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VITAE

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EDUCATION

- Ph.D. in Communication Arts, University of Wisconsin-Madison, August 1991.
- M.A. in Communication Arts, University of Wisconsin-Madison, December 1988.
- B.A. in Communication Studies, Virginia Tech, June 1986.

POSITIONS

- Distinguished Professor, College of Communications, Penn State University, 2010 – present.
 - Affiliate Faculty Member, Communication Arts and Sciences Department, Penn State University
 - Co-Director, Media Effects Research Laboratory, College of Communications, Penn State, 2002 – present.
- Roy H. Park Distinguished Visiting Professor, School of Journalism and Mass Communication, University of North Carolina, Chapel Hill, 2012.
- Professor, College of Communications, Penn State University, 2004 – present.
 - Affiliate Faculty Member, Communication Arts and Sciences Department, Penn State University
- Associate Professor, College of Communications, Penn State University, 1998 – 2004.
- Associate Professor, Department of Communication Studies, Virginia Tech, 1996 – 1998.
- Assistant Professor, Department of Communication Studies, Virginia Tech, 1991 – 1996.

AREAS OF RESEARCH SPECIALIZATION

- Psychological and Social Effects of Mass Media
- Entertainment Psychology
- Media and Emotion
- Media and Race and Gender

AREAS OF TEACHING

- Media Effects/Media Psychology
- Media and Emotion
- Media and Race/Gender
- Quantitative Research Methods
- Data Analysis/Statistics

RESEARCH

Books and Journals

Nabi, R., & Oliver, M. B. (Eds.) (2009) *Handbook of media processes and effects*. Thousand Oaks, CA: Sage.

Bryant, J., & Oliver, M. B. (Eds.) (2008). *Media effects: Advances in theory and research* (3rd ed.), New York: Routledge.

Oliver, M. B., & Nabi, R. (Eds.) (2004). Special issue of *Communication Theory* on Media Enjoyment.

Refereed Journal Articles

Oliver, M. B., Dillard, J. P., Bae, K., & Tamul, D. J. (in press). The effect of narrative news format on empathy for stigmatized groups. *Journalism & Mass Communication Quarterly*.

Oliver, M. B., Hartmann, T., & Woolley, J. K. (in press). Elevation in response to entertainment portrayals of moral virtue. *Human Communication Research*.

Krakowiac, K. M., & Oliver, M. B. (2012). When good characters do bad things: Examining the effect of moral ambiguity on enjoyment. *Journal of Communication*, 62, 117-135.

Oliver, M. B., & Raney, A. A. (2011). Entertainment as pleasurable *and* meaningful: Differentiating hedonic and eudaimonic motivations for entertainment consumption. *Journal of Communication*, 64, 984-1004.

Oliver, M. B., & Bartsch, A. (2011). Appreciation of entertainment: The importance of meaningfulness via virtue and wisdom. *Journal of Media Psychology*, 23, 29-33.

Kim, J., & Oliver, M. B. (2011). What combination of message characteristics determines hedonic and counter-hedonic preferences? An examination of the interplay between valence and semantic affinity. *Media Psychology*, 14, 121-143.

Bartsch, A., Oliver, M. B. (2011). Making sense of entertainment. On the interplay of emotion and cognition in entertainment experience. *Journal of Media Psychology*, 23, 12-17.

Woolley, J. K., Limparos, A. M., & Oliver, M. B. (2010). The 2008 presidential election, 2.0: A content analysis of user-generated political Facebook groups. *Mass Communication & Society*, 13, 631-652.

Oliver, M. B. & Hartmann, T. (2010). Exploring the role of meaningful experiences in users' appreciation of "good movies." *Projections: The Journal for Movies and Mind*, 4(2), 128-150.

Yang, H., & Oliver, M. B. (2010). Exploring the effects of television viewing on perceived life quality: A combined perspective of material value and upward social comparison. *Mass Communication & Society*, *13*, 118–138.

Oliver, M. B., & Bartsch, A. (2010). Appreciation as audience response: Exploring entertainment gratifications beyond hedonism. *Human Communication Research*, *36*, 53–81 .

Syvertsen, A. K., Stout, M. D., & Flanagan, C. A. (with Mitra, D. L., Oliver, M. B., Sundar, S. S.). (2009). Using elections as teachable moments: A randomized evaluation of the Student Voices civic education program. *American Journal of Education*, *116*, 33–67.

Oliver, M. B. (2008). Tender affective states as predictors of entertainment preference. *Journal of Communication*, *58*, 40–61.

Oliver, M. B., Yang, H., Ramasubramanian, S., Kim, J., & Lee, S. (2008). Exploring implications of perceived media reinforcement on third-person perceptions. *Communication Research*, *35*, 745–769.

Yang, H., Ramasubramanian, S., & Oliver, M. B. (2008). Cultivation effects on quality of life indicators: Exploring the effects of American television consumption on feelings of relative deprivation in South Korea and India. *Journal of Broadcasting & Electronic Media*, *2*, 247–267.

Mares, M. L., Oliver, M. B., & Cantor, J. (2008). Age differences in adults' emotional motivations for exposure to films. *Media Psychology*, *11*, 488–511.

Oliver, M. B., Kalyanaraman, S., Mahood, C., & Ramasubramanian, S. (2007). Sexual and violent imagery movie previews: Effects on viewers' perceptions and anticipated enjoyment. *Journal of Broadcasting & Electronic Media*, *51*, 596–614.

Ramasubramanian, S., & Oliver, M. B. (2007). Activating and suppressing hostile and benevolent racism: Evidence for comparative media stereotyping. *Media Psychology*, *9*, 623–646.

Yang, H., & Oliver, M. B. (2004). Exploring the effects of web advertising on readers' perceptions of on-line news. *Journalism & Mass Communication Quarterly*, *81*, 733–749.

Oliver, M. B., Jackson, R. L., II, Moses, N. N., & Dangerfield, C. L. (2004). The face of crime: Viewers' memory of race-related facial features of individuals pictured in the news. *Journal of Communication*, *54*, 88–104.

Oliver, M. B. (2003). African American men as “criminal and dangerous”: Implications of media portrayals of crime on the “criminalization” of African American men. *Journal of African American Studies*, *7*(2), 3–18.

- Oliver, M. B., Banjo, O., & Kim, J. (2003). Judging a movie by its cover: A content analysis of sexual portrayals on video rental jackets. *Sexuality & Culture, 7*(3), 38-56.
- Ramasubramanian, S., & Oliver, M. B. (2003). Portrayals of sexual violence in popular Hindi films, 1997-1999. *Sex Roles, 48*, 327-336.
- Oliver, M. B., & Kalyanaraman, S. (2002). Appropriate for all viewing audiences? An examination of violent and sexual portrayals in movie previews featured on video rentals. *Journal of Broadcasting & Electronic Media, 46*, 283-299.
- Oliver, M. B., & Fonash, D. (2002). Race and crime in the news: Whites' identification and misidentification of criminal suspects. *Media Psychology, 4*, 137-156.
- Oliver, M. B., & Green, S. (2001). Development of gender differences in children's responses to entertainment. *Sex Roles, 45*, 67-88.
- Oliver, M. B., Weaver, J. B., & Sargent, S. (2000). An examination of factors related to sex differences in enjoyment of sad films. *Journal of Broadcasting & Electronic Media, 44*, 282-300.
- Oliver, M. B. (1999). Caucasian viewers' memory of Black and White criminal suspects in the news. *Journal of Communication, 49*(3), 46-60.
- Oliver, M. B., Sargent, S., & Weaver, J. B. (1998). The impact of sex and gender-role self-perception on affective reactions to different types of film. *Sex Roles, 38*, 45-62.
- Oliver, M. B. (1996). Influences of authoritarianism and portrayals of race on Caucasian viewers' responses to reality-based crime dramas. *Communication Reports, 9*, 141-150.
- Oliver, M. B., & Armstrong, G. B. (1995). Predictors of viewing and enjoyment of reality-based and fictional crime shows. *Journalism Quarterly, 72*, 559-570.
- Oliver, M. B., & Hyde, J. S. (1995). Gender differences in attitudes toward homosexuality: A reply to Whitley and Kite. *Psychological Bulletin, 117*, 155-158.
- Oliver, M. B. (1994). Contributions of sexuality to viewers' responses to graphic horror. *Journal of Broadcasting & Electronic Media, 38*, 1-17.
- Oliver, M. B. (1994). Portrayals of crime, race, and aggression in "reality-based" police shows: A content analysis. *Journal of Broadcasting & Electronic Media, 38*, 179-192.
- Sedikides, C., Oliver, M. B., & Campbell, W. K. (1994). Perceived benefits and costs of romantic relationships for women and men: Implications for exchange theory. *Personal Relationships, 1*, 5-21.
- Oliver, M. B. (1993). Adolescents' enjoyment of graphic horror films: Effects of viewers' attitudes and portrayals of victim. *Communication Research, 20*, 30-50.

Oliver, M. B. (1993). Exploring the paradox of the enjoyment of sad films. *Human Communication Research, 19*, 315-342.

Oliver, M. B., & Hyde, J. S. (1993). Gender differences in sexuality: A meta-analysis. *Psychological Bulletin, 114*, 29-51.

Oliver, M. B., & Sedikides, C. (1992). Effects of sexual permissiveness on desirability of partner as a function of low and high commitment to relationship. *Social Psychology Quarterly, 55*, 321-333.

Book Chapters and Parts of Books

Oliver, M. B., Ash, E., & Woolley, J. K. (forthcoming). The experience of elevation: Responses to media portrayals of moral beauty. In R. Tamborini (Ed.) *Media and moral mind*. Routledge, NY.

Oliver, M. B., Bae, K., Ash, E., & Chung, M. Y. (forthcoming). New developments of the analyses of crime and fear. In Morgan, M., Shanahan, J., & Signorielli, N. (Eds.), *The cultivation differential: State of the art research in cultivation theory*. Peter Lang, New York.

Schramm, H., & Oliver, M. B. (forthcoming). Entertainment and emotions. In F. Esser, & T. Hanitzsch (Eds.), *Handbook of comparative communication research*. New York: Routledge.

Oliver, M. B., Woolley, J. K., & Limperos, A. M. (in press). Effects. In P. Coble & P. Schultz (Eds.), *Handbooks of communication science: Vol. 1. Theories and models of communication*. Berlin, Germany: De Gruyter Mouton.

Oliver, M. B., & Woolley, J. K. (2010). Tragic and poignant entertainment: The gratifications of meaningfulness. In K. Döveling, C. von Scheve, & E. Konijn (Eds.), *Handbook of emotions and mass media* (pp. 134-147). New York: Routledge.

Oliver, M. B. (2009). Entertainment. In R. Nabi & M. B. Oliver (Eds.), *Handbook of media processes and effects* (pp. 161-175). Thousand Oaks, CA: Sage.

Nabi, R., & Oliver, M. B. (2009). Mass media effects. In Berger, C., Roloff, M., & Roskos-Ewoldsen, D. (Eds.), *Handbook of communication science* (2nd ed., pp. 255-272). Thousand Oaks, CA: Sage.

Oliver, M. B. (2009). Affect as a predictor of entertainment choice: The utility of looking beyond pleasure. In T. Hartmann (Ed.), *Media choice: A theoretical and empirical overview* (pp. 167-184). New York: Routledge.

Oliver, M. B. & Krakowiak, K. M. (2008). Individual differences. In J. Bryant & M. B. Oliver (Eds.), *Media effects: Advances in theory and research* (3rd ed.) (pp. 517-531). New York: Routledge.

- Oliver, M. B. (2008). Personality and exposure to communication. In W. Donsbach (Ed.), *The international encyclopedia of communication, vol. 8* (pp. 3578-3583). Malden, MA: Blackwell Publishers.
- Oliver, M. B. (2007). Wertschätzung als publikumsreaktion am Beispiel tragischer, ergreifender und bewegender unterhaltung [Appreciation as audience response: The case of tragic, poignant, and touching entertainment]. In K. Fahlenbrach, A.
- Bartsch, & J. Eder (Eds.), *Audiovisuelle emotionen: Emotionsdarstellung und emotionsvermittlung durch audiovisuelle medienangebote* [Audiovisual emotions: Representing and eliciting emotions in audiovisual media] (pp. 205-217). Köln, Germany, Von Halem Publishers.
- Oliver, M. B., Ramasubramanian, S., & Kim, J. (2007). Media and racism. In D. Roskos-Ewoldsen & J. Monahan (Eds.), *Communication and social cognition* (2nd ed., pp. 273-291). Mahwah, NJ: Lawrence Erlbaum.
- Oliver, M. B., & Kim, J. (2006). Ethnicity/race and stereotyping. In J. J. Arnett, B. J. Wilson, J. Brown, K. Roe, & L. M. Ward (Eds.), *Encyclopedia of children, adolescents, and the media* (pp. 539-540). Thousand Oaks, CA: Sage.
- Oliver, M. B., & Kim, J. (2006). Mood management. In J. J. Arnett, B. J. Wilson, J. Brown, K. Roe, & L. M. Ward (Eds.), *Encyclopedia of children, adolescents, and the media* (pp. 302-304).. Thousand Oaks, CA: Sage.
- Oliver, M. B., Kim, J., & Sanders, M. (2006). Personality and entertainment. In J. Bryant, & P. Vorderer (Eds.), *The psychology of entertainment* (pp. 329-341). Mahwah, NJ: Lawrence Erlbaum Associates.
- Oliver, M. B. & Kalyanaraman, S. (2006). Sexuality in movie trailers: A content analysis. In Reichert, R., & Lambiase, J. (Eds.), *Sex in consumer culture: The erotic content of media and marketing* (pp. 13-30). Mahwah, NJ: Lawrence Erlbaum.
- Oliver, M. B. & Sanders, M. (2004). The appeal of horror and suspense. In S. Prince (Ed.), *The horror film* (pp. 242-260). New Brunswick, NJ: Rutgers University Press.
- Oliver, M. B. (2003). Race and crime in the media: Research from a media effects perspective. In A. N. Valdivia (Ed.), *A companion to media studies* (pp. 421-436). Malden, MA: Blackwell Publishers.
- Oliver, M. B. (2003). Mood management and selective exposure theory. In J. Bryant, D. Roskos-Ewoldsen, & J. Cantor (Eds.), *Communication and emotion: Essays in honor of Dolf Zillmann* (pp. 85-106). Mahwah, NJ: Lawrence Erlbaum.
- Oliver, M. B. (2002). Individual differences in media effects. In J. Bryant & D. Zillmann (Eds.), *Media effects* (2nd ed.) (pp. 507-524). Mahwah, NJ: Lawrence Erlbaum.

- Oliver, M. B., & Mahood, C. (2002). Gender and the media. In J. R. Schement (Ed.), *Encyclopedia of communication and information* (pp.353-357). New York, NY: Macmillan.
- Oliver, M. B., & Broussard, D. R. (2002). Minorities and the media. In J. R. Schement (Ed.), *Encyclopedia of communication and information* (pp. 602-607). New York, NY: Macmillan.
- Oliver, M. B. (2000). The respondent gender gap. In D. Zillmann & P. Vorderer (Eds.), *Media Entertainment* (pp. 215-234). Mahwah, NJ: Lawrence Erlbaum.
- Hyde, J. S., & Oliver, M. B. (2000). Gender differences in sexuality: Results from a meta-analysis. In C. B. Travis & J. W. White (Eds.), *Sexuality, society, and feminism* (pp. 57-77). Washington, DC: American Psychological Association.
- Oliver, M. B., & Armstrong, G. B. (1998). The color of crime: Perceptions of Caucasians' and African Americans' involvement in crime. In M. Fishman & G. Cavender (Eds.), *Entertaining crime: Television reality programs* (pp. 19-35). Aldine de Gruyter: New York.
- Cantor, J., & Oliver, M. B. (1995). The aftermath of fright in children. In J. Weaver & R. Tamborini (Eds.), *Horror films: Current research on audience preferences and reactions* (pp. 63-80). Hillsdale, NJ: Lawrence Erlbaum.
- Oliver, M. B., Mares, M. L., & Cantor, J. (1993). News viewing, authoritarianism, and attitudes toward the Gulf War. In R. E. Denton, Jr. (Ed.), *The media and the Persian Gulf War* (pp. 145-164). New York: Praeger.
- Cantor, J., Mares, M. L., & Oliver, M. B. (1993). Parents' and children's emotional reactions to televised coverage of the Gulf War. In B. S. Greenberg & W. Gantz (Eds.), *Desert Storm and the mass media* (pp. 325-340). Cresskill, NJ: Hampton Press.

Invited Journal Article

- Sundar, S. S. & Oliver, M. B. (2005). Student-friendly journals and journal-friendly curricula. *Journalism & Mass Communication Educator*, 31, 6-16.

Journal Articles Reprinted in Book Chapters

- Ramasubramanian, S., & Oliver, M. B. (2007). Portrayals of sexual violence in popular Hindi films, 1997-99. In R. Ghadially (Ed.), *Urban women in contemporary India* (pp. 170-182). New Delhi: Sage Publications.
- Ramasubramanian, S., & Oliver, M. B. (2006). Portrayals of sexual violence in popular Hindi films. In C. K. Weaver & C. Carter (Eds.), *Critical readings: Violence and the media* (pp. 210-225). New York: Open University Press.

Book and Video Reviews

Oliver, M. B. (1998). Review of *An analysis of thinking and research about qualitative methods* by W. James Potter. *Journal of Communication*, 48(1), 145-147.

Oliver, M. B. (1996). Review of *On television: The violence factor*. *Journalism History*, 21, 98.

Oliver, M. B. (1995). Review of “*Measuring psychological responses to media*”. *Journal of Broadcasting & Electronic Media*, 39, 420-422.

Keynote Addresses/Invited Lectures and Workshops

Oliver, M. B. (2011, November). *Insight and Elevation: Explorations of the Meaningful and Hopeful Aspects of Media Entertainment*. The Entertainization of Society: Persuasive effects of entertainment elements in mass media. Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Amsterdam, Netherlands.

Oliver, M. B. (2011, August). *The Meaningful Sides of Media Entertainment*. Keynote speaker at the 7th conference of the Media Psychology division of the DPGs, Jacobs University, Bremen, Germany.

Oliver, M. B. (2011, August). Workshop in Structural Equation Modeling. University of Augsburg, Augsburg, Germany. [Sole Instructor of 2-day Workshop]

Oliver, M. B. (2011, May). *Media Entertainment and Moral Beauty: The Experience of Elevation about the Human Spirit*. Keynote Speaker for Comm Day, The Ohio State University, Columbus OH.

Oliver, M. B. (2011, April). *Media and Moral Elevation*. Senior Scholar Presentation at Research Symposium of the Broadcast Education Association: “Media and Morality: Investigating the Connections.” Las Vegas, NV.

Oliver, M. B. (2010, September). Workshop in Applied Structural Equation Modeling. Department of Interaction Science, Sungkyunkwan University, Seoul, South Korea. [Sole Instructor of 3-day Workshop]

Oliver, M. B. (2010, July). *Elevation as an Emotional Response to Moral Beauty in Entertainment*. Lecture given at the Institute of Media and Communication, Technical University of Dresden.

Oliver, M. B. (2010, May) The L. LeRoy Cowperthwaite Lecture, Kent State University.

Oliver, M. B. (2010, April). *Media entertainment and moral beauty*. Inaugural lecture given as part of the Department of Communication’s Spring Lecture Series, Virginia Tech.

Oliver, M. B. (2010, April). *Media appreciation as a response to moral beauty*. Lecture given to the College of Communication, Boston University, April 2010.

Oliver, M. B. (2009, November). *Appreciation of entertainment: The importance of meaningfulness via virtue and wisdom*. Keynote presentation given at Entertainment=Emotion, An international congresses being organized under the auspices of the Centro de Ciencias de Benasque Pedro Pascual, Spain.

Oliver, M. B. (2008, February). *Amusing ourselves to (the good) life: Media use and the search for meaningfulness*. Keynote speaker at Etmaal voor de ommunicatiewetenschap, Amsterdam, Netherlands (Annual National Conference of Mass Communication Research, Netherlands).

Oliver, M. B. (2005, December). *The experience of tenderness and the enjoyment of tragic entertainment*. Keynote presentation at the Audiovisual Emotions Conference: Representing and Eliciting Emotions through Audiovisual Media, Hamburg, Germany.

Oliver, M. B. (2005, June). *Exploring a reinforcement model of perceived media influence on self and others*. Presentation given at “The Influence of Presumed Media Influence: A Research Workshop” of the Israel Science Foundation, Haifa, Israel.

Oliver, M. B. (1998, May). *The respondent-gender gap*. Presentation before the Institut für Journalistick und Kommunikationsforschung, Hochschule für Muzik und Theater, Hannover, Germany.

Refereed Conference Presentations

Oliver, M. B., Hartman, T., & Woolley, J. K. (2011, November). *Elevation in response to media portrayals of moral virtue: A reconceptualization of responses to sad films*. Paper presented at the annual conference of the National Communication Association, New Orleans, LA.

Woolley, J. K., Oliver, M. B., & Hartmann, T. (2011, August). *Meaningful entertainment experiences: Mortality salience, spiritual transcendence, and postive-viewing motivations*. 7th conference of the Media Psychology division of the DPGs, Jacobs University, Bremen, Germany.

Oliver, M. B., Woolley, J. K., Limperos, A., Tamul, D. J., Bae, K., & Khoo, G. S. (2011, May). *Meaningful affective states predict favorable evalulations of meaningful entertainment*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.

Haigh, M. M., & Oliver, M. B. (2011, May). *Protecting against racial stereotypes appearing in broadcast news*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.

Oliver, M. B., Dillard, J. P., Bae, K., & Tamul, D. J. (2010, August). *The effect of narrative news format on empathy for stigmatized groups*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.

Woolley, J. K., Limperos, A., & Oliver, M. B. (2010, August). *The 2008 Presidential Election, 2.0: A content analysis of user-generated political Facebook groups*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO. [**Top-three paper award, Mass Communication Division**]

Eden, A., Oliver, M. B., Tamborini, R., Woolley, J. K., & Limaros, A. (2009, November). *Perceptions of moral violations among media characters*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL. [**Top-three paper award, Mass Communication Division**]

Bartsch, A., Oliver, M. B., & Mangold, R. (2009, September). *Movie enjoyment and appreciation: Exploring the multi-dimensionality of entertainment gratification*. Paper presented at the 6th Conference of the Media Psychology Division (German Psychological Society), Duisburg, Germany.

Oliver, M. B., Woolley, J. K., Limperos, A. M., Tamul, D. J., Bea, K., & Freeman, M. C. (August, 2009). *Do “sad” people like “sad” entertainment: Meaningfulness as a mediator of affective predictors of entertainment choice and desired affective responses*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA. [**Top-three paper award, Entertainment Studies Interest Group**]

Oliver, M. B., Limperos, A., Tamul, D., & Woolley, J. (2009, May). *The role of mixed affect in the experience of meaningful entertainment*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.

Downs, E., & Oliver, M. B. (2009, May). *How can Wii learn from video games? Examining relationships between technological affordances & socio-cognitive determinates on affective and behavioral outcomes*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL. [**Top-three paper award, Game Studies Division**]

Ivory, J., & Oliver, M. B. (2009, May). *He doesn't look like the games made him do it: Racial stereotype activation in estimates of violent video games' influence on violent crimes*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.

Krakowiak, M., & Oliver, M. B. (2009, May). *When good characters do bad things: Examining the effect of moral ambiguity on enjoyment*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.

Oliver, M. B., & Raney, A. A. (2008, May). *Development of hedonic and eudaimonic measures of entertainment motivations: The role of affective and cognitive gratifications*. Paper presented at the annual meeting of the International Communication Association, Montréal.

Mares, M. L., Oliver, M. B., & Cantor, J. (2008, May). *Age differences in adults' emotional motivations for exposure to films*. Paper presented at the annual meeting of the International Communication Association, Montréal. [**Top-three paper award, Instructional & Developmental Communication**]

Tsay, M., & Oliver, M. B. (2008, May). *Is watching others self-disclose enjoyable? An examination of the effects of depth and mode of information delivery in entertainment media*. Paper presented at the annual meeting of the International Communication Association, Montréal.

Kim, J., & Oliver, M. B. (2008, May). *Do we improve, disrupt, or embrace sadness? Exploring sadness-based media choice and its anticipated effects on coping*. Paper presented at the annual meeting of the International Communication Association, Montréal.

Bartsch, A. C., & Oliver, M. B. (2008, May). *Exploring dimensions of movie enjoyment and appreciation*. Paper presented at the annual meeting of the International Communication Association, Montréal.

Kim, J., & Oliver, M. B. (2006, June). *Exploring media selections and avoidances as a means of mood regulation in the context of romantic relationships*. Paper presented at the annual meeting of the International Communication Association, Dresden, Germany.

Tsay, M., & Oliver, M. B. (2005, May). *Who survives? Keeping viewers coming back*. Paper presented at the annual meeting of the International Communication Association, New York.

Oliver, M. B., Yang, H., Ramasubramanian, S., Kim, J., & Lee, S. (2004, August). *Exploring a reinforcement model of perceived media influence on self and others*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Oliver, M. B., Ramasubramanian, S., Yang, H., Kim, J., & Lee, S. (2004, May). *The importance of allowing for diversity of opinion in the examination of third-person perceptions*. Paper presented at the annual meeting of the International Communication Association, New Orleans.

Oliver, M. B., Mahood, C., Kalyanaraman, S., & Ramasubramanian, S. (2004, May). *Sex, violence, videotape, and humor? The role of sexual and violent imagery in marketing of comedy*. Paper presented at the annual meeting of the International Communication Association, New Orleans. [**Top-four paper award, Information Systems Division**]

Stavrositu, C., & Oliver, M. B. (2004, May). *The joint effects of exemplars and need for cognition in web advertising*. Paper presented at the annual meeting of the International Communication Association, New Orleans.

Kalyanaraman, S., Sundar, S. S., & Oliver, M. B. (2004, May). *Customization and cognition: Exploring the role of individual differences in web portals*. Paper presented at the annual meeting of the International Communication Association, New Orleans.

Oliver, M. B., Banjo, O., & Kim, J. (2003, August). *Judging a movie by its cover: A content analysis of sexual portrayals on video rental jackets*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Yang, H., & Oliver, M. B. (2003, August). *Exploring the effects of web advertising on readers' perceptions of on-line news*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Oliver, M. B., Jackson, R. L., II, Moses, N. N., & Dangerfield, C. L. (2003, May). *The face of crime: Viewers' memory of race-related facial features of individuals pictured in the news*. Paper presented at the annual meeting of the International Communication Association, San Diego.

Oliver, M. B., Kalyanaraman, S., Ramasubramanian, S., & Mahood, C. (2003, May). *Getting viewers to the screen: The role of sexual and violent images in movie previews on viewers' anticipated perceptions and enjoyment of motion pictures*. Paper presented at the annual meeting of the International Communication Association, San Diego.

Oliver, M. B., & Kalyanaraman, S. (2001, November). *Appropriate for all viewing audiences? An examination of violent and sexual portrayals in movie previews*. Paper presented at the annual meeting of the National Communication Association, Atlanta. **[Top-three paper award, Mass Communication Division]**

Oliver, M. B., & Kalyanaraman, S. (2001, November). *Portrayals of race and gender in movie previews*. Paper presented at the annual meeting of the National Communication Association, Atlanta.

Ramasubramanian, S., & Oliver, M. B. (2001, November). *Sexual stereotyping of women in Hindi movies: A content analysis*. Paper presented at the annual meeting of the National Communication Association, Atlanta.

Ramasubramanian, S., & Oliver, M. B. (2001, November). *Sexual violence against women: A content analysis of popular Hindi movies from 1997 to 1999*. Paper presented at the annual meeting of the National Communication Association, Atlanta.

Kalyanaraman, S., & Oliver, M. B. (2001, August). *Technology or tradition: Exploring relative persuasive appeals of animation, endorser credibility, and argument strength in web advertising*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC. **[Top-three paper award, Communication Technology and Policy Division]**

Kalyanaraman, S., & Oliver, M. B. (2001, May). *Information processing of multiple peripheral cues*. Paper presented at the annual conference of the International Communication Association, Washington, DC.

Kalyanaraman, S., Mahood, C., Sundar, S. S., & Oliver, M. B. (2000, August). *Priming effects of accidental exposure to internet pornography: An experimental study of construct accessibility in search engine output*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix.

Oliver, M. B., & Weaver, D. T. (2000, June). *Race and crime in the news: Caucasians' identification and misidentification of criminal suspects*. Paper presented at the annual meeting of the International Communication Association, Acapulco, Mexico.

Mahood, C., Oliver, M. B., & McGrath, J. (2000, June). *The effects of home video game violence and fantasy portrayals upon enjoyment and emotional state: A gender comparison*. Paper presented at the annual meeting of the International Communication Association, Acapulco, Mexico.

Weaver, D. T., & Oliver, M. B. (2000, June). *Television programs and advertising: Measuring the effectiveness of product placement within Seinfeld*. Paper presented at the annual meeting of the International Communication Association, Acapulco, Mexico.

Oliver, M. B. (1998, November). *White viewers' identification memory of African American and Caucasian criminal suspects featured in the news*. Paper presented at the annual meeting of the National Communication Association, New York.

Oliver, M. B., & Armstrong, G. B. (1997, November). *Caucasians' perceptions of crime prevalence among Blacks and Whites as a function of exposure to fictional and reality-based police programs*. Paper presented at the annual meeting of the National Communication Association, Chicago.

Oliver, M. B., & Weaver, J. B., III. (1996, May) *An examination of factors related to sex differences in enjoyment of sad films*. Paper presented at the annual meeting of the International Communication Association, Chicago.

Oliver, M. B., Sargent, S., & Weaver, J. B. (1995, November). *The impact of sex and gender-role self perception on affective reactions to different types of film*. Paper presented at the annual meeting of the Speech Communication Association, San Antonio.
[Top-three paper award, Mass Communication Division]

Oliver, M. B. (1995, May). *Authoritarianism, race, and enjoyment of reality-based crime programs*. Paper presented at the annual meeting of the International Communication Association, Albuquerque.

Oliver, M. B., & Armstrong, G. B. (1994, November). *Predictors of viewing and enjoyment of reality-based and fictional crime shows*. Paper presented at the annual meeting of the Speech Communication Association, New Orleans.

Oliver, M. B. (1993, November). *Contributions of sexual portrayals to viewers' enjoyment of graphic horror*. Paper presented at the annual meeting of the Speech Communication Association, Miami.

Oliver, M. B. (1993, May) *Portrayals of crime, race and aggression in "reality-based" police shows: A content analysis*. Paper presented at the annual meeting of the International Communication Association, Washington, DC.

Campbell, W. K., Oliver, M. B., & Sedikides, C. (1993, June). *Gender differences in perceived gains and losses of romantic involvement*. Paper presented at the annual meeting of the Midwest Psychological Association, Chicago.

Campbell, W. K., Oliver, M. B., & Sedikides, C. (1993, June). *Perceived reasons for romantic involvement*. Paper presented at the fourth conference of the International Network on Personal Relationships, Milwaukee.

Oliver, M. B. (1992, May). *Adolescents' enjoyment of graphic horror films: Effects of viewers' attitudes and portrayals of victim*. Paper presented at the annual meeting of the International Communication Association, Miami.

Oliver, M. B. (1992, November). *Exploring the paradox of the enjoyment of sad films*. Paper presented at the annual meeting of the Speech Communication Association, Chicago.

Oliver, M. B., & Mares, M. L. (1992, April). *Viewer perceptions of the Gulf War: Implications regarding biases in television news coverage*. Paper presented at the meeting of the Society for Cinema Studies, Pittsburgh.

Hyde, J. S., & Oliver, M. B. (1992, November). *Gender differences in sexuality: A large-scale meta-analysis*. Paper presented at the annual meeting of the Society for the Scientific Study of Sex, San Diego.

Oliver, M. B., & Sedikides, C. (1991, May). *The double standard revisited: Gender differences in evaluations of potential dates and spouses as a function of their sexual permissiveness*. Paper presented at the annual meeting of the International Communication Association, Chicago.

Oliver, M. B. (1990, June). *An examination of the enjoyment of negative affect-producing entertainment*. Paper presented at the annual meeting of the International Communication Association, Dublin, Ireland. [**Top student paper award, Mass Communication Division**]

Oliver, M. B., & Cantor, J. (1990, November). *An examination of gender and gender identity in children's fright reactions to the mass media*. Paper presented at the annual meeting of the Speech Communication Association, Chicago.

Omdahl, B. C., & Oliver, M. B. (1989, May). *The effects of sex, sex-role identity, and age on the empathy of kindergarten through third grade children*. Paper presented at the annual meeting of the International Communication Association, San Francisco. [**Top-three student paper award, Interpersonal Communication Division**]

Invited Conference Presentations

Oliver, M. B. (2010, November). *Media effects: The view from the bridge that connects the winding road already traveled to the path up ahead*. Panel presentation given at the annual conference of the National Communication Association, San Francisco, CA.

Oliver, M. B. (2010, November). *Reflections and suggestions for Fulbright scholars in communication*. Presentation at the International Opportunities for Scholars in Communication and Related Disciplines mini-workshop, National Communication Association, San Francisco, CA.

Oliver, M. B., Kegerise, A., Woolley, J. K., Limperos, A. M., Schmierbach, M., & Khoo, G. S. (2010, July). *The experience of "moral emotions" across different entertainment formats*. Paper presented at the bi-annual conference of the International Society for the Empirical Study of Literature and Media, Utrecht, Netherlands.

Bartsch, A., & Oliver, M. B. (2010, June). Media enjoyment and appreciation: The role of perceived cognitive and emotional challenge in entertainment experience. Paper presented at the annual conference of the International Communication Association, Singapore.

Oliver, M. B. (2009, May). *Theoretical approaches from a communications and entertainment perspective*. Panel presentation given at the annual conference of the International Communication Association, Chicago.

Oliver, M. B. (2009, May). *Affect as a predictor of entertainment choice: the utility of looking beyond pleasure*. Panel presentation given at the annual conference of the International Communication Association, Chicago.

Oliver, M. B. (2007, May). *Appreciation vs. enjoyment: Exploring the diversity of audience response to entertainment*. Panel presentation given at the annual conference of the International Communication Association, San Francisco.

Oliver, M. B. (2006, August). *Media psychology*. Panel presentation at the annual conference of the Association for Education in Journalism & Mass Communication, San Francisco.

Sanders, M. S., & Oliver, M. B. (2005, November). *The enjoyment of psychological thrillers*. Paper presented at the annual conference of the National Communication Association, Boston.

Oliver, M. B. (2005, May). *Is exposure to media content the most proximate cause of effects?* Paper presented at a preconference workshop at the annual conference of the International Communication Association, Annenberg Institute on Youth & Media (AIYM): Understanding Media Exposure: Theoretical and Methodological Issues, New York.

- Oliver, M. B. & Kalyanaraman, S. (2004, May). *Using violence as a selling tool in marketing motion pictures*. Panel presentation given at the annual conference of the International Communication Association, New Orleans.
- Oliver, M. B. (2003, December). *Questions concerning data analysis in content analytic research*. Paper presented at the conference of Advancing the Science of Content Analysis, Annenberg Public Policy Center, Philadelphia.
- Oliver, M. B., & Sanders, M. (2003, November). *Enjoyment of frightening films: Distinctions between horror and suspense*. Panel presentation given at the annual conference of the National Communication Association, Miami.
- Oliver, M. B. (2003, November). *Using on-line assignments in research methods*. Panel presentation given at the annual conference of the National Communication Association, Miami.
- Oliver, M. B. (2003, May). *Mood management and the appeal of tragic entertainment*. Paper presented at the annual conference of the International Communication Association, San Diego.
- Oliver, M. B. (2002, November). *Data collection via the World Wide Web*. Paper presented at the annual conference of the National Communication Association, New Orleans.
- Oliver, M. B. (2001, November). *What viewers bring to the screen: The role of racial prejudice in viewers' interpretation, enjoyment, and memory of portrayals of race and crime*. Paper presented at the annual meeting of the National Communication Association, Atlanta.
- Oliver, M. B. (2001, March). *Race and crime in the media: Television news and the association of African Americans with danger and criminality*. Paper presented at the Race and Media Conference, University of Michigan, Ann Arbor, MI.
- Oliver, M. B. & Kalyanaraman, S. (2000, June). *A content analysis of sexuality and aggression in movie previews: Preliminary findings*. Paper presented at the annual meeting of the International Communication Association, Acapulco, Mexico.
- Oliver, M. B. (1999, May). *Boyz versus Girlz entertainment*. Paper presented at the annual meeting of the International Communication Association, San Francisco.
- Oliver, M. B. (1997, November) *The shadow on the wall is interactive: Experiential alternatives for large lecture courses*. Paper presented at the annual meeting of the National Communication Association, Chicago.
- Oliver, M. B. (1996, October). *Update on Virginia Tech's Cyberschool Initiative*. Panel presentation at the annual meeting of EDUCOM, Philadelphia.

Oliver, M. B. (1996, September). *Cultural sensitivity and technology in the classroom*. Panel presentation at the Virginia Women's Studies Association and Feminist Research and Pedagogy Conference, Roanoke, VA.

Cantor, J., & Oliver, M. B. (1993, May). *Children's fright reactions to horror*. Paper presented at the annual meeting of the International Communication Association, Washington, DC.

Oliver, M. B. (1991, November). *Gender differences in the enjoyment of media entertainment's moral lessons*. Paper presented at the annual meeting of the Speech Communication Association, Atlanta.

Invited Research Presentations

“Entertainment and Moral Beauty.” Colloquium given to the School of Journalism & Mass Communication, University of North Carolina-Chapel Hill, January 2011.

“Media Entertainment Research.” Research presentation given to Information Sciences and Technology.” October 2011.

“Appreciation of Entertainment as a Response to Meaningfulness.” Colloquium given to the Department of Communication Arts & Sciences, Penn State, February 2010.

“Mixed Emotions as Affective Response to Meaningful Entertainment.” Colloquium given to the School of Journalism & Mass Communication, University of North Carolina-Chapel Hill, February 2009.

“Meaningful Affect, Meaningful Media: Exploring the Gratifications of Entertainment Beyond Pleasure.” Colloquium given to the Department of Communication, University of Michigan, November 2008.

“Hedonistic and Eudaimonic Motivations for Entertainment Consumption: Cognitive/Affective Components.” Colloquium given to the Emotion Research Network, Penn State University, July 2008.

“An Exploration of Eudaimonic Motivations for Viewing Entertainment.” Colloquium presentation given at the Department of Communication Arts, University of Wisconsin-Madison, May 2007.

“Beyond Hedonism: An Exploration of Viewers' Appreciation of Human Drama in Entertainment.” Colloquium presentation given at the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, November, 2006.

“Enjoyment vs. Appreciation: An Exploration of Viewers' Responses to Tragedy.” Open University Lecture, University of Otago, Dunedin, New Zealand, May 2006.

“Implications of Racial Stereotypes for Memory of News.” Lecture given to the Bio-Behavioral Ethics Colloquium, University of Otago, Dunedin, New Zealand, May 2006.

“Looking at Race: How Stereotypes Influence Viewers' Perceptions.” Presentation given as part of the Research Unplugged Lecture Series, Penn State, October 2005.

“A Reinforcement Model of Perceived Media Influence.” Colloquium presentation given at the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, October 2005.

“Memory of Race and Facial Features in Newspaper Crime Stories.” Colloquium presentation given to the Department of Communication Arts and Sciences, Penn State, January 2004.

“Mismemory of race and crime in newspaper stories.” Colloquium presentation given at the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, October 2002.

“Sex and Violence in Movie Previews.” Mary Beth Oliver and Sriram Kalyanaraman. Colloquium Presentation, College of Communications, Penn State, November 2000.

"Identification Memory of Black and White Criminals Featured in a Televised Newscast." Colloquium Lecture, Department of Speech Communication, Penn State, October 1998.

“The Issue of Pornography.” Women’s Month Presentation, Virginia Tech, Spring 1995.

“Effects of Pornography.” Women’s Studies Topic Series, Virginia Tech, Spring 1994.

On-Line Materials

Creation of on-line supplemental hyperlink materials for textbook. Babbie, E. (1998). *The practice of social research* (8th ed.). Belmont, CA: Wadsworth Publishing Company.
URL: http://www.wadsworth.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=0534574742&discipline_number=14

Research Grants Funded

2009: Co-Principal Investigators: Mary Beth Oliver & James P. Dillard
Title: “The Effects of Narrative News Story Format on Increasing Empathy to Stigmatized Groups”
Sponsor: Yellowbrick Road Foundation, Robert Wood Johnson Foundation
Amount: \$24,900

2006: Principal Investigator: Mary Beth Oliver
Title: “Media Effects on Stereotyping of Marginalized Groups: An Examination of Media Portrayals and Viewers’ Perceptions of Māori Populations.”
Sponsor: Fulbright
Amount: \$19,500NZ (~ \$14,500US)

2005: Co-Investigators: Amit Schejter, Matthew McAllister, Mary Beth Oliver, John Christman.

Title: The Ethical Aspects of Product Placement
Sponsor: Arthur W. Page Center for Integrity in Public Communication, Penn State
Amount: \$10,000

2003: Co-Investigators: Mary Beth Oliver, Hyeseung Yang, Srividya Ramasubramanian
Title: "Effects of imported American television content on life satisfaction and perceptions of social inequality in Korea and India."
Sponsor: Jimirro Center for the Study of Media Influence, Penn State
Amount: \$2500

2001: Principal Investigator: Mary Beth Oliver
Title: "African Americans as dangerous and criminal: An examination of television news and stereotype activation."
Sponsor: Society for the Psychological Study of Social Issues
Amount: \$1800

1997: Principal Investigator: Mary Beth Oliver
Title: "Development of Gender Differences in Children's Responses to Animated Entertainment."
Sponsor: National Association of Broadcasters
Amount: \$2,400

1991: Principal Investigator: Mary Beth Oliver
Title: "Contributions of Viewers' Attitudes, Victim Portrayals, and Physiological Arousal to Enjoyment of Graphic Horror."
Sponsor: Pilot Research Grant, College of Arts and Sciences, Virginia Tech
Amount: \$2,200

1992: Principal Investigator: Mary Beth Oliver
Title: "Contributions of Viewers' Attitudes, Victim Portrayals, and Physiological Arousal to Enjoyment of Graphic Horror."
Sponsor: Creative Match Grant, Virginia Tech
Amount: \$3,000

HONORS AND AWARDS

Research

- (2010, May): L. LeRoy Cowperthwaite Distinguished Visiting Professor, Kent State University
- (2010, August): Top 3 Paper Award, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, Denver, CO.
- (2009, November): Top 3 Paper Award, Mass Communication Division, National Communication Association, Chicago, IL.
- (2009, August): Top 3 Paper Award, Entertainment Studies Interest Group, Association for Education in Journalism & Mass Communication, Boston, MA.

- (2009, May): Top 3 Paper Award, Games Division, International Communication Association, Chicago, IL.
- (2008, May): Top 3 Paper Award, Instructional & Developmental Division, International Communication Association, Montréal.
- (2006, Spring): Fulbright Scholar Award to New Zealand.
- (2004, November) Distinguished Article Award, Communication and Social Cognition Division): National Communication Association. For “The face of crime: Viewers’ memory of race-related facial features of individuals pictured in the news.” *Journal of Communication*, 54, 88-104.
- (2004, May): Top 4 Paper Award, Information Systems Division, International Communication Association, New Orleans.
- (2001, November): Top 3 Paper Award, Mass Communication Division, International Communication Association, Atlanta.
- (2001, August): Top 3 Paper Award, Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication, Washington, DC.
- (2001, November): Top 3 Paper Award, Mass Communication Division, International Communication Association, Atlanta.
- (2001, August): Top 3 Paper Award, Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication, Washington, DC.
- (2001, Spring): Deans’ Award for Excellence in Integrated Scholarship, College of Communications, Penn State.
- (1995, November): Top 3 Paper Award, Mass Communication Association, Speech Communication Association.
- (1990, June): Top Student Paper Award, Mass Communication Division, International Communication Association, Dublin, Ireland.
- (1990, May): Elizabeth Warner Risser Fellowship, Department of Communication Arts, University of Wisconsin-Madison.

Teaching

- (2009, Spring): Deans’ Award for Excellence in Teaching, College of Communications, Penn State.
- (2005, November): Excellence in Teaching Award, Mass Communication Division, National Communication Association.
- (2004, Spring): Graduate Students in Communications (GSIC) Student Appreciation Award, College of Communications.
- (2002, May): Faculty Marshal, College of Communications, Penn State, May 2002.
- (2000, Fall): Nominee, Excellence in Advising Award, Undergraduate Student Government Academic Assembly, Penn State.
- (2000-2002): Project Fellow, Schreyer Institute for Innovative Learning, Penn State.
- (2000, Spring): Nominee, Alumni Teaching Award, College of Communications, Penn State.
- (1996, February): Alumni Teaching Award. University-wide award given to two university faculty per year, Virginia Tech.

- (1996, April): Member, Academy of Teaching Excellence, Virginia Tech.
- (1995, January): Certificate of Teaching Excellence Award from the College of Arts and Sciences, Virginia Tech.
- (1990, June): Outstanding Graduate Student Teacher Award from the Instructional and Development Division of the International Communication Association.
- (1990, May): Graduate Student Excellence in Teaching Award, awarded to five graduate students at the University of Wisconsin-Madison, The Graduate School.
- (1990, May): Graduate Student Excellence in Teaching Award, Department of Communication Arts, University of Wisconsin-Madison.

Service

- (2003, Spring): Deans' Award for Excellence in Service, College of Communications, Penn State.
- (1997, November): Certificate of Service Recognition, Mass Communication Division, National Communication Association.

TEACHING

Courses Taught

Introduction to Media Effects (Freshman Level), Penn State*

Media Effects (Graduate Seminar), Penn State

Data Analysis (Graduate Seminar), Penn State*

Advanced Data Analysis (Graduate Seminar), Penn State*

Introduction to Mass Communication Research (Senior-Level), Penn State

First-year Seminar, Media Violence (Freshman-Level), Penn State*

M.A. Proseminar (Graduate Seminar), Penn State*

PhD. Proseminar (Graduate Seminar), Penn State

Media Effects (Senior-Level), Virginia Tech

Introduction to Communication Research (Freshman-Level), Virginia Tech

Gender and Communication (Junior-Level), Virginia Tech*

Interpersonal Communication (Junior-Level), Virginia Tech

* Course Developer

Graduate and Honors Students at Penn State

Chair, PhD Committees

Srividya Ramasubramanian, "Effects of Media Literacy Training on Explicit and Implicit Racial Stereotypes." Graduated August 2004. Assistant Professor, Texas A&M.

Hyeseung Yang, "Do Media Portrayals of Affluence Decrease Subjective Well-Being? Exploring a Path Model of Social Comparison and Materialism on Television Viewers' Life Dissatisfaction." Graduated August 2005. Assistant Professor, Kyungshung University. Korea.

- John McGrath, “Integrated Marketing Communications? An Empirical Test of Its effectiveness.” Graduated December 2001. Associate Professor, University of Pittsburgh at Johnstown.
- Sanders, Meghan, “First Impressions are Lasting Impressions: Examining the Cognitive Process of Character Impression Formation.” Graduated August 2006. Assistant Professor, Louisiana State University.
- Jinhee Kim, “Do We Improve, Disrupt, or Embrace Sadness? Exploring Sadness-Based Media Choice and Its Anticipated Effects On Coping.” Graduated August, 2007. Assistant Professor, Cleveland State University.
- Mina Tsay, “Is Watching Others Self-Disclose Enjoyable?: An Examination Of The Effects of Depth and Mode of Information Delivery in Entertainment Media.” Graduated August, 2007. Assistant Professor, Boston University.
- Sangki Lee, “Perceptions of media influences and self-enhancement motivation: Test of self-enhancement explanation for third- and first-person perceptions.” Graduated August, 2007. Assistant Professor, Arkansas Tech University.
- Maja Krakowiak, “When Good Characters Do Bad Things: Examining the Effect of Moral Ambiguity on Enjoyment”. Graduated August, 2008. Assistant Professor, University of Colorado, Colorado Springs.
- Edward Downs, “How Can Wii Learn From Video Games? Examining Relationships Between Technological Affordances and Socio-Cognitive Determinates on Affective and Behavioral Outcomes.” Graduated December, 2008. Assistant Professor, University of Minnesota, Duluth.
- Tayo Banjo, “What Are You Laughing At?: Examining Predictors of Whites’ Enjoyment of Black Entertainment.” Graduated May, 2009. Assistant Professor, University of Cincinnati.
- Anthony Limperos, “Assessing the Viability of Mediated Exercise Companions in Motivating Future Exercise Intentions: An Experimental Investigation of Traditional and Advanced Mediated Exercise Environments.” Graduated August, 2011. Assistant Professor, University of Kentucky.
- Kim, Jae Hong, Dissertation in Progress.
- Julia Woolley, Dissertation in Progress.
- Guan-Soon Khoo, Dissertation in Progress.
- Keunmin Bae (Co-Chair), Dissertation in Progress.
- Mun Young Chung, Dissertation in Progress.
- Drew Shade, Coursework in Progress.
- Kim, Karina, Coursework in Progress.
- Ash, Erin, Coursework in Progress.
- Jennifer Hoewe, Coursework in Progress.

Member, PhD Committees (*Graduated)

- Nokon Heo (Mass Communications)*
- Sammy Lee (Mass Communications)*
- Corina Constantine (Mass Communications)*
- Dan Grigorovici (Mass Communications)
- Sandhya S.Bhattacharya (Mass Communications)*
- Yifeng Hu (Mass Communications)*
- Carmen Stavrositu (Mass Communications)*
- Veena Raman (Mass Communications)*

Hui-Fei Lin (Mass Communications)*
 Yoonjeon Koh (Mass Communications)*
 Bimal Balakrishnan (Mass Communications)*
 You Jeong Kim (Mass Communications)
 Patty Michael (Mass Communications)*
 Aziz Douai (Mass Communications)*
 Changmin Yan (Mass Communications)*
 Lee Ahern (Mass Communications)*
 Nan Yu (Mass Communications)*
 Weirui Wang (Mass Communications)*
 Sampada Marathe (Mass Communications)*
 Jennifer Young (Communication Arts & Sciences)*
 Marlin Bates (Communication Arts & Sciences)*
 Amber Marie Walker (Communication Arts & Sciences)*
 Lori Daniel (Communication Arts & Sciences)*
 Alysa Lucas (Communication Arts & Sciences)*
 Mandy Goodwin (Communication Arts & Sciences)*
 Kyung-Nyun Kim (Workforce Education & Development)*
 Mary Grace Antony (Communication, Washington State University)*
 Youjeong Kim (Mass Communications)*
 Anne Oeldorf-Hirsch (Mass Communications)*
 Sheetal Patel (Journalism & Mass Communication, University of North Carolina)*
 Andrew Lindner (Sociology)
 Victoria S. Jennings-Kelsall (Communication Arts & Sciences)
 Joy Hackenbracht (Psychology)
 Haiyan Jia (Mass Communications)
 Hyunjin Kang (Mass Communications)
 Kiwon Seo (Mass Communications)
 Pamela Brubaker (Mass Communications)
 Jeeyun Oh (Mass Communications)
 Lindsey Aloia (Communication Arts & Sciences)
 Michelle Baker (Mass Communications)
 Jihee Kim (Recreation, Park, and Tourism Management)
 Li, Na (Information Sciences and Technology)
 Wu, Mu (Mass Communications)
 Jung, Eun-Hwa (Mass Communications)
 Ellithorpe, Morgan (Communication, Ohio State University)

Chair, MA Committees

Thomas Smee, “Does a News Anchor’s Gender Influence Audience Evaluations of the Anchor?” Graduated August 2004.
 Amanda Rotundo, “The Effects of Sex-Specific Direct-to-Consumer Pharmaceutical Advertisements on Self-Esteem and Stress.” Graduated August 2004.
 Laura Donnelly, “Effects of Presentation Method and Saliency on News Recall and Awareness: Newspaper Hard News Stories versus Editorials.” Graduated August 2003.
 Ndidi Moses, “Muscular and Manly, Waiflike and Womanly: Ideal Body Images and Music Video Content.” Graduated August 2002.

Patty Wharton Michael, "Print vs. Computer Screen Effects of Medium on Proofreading Accuracy." Graduated August 2002.

Chad Mahood, "Gender differences in the effect of home video game violence upon enjoyment and aggression." Graduated August 2000. (Co-Chair)

Member, MA Thesis Committees (*Graduated)

Rukiya S. Eaddy (Media Studies)*
Megan Sanders (Media Studies)*
Carmen Stavrositu (Media Studies)*
Lisa Glebatis (Communication Arts & Sciences)*
Nam Young Kim (Media Studies)*
Nadee Gaither (Media Studies)*
Curtis Johnson (Media Studies)*
Ki Won Seo (Media Studies)*
Andrew Lindner (Political Science)*
Erin Ash (Media Studies)*
Seoyeon Lee (Media Studies)*
Yuan Sun (Media Studies)*
Jennifer Fyock (Media Studies)*
Ji Young Lee (Media Studies)*
Andrew Kegerise (Media Studies)
Dawn Ziegerer Behnken (Media Studies)
Anne Allsop (Media Studies)
Elise Stevens (Media Studies)

Chair, Honors Theses

Jennifer Ayer, "News coverage of male and female political candidates." Graduated May 2004.

Farnoosh Torabi, "Shaping the News: The Relationship Between Advertising and Editorial Content In Popular Financial Magazines." Graduated May 2002.

Kristen Love, "Gender Role Portrayals in the Advertisements of Male and Female Teen Magazines." Graduated May 2002.

Brooke Pilszak, "The Role of Gendered Television Programming in Consumption Attitudes: A Study in Media Priming." Graduated May 2002.

Liz Potter, "Let's Talk About Sex: A Content Analysis of Teen Magazines." Graduated May 2001.

Megan Olinger, "Evolution of Women's Fashion Magazine Covers: A Content Analysis Over Three Decades." Graduated May 2000.

Teaching Grants Funded

Spring 2000

Principal Investigator: Mary Beth Oliver

Title: Revisions of Communications 404, Mass Communication Research

Sponsor: Schreyer Institute for Innovation in Learning, Penn State

Amount: \$3000

Fall 1995

Co-Principal Investigators: Art Buikema, William Claus, John Neal, and David Taylor
 Consultants: Mary Beth Oliver, Len Hatfield, and Timothy Luke
 Title: “ACCESS: Asynchronous Communication Courses to Enable Student Success”
 Sponsor: The Alfred P. Sloan Foundation, Fall 1995.
 Amount: \$200,000

Spring 1995

Co-Principal Investigators: Mary Beth Oliver and Scott J. Patterson
 Title: “Improving Social Science Research Methods Through Interactive Learning”
 Sponsor: Center for Excellence in Undergraduate Teaching, Virginia Tech
 Amount: Summer Salary

SERVICE ACTIVITIES

Professional Service

Journal Editing

- Co-Editor, *Media Psychology*, 2005 - 2008.
- Associate Editor, *Communication Theory*, 2003 – 2005.
- Associate Editor, *Journal of Communication*, 2000 – 2001.
- Book Review Editor, *Journal of Communication*, 2001 – 2005.

Editorial Board Memberships

- Editorial Board Member, *Communication Yearbook*, 2011– present.
- Editorial Board Member, *Communication Methods and Measures*, 2010 – present.
- Editorial Board Member, *The Scientific Study of Literature*, 2010 – present.
- Editorial Board Member, *Mass Communication & Society*, 2009 – present.
- Editorial Board Member, *Critical Studies in Media Communication*, 2010 – present.
- Editorial Board Member, *Communication Research*, 2010 – present.
- Editorial Board Member, *Journal of Communication*, 2001 – present.
- Editorial Board Member, *Human Communication Research*, 2001 – present.
- Editorial Board Member, *Journal of Broadcasting & Electronic Media*, 2000 – present.
- Editorial Board Member, *Communication Research Reports*, 2004 – present.
- Editorial Board Member, *Journal of Media Psychology* (formerly *Zeitschrift fuer Medienpsychologie*), 2007 – present.
- Editorial Board Member, *Media Psychology*, 2003 – 2005, 2008 – present.
- Editorial Board Member, *Communication Monographs*, 2004 – 2005; 2010 – present.

Positions in International Communication Association

- Secretary, Mass Communication Division, 2004 – 2006.
- Chair, Publications Committee, 2004 – 2005.
- Member, Best Article Awards Committee, 2004 – 2005.
- Member, Publication Committee, 2002 – 2004
- Member, Committee on Conferences, 2000 – 2001.

Positions in National Communication Association

- Member, Legislative Council, 2001 – 2002.
- Member, Nominations Committee, 2001 – 2002.
- Chair, Mass Communication Division, 2000 – 2001.
- Vice Chair, Mass Communication Division, 1999 – 2000.
- Chair, Research Committee, Mass Communication Division, 1998 – 1999.
- Member, Research Committee, Mass Communication Division, 1996 – 1998.
- Member, Short Course Selection Committee, 1996 – 1997.
- Secretary, Mass Communication Division, 1995 – 1997.
- Faculty Honors Participant.
 Doctoral Honors Conference, Northwestern University, Evanston, IL,
 August 2000.

Position in Broadcast Education Association

- Member, Publications Committee, 1995 – 2000.

Manuscript Reviewer for the Following Journals:

Critical Studies in Mass Communication
Cognition and Emotion
Communication Monographs
Communication Research
Communication Research Reports
Communications: European Journal of Communications
Human Communication Research
Journal of Applied Social Psychology
Journal of Broadcasting & Electronic Media
Journal of Communication
Journal of Criminal Justice in Popular Culture
Journal of Media Psychology
Journal of Sex Research
Journal of Social and Personal Relationships
Journalism and Mass Communication Educator
Journalism and Mass Communication Quarterly
Mass Communication and Society
Media Psychology
Perceptual and Motor Skills
Personal Relationships
Poetics
Popular Communication
Projections: The Journal for Movies and Mind
Sex Roles
Western Journal of Communication
Women and Health

Reviewer for Book Manuscripts/Proposals

John Wiley, 2010
Allyn and Bacon Press, 2003.
Sage Publications, 2001, 2007.
Lawrence Erlbaum Associates, 2000, 2004, 2005.
Wadsworth, 1992, 1997, 1999.
Pine Forge Press, 1996, 1997.
Longman Publishers, 1996.

Reviewer of Conference Manuscripts for Professional Organizations

- Association for Education in Journalism and Mass Communication
- International Communication Association
- National Communication Association
- Graduate Education Interest Group, Association for Education in Journalism and Mass Communication
- Kyoon-Hur Dissertation Award Committee, Mass Communication Division, International Communication Association

Respondent for Conference Presentations

- Annual Convention of the National Communication Association, 1994, 1997, 1999, 2002, 2004, 2005.
- Annual Convention of the International Communication Association, 1999, 2000, 2009.

Panel Chair for Conference Presentations

- Annual Convention of the International Communication Association, 1992, 1995, 2000, 2008, 2009.
- Annual Convention of the National Communication Association, 1995, 1996, 1997, 1999.

Member, Assessment Committee for Faculty Search, Department of Media, Cognition, and Communication, University of Copenhagen, Denmark, Fall 2008 – Spring 2009..

Consultant, *Pennsylvania General Assembly Joint State Government Commission's Task Force on Violent Interactive Video Games*. December 2008.

External Reviewer for 5-Year Review, Department of Communication, Denison University, Spring 2000.

Advisory Board, *Encyclopedia of Children, Adolescents, and the Media*. Sage.

Membership In Professional Organizations

- Association for Education in Journalism and Mass Communication
- Broadcast Education Association
- International Communication Association
- National Communication Association

Service at Penn State

University Service

Chair, Academic Standards Committee, Graduate Council. Fall 2011 – present.

Member, Graduate Council, Fall 2000 – Spring 2002; Fall 2010 - present.

Member, AD14 Committee, Academic Administrative Evaluation Committee, Fall 2009.

Judge, Graduate Research Exhibition, Penn State University, Spring 2007.

Member, Faculty Senate, Fall 2002 – Spring 2005.

Member, Curricular Affairs Committee of Faculty Senate, Fall 2002 – Spring 2005.

Member, Graduate Council Subcommittee on Program Review and Evaluation, Fall 2003 – Spring 2004.

Co-Chair, Research Committee, Graduate Council, Fall 2001 – Spring 2002.

Member, Ad-hoc Committee to Review BA Requirements at Penn State, Spring 2003 – present.

Member, Committee on Research Integrity, Fall 2002 – present.

Representative of Graduate Council Research Committee, University Faculty Senate Committee On Research, Fall 2001 – Spring 2002.

Member, Research Committee, Graduate Council, Fall 2000 – Spring 2001.

Member of Faculty Representative Team, Teaching and Learning Consortium, Fall 1999 – Fall 2000.

Member of Technology Subcommittee, Schreyer Institute for Innovation in Learning, Spring 1999 – Fall 1999.

Member of Steering Team, Schreyer Institute for Innovation in Learning, Fall 1998 – Fall 1999.

Department and College Service

Member and Convener, Strategic Plan Oversight Committee, Department of Film/Video & Media Studies, Fall 2008 – Present.

Member, College Promotion and Tenure Committee, College of Communications, Fall 2001 – Spring 2002; Fall 2003 – Spring 2004; Fall 2006 – Spring 2007; Fall 2008 – Spring 2009; Fall 2009 – Spring 2010.

Member, Strategic Plan Committee, Film/Video & Media Studies, 2007.

Member, Extended Promotion and Tenure Review Committee, 2005, 2007.

Co-Director, Media Effects Laboratory, Fall 2002 – Present.

Ombudsman, College of Communications, Spring 2004 – present.

Member, Search Committee, Department of Film/Video – Media Studies, College of Communications, 2006, 2007.

Member, College Promotion and Tenure Committee for Consideration of Faculty Promotion to Full Professor, College of Communications, Fall 2005, Fall 2006.

Member, Task Force on Unit Productivity in Selected Journals, Fall 2003.

Chair, College Undergraduate Curriculum Committee, College of Communications, Fall 2002 – Spring 2005.

Member, Search Committee for Associate Dean of Graduate Studies, College of Communications, Spring 2003.

Chair, Search Committee, Department of Film/Video – Media Studies, College of Communications, Fall 2000 – Spring 2001.

Chair, Departmental Promotion and Tenure Committee, College of Communications, Fall 2000 – Spring 2001; Fall 2002 – Spring 2003, Fall 2005.

Member, Curriculum Committee, Department of Film/Video – Media Studies, College of Communications, Fall 2000 – Spring 2002.

Member, Graduate Admissions Committee, College of Communications, Fall 1999 – Spring 2000; Fall 2001 – Spring 2002.

Member, Programs-Level Promotion and Tenure Committee, College of Communications, Fall 1998 – Spring 2000.

Service at Virginia Tech

College and University Service

Member, Small Grant Committee, College of Arts and Sciences, Spring 1995 – Spring 1998.

Member, Scholarship Committee, College of Arts and Sciences, Spring 1996 – Spring 1998.

Member, Freshmen-Faculty Conversation Group, University Honors Program, Fall 1996, 1997.

Interviewer for University Honors Program, Daughtrey Scholarship, Spring 1997.

Consultant, Subcommittee on Faculty and Staff, Virginia Tech's Strategic Self Study, "Transforming Virginia Tech for the Information Age," Spring 1997.

Facilitator, The Graduate Student Feminist Research Forum, Sponsored by The Women's Research Institute & Women's Studies Program, Fall 1995.

Panel Chair, Choices and Challenges Forum: Quality of Life in the Electronic Village, March 1995.

Member, Cyberschool Project, College of Arts and Sciences, Fall 1994 – Spring 1998. Activities involved the development of one of the first two distance-learning courses for this project. Introduction to Communication Research was revised using Internet-based technologies allowing for self-paced distance learning. This revised course was first offered in Summer 1995.

Member, College of Arts and Sciences Curriculum Development Task Force, 1994 – 1997.

Member, Women's Studies Advisory Committee, Fall 1991– Spring 1998.

Participant, Instructional Development Initiative, June 1994. Activities involved instruction on the use of new technologies for use in teaching activities.

Interviewer for University Honors Program, Mock Interviews for Rhodes and Marshall Candidates, Fall 1994.

Designer and data analyst for two reports commissioned by the Virginia Tech Office of University Relations: *Image of Virginia Public Colleges: Part I Survey of General Public*, and *Part II Survey of College Bound High School Juniors*. Co-authored with Lawrence G. Hincker, Director of University Relations, Spring 1993.

Member, Women's History Month Committee, Spring 1993.

Co-authored brochure, "Sexism on campus: What women and men need to know." Brochure distributed to GTAs, first-year students, and transfer students at Virginia Tech. Sponsored by the Affirmative Action Incentive Grants Program, 1991 – 1992.

Collaborator, "Gender Relations Programs." Part of the Multicultural Awareness Programs of the Dean of Students Office, Spring 1992.

Member, Research Proposal Review Board, Women's Research Institute, Spring 1992 – 1993.

Member, Review Board for Women Artists and Scholars Lecture Series, Fall 1991.

Departmental Service

Chair, Communication Studies Search Committee for position in Broadcasting, Fall 1997 – Spring 1998.

Chair, Communication Studies Search Committee for position for Technology Manager, Fall 1997 – Spring 1998.

Member, Communication Studies Search Committee for position in Electronic Media, Fall 1994 – Spring 1997.

Member, Communication Studies Graduate Committee, Fall 1994 – Spring 1998.

Computer Liaison, Communication Studies, Fall 1996 – Spring 1998.

Member, Communication Studies Personnel Committee, Fall 1994–Spring 1996.

Member, Communication Studies Teaching Committee, Spring 1996 – Spring 1998.

Member, Communication Studies Curriculum Committee, Fall 1992 – Spring 1994.

Member, Communication Studies Search Committee for position in Interpersonal Communication, Fall 1991 – 1992.

GUEST LECTURES, PUBLIC PRESENTATIONS, AND PARTICIPATION IN WORKSHOPS

"Media Priming" Gues lecture given to JOCM 145, Process and Effects of Mass Communication. School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, February 2012.

“Media Entertainment” Guest lecture given to Comm 518, Media Effects. College of Communications, Penn State, October 2011.

“Media Effects” Guest lecture given to Comm 501, Ph.D. Proseminar, College of Communications, Penn State, October 2006, 2007, 2008, 2010.

“Large-Lecture Courses.” Guest lecture given to Comm 502, Pedagogy in Communications, College of Communications Penn State, September 2010.

“Media and Prosocial Portrayals” Guest lecture given to Comm 385, Media Programming Strategie, Dept. of Telecommunications, Penn State, November 2010.

“Media Entertainment Theory” Guest lecture given to CAS 203, Interpersonal Communication, Dept. of Communication Arts & Sciences, Penn State, October 2010.

“Publishing in Scholarly Communication Journals.” Guest lecture in Graduate Colloquium, College of Communications, Penn State University, November 2009. [with Matthew McAllister]

“Individual Differences in Media Effects Research: Implications for Experimental Design.” Guest lecture given to Graduate Seminar, School of Journalism & Mass Communication, University of North Caroline-Chapel Hill, February 2009.

“Mood Management.” Guest lecture given via Internet collaborative software to graduate seminar, College of Communication, Michigan State University, February 2008.

“Typical Letters of Recommendation and Strategies for Getting Strong Letters.” Guest lecture in Graduate Colloquium, College of Communications, Penn State University, March 2007. [with S. S. Sundar]

“Media Stereotypes.” Lecture given to Penn State’s Office of Sponsored Programs, Penn State, May 2007.

“Stereotyping and the Media.” Lecture given the Staff, College of Communications, Penn State University, March 2007.

“Media Stereotypes: What is the media really portraying.” Lecture given to Penn State’s Outreach Program on Diversity, Penn State, February 2007.

“Media Effects” Guest lecture given to Ph.D. Proseminar in the College of Communications, Penn State, October 2006, 2007, 2008.

“Media Stereotypes and Their Effects on Viewers.” Lecture given to Coms 321, University of Otago, Dunedin, New Zealand, March 2006.

“The Importance of Individual Differences in Human-Computer Interaction.” Guest lecture given to course on human-computer interaction, University of North Carolina at Chapel Hill, October 2005, October 2006.

“Research and Professional Ethics Workshop.” Participant. Penn State University, October 2003.

“Media, Race, and Crime.” Guest lecture given to undergraduate sociology course, Department of Sociology, Penn State, March 2003.

“Italy Study Abroad Consortium Conference.” Participant. Purdue University, March 2003.

“Using Student Feedback to Improve the Teaching and Learning Process and Services to Students.” Panelist, Quality Advocates’ Network, Penn State, January 2003.

“Media and Eating Disorders.” Panelist, Undergraduate Student Government’s Unity Week, Penn State, October 2002.

“Individual Differences in Media Effects.” Guest lecture given to course on media effects, University of North Carolina at Chapel Hill, October 2002.

“Preparing Papers for Publication and Presentation.” Jeremy Packer, Jon Nussbaum, Mary Beth Oliver, Richard Barton. Panel sponsored by Graduate Students in Communication (GSIC), Penn State, March 2002.

“Horror and Suspense: Content, Effects, and Viewers’ Enjoyment.” Guest lecture given to course on women, minorities and media, College of Communications, Penn State, February 2002.

“Web Page Construction and Design.” Guest lecture given for Freshman Seminar, College of Communications, Penn State, December 2001, 2002.

“Crime and Race in the Media” Guest lecture given for graduate course in cross-cultural communication, Department of Speech Communication, Penn State, October 2001.

“Media Portrayals of Race and Crime.” Guest lecture given for Freshman Seminar, Department of Speech Communication, Penn State, July 2001.

“Using FrontPage to Build Web Pages.” Tom Berner and Mary Beth Oliver. Workshop given for the College of Communications, Penn State, January 2001.

“Conference Presentations.” Anne Hoag, Matthew Jackson, and Mary Beth Oliver. Guest lecture given to graduate students in Comm 511 and to GSIC, Graduate Students in Communications, College of Communications, Penn State, January 2001.

“Web Page Construction and Design.” Mary Beth Oliver. Guest lecture given for Freshman Seminar, College of Communications, Penn State, December 2000.

“Media and Portrayals of Race.” Guest lecture given to Comm 411: Cultural Aspects of the Media, College of Communications, Penn State, February 1999.

"Race and Crime in the Media." Guest lecture given to SpComm 471: Cross-Cultural Communication, College of Communications, Penn State, February 1999.

"Using New Technologies to Teach Research Methods." Faculty luncheon presentation to the Schreyer Institute for Innovation in Learning, Penn State, September 1999.

"Social Science Research on Effects and Enjoyment of Slasher Films." Seminar lecture to given to the Schreyer Honors College, Penn State, March 1999.

"Race and Crime in the Media" Guest lecture given to Comm 205H: Women, Minorities and the Media, Penn State, February 1999.

Participant, "Project Opportunity and Access." Workshop on policies pertaining to students with disabilities. Penn State, Spring 1999.

Participant, "Pennypacker Social with Professors." Student/Faculty discussion sponsored by the Pennypacker Experience Program, Penn State, November 1998.

"Social Science Research on the Effects of Pornography." Guest lecture given to WS 101: Introduction to Women's Studies, Virginia Tech, January 1998.

"Advanced Users of Educational Technologies." Panel Presentation, Instructional Technology Conference, Virginia Tech, September 1997.

"Media Violence and Crime." Guest lecture given to visiting scholars at the Center for Public Administration and Policy, Virginia Tech, August 1997.

"Lecture Preparation." Presentation given at the GTA Training Workshop, Virginia Tech, August 1996, 1997.

"Basics of HTML Programming." Lecture given to the Blue Ridge Chapter of the Public Relations Society of America, Blacksburg, Virginia, 1996, 1997.

"Growing up with Media Violence." Guest lecture given to FCD 1004, Human Development I: Childhood and Adolescence, Virginia Tech, December 1996.

"Cyberschool." Presentation to given to the William Preston Society (former members of the Board of Visitors), Virginia Tech, November 1996.

"Media Violence and Children." Presentation to the Pre-professional and Graduate Section of the American Association of Family and Consumer Sciences, Virginia Tech, September 1996.

"Learning on the World Wide Web." Presentation given as part of the Alumni Association's 7th Annual Summer Around the Drillfield Program, Virginia Tech, June 1996.

“Gender and Computer Networking.” Lecture given to the Blacksburg Chapter of the American Association of University Women, Blacksburg, Virginia, February 1996.

“Tuning In With Our Children.” Panel presentation to teachers and parents about media effects, North Cross School, Roanoke, Virginia, February 1996.

“Media Violence.” Luncheon presentation to the Kiwanis Club, Blacksburg, Virginia, February 1996.

“Introduction to Cyberschool at Virginia Tech.” New Faculty Orientation, Sponsored by the Center for Excellence in Undergraduate Teaching (CEUT), Virginia Tech, February 1996.

“Teaching with the World Wide Web.” Faculty Development Initiative Presentation, Virginia Tech, January 1996.

“Use of New Technologies in Teaching.” Dean’s Lecture Series, College of Arts and Sciences, Virginia Tech, Fall 1995.

“Surfing and Learning on the World Wide Web.” Family Weekend Enrichment Classes, Virginia Tech, Fall 1995.

“Media Violence” Satellite broadcast of lecture to high school students in Virginia. Dimensions Program Series, Virginia Tech, Spring 1995.

Discussant, YMCA Dinner Student Program, Dinner-Discussion. Topic: Free-Speech Issues in Mediated Communication, Virginia Tech, Spring 1995.

“Sex and Violence in Media Portrayals: Implications for Social Value Systems.” Presentation at Blacksburg Unitarian Church, Spring 1995.

“Responding to Movies.” Family Weekend Enrichment Classes, Virginia Tech, Fall 1994.

“Media Images of Gender, Sexuality, and Violence.” Women’s Week Lecture Series, Virginia Tech, Spring 1994.

“Gender and Communication in the Work Place.” Regional Conference for Women Administrators in Higher Education sponsored by the American Council on Education’s Virginia Identification Program, Virginia Tech, Spring 1994.

“Sexual Violence and the Mass Media.” Residential and Dining Programs, East Campbell Hall, Virginia Tech, Spring 1994.

“Media, Women and Violence.” Coalition for Gender Equality, College of Architecture and Urban Studies, Virginia Tech, Spring 1994.

“Media Violence.” Chalk Talks lecture series, Virginia Tech, Fall 1993.

“Why Teens Enjoy Slasher Films: Sexuality and Gender.” Women’s Studies Spring Colloquia Series, Virginia Tech, Spring 1992.