Abramson, Michael Jones, Sandra Keubler, and Chung-Chieh Shan, Indiana University]. October 2019. Not Funded.

National Institutes of Health (NIAAA), “Social context and sex-specific neurocognitive mechanisms of drinking decisions in alcohol use disorder.” [PI: Thomas James, Psychological and Brain Sciences; Submitted June 2017]. Proposed Direct Costs: \$2,459,426.

Indiana University, Faculty Research Support Program, “Viewing video on a mobile device: A psychophysiological study of the impact of spinal flexion on cognitive and emotional processing of video messages”. Submitted 10/28/2016. Total Request: \$25,400.

Indiana Clinical and Translational Sciences Institute, “P300 as neurological indicator of implicit bias towards same-sex couples in advertising.” Submitted 10/01/2015. Direct Costs \$10,000.

Indiana University, Collaborative Research Grant, “Human neurological and physiological markers of risky decisions-to-drink and the influence of musical context.” Co-PI with Thomas James (12-month proposed). Submitted December 2014. Total Request: \$60,000.

Indiana University, Institute for Advanced Study, Faculty Collaborative Grant. “Psychophysiological and neurological responses to music associated with party behavior.” Co-PI with Thomas James (12-month proposed). Submitted March 2014. Total Request: \$10,000.

National Institute on Drug Abuse, “Using fMRI to explore motivation & emotion related brain activity during TV PSAs.” Faculty investigator (Annie Lang, Primary Investigator). Submitted March, 2007, 36-month project). Direct cost: \$750,000.

National Science Foundation, “The president as first responder: Implications of catastrophe communication on political behavior.” Scientific Consultant for Erik Bucy, Primary Investigator. (2006). Direct Costs Requested: \$121,786.

Indiana University, Faculty Research Support Program, “Individual differences in motivational activation, coactive message processing and change across the life cycle.” Co-PI with Annie Lang & Julia Fox. (2005). Total Request: \$36,269.

National Institute on Drug Abuse, for Project R01 DA12359-03 “Processing PSAs: Production pacing, emotion, and arousal.” Competing continuation grant with Annie Lang, PI. (2004). Direct Costs Requested: \$525,000

National Institute on Drug Abuse, for Project R01 DA12359-03 “Processing PSAs: Production pacing, emotion, and arousal.” Competing continuation grant with Annie Lang, PI. (2004). Direct Costs Requested: \$450,000

### **OTHER GRANT ACTIVITIES**

National Institute on Health, Attendee, NIH Regional Seminar on Program Funding and Grant Administration. (April, 2007).

National Institute on Drug Abuse, Consultant for Project R01 DA12359-03 “Processing PSAs: Production pacing, emotion, and arousal,” Annie Lang, PI. (2001-2002).

National Institute of Health, Statistical Consultant for the Child Health and Family Development Lab, Alexandra Quittner, PI. (1997-1998).

National Association of Television Programming Executives, Research Associate charged with developing survey instruments sent to the groups membership of 15,000 and analyzing data obtained. (1997).

### **HONORS AND AWARDS**

- Inaugural Communication Science Unit Service Award, The Media School, 2023
- Haley Hatfield (MA advisee), winner of Kern Scholarship for Innovation in Journalism (\$5,000), The Media School, 2019
- Glenna Read (PhD advisee), Lang Top Dissertation Award, International Communication Association, Information Systems, 2018
- Minkyoo Lee (PhD advisee), winner of New Researcher Award at the 27<sup>th</sup> European Association for Sport Management Conference, 2017
- Center for Excellence in Women in Technology Mentor Designee, 2016, 2017, 2019
- Herbert Scholarship Mentor Recognition, 2014
- Distinguished Visiting Professor Award, University of Central Lancashire, United Kingdom, awarded 2013 for Research Colloquium to be given 2014
- Board of Trustees Teaching Award, Indiana University, 2013
- Top Paper Award (with Lelia Samson), Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, 2013
- Faculty Fellow, National Association of Television Programming Executives, 2009
- Board of Trustees Teaching Award, Indiana University, Department of Telecommunications, 2006, 2007
- Second place, Broadcast Education Association, debut category for paper submitted to Broadcast and Internet Radio Division, 2003
- Top 3 Faculty Paper, Southern States Communication Association, Mass Communication Division, 2001
- Top 3 Faculty Paper, Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, 1999
- Top 3 Faculty Paper, International Communication Association, Information Systems Division, 1999
- Teaching Excellence Recognition Award, Indiana University Board of Trustees, 1997, 1998
- Outstanding Teaching Award, International Communication Association, Instructional and Development Division, 1997

### **ASSOCIATION MEMBERSHIP**

- International Communication Association
- Association for Education in Journalism and Mass Communication
- American Academy of Advertising
- Society for Psychophysiological Research

### **EDITORIAL BOARD MEMBERSHIP**

- *Journal of Broadcasting & Electronic Media*
- *Journal of Media Psychology: Theories, Methods, and Applications*
- *Media Psychology*

### **AD HOC REVIEWER**

*Advertising Research Foundation; APSIPA: Transactions on Signal and Information Processing; Communication & Sport; Communication Methods and Measures; Communication Monographs; Communication Research; Computers in Human Behavior; Cyberpsychology & Behavior; Health Psychology; Human Communication Research; International Journal of Media Management; International Journal of Sports Communication; Journal of Advertising; Journal of the American Society of Information Sciences; Journal of Applied Cognitive Science; Journal of Brand Management; Journal of Broadcasting and Electronic Media; Journal of Computer Mediated Communication; Journal of Computer Behavior; Journal of Sport and Society; Journalism & Mass Communications Quarterly; Motivation & Emotion; Oxford University Press; Patient Education & Counseling; Poetics, Routledge Publishing; Sports Marketing Quarterly*

### **SERVICE**

#### **Service to the Field**

- Secretary, Communication Science & Biology Interest Group, ICA, 2020-2022
- Promotion & tenure reviewer, The Ohio State University, 2021
- Promotion reviewer, Syracuse University, 2021
- Promotion & tenure reviewer, Florida State University, 2019
- Promotion & tenure reviewer, University of Albany, 2019
- Promotion reviewer, University of Central Lancashire, UK, 2018
- Promotion reviewer, University of Illinois, 2018
- Promotion & tenure reviewer, Boston University, 2017
- Promotion & tenure reviewer, University of Tennessee, 2016
- Chair, Information Systems Division, ICA, 2009-2011
- Vice-Chair, Information Systems Division, ICA, 2007-2009

### **Service to Indiana University**

- University Tenure Review Committee, 2021-present
- CEWIT, Male Advocate, 2017-2021
- Science Fest Organizer for The Media School, 2018, 2019
- Faculty Representative, Ad Hoc Guidance Committee for IRB, 2018
- Participant, Freshman Induction Ceremony, 2018
- Academic Fairness Committee, 2016, 2017
- Imaging Research Facility, Scan Time Allocation Committee, 2014, 2015, 2016
- Imaging Research Facility, Pilot Scan Review Committee, 2014, 2015, 2016 (chair)
- Space Planning Task Force, The Media School at Indiana University, 2013-2014
- Scan Time Allocation & Tracking Committee, IU Imaging Research Facility, 2013, 2014
- Ad hoc Committee on CMCL/Journ/TELC Collaboration, Fall 2011

### **Service to The College of Arts and Sciences**

- Public Relations Tenure-Track Search Committee, School of Journalism, 2014
- Reviewer for Dissertation Year Fellowship Applications, 2013, 2012

### **Service to The Media School**

- Member, Dean's Search Committee, 2021
- Representative, Bloomington Faculty Council, 2021-22
- Director, Institute for Communication Research, 2015-2022
- Chair, Faculty Advisory Board, 2018-2019
- Member, Faculty Advisory Board, 2017-2019
- Chair, Search committee, NTT advertising opening, 2019-2020, 2022
- Member, ad hoc committee for advertising curriculum revision, 2017-2018
- Keynote speaker, Media School Graduate Student Conference, 2017

### **Service to the Communication Science Unit**

- Chair, Merit Review committee, 2019-2021
- Member, Esi Thompson mentor committee, 2018-present
- Member, Advertising curriculum assessment committee, 2018
- Member, ad hoc committee on TT faculty review procedures, 2017-2018

### **Service to the Department of Telecommunications**

- Director, Institute for Communication Research, 2004-2015
- Graduate Committee, 2003-2008, 2010-2012
- Merit Review Committee, 2003, 2012-2014
- Search Committee, 2003, 2009, 2010, 2012
- Micro-Teaching Coordinator, 2012, 2013, 2014

**GRADUATE STUDENT ADVISING**

MA Thesis Advisor

Bae, Soyoung (MA 2005)  
Hatfield, Haley (MA 2020)  
Hu, Xiaodan (MA 2017)  
Jamison-Koenig, Ted (MA 2014)  
Kobach, Matthew (MA 2010)  
Lee, Sungkyoung (MA 2004)  
Sites, Josh (MA 2016)  
Zhang, Xu (MA 2022)

MA Thesis Committee Member

Ball, James (MA 2010)  
Chen, Di (MA 2010)  
Han, Jingjing (MA 2015)  
Kwon, Elizabeth (MA 2015)  
Jeong, Yongwoog (MA 2017)  
Lynch, Teresa (MA 2013)  
Sanders-Jackson, Ashley (MA 2006)  
Sharma, Namrata (MA 2015)  
Tyree, Nancy  
Wu, Yijie (MA 2015)

MS Thesis/Project Committee Member

Jiang, Holly (MS 2012)  
Levy, Daniel  
Yang, Yi

Ph.D. Dissertation Advisor

**Read, Glenna** (PhD 2018; Assistant Professor, University of Georgia)  
**Jamison-Koenig, Ted** (PhD 2022; Adjunct Instructor, Indiana University)  
**Samson, Lelia** (PhD 2013; Assistant Professor, Renmin University)

Ph.D. Dissertation Committee Member

**Alberta, Mark** (PhD 2022; Instructor, University of the Pacific)  
**Angelini, James** (PhD 2007; Associate Professor, University of Delaware)  
**Bae, Soyoung** (PhD 2013; Senior Lecturer, University of Maryland)  
**Bailey, Rachel** (PhD 2013; Associate Professor, Florida State University)  
**Blaszka, Matthew** (PhD 2012; Assistant Professor, Indiana State University)  
**Bradley, Samuel** (PhD 2005)  
**Chung, Yongkuk** (PhD 2005; Professor, Dongkuk University)  
**Cores Sarria, Lucia** (PhD 2022; Postdoc Scholar, University of Southern Denmark)  
**DeRos, Ky** (PhD 2008)

**Deodhar, Aditi** (PhD 2018; Researcher, Hands in Autism, IUPUI)  
**Famulari, Umberto** (PhD 2022; Assistant Professor, London)  
**Han, Jingjing** (PhD 2020; Assistant Professor, Fudan University)  
**Gao, Ya** (PhD 2017; Senior Data Analyst, University of Illinois-Springfield)  
**Kim, Minchul** (PhD 2019; Assistant Professor, Chung-Ang University)  
**Kim, OckTae** (PhD 2009; Korean National Open University)  
**Keene, Justin** (PhD 2013; Associate Professor, Texas Tech University)  
**Kharroub, Tamera** (PhD 2016; Deputy Executive Director & Senior Fellow, Arab Center)  
**Kurita, Satoko** (PhD 2009; Associate Professor, Mie University)  
**Kythampampil, Jacob** (PhD 2010; deceased)  
**Lee, Minkyoo** (PhD 2017; Assistant Professor, East Stroudsburg University)  
**Lee, Seungjo** (PhD 2007)  
**Lee, Sungkyoung** (PhD 2009; Associate Professor, University of Missouri)  
**Marks, Gayle** (PhD 2012; Researcher, Kentucky Transportation Center)  
**Minas, Randy** (PhD 2014; Associate Professor, University of Hawaii)  
**Nikoulina, Anastasia** (PhD 2019)  
**Park, Byungho** (PhD 2006; Associate Professor, KAIST)  
**Pantelioni, Allison** (PhD 2015)  
**Prena, Kelsey** (PhD 2019; Assistant Professor, Boston University)  
**Rubenking, Bridget** (PhD 2012; Associate Professor, University of Central Florida)  
**Shin, Mija** (PhD 2006)  
**Sparks, Johnny** (PhD 2006; Associate Professor & Chair, Ball State University)  
**Tao, Chen-Chao** (PhD 2006; Professor, National Chiao Tung University)  
**Tompkins, Jess** (PhD 2021; UX Research Director @ Skeleton Key)  
**Vooris, Ryan** (PhD 2015; Associate Professor, SUNY-Cortland)  
**Wang, Zheng** (PhD 2007; Professor, Ohio State University)  
**Whitehead, Madhuja** (PhD 2014)  
**Wright, Ben** (PhD 2014; Professorial Lecturer, American University)  
**Yegiyan, Narine** (PhD 2008; Associate Professor, UC Davis)  
**Yuan, Lingyao** (PhD 2015)  
**Zheng, Xia** (PhD 2022; Lecturer, Stony Brook University)  
**Zhou, Yanyan** (PhD 2021; Senior Data Scientist, Tinder)

## **EDUCATION**

**Ph.D. in Mass Communication, Department of Telecommunications**  
Indiana University, Bloomington, 1998

**Master of Science in Communications**  
Eastern Washington University, 1993

**Bachelor of Arts in Philosophy**  
Eastern Washington University, 1993  
Summa Cum Laude

**Bachelor of Arts in Radio-Television Management**  
Eastern Washington University, 1989  
Magna Cum Laude

## **REFERENCES**

### **External to Indiana University**

Danielle Brown

John & Elizabeth Cowles Professor of Journalism, Diversity, and Equity  
Hubbard School of Journalism and Mass Communication  
University of Minnesota  
612-624-8771  
[dkbrown@umn.edu](mailto:dkbrown@umn.edu)

Jessica Myrick

Professor  
Donald P. Bellisario College of Communications  
Penn State University  
812-863-0535  
[jgm43@psu.edu](mailto:jgm43@psu.edu)

Kevin Wise

Professor  
College of Media  
University of Illinois Urbana-Champaign  
217-333-2350  
[krwise@illinois.edu](mailto:krwise@illinois.edu)



**Indiana University References from Outside The Media School**

Mike Beam

Assistant Vice President for School Partnerships  
Senior Associate Provost for Undergraduate Education  
812-855-4268  
[mibeam@indiana.edu](mailto:mibeam@indiana.edu)

Fritz Breithaupt

Director of Graduate Studies, Cognitive Science  
Provost Professor of Germanic Studies and Cognitive Science  
812-855-4551  
[fbreitha@indiana.edu](mailto:fbreitha@indiana.edu)

Colleen Ryan

Associate Vice Provost for Faculty & Academic Affairs  
Professor of French and Italian  
812-855-2809  
[ryancm@indiana.edu](mailto:ryancm@indiana.edu)