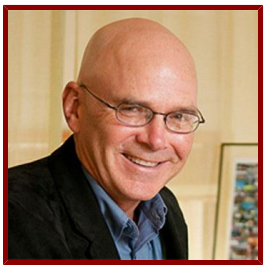
Stanford



Byron Reeves

Paul C. Edwards Professor of Communication and Professor, by courtesy, of Education

Bio

BIO

Byron Reeves, PhD, is the Paul C. Edwards Professor of Communication at Stanford and Professor (by courtesy) in the Stanford School of Education. Byron has a long history of experimental research on the psychological processing of media, and resulting responses and effects. He has studied how media influence attention, memory and emotional responses and has applied the research in the areas of speech dialogue systems, interactive games, advanced displays, social robots, and autonomous cars. Byron has recently launched (with Stanford colleagues Nilam Ram and Thomas Robinson) the Human Screenome Project (Nature, 2020), designed to collect moment-by-moment changes in technology use across applications, platforms and screens.

At Stanford, Byron has been Director of the Center for the Study of Language and Information, and Co-Director of the H-STAR Institute (Human Sciences and Technologies Advanced Research), and he was the founding Director of mediaX at Stanford, a university-industry program launched in 2001 to facilitate discussion and research at the intersection of academic and applied interests. Byron has worked at Microsoft Research and with several technology startups, and has been involved with media policy at the FTC, FCC, US Congress and White House. He is an elected Fellow of the International Communication Association, and recipient of ICA Fellows book award for The Media Equation (with Prof. Clifford Nass), and the Novim Foundation Epiphany Science and Society Award. Byron's PhD in Communication is from Michigan State University.

ACADEMIC APPOINTMENTS

- Professor, Communication
- Professor (By courtesy), Graduate School of Education
- Member, Wu Tsai Human Performance Alliance
- Senior Fellow, Precourt Institute for Energy

HONORS AND AWARDS

- Maier Faculty Development Award, University of Wisconsin-Madison (1984)
- Paul C. Edwards Professorship, Stanford University (1992)

- Fellow, International Communication Association (1997)
- Outstanding Alumni Award, Michigan State University (2001)
- Nelson Award, Distinguished Service to Mass Communication Education (2008)

PROFESSIONAL EDUCATION

- Ph.D., Michigan State University , Communication (1976)
- M.A., Michigan State University , Communication (1974)
- B.F.A., Southern Methodist University , Journalism and Graphic Design (1972)

LINKS

- Department of Communication Profile Page: http://comm.stanford.edu/faculty-reeves/
- Precourt Institute for Energy: https://energy.stanford.edu
- H-STAR Site: http://hstar.stanford.edu/

Research & Scholarship

RESEARCH INTERESTS

- Learning Technologies
- Social-Emotional Learning

Teaching

COURSES

2026-27

- Core Field Seminar in Media Psychology: COMM 302A (Aut)
- Media Psychology: COMM 172, COMM 272 (Win)
- Proseminar in Communication: COMM 300 (Aut)
- Seminar in Psychological Processing: COMM 372G (Spr)

2025-26

- Media Psychology: COMM 172, COMM 272 (Win)
- Social Responses to Technology from TV to AI: COMM 372B (Spr)
- The Use of Synthetic Personas in Communication Research: COMM 372A (Aut)
- Theory of Communication: COMM 311 (Aut)

2024-25

- Theory of Communication: COMM 311 (Aut)

2023-24

- Media Psychology: COMM 172, COMM 272 (Win)
- Seminar in Psychological Processing: COMM 372G (Spr)
- Theory of Communication: COMM 311 (Aut)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Merve Cerit, Cyan DeVeaux, Rinseo Park

Doctoral Dissertation Advisor (AC)

Yikun Chi

Doctoral (Program)

Yikun Chi

Publications

PUBLICATIONS

- **Risk Communication in Real Time: Examining Individuals' Smartphone Use During the 2021 Texas Winter Disaster With Mobile Sensing.** *Risk analysis : an official publication of the Society for Risk Analysis*
  Ng, M., Chi, Y., Cho, M. J., Eichstaedt, J., Reeves, B., Robinson, T. N., Ram, N.
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- **Longitudinal Associations Between Adolescents' Smartphone Distraction Management During Family Time and Their Relationships with Parents.** *Educational psychology*
  Park, E., Sun, X., Molaib, K. M., Ram, N., Reeves, B. B., Robinson, T. N.
  2026
- **Longitudinal associations between adolescents' smartphone distraction management during family time and their relationships with parents** *EDUCATIONAL PSYCHOLOGY*
  Park, E., Sun, X., Molaib, K. M., Ram, N., Reeves, B. B., Robinson, T. N.
  2026
- **Objectively Measured Social Media Use and Weight Concerns and Dieting in Adolescents.** *JAMA pediatrics*
  Sun, X., Molaib, K., Xu, T., Ram, N., Reeves, B., Desai, M., Robinson, T. N.
  2025
- **Stanford Screenomics: An Open-source Platform for Unobtrusive Multimodal Digital Trace Data Collection from Android Smartphones.** *medRxiv : the preprint server for health sciences*
  Kim, I., Boffa, J., Cho, M., Conroy, D. E., Kline, N., Haber, N., Robinson, T. N., Reeves, B., Ram, N.
  2025
- **Agreement between self-reported and objectively measured smartphone use among adolescents and adults** *COMPUTERS IN HUMAN BEHAVIOR REPORTS*
  Molaib, K. M., Sun, X., Ram, N., Reeves, B., Robinson, T. N.
  2025; 17
- **Media Content Atlas: A Pipeline to Explore and Investigate Multidimensional Media Space using Multimodal LLMs**
  Cerit, M., Zelikman, E., Cho, M., Robinson, T. N., Reeves, B., Ram, N., Haber, N., ACM
  ASSOC COMPUTING MACHINERY.2025
- **Person-Specific Analyses of Smartphone Use and Mental Health: An Intensive Longitudinal Study Over One Year.** *JMIR formative research*
  Cerit, M., Lee, A. Y., Hancock, J., Miner, A., Cho, M. J., Muise, D., Garròn Torres, A. A., Haber, N., Ram, N., Robinson, T., Reeves, B.
  2024
- **Climate impacts of digital use supply chains** *Environmental Research: Climate*
  Shi, L., Brandt, A., Iancu, D., Mach, K. J., Field, C., Cho, M., Ng, M., Chey, K., Ram, N., Robinson, T., Reeves, B.
  2024; 3 (1)
- **Balancing media selections over time: Emotional valence, informational content, and time intervals of use.** *Heliyon*
  Cho, M. J., Reeves, B., Ram, N., Robinson, T. N.
  2023; 9 (12): e22816
- **The Affective Dynamics of Everyday Digital Life: Opening Computational Possibility.** *Affective science*
  Rocklin, M. L., Garròn Torres, A. A., Reeves, B., Robinson, T. N., Ram, N.
  2023; 4 (3): 529-540

- **The Affective Dynamics of Everyday Digital Life: Opening Computational Possibility** *AFFECTIVE SCIENCE*
  Rocklin, M. L., Torres, A., Reeves, B., Robinson, T. N., Ram, N.
  2023
- **Binding the Person-Specific Approach to Modern AI in the Human Screenome Project: Moving past Generalizability to Transferability.** *Multivariate behavioral research*
  Ram, N., Haber, N., Robinson, T. N., Reeves, B.
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- **Virtual and real: Symbolic and natural experiences with social robots.** *The Behavioral and brain sciences*
  Reeves, B.
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- **Media Production on Smartphones: Analysis of the Timing, Content, and Context of Message Production Using Real-World Smartphone Use Data.** *Cyberpsychology, behavior and social networking*
  Cho, M. J., Reeves, B., Robinson, T. N., Ram, N.
  2023
- **Digital Trace Data Collection for Social Media Effects Research: APIs, Data Donation, and (Screen) Tracking** *COMMUNICATION METHODS AND MEASURES*
  Ohme, J., Araujo, T., Boeschoten, L., Freelon, D., Ram, N., Reeves, B. B. B., Robinson, T. N.
  2023
- **The psychology of poverty and life online: natural experiments on the effects of smartphone payday loan ads on psychological stress** *INFORMATION COMMUNICATION & SOCIETY*
  Lee, J., Hamilton, J. T., Ram, N., Roehrick, K., Reeves, B.
  2022
- **Stimulus Sampling With 360-Videos: Examining Head Movements, Arousal, Presence, Simulator Sickness, and Preference on a Large Sample of Participants and Videos** *IEEE TRANSACTIONS ON AFFECTIVE COMPUTING*
  Jun, H., Miller, M., Herrera, F., Reeves, B., Bailenson, J. N.
  2022; 13 (3): 1416-1425
- **Connectedness and independence of young adults and parents in the digital world: Observing smartphone interactions at multiple timescales using Screenomics** *JOURNAL OF SOCIAL AND PERSONAL RELATIONSHIPS*
  Sun, X., Ram, N., Reeves, B., Cho, M., Fitzgerald, A., Robinson, T. N.
  2022
- **Selectively localized: Temporal and visual structure of smartphone screen activity across media environments** *MOBILE MEDIA & COMMUNICATION*
  Muise, D., Lu, Y., Pan, J., Reeves, B.
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- **Screenertia: Understanding "Stickiness" of Media Through Temporal Changes in Screen Use** *COMMUNICATION RESEARCH*
  Brinberg, M., Ram, N., Wang, J., Sundar, S., Cummings, J. J., Yeykelis, L., Reeves, B.
  2022
- **Screenomics: A Framework to Capture and Analyze Personal Life Experiences and the Ways that Technology Shapes Them.** *Human-computer interaction*
  Reeves, B., Ram, N., Robinson, T. N., Cummings, J. J., Giles, C. L., Pan, J., Chiatti, A., Cho, M. J., Roehrick, K., Yang, X., Gagneja, A., Brinberg, M., Muise, et al
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- **The Idiosyncrasies of Everyday Digital Lives: Using the Human Screenome Project to Study User Behavior on Smartphones.** *Computers in human behavior*
  Brinberg, M. n., Ram, N. n., Yang, X. n., Cho, M. J., Sundar, S. S., Robinson, T. N., Reeves, B. n.
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- **Rollman and Brent: Phonotype.** *Journal of general internal medicine*
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- **Time for the Human Screenome Project** *NATURE*
  Reeves, B., Robinson, T., Ram, N.
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- **Screenomics: A New Approach for Observing and Studying Individuals' Digital Lives.** *Journal of adolescent research*
  Ram, N., Yang, X., Cho, M. J., Brinberg, M., Muirhead, F., Reeves, B., Robinson, T. N.
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- **Time for the Human Screenome Project** *NATURE*
  Reeves, B., Robinson, T., Ram, N.
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- **Screenomics: A New Approach for Observing and Studying Individuals' Digital Lives** *JOURNAL OF ADOLESCENT RESEARCH*
  Ram, N., Yang, X., Cho, M., Brinberg, M., Muirhead, F., Reeves, B., Robinson, T. N.
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- **Communicating Dominance in a Nonanthropomorphic Robot Using Locomotion** *ACM TRANSACTIONS ON HUMAN-ROBOT INTERACTION*
  Li, J., Cuadra, A., Mok, B., Reeves, B., Kaye, J., Ju, W.
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- **Helping Not Hurting: Applying the Stereotype Content Model and BIAS Map to Social Robotics**
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- **Using Screenshots to Predict Task Switching on Smartphones**
  Yang, X., Ram, N., Robinson, T., Reeves, B., Assoc Comp Machinery
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- **Screenomics: a framework to capture and analyze personal life experiences and the ways that technology shapes them** *Human-Computer Interaction*
  Reeves, B.
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  Chiatti, A., Cho, M., Gagneja, A., Yang, X., Brinberg, M., Roehrick, K., Choudhury, S., Ram, N., Reeves, B., Giles, C., Assoc Comp Machinery
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  Li, J., Ju, W., Reeves, B.
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  Reeves, B., Cummings, J. J., Scarborough, J. K., Yeykelis, L.
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- **Emotion and memory responses to negative political advertising** *Television and political advertising: Psychological processes*
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- **Negative and positive television messages: Effects of message type and message context on attention and memory** *American Behavioral Scientist*
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