



## Byron Reeves

Paul C. Edwards Professor of Communication, Senior Fellow at the Precourt Institute for Energy and Professor, by courtesy, of Education

### Bio

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#### 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
- Senior Fellow, Precourt Institute for Energy
- 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)
- 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

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### RESEARCH INTERESTS

- Social and Emotional Learning
- Technology and Education

## Teaching

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### COURSES

#### 2023-24

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

#### 2022-23

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

#### 2021-22

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

#### 2020-21

- 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)

Angela Lee, Ryan Moore

Doctoral (Program)

Yikun Chi

## Publications

### PUBLICATIONS

- **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.  
2023: 1-9
- **Virtual and real: Symbolic and natural experiences with social robots.** *The Behavioral and brain sciences*  
Reeves, B.  
2023; 46: e43
- **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., 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*  
Muisse, D., Lu, Y., Pan, J., Reeves, B.  
2022
- **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  
2021; 36 (2): 150-201
- **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.  
2021; 114
- **Rollman and Brent: Phonotype.** *Journal of general internal medicine*  
Robinson, T. N., Reeves, B., Ram, N.  
2020
- **Time for the Human Screenome Project** *NATURE*  
Reeves, B., Robinson, T., Ram, N.  
2020; 577 (7790): 314-17
- **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.  
2020; 35 (1): 16-50
- **Time for the Human Screenome Project** *NATURE*  
Reeves, B., Robinson, T., Ram, N.  
2020; 577 (7790): 314-17
- **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.  
2019
- **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.  
2019; 8 (1)
- **Helping Not Hurting: Applying the Stereotype Content Model and BIAS Map to Social Robotics**  
Mieczkowski, H., Liu, S., Hancock, J., Reeves, B., IEEE  
IEEE.2019: 222-29
- **Using Screenshots to Predict Task Switching on Smartphones**  
Yang, X., Ram, N., Robinson, T., Reeves, B., Assoc Comp Machinery  
ASSOC COMPUTING MACHINERY.2019
- **#Science: The potential and the challenges of utilizing social media and other electronic communication platforms in health care.** *Clinical and translational science*  
Gijssen, V. n., Maddux, M. n., Lavertu, A. n., Gonzalez-Hernandez, G. n., Ram, N. n., Reeves, B. n., Robinson, T. n., Ziesenitz, V. n., Shakhnovich, V. n., Altman, R. n.  
2019
- **Psychological and physiological effects of applying self-control to the mobile phone.** *PloS one*  
Markowitz, D. M., Hancock, J. T., Bailenson, J. N., Reeves, B. n.  
2019; 14 (11): e0224464
- **Screenomics: a framework to capture and analyze personal life experiences and the ways that technology shapes them** *Human-Computer Interaction*  
Reeves, B.  
2019
- **The Fragmentation of Work, Entertainment, E-Mail, and News on a Personal Computer: Motivational Predictors of Switching Between Media Content** *MEDIA PSYCHOLOGY*  
Yeykelis, L., Cummings, J. J., Reeves, B.  
2018; 21 (3): 377-402
- **Text Extraction and Retrieval from Smartphone Screenshots: Building a Repository for Life in Media**

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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  
ASSOC COMPUTING MACHINERY.2018: 948–55
- **Touching a Mechanical Body: Tactile Contact With Body Parts of a Humanoid Robot Is Physiologically Arousing** *JOURNAL OF HUMAN-ROBOT INTERACTION*  
Li, J., Ju, W., Reeves, B.  
2017; 6 (3): 118–30
  - **Erratum to: Methods for evaluating medical tests and biomarkers.** *Diagnostic and prognostic research*  
Gopalakrishna, G. n., Langendam, M. n., Scholten, R. n., Bossuyt, P. n., Leeftang, M. n., Noel-Storr, A. n., Thomas, J. n., Marshall, I. n., Wallace, B. n., Whiting, P. n., Davenport, C. n., Leeftang, M. n., GopalaKrishna, et al  
2017; 1: 11
  - **The Use of Media in Media Psychology** *MEDIA PSYCHOLOGY*  
Reeves, B., Yeykelis, L., Cummings, J. J.  
2016; 19 (1): 49-71
  - **The Impact of Vivid Messages on Reducing Energy Consumption Related to Hot Water Use** *ENVIRONMENT AND BEHAVIOR*  
Bailey, J. O., Bailenson, J. N., Flora, J., Armel, K. C., Voelker, D., Reeves, B.  
2015; 47 (5): 570-592
  - **Increasing Energy Efficiency With Entertainment Media: An Experimental and Field Test of the Influence of a Social Game on Performance of Energy Behaviors** *ENVIRONMENT AND BEHAVIOR*  
Reeves, B., Cummings, J. J., Scarborough, J. K., Yeykelis, L.  
2015; 47 (1): 102-115
  - **Multitasking on a Single Device: Arousal and the Frequency, Anticipation, and Prediction of Switching Between Media Content on a Computer** *JOURNAL OF COMMUNICATION*  
Yeykelis, L., Cummings, J. J., Reeves, B.  
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  - **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.  
2010; 68 (1-2): 57-68
  - **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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2010
  - **Being in the Game: Effects of Avatar Choice and Point of View on Psychophysiological Responses During Play** *MEDIA PSYCHOLOGY*  
Lim, S., Reeves, B.  
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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*  
Reeves, B., Malone, T. W., O'Driscoll, T.  
2008; 86 (5): 58-?
  - **A marketplace for attention: Responses to a synthetic currency used to signal information importance in E-mail** *First Monday*  
Reeves, B., Roy, S., Gorman, B., Morley, T.  
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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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- **The new videomalaise: Effects of televised incivility on political trust** *AMERICAN POLITICAL SCIENCE REVIEW*  
Mutz, D. C., Reeves, B.  
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- **Learning theories and education: Toward a decade of synergy** *Handbook of Educational Psychology*  
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Reeves, B., Nass, C.  
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- **Social issues and the effects of high-bandwidth interactions** *Proceedings of the Internet2 Socio-Technical Summit*  
Reeves, B.  
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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*  
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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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- **Negative video as structure: Emotion, attention, capacity, and memory** *JOURNAL OF BROADCASTING & ELECTRONIC MEDIA*  
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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.  
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- **Technology and roles: A tale of two TVs** *JOURNAL OF COMMUNICATION*  
Nass, C., Reeves, B., Leshner, G.  
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- **The Media Equation: How People Treat Computers, Television and New Media Like Real People and Places**  
Reeves, B., Nass, C.  
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- **Hemispheres of scholarship: Psychological and other approaches to studying communication** *The audience and its landscape*  
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- **CAN COMPUTER PERSONALITIES BE HUMAN PERSONALITIES** *INTERNATIONAL JOURNAL OF HUMAN-COMPUTER STUDIES*  
Nass, C., Moon, Y., Fogg, B. J., Reeves, B., Dryer, D. C.  
1995; 43 (2): 223-239
- **Designing experiments that assess psychological responses to media messages** *Measuring psychological responses to media*  
Reeves, B., Geiger, S.  
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- **THE EFFECTS OF SCENE CHANGES AND SEMANTIC RELATEDNESS ON ATTENTION TO TELEVISION** *COMMUNICATION RESEARCH*  
Geiger, S., Reeves, B.  
1993; 20 (2): 155-175
- **WE INTERRUPT THIS PROGRAM ... ATTENTION FOR TELEVISION SEQUENCES** *HUMAN COMMUNICATION RESEARCH*  
Geiger, S., Reeves, B.  
1993; 19 (3): 368-387
- **We interrupt this program: Attention for television sequences** *Human Communication Research*  
Reeves, B., Geiger, S.  
1993; 19: 368-387
- **THE EVENINGS BAD-NEWS - EFFECTS OF COMPELLING NEGATIVE TELEVISION-NEWS IMAGES ON MEMORY** *JOURNAL OF COMMUNICATION*  
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- **ON HOW WE STUDY AND WHAT WE STUDY** *JOURNAL OF BROADCASTING & ELECTRONIC MEDIA*  
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1992; 36 (2): 235-238
- **On how we study and what we study** *Journal of Broadcasting and Electronic Media*  
Reeves, B.  
1992; 36: 235-238
- **This evening's bad news: Effects of compelling negative television news images on memory** *Journal of Communication*  
Newhagen, J., Reeves, B.  
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- **MEDIA STUDIES AND PSYCHOLOGY** *COMMUNICATION RESEARCH*  
Reeves, B., Anderson, D. R.  
1991; 18 (5): 597-600
- **NEGATIVE AND POSITIVE TELEVISION MESSAGES - EFFECTS OF MESSAGE TYPE AND CONTEXT ON ATTENTION AND MEMORY** *AMERICAN BEHAVIORAL SCIENTIST*  
Reeves, B. R., NEWHAGEN, J., Maibach, E., Basil, M., Kurz, K.  
1991; 34 (6): 679-694
- **COMBINING, DISTINGUISHING, AND GENERATING THEORIES IN COMMUNICATION - A DOMAINS OF ANALYSIS FRAMEWORK** *COMMUNICATION RESEARCH*  
Nass, C. I., Reeves, B.  
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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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- **Evaluation and memory for political candidates in televised commercials** *Television and political advertising: Psychological processes*  
Geiger, S., Reeves, B.  
Lawrence Erlbaum Associates.1991: 125-144
- **Cognitive processing of media** *Special issue of Communication Research*

- Reeves, B., Anderson, D.  
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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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  - **THEORIES ABOUT NEWS AND THEORIES ABOUT COGNITION - ARGUMENTS FOR A MORE RADICAL SEPARATION** *AMERICAN BEHAVIORAL SCIENTIST*  
Reeves, B.  
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  - **EMOTIONAL TELEVISION SCENES AND HEMISPHERIC-SPECIALIZATION** *HUMAN COMMUNICATION RESEARCH*  
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  - **INFLUENCE OF STORY SCHEMA DEVELOPMENT ON CHILDRENS ATTENTION TO TELEVISION** *COMMUNICATION RESEARCH*  
MEADOWCROFT, J. M., Reeves, B.  
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  - **Influence of story schema development on children's attention to television** *Communication Research*  
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  - **HEMISPHERICALLY LATERALIZED EEG AS A RESPONSE TO TELEVISION COMMERCIALS** *JOURNAL OF CONSUMER RESEARCH*  
ROTHSCHILD, M. L., Hyun, Y. J., Reeves, B., Thorson, E., Goldstein, R.  
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  - **CITATION NETWORKS OF COMMUNICATION JOURNALS, 1977-1985 - CLIQUES AND POSITIONS, CITATIONS MADE AND CITATIONS RECEIVED** *HUMAN COMMUNICATION RESEARCH*  
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  - **Communication and children: Development of language, communicative competence, and understanding of media** *Handbook of communication science*  
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  - **WATCHING TELEVISION - EXPERIMENTS ON THE VIEWING PROCESS** *COMMUNICATION RESEARCH*  
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  - **EEG ACTIVITY AND THE PROCESSING OF TELEVISION COMMERCIALS** *COMMUNICATION RESEARCH*  
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  - **Attention to local and global complexity in television messages***Communication yearbook* *Communication yearbook 10*  
Thorson, E., Reeves, B., Schleuder, J.  
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  - **Attention to television: Psychological theories and chronometric measures** *Perspectives on media effects*  
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- **ATTENTION TO TELEVISION - INTRASTIMULUS EFFECTS OF MOVEMENT AND SCENE CHANGES ON ALPHA-VARIATION OVER TIME** *INTERNATIONAL JOURNAL OF NEUROSCIENCE*  
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- **Effects of program context on the processing of television commercials** *Proceedings of the American Academy of Advertising*  
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WARTELLA, E., Reeves, B.  
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- **MESSAGE COMPLEXITY AND ATTENTION TO TELEVISION** *COMMUNICATION RESEARCH*  
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- **Trends in children's television** *The future of children's television*  
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- **A BIBLIOMETRIC EVALUATION OF CORE JOURNALS IN COMMUNICATION-RESEARCH** *HUMAN COMMUNICATION RESEARCH*  
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- **Now you see them, now you don't: Demonstrating effects of communication programs** *Public Relations Quarterly, Fall*  
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- **'Fraught with such great possibilities': The historical relationship of communication research to mass media regulation** *Proceedings of the tenth annual telecommunications policy research conference*  
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- **Television's influence on children's encoding of person information** *Human Communication Research*  
Reeves, B., Garramone, G.  
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- **Children's person perception: Generalization from television to real people** *Human Communication Research*  
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- **Social cognition and mass communication** *Social cognition and communication*  
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- **CHILDREN AND TELEVISION-NEWS** *JOURNALISM QUARTERLY*  
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- **The nature of mass media effects** *Television and social behavior: Beyond violence and children*  
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- **LEARNING FROM A TELEVISION-NEWS STORY** *COMMUNICATION RESEARCH*

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