Bio

BIO
Byron Reeves received a B.F.A. in graphic design from Southern Methodist University and his M.A. and a Ph.D. in communication from Michigan State University.

Prior to joining Stanford in 1985, he taught at the University of Wisconsin where he was director of graduate studies and associate chair of the Mass Communication Research Center.

He teaches courses in mass communication theory and research, with particular emphasis on psychological processing of interactive media. His research includes message processing, social cognition, and social and emotion responses to media, and has been published in books of collected studies as well as such journals as Human Communication Research, Journal of Social Issues, Journal of Broadcasting, and Journalism Quarterly. He is co-author of The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places (Cambridge University Press).

His research has been the basis for a number of new media products for companies such as Microsoft, IBM, and Hewlett-Packard, in the areas of voice interfaces, automated dialogue systems and conversational agents. He is currently working on the applications of multi-player game technology to learning and the conduct of serious work.

ACADEMIC APPOINTMENTS

• Professor, Communication
• Professor (By courtesy), Graduate School of Education
• 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)
Byron Reeves
http://cap.stanford.edu/profiles/Byron_Reeves/

- 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
- Social and Emotional Learning
- Technology and Education

Teaching

COURSES

2020-21
- Media Psychology: COMM 172, COMM 272 (Win)
- Seminar in Psychological Processing: COMM 372G (Spr)
- Theory of Communication: COMM 311 (Aut)

2019-20
- Media Psychology: COMM 172, COMM 272 (Spr)
- Seminar in Psychological Processing: COMM 372G (Win)
- Theory of Communication: COMM 311 (Aut)

2018-19
- Theory of Communication: COMM 311 (Aut)

2017-18
- Media Psychology: COMM 172, COMM 272 (Spr)
- Media and Time: COMM 378 (Win)
- Theory of Communication: COMM 311 (Aut)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)
Jihye Lee, Mufan Luo

Postdoctoral Research Mentor
Xiaoran Sun

Publications

PUBLICATIONS
- Computer agents versus avatars: Responses to interactive game characters controlled by a computer or other player INTERNATIONAL JOURNAL OF HUMAN-COMPUTER STUDIES
  Lim, S., Reeves, B.
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• Government Uses for Games and Virtual Worlds: Optimizing Choices for Citizens and Government Workers in the Areas of Energy Efficiency, Educational Assessment, Worker Productivity, Health and Quality of Information Exchanges White House Office of Science and Technology Policy
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• Being in the Game: Effects of Avatar Choice and Point of View on Psychophysiological Responses During Play MEDIA PSYCHOLOGY
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• Being in the game: Effects of avatar choice and point of view on arousal responses during play Media Psychology
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• Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete
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• Leadership’s online labs HARVARD BUSINESS REVIEW
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• Leaderships Living Lab: Implications of Multiplayer Games for the Enterprise Harvard Business Review
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• The effect of user control on the cognitive and emotional processing of pictures MEDIA PSYCHOLOGY
Wise, K., Reeves, B.
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• Foundations and opportunities for an interdisciplinary sciences of learning. The Cambridge Handbook of the Learning Sciences
Bransford, J., Barron, B., Pea, R., Meltzoff, A., Kuhl, P., Bell, P., Stevens, D., Shwartz, D., Vye, N., Reeves, B., Roschelle, J., Sabelli, N.
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• The new videomalaise: Effects of televised incivility on political trust AMERICAN POLITICAL SCIENCE REVIEW
Mutz, D. C., Reeves, B.

• Learning theories and education: Toward a decade of synergy Handbook of Educational Psychology
Bransford, J., Vye, N., Stevens, R., Kuhl, P., Schwartz, D., Bell, P., Meltzoff, A., Barron, B., Pea, R., Reeves, B., Roschelle, J., Sabelli, N.
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• Perceptual bandwith COMMUNICATIONS OF THE ACM
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• The effects of animated characters on anxiety, task performance and evaluations of user interfaces Proceedings of the CHI 2000 Conference
Reeves, B.
2000

• The effects of screen size and message content on arousal and attention Media Psychology
Reeves, B., Lang, A., Young, E., Tatar, D.
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Switching channels: The effects of television channels on the mental representations of television news. *Journal of Broadcasting & Electronic Media*  
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Lang, A., Newhagen, J., Reeves, B.  
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A bio-informational theory of emotion: Motion and image size effects on viewers. *Journal of Communication*  
Detenber, B. H., Reeves, B.  
1996; 46 (3): 66-84

Technology and roles: A tale of two TVs. *Journal of Communication*  
Nass, C., Reeves, B., Leshner, G.  
1996; 46 (2): 121-128

The Media Equation: How People Treat Computers, Television and New Media Like Real People and Places  
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Designing experiments that assess psychological responses to media messages. *Measuring psychological responses to media*  
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Geiger, S., Reeves, B.  
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1993; 19: 368-387

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Newhagen, J. E., Reeves, B.  
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- NEGATIVE AND POSITIVE TELEVISION MESSAGES - EFFECTS OF MESSAGE TYPE AND CONTEXT ON ATTENTION AND MEMORY  AMERICAN BEHAVIORAL SCIENTIST
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- Positive and negative political advertising: Effectiveness of ads and perceptions of campaigns  Television and political advertising: Psychological processes
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