

**Curriculum Vitae
Robert F. Potter**

PERSONAL INFORMATION

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ACADEMIC APPOINTMENTS

7/17 – present	Professor The Media School Communication Science Unit Indiana University
9/15 – present	Affiliated Faculty—Program in Neuroscience Indiana University
7/04 – present	Director Institute for Communication Research Indiana University
8/03 – present	Core Faculty—Cognitive Science Program
7/15 – 6/17	Associate Professor with Tenure The Media School Communication Science Unit Indiana University
7/08 – 6/15	Associate Professor with Tenure Department of Telecommunications 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
Indiana University, Bloomington

8/98 – 7/03 **Assistant Professor**
Telecommunication & Film Department
University of Alabama, Tuscaloosa

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

RESEARCH PUBLICATIONS

Books

Matthes, J, Davis, C.S., & **Potter, R.F.** (Eds). (*in press*) *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

Rodero, E., **Potter, R.F.**, Prieto, P., (2017) Pitch Range Variations Improves Cognitive Processing of Audio Messages. *Human Communication Research* (43): 397-413. DOI: 10.1111/hcre.12109.

- Minas, R., Dennis, A., **Potter, R.F.**, Kamhawi, R. (in press). Using neuroscience to inform information systems design: Changing individual cognition and electronic brainstorming through priming. *Decision Sciences*.
- ***Potter, R.F.**, Jamison-Koenig, E., Lynch, T., & Sites, J. (in press). Effect of Vocal Tonal Difference on Automatic Attention to Voice Changes in Audio Messages. *Communication Research*. DOI: <https://doi.org/10.1177/0093650215623835>
- *Samson, L. & **Potter, R.F.** (in press) Empathizing and Systemizing (Un)justified Mediated Violence: Psychophysiological Indicators of Emotional Response. *Media Psychology*. 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), pp. 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), pp. 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), pp. 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, 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)

- Varan, D., Murphy, J., Hofacker, C. F., Robinson, J. A., **Potter, R. F.**, & Bellman, S. (2013). What Works Best When Combining Television Sets, PCs, Tablets, or Mobile Phones? How Synergies Across Devices Result From Cross-Device Effects and Cross-Format Synergies. *Journal of Advertising Research*, 53(2), 212-220. [DOI: 10.2501/JAR-53-2-212-220](https://doi.org/10.2501/JAR-53-2-212-220)
- ***Potter, R. F.** & Keene, J.R. (2012). The effect of sports fan identification on the cognitive processing of sports news. *International Journal of Sports Communication* 5, 348-367. [Online](#).
- 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)
- Potter, R. F.** (2009). Double the Units: How Increasing the Number of Advertisements while Keeping the Overall Duration of Commercial Breaks Constant Affects Radio Listeners. *Journal of Broadcasting & Electronic Media*, 53 (4), 584-598. [DOI: 10.1080/08838150903332991](https://doi.org/10.1080/08838150903332991)
- 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. [DOI: 10.1080/15213260701533045](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, Paul 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, 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, 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. [Online](#)

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)

MANUSCRIPTS UNDER REVIEW

Lee, S. & Potter, R.F. The impact of emotional words on listeners' cognitive and emotional responses in the context of advertising. *Communication Research* (Under 2nd Review).

Minas, R., Dennis, A., Potter, R.F., Kamhawi, R. Using neuroscience to inform information systems design: Changing individual cognition and electronic brainstorming through priming. *Journal of Management Information Systems* (Under 2nd Review).

Read, G., van Driel, I., & Potter, R.F. Bias level matters: Advertisements featuring same-sex couples affect physiological but not self-reported responses. *Journal of Advertising* (Being revised for resubmission).

Lee, M, Potter, R.F., Park, C., Pedersen, M., The Effects of Emotions on Cognitive Effort to Process Stadium-Embedded Advertising: A Dynamic Motivational System Approach. *Journal of Sport Management* (Being revised for resubmission).

Sites, J., & Potter, R.F. It's no game: A generative music system embedded in a video game increases flow. *Game Studies* (Under review).

Liu, J., Bailey, R., & Potter R.F. Evaluating the Influences of Motivational Reactivity Individual Differences on Media Preferences. *Journal of Broadcasting & Electronic Media* (Under review).

MANUSCRIPTS IN PREPARATION

Potter, R.F., Sites, J., Jamison-Koenig, E., & Zhou, X., Habituation to structural features of audio messages while under cognitive load. Target Journal: *Journal of Cognition, Special Issue on The Confluence of Sound and Cognition: Studies of Auditory Distraction*.

Potter, R.F., Pop Prosody: Automatic Attention in Audiences as a Result of Emotional Vocal Expression in Hit Music. Target Journal: *Musicae Scientiae*

Jamison-Koenig, E. & Potter, R.F. Cognitive and Emotional Processing of Musical Complexity and Intensity. Target Journal: *Journal of Communication*.

Potter, R. F., Nikoulina, A., Read, G., Sites, J., & James, T. Sounds like a Party: Differences in Content and Structural Features of Songs Identified as Party Music by Alcohol Dependent and Healthy Females. Target Journal: *Journal of Studies on Alcohol and Drugs*.

REFEREED RESEARCH ABSTRACTS

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, 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.
- Cummings, J. & **Potter, R.F.** (2010). "Physiological and Self-Reported Responses to Dynamic Emotional Change in Actual Computer Game Avatars." *Clinical EEG & Neuroscience*, 41(2), 105.
- Potter, R.F.**, Chung, H., Cummings, J. (2008, October). "Response to Music Varies According to Motivation Activation." *Psychophysiology*, 45(Supplement), S108.
- Bae, S., Weaver, A., **Potter, R.F.** (2008, October). "Physiological Responses to the Manipulation of Violence During a Primetime Drama." *Psychophysiology*, 45(Supplement), S40.
- 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.
- Potter, R.F.**, Wang, Z., Angelini, J., Sanders-Jackson, A., Kurita, J., Koruth, J., Lang, A. (2006). "The Effects of Structural Complexity and Information Density on Cognitive Effort and Arousal During Audio Message Processing." *Psychophysiology*, 42(Supplement), S79.
- Lee, S., **Potter, R.F.** (2006). "The Orienting Response, Physiological Arousal, and EMG When Processing Emotional Words in Radio Advertisements." *Psychophysiology*, 42(Supplement), S58.
- Lee, S., **Potter, R.F.**, Finn, S. (2006). "Correlating the Information Value of Individual Words in Radio Ads with Listener Arousal Levels Across Different Time Lags." *Psychophysiology*, 42(Supplement), S71.
- Nadorff, P.G., Angelini, J.R., **Potter, R.F.** (2006). "Gender Differences in Emotional Response to Sexual Song Lyrics with Different Gender-Foci." *Psychophysiology*, 42(Supplement), S71.
- Potter, R.F.**, Sparks, J.V., Cummins, R.G., & Lee, S. (2004). "I Bleed Crimson!": The impact of fan identification level on viewers' attention and emotional response during sports news. *Psychophysiology*, 41 (S1), 62.
- Zhou, S., **Potter, R.F.**, & Chung, Y (2004). Effects of arousing visuals & redundancy on attention to television news stories. *Psychophysiology*, 41 (S1), 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* (S1), 68.
- Potter, R.F.**, Edison, A., Callison, C. & Chambers, T. (2003). The effects of increasing commercial breaks on attention, arousal, attitudes, and memory for information in radio ads. *Psychophysiology*, *40* (S1), 69.
- Potter, R.F.**, Carpentier, F., Kim, J., Choi, J., & Yu, H-s. (2002). Effects of music presence and pacing on listener physiological arousal. *Psychophysiology*, *39* (S1), 67.
- Potter, R.F.**, Choi, J., Yu, H-s, Kim, J., Carpentier, F. (2002). Increased memory for structurally complex radio messages: Could arousal be the mechanism? *Psychophysiology*, *39* (S1), 67.
- Potter, R.F.** (2001). Effect of the presence and pacing of dialogue in radio messages on tonic attention. *Psychophysiology*, *38* (S1), 78.
- Potter, R.F.** (2000). Cardiac orienting to production effects in short radio promotional announcements. *Psychophysiology*, *37* (S1), 80.
- 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* (S1), 80.
- Potter, R. F.**, Lang, A., & Bolls, P.D. (1998). Orienting to structural features in auditory media messages. *Psychophysiology*, *35*, S66.
- Bolls, P.D., **Potter, R. F.**, Lang, A. (1998). I saw it on the radio: Listeners' physiological and cognitive responses to imagery eliciting radio commercials. *Psychophysiology*, *35*, S21.
- Lang, A., Grabe, M.E., Zhou, S., Bolls, P.D., **Potter, R. F.** (1998). Tabloid television: Arousal, attention, and memory. *Psychophysiology*, *35*, S51.
- Potter, R. F.**, Lang, A., & Bolls, P.D. (1997). Orienting responses to structural features in media. *Psychophysiology*, *34*, S72.
- Bolls, P.D., **Potter, R.F.**, & Lang, A. (1997). Television and arousal: SCR responses to pacing and content arousal. *Psychophysiology*, *34*, S21.
- Lang, A., Bolls, P.D., & **Potter, R.F.** (1997). Attention, arousal, and television viewing. *Psychophysiology*, *34*, S56.

REFEREED PUBLISHED PROCEEDINGS

Kuo, W-L., Robinson, J.A., **Potter, R.F.** (2001). Tell me that story again, but make it quick: The effects of repeated-spot duration and copy style on memory for television commercials. In Charles R. Taylor (Ed.) *Proceedings of the 2001 Conference of the American Academy of Advertising*, 153-159.

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.

Callison, C., & **Potter, R.F.** (2000). Audience over-reliance on exemplars when recalling information presented in print advertising: Extending exemplification research to persuasive communication. In Mary Alice Shaver (Ed.) *Proceedings of the 2000 Conference of the American Academy of Advertising*. (pp. 46-52).

Bolls, P.D., **Potter, R.F.**, & Callison, C. (1999). Intense emotions: The effects of message valence on attitude toward the Ad. In Marilyn S. Roberts (Ed.) *Proceedings of the 1999 Conference of the American Academy of Advertising*. (pp. 10-16).

Bolls, P.D. & **Potter, R.F.** (1998). I saw it on the radio: The effects of imagery evoking radio commercials on listeners' allocation of attention and attitude toward the ad. In Darrel D. Meuhling (Ed.) *Proceedings of the 1998 Conference of the American Academy of Advertising*. (pp. 123-130).

Yoon, K., Bolls, P., Lang, A., & **Potter, R. F.** (1997). The effects of advertising pace and arousal on ad and brand attitudes and behavioral intention. In M. Carole Macklin (Ed.), *Proceedings 1997 Conference of the American Academy of Advertising*. (169-170).

REFEREED ELECTRONIC PUBLICATION

Bolls, P., **Potter, R. F.**, & Lang, A. (1996). Television arousal and memory: The effects of production pacing and arousing content on encoding, storage, and retrieval of television messages. In M. Gasser (Ed.), On-line Proceedings of the 1996 Midwest Artificial Intelligence and Cognitive Science Conference. URL:
<http://www.cs.indiana.edu/event/maics96/Proceedings/Bolls/bolls.html>

BOOK CHAPTERS

- Potter, R.F.** & Lang, A. (in press). Audio Message Complexity: Audio Content Change (Acc) and Audio Information Introduced (Aii). In Debra Worthington and Graham Brodie (Eds.), *Sourcebook of Listening Research Methodology and Measures*.
- Potter, R.F.** (in press). Psychophysiology in Media Effects. In Patrick Roessler, Cynthia Hoffner, Liesbet van Zoonen, and Nicole Podschuweit (Eds.), *International Encyclopedia of Media Effects*. Wiley.
- Watson, G., & **Potter, R. F.** (2015). Statistics. In S. Zhou & W. D. Sloan (Eds.), *Research Methods in Communication* (3rd ed., pp. 203-222). Northport, AL: Vision Press.
- Lang, A., **R. F. Potter**, Bolls, P.D. (2009). Where Psychophysiology Meets the Media: Taking the Effects Out of Media Research. Media Effects: Advances in Theory and Research. J. Bryant and M. B. Oliver. New York, Routledge: 185-206.
- Potter, R.F.** (2005). Information Radio Programming. In S.T. Eastman & D. Ferguson (Eds.) Electronic media programming. Wadsworth Publishing, 377-405.
- Potter, R.F.** (2004). Promotion on Radio. In Christopher H. Sterling (Ed.), Encyclopedia of Radio. Routledge.
- Potter, R.F.** (2004). Music Testing. In Christopher H. Sterling (Ed.), Encyclopedia of Radio. Routledge.
- Newton, G.D. & **Potter, R.F.** (2000). Promotion of Radio. In S.T. Eastman (Ed.), Research in media promotion. Mahwah, NJ: Erlbaum, 297-322.

PUBLISHED BOOK REVIEW

- 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

- Read, G. L., Zheng, X., Cores Sarria, L., Lu, Y., & Potter, R. F. (November 2017). *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). *The Impact of Cognitive Load on Automatic Attention Capture by Auditory Structural Features*. Research submitted for presentation to the International Communication Association annual conference in San Diego, CA.

- Read, G. & Potter, R.F. (2017). *Do Gender Identity and Expression Influence Responses to Transgender and Androgynous Models in Advertisements?* Research submitted for presentation to the International Communication Association annual conference in San Diego, CA.
- Read, G., van Driel, I., Ennis, I., & Potter, R.F. (2017). *Gender Differences in Neural responses to Same-Sex Pairs in Advertising.* Research submitted for presentation to the International Communication Association annual conference in San Diego, CA.
- Hu, X., & Potter, R.F. (2017). *Portrayal of Emotional Rewards and Prosocial PSA Effectiveness.* Research submitted for presentation to the International Communication Association annual conference in San Diego, CA.
- Han, J., Zhang, X., Shiaojin, S., & Potter, R.F. (2017). *Responses to E-cigarette Commercials: Examining the Effect of Celebrity Endorsement and Health Claims.* Research submitted for presentation to the International Communication Association annual conference in San Diego, CA.
- Yuan, L., Dennis, A., Potter, R.F. *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). *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). *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). *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). *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). *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. (November, 2015). *Beauty and The Beast: 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. (October, 2015) *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.(May, 2015) *Trait Motivation Activation as a Predictor of Neural Activity During Emotional Image Processing on a Large-Screen TV*. Research accepted for presentation to the International Communication Association for presentation to their annual conference in San Juan, PR.
- Jeon, Y., Kim, M., & Potter, R.F. (May, 2015) *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. (May, 2015) *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.
- Read, G., van Driel, I., Jeon, Y., & Potter, R.F (May, 2015). *Do psychophysiological responses to gay imagery in advertising predict consumer behavior better than self-reported responses*. Research presented to the International Communication Association for presentation to their annual conference in San Juan, PR.
- Jamison-Koenig, E. & Potter, R.F. *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. (May, 2014) *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. (May, 2014) *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.
- Jamison-Koenig, E. & Potter, R.F. (May, 2014) *Effects of Music Complexity and Intensity on Listener Attention and Arousal*. Research presented to International Communication Association for their conference in Seattle, WA.

- Seifers, R.M., Ziege, V., Almond, A., Fritz, N., & Potter, R.F. (May, 2014). *Not THAT Again: Habituation to Multiple Repetitions of Identical Camera Changes*. Research presented to International Communication Association for their conference in Seattle, WA.
- Minas, R.K., Potter, R.F., Dennis, A.R., Bartelt, V., & Bae, S. (May, 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). *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). *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). *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). *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
- Samson, L. & Potter, R.F. (2013, August) *Heuristic-Systematic Processing and the Third-person Perception of Persuasive Messages*. Presented at the annual conference of the Association for Education in Journalism and Mass Communication [Top Paper Recognition in CT&M Division].
- Gao, Y., Bailey, R, Lang, A., Lee, S., Potter, R. F., Park, B. (2013, June) *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). *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). *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). 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.
- Bailey, R., Potter, R.F., Pisoni, D., Lang, A. (2012, September). Resting HRV, Motivational Reactivity, & Executive Functioning. Presented to the Society for Psychophysiological Research in New Orleans, LA.
- Falk, M. & Potter, R.F. (2011, September). 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). 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, May). *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, May). 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). *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). *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). *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. (2008, October). *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. (2008, October). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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). *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, Sungkyoung & Potter, R.F. (2006, June). *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, Seungjo, Park, B., & Potter, R. F. (2006, June). *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). *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). *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). *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). *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). *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). *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, September). *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). *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. (2000, 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. (2000, 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., & 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., & 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. (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). *Orienting to Structural Features in Auditory Media.* Nanjing University, Nanjing, China.

Potter, R.F. (2014). *Psychophysiological Measurement: Providing Insights into Communication Processes.* Fudan University, Shanghai, China.

Potter, R.F. (2014). *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*, talk given to the School of Digital Design & Content, Kyungsung 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. (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 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). *Studying Visuals From an Information Systems Perspective: A Picture is Worth 1000 Words... Plus or Minus 2*. Panelist for a conference theme session entitled "The Power of News Images: Multidisciplinary Perspectives. At the International Communications Association Conference, Chicago, IL.

Potter, R.F. (2009, May). *Evolution on your FM Dial: Managing Message Production for an "Old Medium" Targeting Even Older Brains*. 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 (Moderator and presenter with Paul Bolls, Richard Tiner, and Paul Case) 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.
- Potter, R.F. (1999, December). *Identifying auditory structural features using psychophysiological and cognitive measures*. Presentation to the cognitive psychology interest group, University of Alabama, Department of Psychology

GRANT APPLICATIONS—FUNDED or UNDER REVIEW

- 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 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: \$5000.

University of Alabama, Innovative Technology Grant, “Upgrading Technology for a Psychophysiology Lab.” (2001). Award: \$5000.

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: \$5000

University of Alabama, Research Advisory Council Grant, “Investigating the Impact of Auditory Structural Features on Arousal, Attention, Attitudes, and Memory. (1998). Award: \$5000.

GRANT APPLICATIONS—UNFUNDED

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

- Center for Excellence in Women in Technology Mentor Designee, 2016, 2016
- 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
- Faculty Fellow, National Association of Television Programming Executives (NATPE), 2009
- Indiana University Trustees Teaching Award, Department of Telecommunications (2006-7)
- Second place, debut category for paper submitted to Broadcast & Internet Radio Division of Broadcast Education Association, 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, 1998
- Teaching Excellence Recognition Award, Indiana University Board of Trustees, 1997
- International Communication Association, Instructional and Development Division, Outstanding Teaching Award (Spring, 1997)

ACADEMIC/RESEARCH AFFILIATIONS

- International Communication Association
- Association for Education in Journalism and Mass Communication
- American Academy of Advertising
- Society for Psychophysiological Research
- The Psychonomic Society
- Society for Music Perception & Cognition

EDITORIAL BOARD MEMBERSHIP

Communication Research

Media Psychology

Journal of Media Psychology: Theories, Methods, and Applications

Communication Methods and Measures

Ad Hoc Reviewer

Advertising Research Foundation, APSIPA: Transactions on Signal and Information Processing; Communication & Sport, Communication Methods and Measures, Communication Research, Cyberpsychology & Behavior, 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 Sport and Society, Journalism & Mass Communications Quarterly, Motivation & Emotion, Oxford University Press, Patient Education & Counseling, Poetics, Routledge Publishing

Service to the Field

- Promotion & tenure reviewer, University of Tennessee, 2016
- Chair of the Information Systems Division of the International Communication Association, 2009-2011
- Vice-Chair of the Information Systems Division of the International Communication Association, 2007-2009
- Multiple years reviewing conference submissions for AEJMC, ICA, AAA, BEA

Service to Indiana University

- 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

- Director, Institute for Communication Research, 2015-present
- Chair, Open-Rank Search Committee, 2015
- Chair, Tenure Track Advertising Position Search Committee, 2017
- Member, Tenure & Promotion Committee, 2015
- Member, Graduate Committee, 2015-2017
- Member, Undergraduate Committee, 2017-
- Micro-Teaching Coordinator, 2015

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
- Departmental Website and Facebook Content Creator, 2010-2011

GRADUATE STUDENT ADVISING

MA Thesis Advisor

Bae, Soyoungh (MA 2005)
Hu, Xiaodan
Jamison-Koenig, Ted (MA 2014)
Kobach, Matthew (MA 2010)
Lee, Sungkyoung (MA 2004)
Sites, Josh (MA 2016)

MA Thesis Committee Member

Ball, James (MA, 2010)
Chen, Di (MA, 2010)
Han, Jingjing (MA 2015)
Kwon, Elizabeth (MA 2015)
Jeong, Yongwoog
Lee, Joomi
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
Falk, Matt
Samson, Lelia (PhD 2013)

Ph.D. Dissertation Committee Member

Angelini, James (PhD 2007)
Bae, Soyoungh (PhD 2013)
Bailey, Rachel (PhD 2013)
Blaszka, Matthew (PhD 2012)
Bradley, Samuel (PhD 2005)
Chung, Yongkuk (PhD 2005)
DeRos, Ky (PhD 2008)
Gao, Ya

Kim, Minchul
Kim, OckTae (PhD 2009)
Keene, Justin (PhD 2013)
Kharroub, Tamera (PhD 2016)
Kobach, Matt
Kurita, Satoko (PhD 2009)
Kythamparpil, Jacob (PhD 2010)
Lee, Seungjo (PhD 2007)
Lee, Sungkyoung (PhD 2009)
Marks, Gayle (PhD 2012)
Minas, Randy (PhD 2014)
Park, Byungho (PhD 2006)
Pantelioni, Allison (PhD 2015)
Rosenberg, Ken
Rubenking, Bridget (PhD 2012)
Shin, Mija (PhD 2006)
Sparks, Johnny (PhD 2006)
Tao, Chen-Chao (PhD 2006)
Vooris, Ryan (PhD 2015)
Wang, Zheng (PhD 2007)
Whitehead, Madhujia (PhD 2014)
Wright, Ben (PhD 2014)
Yegiyani, Narine (PhD 2008)
Yuan, Lingyao (PhD 2015)

Media Appearances

January 30, 2014	WIBC-AM, Expert for comments on effectiveness of Super Bowl Advertising
February 3, 2014	WIBC-AM, Expert commenting on 2014 Super Bowl Advertising

PROFESSIONAL EXPERIENCE

Radio

- 6/95 -- 4/96 **Announcer**
WTTS/WGCL, Bloomington
- 10/91--8/94 **Assistant Program Director/Research Director**
KZZU-FM, Spokane, Washington
- Manager of weekend air staff. Duties included talent development and scheduling.
 - Music Director duties including operation of music scheduling software, music research, and interaction with record companies.
 - Research experience included designing focus groups, perceptual studies, and weekly call-out music surveys to assist both programming and sales.
- 9/93 -- 8/94 **Operations Manager**
KTRW-AM, Spokane, Washington
- In charge of daily operations of this sports-talk station. Duties included managing air staff and board operators, interacting with satellite programming networks, and assisting sales staff.
- 1/91 - 7/91 **Promotions Manager**
KAZY-FM, Denver, Colorado
- Planned and executed station promotions including a city-wide business exposition in the Denver Convention Center and an outdoor concert for 30,000 people.
 - Supervised a 5-person team of promotions interns.
- 10/87 - 12/90 **Announcer and Assistant Promotions Manager**
KZZU-FM, Spokane

PROFESSIONAL EXPERIENCE

Television

- 9/92 - 6/93 **Executive Producer**
"You're In Good Company", 60-Minute Live Interview Program
Eastern Washington University
- 9/89 - 6/90 **Executive Producer**
"The Sporting Edge", 30-Minute Live-on-Tape Sports Program
Eastern Washington University

**References for
Robert F. Potter**

In Communication:

Walt Gantz
Professor
Indiana University
Communication Science
The Media School
gantz@indiana.edu
812-855-1621

Annie Lang
Distinguished Professor
Indiana University
Communication Science
The Media School
anlang@indiana.edu
812-855-5824

Jessica Myrick
Associate Professor
Media Studies
Pennsylvania State University
jgm43@psu.edu
814-863-0535

Research Collaborators In Affiliated Fields:

Tom James
Professor
Indiana University
Department of Psychological and Brain Sciences
thwjames@indiana.edu
812-856-0841