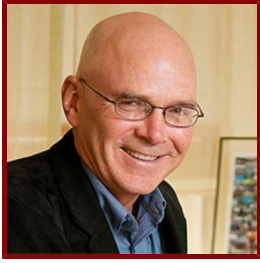


# Stanford

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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

 Curriculum Vitae available Online

### Bio

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#### 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)

- 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

#### 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)

#### 2016-17

- 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)

Fernanda Herrera, Jihye Lee

#### Doctoral Dissertation Advisor (AC)

Mu-Jung Cho

#### Doctoral (Program)

Mu-Jung Cho

#### Postdoctoral Research Mentor

Xiaoran Sun

## Publications

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### 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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2010
- **Being in the Game: Effects of Avatar Choice and Point of View on Psychophysiological Responses During Play** *MEDIA PSYCHOLOGY*  
Lim, S., Reeves, B.  
2009; 12 (4): 348-370
- **Being in the game: Effects of avatar choice and point of view on arousal responses during play** *Media Psychology*  
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2009; 12 (4): 348-370
- **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.  
2008; 13 (5)
- **Leaderships Living Lab: Implications of Multiplayer Games for the Enterprise** *Harvard Business Review*  
Reeves, B., Malone, T., O'Driscoll, T.  
2008
- **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., Schwartz, D., Vye, N., Reeves, B., Roschelle, J., Sabelli, N.  
Cambridge University Press.2006
- **The new videomalaise: Effects of televised incivility on political trust** *AMERICAN POLITICAL SCIENCE REVIEW*  
Mutz, D. C., Reeves, B.  
2005; 99 (1): 1-15
- **Learning theories and education: Toward a decade of synergy** *Handbook of Educational Psychology*  
Bransford, J., Vye, N., Stevens, R., Kuhl, P., Schwatz, D., Bell, P., Meltzoff, A., Barron, B., Pea, R., Reeves, B., Roschelle, J., Sabelli, N.  
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- **Perceptual bandwidth** *COMMUNICATIONS OF THE ACM*  
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2000; 43 (3): 65-70
- **Social issues and the effects of high-bandwidth interactions** *Proceedings of the Internet2 Socio-Technical Summit*  
Reeves, B.

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2000: 81–89

- **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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- **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*  
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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**  
Reeves, B., Nass, C.  
Cambridge University Press.1996
- **Hemispheres of scholarship: Psychological and other approaches to studying communication** *The audience and its landscape*  
Reeves, B.  
Westview Press.1996: 265–280
- **CAN COMPUTER PERSONALITIES BE HUMAN PERSONALITIES** *INTERNATIONAL JOURNAL OF HUMAN-COMPUTER STUDIES*  
Nass, C., Moon, Y., Fogg, B. J., Reeves, B., Dryer, D. C.  
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- **Designing experiments that assess psychological responses to media messages** *Measuring psychological responses to media*  
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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.  
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- **We interrupt this program: Attention for television sequences** *Human Communication Research*  
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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*

- Reeves, B.  
1992; 36 (2): 235-238
- **On how we study and what we study** *Journal of Broadcasting and Electronic Media*  
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  - **This evening's bad news: Effects of compelling negative television news images on memory** *Journal of Communication*  
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  - **MEDIA STUDIES AND PSYCHOLOGY** *COMMUNICATION RESEARCH*  
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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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  - **Evaluation and memory for political candidates in televised commercials** *Television and political advertising: Psychological processes*  
Geiger, S., Reeves, B.  
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  - **Cognitive processing of media** *Special issue of Communication Research*  
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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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- **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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- **Television's influence on children's encoding of person information** *Human Communication Research*  
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- **Children's person perception: Generalization from television to real people** *Human Communication Research*  
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- **LEARNING FROM A TELEVISION-NEWS STORY COMMUNICATION RESEARCH**  
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- **Children's impressions of television characters** *Proceedings of the sixth annual telecommunications policy research conference*  
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1979
- **The dimensional structure of children's perceptions of television characters: A replication** *Human Communication Research*  
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- **Children's understanding of television people** *Children communicating: Media and development of thought, speech and understanding*  
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- **Children's perceived reality of television and effects of TV on social behavior** *Journalism Quarterly*  
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- **A multidimensional measure of children's identification with television characters** *Journal of Broadcasting*  
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1978; 22: 71-86
- **Investigating the assumptions of uses and gratifications research** *Communication Research*  
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- **Children's perceptions of television characters** *Human Communication Research*  
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1977; 3: 113-117
- **Linking dramatic TV content to children's occupational sex role stereotypes** *Journal of Broadcasting*  
Miller, M. M., Reeves, B.  
1976; 20: 35-50
- **Children and the perceived reality of television** *Journal of Social Issues*  
Greenberg, B., Reeves, B.  
1976; 32: 86-97
- **Children's television and the economically disadvantaged child: Research findings and policy implications** *The federal role in children's television programming*  
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