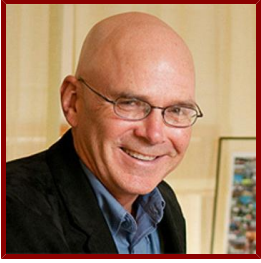


# Stanford

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## 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
- 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

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### 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.  
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- **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.  
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- **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.  
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*  
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- **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.  
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- **Screenomics: A New Approach for Observing and Studying Individuals' Digital Lives.** *Journal of adolescent research*  
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- **Screenomics: A New Approach for Observing and Studying Individuals' Digital Lives** *JOURNAL OF ADOLESCENT RESEARCH*  
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2019
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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**  
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  
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- **#Science: The potential and the challenges of utilizing social media and other electronic communication platforms in health care.** *Clinical and translational science*  
Gijzen, 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.  
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- **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.  
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- **Screenomics: a framework to capture and analyze personal life experiences and the ways that technology shapes them** *Human-Computer Interaction*  
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2019
- **The Fragmentation of Work, Entertainment, E-Mail, and News on a Personal Computer: Motivational Predictors of Switching Between Media Content** *MEDIA PSYCHOLOGY*  
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- **Text Extraction and Retrieval from Smartphone Screenshots: Building a Repository for Life in Media**

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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