

RENÉ WEBER

VITA

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CONTACT INFORMATION

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EDUCATION

- M.D. **2008, RWTH University Aachen, Germany**
(Dr. rer. medic.) **Medicine**
Dissertation title: Connectivity of Brain Regions During Social Interactions.
Theory-Based, Event-Related Content Analysis of Continuous, Semi-Natural
Stimuli as Paradigm in Functional Magnetic Resonance Imaging.
- Ph.D. **2000, Berlin University of Technology, Germany**
(Dr. rer. nat.) **Media Psychology**
Dissertation title: TV Audience Prediction. A Comparison of Neural Networks,
Tree Models, and Classical Statistics.
- M.A./B.A. **1995, Berlin University of Technology, Germany**
(Dipl.-Kfm.) **Business Administration**
Major: Operations Research & Statistics
Minor: Econometrics & Empirical Economic Research
- M.A./B.A. **1993, Berlin University of Arts, Germany**
(Dipl.-Komm.) **Communication**
Major: Communication Sciences
Minor: Film & TV Production

ACADEMIC APPOINTMENTS

- 2014-present **Full Professor**, Department of Communication, Media Neuroscience Lab,
University of California Santa Barbara, California.

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- 2009-2013 **Associate Professor**, Department of Communication, Media Neuroscience Lab, University of California Santa Barbara, California.
- 2007-2008 **Assistant Professor**, Department of Communication, University of California Santa Barbara, California.
- 2005-2006 **Assistant Professor**, Department of Communication, Michigan State University, East Lansing, Michigan.
- 2003-2004 **Post Doctoral Associate**, Annenberg School for Communication, University of Southern California, Los Angeles, California.
- 1995-2002 **Research Assistant**, Department of Psychology, Berlin University of Technology, Germany.
- 1993-1997 **Lecturer**, Department of Communication, Berlin University of Arts, Germany.

VISITING ACADEMIC APPOINTMENTS

- 2018 **Visiting Professor** (September 2018), Institute of Media and Communication Studies, University of Mannheim, Germany.
- 2017 **Paul Lazarsfeld Professor** (January – December 2017), University of Vienna, Austria.
- 2016 **Visiting Professor** (June – July 2016), Wee Kim Wee School of Communication and Information, Nanyang Technical University, Singapore.
- 2015 **Visiting Professor** (October – November 2015), Wee Kim Wee School of Communication and Information, Nanyang Technical University, Singapore.
- 2011 **Visiting Professor** (June – October 2011), Department of Communication, University of Muenster & University of Munich, Germany.
- 2011 **Visiting Professor** (October – November 2011), Wee Kim Wee School of Communication and Information, Nanyang Technical University, Singapore.
- 2001-2002 **Visiting Professor**, (April 2001 – October 2002), Department of Communication, Berlin University of Arts, Germany.

NON-ACADEMIC APPOINTMENTS

- 2013-2020 **Scientific Collaborator and Consultant**, Neusrel Causal Analytics Inc., Santa Barbara, California.
- 2005-2006 **Programming Strategy & Research Consultant**, Sevenone Media Inc., Munich, Germany
- 2003-2004 **Program Testing & Research Consultant**, NBC Universal Inc., Los Angeles/Burbank, California
- 2000-2003 **Chief Executive Officer**, Opinion Now!® Ltd., Berlin, Germany

AWARDS AND HONORS

- 2020 **Top Paper Award**, International Communication Association, Computational Methods Division.
- 2020 **Top Paper Award**, International Communication Association, Communication Science and Biology Interest Group.
- 2020 **“Outstanding Professor” Accolade**, Alpha-Chi-Omega Sorority, University of California Santa Barbara.
- 2019 **Top Paper Award**, National Communication Association, Communication and Social Cognition Division.
- 2019 **Best Article of the Year 2018 Award**, Association for Education in Journalism and Mass Communication, Communication Methods and Measures (Journal), Taylor & Francis (Publisher), and the Communication Theory and Methodology Division.
- 2019 **Top Paper Award**, International Communication Association, Computational Communication Research Division.
- 2018 **Top Abstract Award**, German Association for Psychiatry, Psychotherapy, and Psychosomatics (DGPPN), Session “Bildgebende Verfahren” [Brain Imaging].
- 2018 **Distinguished Article of the Year Award**, National Communication Association, Communication and Social Cognition Division.
- 2018 **Top Paper Award**, National Communication Association, Mass Communication Division.
- 2018 **Fellow** of the International Communication Association, Washington D.C., U.S.A.
- 2018 **Top Paper Award**, International Communication Association, Communication Science & Biology Interest Group.
- 2018 **Top Paper Award**, International Communication Association, Communication Science & Biology Interest Group.
- 2018 **Top Poster Award**, Social and Affective Neuroscience Society.
- 2018 **Top Presentation Award**, Social and Affective Neuroscience Society.
- 2017 **Paul Lazarsfeld Professor**, University of Vienna, Austria, Election and Appointment.
- 2017 **Top Paper Award**, International Communication Association, Communication Science & Biology Interest Group.
- 2017 **Top Paper Award**, International Communication Association, Communication Science & Biology Interest Group.
- 2017 **Advisee Dissertation Award**, International Communication Association, Annie Lang Dissertation Award from the Information Systems Division for advisee Richard Huskey.

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- 2016 **Best Academic Article for the Year 2016 - “Great Mind Award”**, Editorial Review Board and the Senior Advisory Board, Journal of Advertising Research, Advertising Research Foundation.
- 2015 **Top 5% Conference Paper**, Advertising Research Foundation, Re!Think 2015 Conference
- 2013 **Best Article of the Year 2012 Award**, Association for Education in Journalism and Mass Communication, Communication Methods and Measures (Journal), Taylor & Francis (Publisher), and the Communication Theory and Methodology Division.
- 2013 **Top Paper Award**, National Communication Association, Communication and Social Cognition Division.
- 2012 **“Professor Who Changed My Life” Award**, Pi-Beta-Phi Sorority, University of California Santa Barbara.
- 2011 **Top Paper Award**, International Communication Association, Mass Communication Division.
- 2010 **Top Paper Award**, National Communication Association, Mass Communication Division.
- 2008 **Doctor Rerum Medicinalis with Honor Award**, RWTH University of Aachen, Germany.
- 2008 **Nominee**, Outstanding Young Scholar Award, International Communication Association.
- 2008 **Top Paper Award**, International Communication Association, Mass Communication Division.
- 2001 **Nominee**, Young Academy of the Sciences (Junge Akademie der Wissenschaften), Berlin, Germany
- 2000 **Doctor Rerum Naturalium with Highest Honor Award**, Berlin University of Technology, Germany
- 2000 **Best Doctoral Dissertation Award**, German and Swiss Marketing Associations, Basle, Switzerland.
- 1995 **Top Student Award**, Berlin University of Technology, Germany

GRANTS AND CONTRACTS

- 2019 **ReFrame (Sundance Film Institute and the Women in Film Society), Co-Principal Investigator (PI: Stacy Smith): The Ticket to Inclusion: An Economic Analysis of Popular Film.** \$20,000.
- 2019 **Templeton Foundation, Principal Investigator (Co-PI: Stacy Smith): Moral Foundation of Movies: Examining the Virtuous Content and Financial Performance of Popular Films.** \$234,219.

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- 2019 **United States Army Research Laboratory, Principal Investigator** (Co-PI: Peter Khooshabehadeh). Predicting Real-World Conflicts with UCSB's Moral Narrative Analyzer Platform. \$120,000 (estimated as no specified amount).
- 2018 **University of California Santa Barbara, Rutherford Fett Fund, Principal Investigator**: Characterizing the Dynamics of Cognitive Control and Reward Networks in ADHD and Non-ADHD Populations During a Naturalistic Task. \$25,000.
- 2018 **University of California Santa Barbara, IGERT Innovation Fund, Co-Principal Investigator** (with Co-PI: Jacob Fisher): Developing an Interactive, Naturalistic Stimulus for the Study of Network Dynamics of Cognitive Control. \$12,000.
- 2017 **University of California Santa Barbara, Academic Senate, Faculty Research Grant, Principal Investigator**: College Students, Media, and the Increasing Prevalence of Attention Disorders: Examining the Role of Motivation and Perceptual Load on Cognitive Control and Learning in ADHD and High Media Multitasking Populations. \$13,800.
- 2016 **Templeton Foundation, Co-Principal Investigator** (with Co-PI: Stacy Smith): Moral Foundation of Movies: Examining the Virtuous Content and Financial Performance of Popular Films. \$272,000.
- 2016 **National Science Foundation, Social Science Research Council, Co-Principal Investigator** (with PI: Michael Gazzaniga, Co-PIs: Leda Cosmides, John Tooby, Walter-Sinnott Armstrong, Ryan Opreah): Root Causes of Polarization. \$25,000.
- 2016 **United States Army Research Laboratory, Co-Principal Investigator** (with Co-PI: Scott Grafton): Neural Mechanisms of Cooperation with Virtual Agents. \$20,000.
- 2015 **United States Army Research Laboratory, Principal Investigator**: Automated Analysis of Moral Narratives in Online Communication Sources - Cross-Cultural Differences and Prediction of Real-World Outcomes. \$500,000.
- 2015 **University of California Santa Barbara, Brain Imaging Center, Principal Investigator**: Is Media Enjoyment an Emergent Property of the Synchronization of Attentional and Reward Networks? \$15,840.
- 2015 **University of California Santa Barbara, Institute for Social, Behavioral, and Economic Research, Social Science Research Grant, Principal Investigator**: Is Media Enjoyment an Emergent Property of the Synchronization of Attentional and Reward Networks? \$8,000.
- 2015 **University of California Santa Barbara, Academic Senate, Faculty Research Grant, Principal Investigator**: Is Media Enjoyment an Emergent Property of the Synchronization of Attentional and Reward Networks? \$6,800.
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- 2013 **University of California Santa Barbara, Institute for Collaborative Biotechnology, Principal Investigator:** Automated Analysis and Modeling of Motivationally Relevant Narratives from Online Communication Sources (one year extension). \$75,000.
- 2012 **German Research Foundation, Senior Supervisor:** Methoden der längsschnittlichen Datenerhebung und Datenanalyse in der Kommunikationswissenschaft [Longitudinal Data Collection and Analysis in Communication Research]. \$85,000 (€ 65,000).
- 2012 **University of California Santa Barbara, Institute for Collaborative Biotechnology, Principal Investigator:** Automated Analysis and Modeling of Motivationally Relevant Narratives from Online Communication Sources. \$99,955.
- 2010 **German Academic Exchange Service (DAAD), Principal Investigator:** The Impact of Interactivity and Violence on Video Game Use and Effects. \$11,200.
- 2009 **University of Erfurt/Germany, Affiliated Researcher (PI: Nick Bowman):** Adolescence, Moral Development, and Media. \$6,000.
- 2009 **University of California Santa Barbara (ISBER), Consultant (PI: Walid Afifi):** Understanding the Neural and Physical Correlates of Uncertainty and its Links with Propensity toward Violence against Children (Grant Preparation Workshop). \$5,160.
- 2008 **University of California Santa Barbara, Brain Imaging Center, Principal Investigator:** Neural Correlates of Message Effectiveness, Message Sensation Value, and Argument Strength in Anti-Marijuana Public Service Announcements, \$20,000
- 2007 **National Science Foundation, Affiliated Researcher (PI: Scott Grafton):** Magnetic Resonance Imaging System for the Brain Imaging Center at University of California Santa Barbara, \$950,000
- 2006 **Sevenone Media Inc., Principal Investigator:** Neurophysiology of Media Entertainment (Sevenone Media Research Award), \$30,000 (€20,000)
- 2005 **Astra Zeneca Inc., Co-Principal Investigator (PI: Klaus Mathiak):** Virtual Social Interactions in Media Reflect Emotional-Cognitive Interactions and their Modulation by Quetiapine, \$134,250 (€89,500)
- 2005 **Michigan State University, Principal Investigator:** Neurophysiology of Entertainment. Dynamics and Connectivity of the Brain's Emotional Circuits (New Faculty Award), \$47,714
- 2005 **European Commission, Co-Principal Investigator (PI: Klaus Mathiak):** The Fun of Gaming: Measuring the Human Experience of Media Enjoyment, \$480,000 (€320,000)
- 2004 **NBC Universal, Principal Investigator:** Days of our Lives – Longitudinal Test of Affective Disposition Theory, Data access granted (value undetermined)
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- 2003 **Immersion Studios Inc., Affiliated Researcher** (PI: Ute Ritterfeld): Educating Children through Entertainment. A study on Entertainment Education. \$15,000
- 2002 **German Research Foundation (DFG), Principal Investigator:** TV Entertainment - Quality Indicators from Producers' Viewpoint, \$60,000 (€40,000)
- 2002 **TL International Foundation Tuebingen, Principal Investigator:** Violent Computer Games and Aggression. A Functional Magnetic Resonance Imaging Study, \$15,000 (€10,000)
- 2001 **Sevenone Media Inc., Principal Investigator:** An Academic Evaluation of TV Audience Prediction Systems, \$7,500 (€5,000)
- 2000 **Pro7 & Sat1 Television, Principal Investigator:** Development and Evaluation of a Software System for TV Audience Prediction, \$37,500 (€25,000)

PUBLICATIONS

Authored Books & Edited Books/Special Issues

- 8) Floyd, K., & Weber, R.* (Eds.). (2020). *The Handbook of Communication Science and Biology*. New York, NY: Routledge. (* Authors in alphabetical order)
- 7) Weber, R. (2015). Brain, mind, and media: Neuroscience meets media psychology. *Journal of Media Psychology*, 27(3). Special Issue.
- 6) Weber, R. (2015). Biology and brains - methodological innovations in communication science. *Communication Methods and Measures*, 9(1). Special Issue.
- 5) Weber, R. (2015). Biology and brains - methodological innovations in communication science. *Communication Methods and Measures*, 9(2). Special Issue.
- 4) Weber, R., & Fuller, R. (2013). *Statistical methods for communication researcher and professionals* (1st Revised Edition). Dubuque, IA: Kendall Hunt.
- 3) Weber, R., & Fuller, R. (2012). *Statistical methods for communication researcher and professionals* (Preliminary Edition). Dubuque, IA: Kendall Hunt.
- 2) Weber, R. (2008): Connectivity of brain regions during social interactions. Theory-based, event-related content analysis of continuous, semi-natural stimuli as paradigm in functional magnetic resonance imaging. Aachen, Germany: RWTH Library (Dissertation).
- 1) Weber, R. (2000). TV audience prediction. A comparison of neural networks, tree models, and classical statistics. Munich, Germany: Reinhard Fischer (Dissertation).

Refereed Journal Publications (* indicates senior and corresponding author)

- 72) Hopp, F. R., Fisher, J. T., Cornell, D., Huskey, R., & Weber, R. (in press). The extended moral foundations dictionary (eMFD): Development and applications of a crowd-sourced approach to extracting moral intuitions from text. *Behavior Research Methods*.

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- 71) Carpenter, J., Brady, W., Crockett, M., Weber, R., & Sinnott-Armstrong, W. (in press). Political polarization and moral outrage on social media. *The University of Connecticut Law Review*.
- 70) Dienlin, T., Johannes, N., Bowman, N., Masur, P. K., Engesser, S., ... Weber, R., ... DeVreese, C. (in press). An agenda for open science in communication. *Journal of Communication*.
- 69) Hopp, F. R., Fisher, J. T., & Weber, R. (2020). A graph-learning approach for detecting moral conflicts in movie scripts. *Media and Communication*, 8(3), 164-179.
- 68) Levine, T. R., & Weber, R.* (2020). Unresolved heterogeneity in meta-analysis: Combined construct invalidity, confounding, and other challenges to understanding mean effect sizes. *Human Communication Research*, 46(2-3), 343-354.
- 67) Hopp, F. R., Fisher, J. T., & Weber, R.* (2020). Dynamic transactions between news frames and sociopolitical events: An integrative, hidden markov model approach. *Journal of Communication*, 70(3), 335-355
- 66) Weber, R., Behr, K. M., Fisher, J. T., Lonergan, C., & Quebral, C. (2020). Video game violence and interactivity: Effect or equivalence? *Journal of Communication*, 70(2), 219-244.
- 65) Weber, R., & Hopp, F. R. (2020). Moral emotions and conflict motivate actions. *Insights: Consumer Neuroscience in Business*, 30, 12-13.
- 64) Klasen, M., Mathiak, K. A., Zvyagintsev, M., Sarkheil, P., Weber, R., & Mathiak, K. (2020). Selective reward responses to violent success events during video games. *Brain Structure and Function*, 225, 57-69.
- 63) Lonergan, C., & Weber, R.* (2020). Reconceptualizing physical sex as a continuum: Are there sex differences in video game preference? *Mass Communication and Society*, 23(3), 421-451.
- 62) Fisher, J. T., Hopp, F. R., & Weber, R.* (2019). Modality-specific effects of perceptual load in multimedia processing. *Media and Communication*, 7(4), 149-165.
- 61) Van Atteveldt, W., Margolin, D., Shen, C., Trilling, D., & Weber, R. (2019). A roadmap for computational communication research. *Computational Communication Research*, 1(1), 1-11
- 60) Hopp, F. R., Schaffer, J. A., Fisher, J. T., & Weber, R.* (2019). iCoRe: The GDELT interface for the advancement of communication research. *Computational Communication Research*, 1(1), 13-44.
- 59) Klasen, M., Wolf, D., Eisner, P. D., Eggermann, T., Zerres, K., Zepf, F. D., Weber, R., Mathiak, K. (2019). Serotonergic contributions to human brain aggression networks. *Frontiers in Neuroscience*, 13:42.
- 58) Turner, B., Huskey, R., & Weber, R. (2018). Charting a future for fMRI in communication science. *Communication Methods and Measures*, 13(1), 1-18.
- 57) Huskey, R., Wilcox, S., & Weber, R. (2018). Network neuroscience reveals distinct neuromarkers of flow during media use. *Journal of Communication*, 68(5), 872-895.
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- 56) Fisher, J. T., Huskey, R., Keene, J. R., & Weber, R. (2018, Distinguished Article Award for the year 2018, National Communication Association). The Limited Capacity Model of Motivated Mediated Message Processing: Looking to the future. *Annals of the International Communication Association*, 42(4), 291-315.
- 55) Fisher, J. T., Keene, J. R., Huskey, R., & Weber, R. (2018). The Limited Capacity Model of Motivated Mediated Message Processing: Taking stock of the past. *Annals of the International Communication Association*, 42(4), 270-290.
- 54) Wolf, D., Klasen, M., Eisner, P., Zepf, F. D., Zvyagintsev, M., Palomero-Gallagher, N., Weber, R., Esiert, A., & Mathiak, K. (2018). Central serotonin modulates neural responses to virtual violent actions in emotion regulation networks. *Brain Structure and Function*, 223, 3327-3345.
- 53) Huskey, R., Craighead, B., Miller, B. M., & Weber, R.* (2018). Does intrinsic reward motivate cognitive control? A naturalistic fMRI study based on the synchronization theory of flow. *Cognitive Affective and Behavioral Neuroscience*, 18(5), 902-924.
- 52) Weber, R., Mangus, J. M., Huskey, R., Hopp, F. R., Amir, O., Swanson, R., Gordon, A., Khooshabeh, P., Hahn, L., & Tamborini, R. (2018, Best Article of the Year 2018 Award, Association for Education in Journalism and Mass Communication). Extracting latent moral information from text narratives: Relevance, challenges, and solutions. *Communication Methods and Measures*, 12(2-3), 119-139.
- 51) Huskey, R., Bowman, N., Eden, A., Grizzard, M., Hahn, L., Lewis, R., Matthews, N., Tamborini, R., Walther, J.B., & Weber, R.* (2018). Things we know about media and morality. *Nature Human Behavior*, 2, 315.
- 50) Weber, R., Alicea, B., Huskey, R., & Mathiak, K. (2018). Network dynamics of attention during a naturalistic behavioral paradigm. *Frontiers in Human Neuroscience*, 22, 182, <https://doi.org/10.3389/fnhum.2018.00182>.
- 49) Rains, S. A., Levine, T. R., & Weber, R. (2018). Sixty years of quantitative communication research summarized: Lessons from 149 meta-analyses. *Annals of the International Communication Association*. 42(2), 105-124.
- 48) Weber, R., Fisher, J. T., Hopp, F. R., & Lonergan, C. (2018). Taking messages into the magnet: Method-theory synergy in communication neuroscience. *Communication Monographs*, 85(1), 81-102.
- 47) Huskey, R., Mangus, J. M., Turner, B., & Weber, R.* (2017). The persuasion network is modulated by drug-use risk and predicts anti-drug message effectiveness. *Social Cognitive and Affective Neuroscience*, 12(12), 1902-1915.
- 46) Swanson, R., Gordon, A., Khooshabeh, P., Sagae, K., Huskey, R., Mangus, J. M., Amir, O., & Weber, R. (2017). An empirical analysis of subjectivity and narrative levels in weblog storytelling across cultures. *Dialogue and Discourse*, 8(2), 105-128.
- 45) Grizzard, M., Tamborini, R., Sherry, J., & Weber, R. (2017). Repeated play reduces video games' ability to elicit guilt: Evidence from a longitudinal experiment. *Media Psychology*, 20, 267-290.
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- 44) Lewis, R. J., Grizzard, M., Mangus, J. M., Rashidian, P., & Weber, R.* (2017). Moral clarity in narratives elicits greater cooperation than moral ambiguity. *Media Psychology*, 20(4), 533-556.
 - 43) Zvyagintsev, M., Klasen, M., Weber, R., Sarkheil, P., Esposito, F., Mathiak, K. A., Schwenger, M., & Mathiak, K. (2016). Violence-related content in video game may lead to functional connectivity changes in brain networks as revealed by fmri-ica in young men. *Neuroscience*, 320, 247-258.
 - 42) Craighead, B., Huskey, R., & Weber, R.* (2015). Video game addiction: What can we learn from a media neuroscience perspective? *Argentinean Journal of Behavioral Sciences*, 7(3), 119-131.
 - 41) Seaman, C., & Weber, R.* (2015). Undisclosed flexibility in computing and reporting structural equation models in communication science. *Communication Methods and Measures*, 9(4), 208-232.
 - 40) Weber, R. (2015). Brain, mind, and media: Neuroscience meets media psychology. *Journal of Media Psychology* (Editorial), 27(3), 89-92.
 - 39) Weber, R., Eden, A., Huskey, R., Mangus, J. M., & Falk, E. (2015). Bridging media psychology and cognitive neuroscience: Challenges and opportunities. *Journal of Media Psychology*, 27(3), 146-156.
 - 38) Varan, D., Lang, A., Barwise, P., Weber, R., & Bellman, S. (2015; Best Academic Article Award for the year 2015, Advertising Research Foundation). How reliable are neuromarketers' measures of advertising effectiveness: Data from ongoing research holds no common truth among vendors. *Journal of Advertising Research*, 55(2), 176-191.
 - 37) Weber, R. (2015). Biology and brains - methodological innovations in communication science: Introduction to the special issue. *Communication Methods and Measures*, 9(1), 1-4.
 - 36) Weber, R., Mangus, J. M., & Huskey, R. (2015). Brain imaging in communication research: A practical guide to understanding and evaluating fMRI studies. *Communication Methods and Measures*, 9(1-2), 5-29.
 - 35) Weber, R., Huskey, R., Mangus, J. M., Westcott-Baker, A., & Turner, B. (2015). Neural predictors of message effectiveness during counterarguing in antidrug campaigns. *Communication Monographs*, 82(1), 4-30.
 - 34) Grizzard, M., Tamborini, R., Sherry, J., Weber, R., Prabhu, S., Hahn, L., & Idzik, P. (2015). The thrill is gone, but you might not know: habituation and generalization of biophysiological and self-reported arousal responses to video games. *Communication Monographs*, 82(1), 64-87.
 - 33) Lewis, R., Tamborini, R.*, & Weber, R.* (2014). Testing a dual-process model of media enjoyment and appreciation. *Journal of Communication*, 64, 397-416.
 - 32) Eden, A., Tamborini, R., Grizzard, M., Lewis, R., Weber, R., & Prabhu, S. (2014). Repeated exposure to narrative entertainment and the salience of moral intuitions. *Journal of Communication*, 64, 502-520.
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- 31) Weber, R., Behr, K., & DeMartino, C. (2014). Measuring interactivity in video games. *Communication Methods and Measures*, 8(2), 79-115.
 - 30) Mathiak, K. A., Klasen, M., Zvyagintsev, M., Weber, R., & Mathiak, K. (2013). Neural networks underlying affective states in a multimodal virtual environment: contributions to boredom. *Frontiers in Human Neuroscience*, 7, 820, <https://doi.org/10.3389/fnhum.2013.00820>.
 - 29) Weber, R., Westcott-Baker, A., & Anderson, G. (2013). A multi-level analysis of anti-marijuana public service announcement effectiveness. *Communication Monographs*, 80(3), 302-330.
 - 28) Tamborini, R., Eden, A. L., Bowman, N., Grizzard, M., Weber, R., & Lewis, R. J. (2013). Predicting media appeal from instinctive moral values. *Mass Communication & Society*, 16(3), 325-346.
 - 27) Klasen, M., Zvyagintsev, M., Schwenzer, M., Mathiak, K. A., Sarkheil, P., Weber, R., & Mathiak, K. (2013). Quetiapine modulates functional connectivity in brain aggression networks. *Neuroimage*, 75, 20-26.
 - 26) Tamborini, R., Weber, R.*, Bowman, N., Eden, A. L., & Skalski, P. (2013). Violence is a many splintered thing: The importance of realism, justification, and graphicness in understanding perceptions of and preference for violent films and video games. *Projections: The Journal for Movies and Mind*, 7(1), 100-118.
 - 25) Bowman, N., Weber, R., Tamborini, R., & Sherry, J. (2013). Facilitating game play: How others affect performance at and enjoyment of video games. *Media Psychology*, 16, 39-64.
 - 24) Baym, N., Campbell, S., Horst, H., Kalyanaraman, S., Oliver, M. B., Rothenbuhler, E., Weber, R., & Miller, K.* (2012). Communication theory and research in the age of new media: A conversation from the CM café. *Communication Monographs*, 79(2), 256-267.
 - 23) Weber, R., & Popova, L. (2012, Best Article of the Year 2012 Award, Association for Education in Journalism and Mass Communication). Testing equivalence in communication research: Theory and applications. *Communication Methods and Measures*, 6(3), 190-213.
 - 22) Park, H. S., Levine, T. R., Weber, R., Lee, H., Terra, L. I., Botero, I. C., et al. (2012). Individual and cultural variations in direct communication style. *International Journal of Intercultural Relations*, 36(2), 179-187.
 - 21) Klasen, M., Weber, R.*, Kircher, T. T., Mathiak, K. A., & Mathiak, K. (2012). Neural contributions to flow experience during video game playing. *Social Cognitive and Affective Neuroscience*, 7(4), 485-495.
 - 20) Mathiak, K. A., Klasen, M., Weber, R., Ackermann, H., Shergill, S., & Mathiak, K. (2011). Reward system and temporal pole contributions to affective evaluation during a first person shooter video game. *Biomed Central Neuroscience*, 12(66), doi:10.1186/1471-2202-12-66.
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- 19) Tamborini, R., Weber, R., Eden, A. L., Bowman, N., & Grizzard, M. (2010). Repeated exposure to daytime soap opera and trends in moral judgment toward social convention. *Journal of Broadcasting and Electronic Media*, 54(4), 621-640.
 - 18) Zvyagintsev, M., Klasen, M., Mathiak, K. A., Weber, R., Edgar, C., & Mathiak, K. (2010). Real-time noise cancellation for speech acquired in interactive fMRI studies. *Journal of Magnetic Resonance Imaging*, 32, 705-713.
 - 17) Weber, R., Tamborini, R., Westcott-Baker, A., & Kantor, B. (2009). Theorizing flow and media enjoyment as cognitive synchronization of attentional and reward networks. *Communication Theory*, 19(4), 397-422.
 - 16) Weber, R., Behr, K., Tamborini, R., Ritterfeld, U., & Mathiak, K. (2009). What do we really know about first person shooter games: An event-related, high-resolution content analysis. *Journal of Computer Mediated Communication*, 14, 1016-1037.
 - 15) Muthuswamy, N., Levine, T.R.*, & Weber, R.* (2009). Scaring the already scared. Some problems with HIV/AIDS fear appeals in Namibia. *Journal of Communication*, 59, 317-344.
 - 14) Lachlan, K., Tamborini, R., Weber, R., Westerman, D., Davis, J., & Skalski, P. (2009). The spiral of violence: Equity of violent reprisal in professional wrestling and its dispositional and motivational features. *Journal of Broadcasting and Electronic Media*, 53(1), 56-75.
 - 13) Weber, R., & Shaw, P. (2009). Player types and quality perceptions. A social cognitive theory based model to predict video game playing. *International Journal of Gaming and Computer-Mediated Simulations*, 1(1), 66-89
 - 12) Weber, R., Tamborini, R., Lee, H., & Stipp, H. (2008). Soap opera exposure and enjoyment. A longitudinal test of disposition theory. *Media Psychology*, 4(1), 462-487.
 - 11) Levine, T. R., Weber, R.*, Park, H., & Hullett, C. (2008). A communication researcher's guide to null hypothesis significance testing and alternatives. *Human Communication Research*, 34, 188-209.
 - 10) Levine, T. R., Weber, R., Hullett, C., Park, H., & Massi-Lindsey, L. (2008, lead article). A critical assessment of null hypothesis significance testing in quantitative communication research. *Human Communication Research*, 34, 171-187.
 - 9) Lewis, M., Weber, R.*, & Bowman, N. (2008). "They may be pixels, but they're MY pixels": Developing a metric of character attachment in role-playing video games. *Cyber Psychology and Behavior*, 11(4), 515-518.
 - 8) Weber, R. (2007). To adjust, or not to adjust alpha in multiple testing: That is the question. Guidelines for alpha adjustment as response to O'Keefe's and Matsunaga's critiques. *Communication Methods and Measures*, 1(4), 281-289.
 - 7) Weber, R., Ritterfeld, U., & Mathiak, K. (2006). Does playing violent video games induce aggression? Empirical evidence of a functional magnetic resonance imaging study. *Media Psychology*, 8(1), 39-60.
 - 6) Mathiak, K., & Weber, R. (2006). Toward brain correlates of natural behavior: fMRI during violent video games. *Human Brain Mapping*, 27(12), 948-956.
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- 5) Smith, S. L., Lachlan, K., Pieper, K. M., Boyson, A. R., Wilson, B. J., Tamborini, R., & Weber, R. (2004). Brandishing guns in American media: Two studies examining how often and in what context firearms appear on TV and in popular video games. *Journal of Broadcasting & Electronic Media*, 48(4), 584-606.
- 4) Ritterfeld, U., Weber, R., Fernando, S., & Vorderer, P. (2004). Think science! Entertainment education in interactive theaters. *Computers in Entertainment*, 2(1), 1-58.
- 3) Weber, R. (2001, lead article). Datenanalyse mittels neuronaler Netze am Beispiel des Publikumserfolgs von Spielfilmen [The success of movies: A neural networks analysis]. *Zeitschrift für Medienpsychologie [Journal of Media Psychology]*, 13(4), 164-176.
- 2) Weber, R. (1998). Statische und Dynamische Evaluation von Prognosen [Static and dynamic evaluation of forecasts]. *ZA-Information*, 43, 111-123.
- 1) Weber, R. (1992). Initiativen und Einrichtungen im Bereich Dokumentarfilm [Documentary films: Initiatives and institutions]. *Film und Fernsehwissenschaft*, 1(2), 22-24.

Refereed and Invited Book & Handbook Chapters

- 44) Fisher, J. T., Lonergan, C., Hopp, F. R., & Weber, R.* (in press). Media entertainment, flow experiences, and the synchronization of audiences. In P. Vorderer & C. Klimmt (Eds.), *Oxford Handbook of Entertainment Theory*. New York, NY: Oxford University Press.
- 43) Weber, R., & Fisher, J. T. (in press). Flow. In J. V. d. Bulck (Ed.), *International encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell.
- 42) Fisher, J. T., & Weber, R. (in press). Limited capacity model of motivated mediated message processing. In J. V. d. Bulck (Ed.), *International encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell.
- 41) Tamborini, R., & Weber, R. (2020). Advancing the model of intuitive morality and exemplars. In K. Floyd & R. Weber (Eds.), *The handbook of communication science and biology* (pp. 456-469). New York, NY: Routledge.
- 40) Fisher, J. T., Huskey, R., Keene, J., & Weber, R. (2020). The life of a model: Commentary on "How the LC4MP became the DHCCST". In K. Floyd & R. Weber (Eds.), *The handbook of communication science and biology* (pp. 409-415). New York, NY: Routledge.
- 39) Hopp, F. R., & Weber, R.* (2020). The state of the art and the future of functional magnetic resonance imaging in communication research. In K. Floyd & R. Weber (Eds.), *The handbook of communication science and biology* (pp. 279-291). New York, NY: Routledge.
- 38) Weber, R., & Fisher, J. T. (2020). Advancing the synchronization theory of flow experiences. In K. Floyd & R. Weber (Eds.), *The handbook of communication science and biology* (pp. 157-176). New York, NY: Routledge.
- 37) Floyd, K., & Weber, R. (2020). Introduction. In K. Floyd & R. Weber (Eds.), *The handbook of communication science and biology* (pp. 3-9). New York, NY: Routledge.

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- 36) Weber, R., Hopp, F. R., & Fisher, J. T. (2020). The moral narrative analyzer (MoNA): A platform for extracting moral emotions and conflict from messages at scale. In F. v. Zandvoort (Ed.), *The Neuromarketing Yearbook 2020* (pp. 56-57). Utrecht, Netherlands: Neuromarketing Science and Business Association.
- 35) Fisher, J. T., & Weber, R. (2020). Innovative health interventions at the intersection of neuroimaging and multimedia design. In J. Kim & H. Song (Eds.), *Technology and health: Promoting attitude and behavior change* (pp. 333-351). San Diego, CA: Elsevier.
- 34) Bolls, P., Weber, R., Lang, A., & Potter, R. (2020). Media psychophysiology and neuroscience: Bringing brain science into media processes and effects research. In M. B. Oliver, A. Raney & J. Bryant (Eds.), *Media effects: Advances in theory and research* (4th ed., pp. 195-210). New York, NY: Routledge.
- 33) Lonergan, C., Craighead, B., & Weber, R. (2019). Hardwired to play: An evolutionary, neurophysiological approach to video game research. In J. Breuer, D. Pietschmann, B. Liebold & B. P. Lange (Eds.), *Evolutionary psychology and digital games: Digital hunter-gatherers* (pp.49-60). New York, NY: Routledge.
- 32) Huskey, R., Craighead, B., & Weber, R. (2017). Evolutionary approaches to media processes and effects. In P. Roessler, C. Hoffner & L. v. Zoonen (Eds.), *The international encyclopedia of media effects* (pp. 532-545). Hoboken, NJ: Wiley-Blackwell.
- 31) Weber, R., Huskey, R., & Craighead, B. (2017). Flow experiences and well-being: A media neuroscience perspective. In L. Reinecke & M. B. Oliver (Eds.), *The Routledge handbook of media use and well-being. International perspectives on theory and research on positive media effects* (pp. 183-196). New York, NY: Routledge.
- 30) Behr, K. M., Huskey, R., & Weber, R. (2015). Creative interactivity: Customizing and creating game content. In G. Green & J. C. Kaufman (Eds.), *Video games and creativity: Explorations in creativity research* (Vol. 1, pp. 285-296). New York, NY: Academic Press.
- 29) Mangus, J. M., Adams, A., & Weber, R. (2015). Media neuroscience. In R. A. Scott & S. M. Kosslyn (Eds.), *Emerging trends in the behavioral and social sciences* (pp. 1-14). Retrieved from <http://dx.doi.org/10.1002/9781118900772.etrds0213>. Hoboken, NJ: Wiley-Blackwell.
- 28) Huskey, R., Adams, A., Craighead, B., & Weber, R. (2014). Evolution rules: Can signaling theory predict aggressive behaviors in video games? In A.V. Stavros (Ed.), *Advances in communications and media research* (Vol. 10, pp. 47-63). Hauppauge, NY: Nova Science Publishers.
- 27) Klimmt, C., & Weber, R. (2013). Experimente in der Kommunikationswissenschaft [Experiments in communication science]. In W. Möhring & D. Schlütz (Eds.), *Handbuch standardisierter Erhebungsmethoden in der Kommunikationswissenschaft [Handbook of Communication Methods]* (pp. 125-144). Wiesbaden, Germany: Springer VS.
- 26) Malamuth, N. M., Linz, D., & Weber, R. (2013). The internet and aggression: Motivation, disinhibitory, and opportunity aspects. In Y. Amichai-Hamburger (Ed.), *The social net: Understanding human behavior in cyberspace* (pp. 120-142). New York: Oxford University Press.
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- 25) Weber, R., & Behr, K. (2013). Use, policy, and effects of weapons in violent media content. In M. Eastin (Ed.), *Encyclopedia of media violence* (Vol. 2, pp. 395-400). Thousand Oaks, CA: Sage.
 - 24) Weber, R., & Behr, K. (2012). Mediale Unterhaltung als Flow Erlebnis - Neue Theoretische Perspektiven [Media entertainment as flow experience - new theoretical perspectives]. In L. Reinecke & S. Trepte (Eds.), *Unterhaltung in neuen Medien [Entertainment and new media]* (pp. 82-99). Cologne, Germany: Halem.
 - 23) Weber, R., Popova, L., & Mangus, J. M. (2012). Universal morality, mediated narratives, and neural synchrony. In R. Tamborini (Ed.), *Media and the moral mind* (pp. 26-42). London: Routledge.
 - 22) Westcott-Baker, A., & Weber, R. (2012). The synchronization theory of flow: Consequences of a limited capacity for attention and consciousness. In J. Gackenbach (Ed.), *Video game play and consciousness* (pp. 125-148). Hauppauge, NY: Nova Science Publishers.
 - 21) Weber, R., & Shaw, P. (2011). What players like about video games: Prediction of video game playing through quality perceptions and player types. In R. E. Ferdig (Ed.), *Discoveries in gaming and computer-mediated simulations: New interdisciplinary applications* (pp. 232-254). Hershey, PA: IGI Global.
 - 20) Lewis, M., & Weber, R.* (2009; refereed). Character attachment in games as moderator for learning. In R. E. Ferdig (Ed.), *Handbook of research on effective electronic gaming in education* (Vol. 2, pp. 593-605). New York, NY: Information Science Reference.
 - 19) Weber, R. (2009). Eine kritische Analyse von Nullhypothesentests in der Quantitativen Kommunikationsforschung [A critical assessment of null hypothesis significance testing in quantitative communication research]. In G. Hosoya (Ed.), *Weggefährten. Erinnerungen an Jürgen Bortz* (pp. 65-77). Heidelberg, Germany: Springer Medizin Verlag.
 - 18) Weber, R., & Gehrau, V. (2008). Sportrezeption auf Mikroebene. Eine empirische Analyse der Rezeption von Fußballspielen im Fernsehen [Watching soccer in TV: An empirical study]. In H. Schramm (Ed.), *Die Rezeption des Sports in den Medien* (2 ed., pp. 145-168). Cologne, Germany: Halem.
 - 17) Weber, R., Sherry, J., & Mathiak, K. (2008). The neurophysiological perspective in mass communication research. Theoretical rationale, methods, and applications. In M. J. Beatty, J. C. McCroskey & K. Floyd (Eds.), *Biological dimensions of communication: Perspectives, methods, and research* (pp. 41-71). Cresskill, NJ: Hampton Press.
 - 16) Mathiak, K., & Weber, R. (2006). Computerspiele, Gewalt und Gehirne [Computergames, violence, and brains]. In W. Kaminski & M. Lorber (Eds.), *Clash of realities – Computerspiele und soziale Wirklichkeit* (pp. 101-108). Munich, Germany: Kopead.
 - 15) Mathiak, K., & Weber, R. (2006). Bilderwelten aus der Sicht der Hirnforschung [Worlds of images from the perspective of brain research]. In H. Theunert (Ed.), *Bilderwelten im Kopf: Interdisziplinäre Zugänge* (pp. 57-71). Munich, Germany: Kopead.
 - 14) Tamborini, R., & Weber, R. (2006). Aggression and electronic games. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (Vol. 1, pp. 78-82). Thousand Oaks, CA: Sage.
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- 13) Weber, R., Ritterfeld, U., & Kostygina, A. (2006). Aggression and violence as effects of playing violent games. In P. Vorderer & J. Bryant (Eds.), *Playing video games - motives, responses, and consequences* (pp. 347-361). Mahwah, NJ: Lawrence Erlbaum.
 - 12) Ritterfeld, U., & Weber, R. (2006). Video games for entertainment and education. In P. Vorderer & J. Bryant (Eds.), *Playing video games - motives, responses, and consequences* (pp. 399-413). Mahwah, NJ: Lawrence Erlbaum.
 - 11) Vorderer, P., Bryant, J., Pieper, K., & Weber, R. (2006). Playing video games as entertainment (Introduction). In P. Vorderer & J. Bryant (Eds.), *Playing video games - motives, responses, and consequences* (pp. 1-7). Mahwah, NJ: Lawrence Erlbaum.
 - 10) Mathiak, K., & Weber, R. (2005; refereed). fMRI of virtual social behavior: Brain signals in virtual reality and operational environments. In D. D. Schmorow (Ed.), *Foundations of augmented cognition* (pp. 193-201). Mahwah, NJ: Lawrence Erlbaum.
 - 9) Fretwurst, B., Gehrau, V., & Weber, R. (2005). Notwendige Angaben zu Auswahlverfahren. Theoretische Überlegungen und eine empirische Auswertung der Dokumentationspraxis in der Kommunikationswissenschaft [Required information on the sampling method in research reports: Theoretical considerations and a study on publication standards in communication research]. In V. Gehrau, W. Fretwurst, B. Krause & G. Daschmann (Eds.), *Sampling methods in communication research* (pp. 32-51). Cologne, Germany: Halem.
 - 8) Gehrau, V., & Weber, R. (2004). Ergebnisrelevanz und Attraktivität von Medienspielen am Beispiel des Wegschaltens von Fußballspielen im TV [The relevance of results and the attraction of media games. Zapping during soccer games as an example]. In H. Scherer & P. Rössler (Eds.), *Nutzung der Medienspiele - Spiele der Mediennutzer* (pp. 57-75). Munich, Germany: Rheinhard Fischer.
 - 7) Weber, R. (2004). Statistik mit SPSS [Statistics with SPSS]. In J. Bortz (Ed.), *Statistik für Sozialwissenschaftler* (Vol. 6, pp. 727-779). Berlin, Germany: Springer.
 - 6) Weber, R., & Gehrau, V. (2004). Sportrezeption auf Mikroebene. Eine empirische Analyse der Rezeption von Fußballspielen im Fernsehen [Watching soccer in TV: An empirical study]. In H. Schramm (Ed.), *Die Rezeption des Sports in den Medien* (pp. 143-166). Cologne, Germany: Halem.
 - 5) Weber, R. (2003; refereed). Prognosis methods on television viewing patterns for target audiences. In A. Schorr, B. Campbell & M. Schenk (Eds.), *Communication research and media science in europe* (pp. 271-285). Berlin, Germany: De Gruyter.
 - 4) Weber, R., & Gardini, F. (2003). TV entertainment programs: Validation of quality indicators. In C. Sartori & L. Pinelli (Eds.), *Television quality and product innovation in the digital age* (pp. 152-177). Rome, Italy: Rai.
 - 3) Vorderer, P., & Weber, R. (2003). Unterhaltung als kommunikationswissenschaftliches Problem. Ansätze einer konnektionistischen Modellierung [Entertainment as a problem in communication sciences: First ideas of a connectionist approach]. In W. Früh & H. J. Stiehler (Eds.), *Theorie der Unterhaltung. Ein interdisziplinärer Diskurs*. (pp. 136-159). Cologne, Germany: Halem.
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- 2) Bretz, H. J., Weber, R., Gmel, G., & Schmitz, B. (1999). The time of the "Wende": Social change and the reception of political broadcasting in the German Democratic Republic. Time-series analysis of news usage. In R. K. Silbereise & A. V. Eye (Eds.), *Growing up in times of social change* (pp. 203-223). Berlin, Germany: De Gruyter.
 - 1) Weber, R. (1999). SPSS-Beispiele zu den vorgestellten Methoden [SPSS examples of selected statistical methods]. In J. Bortz (Ed.), *Statistik für Sozialwissenschaftler* (Vol. 5, pp. 703-738). Berlin, Germany: Springer.

Essays & Short Encyclopedia Entries

- 9) Weber, R. (2017). Decomposing sums of squares. In M. Allen (Ed.), *The SAGE encyclopedia of communication research methods* (pp. 364-366). Thousand Oaks, CA: Sage.
- 8) Weber, R. (2015). Correlation Analysis. In W. Donsbach (Ed.), *The concise encyclopedia of communication* (pp.120-121). Hoboken, NJ: Wiley-Blackwell.
- 7) Weber, R. (2015). Audience segmentation. In W. Donsbach (Ed.), *The concise encyclopedia of communication* (pp. 39-40). Hoboken, NJ: Wiley-Blackwell.
- 6) Weber, R., Westcott-Baker, A., & Anderson, G. (2013). Individual and message level characteristics of effective public service announcements.. *Communication Currents*, 8(4), Retrieved from <http://www.communicationcurrents.com>.
- 5) Weber, R. (2012). Audience segmentation. Revised update. Retrieved May 4, 2015, 2015, from http://www.communicationencyclopedia.com/subscriber/tocnode.html?id=g978-1405131995_chunk_g97814051319956_ss69-1
- 4) Weber, R. (2008). Nonparametric analysis. In W. Donsbach (Ed.), *The international encyclopedia of communication* (Vol. 7, pp. 3324-3329). Hoboken, NJ: Wiley-Blackwell.
- 3) Weber, R. (2008). Audience segmentation. In W. Donsbach (Ed.), *The international encyclopedia of communication* (Vol. 1, pp. 261-264). Hoboken, NJ: Wiley-Blackwell.
- 2) Weber, R. (2008). Correlation analysis. In W. Donsbach (Ed.), *The international encyclopedia of communication* (Vol. 3, pp. 1024-1028). Hoboken, NJ: Wiley-Blackwell.
- 1) Weber, R. (2003). Interview with Dr. Horst Stipp, vice-president primary and strategic research, National Broadcasting Cooperation (NBC) New York/Los Angeles. *Zeitschrift für Medienpsychologie*, 15(3), 110-111.

Refereed Technical Reports and Proceedings

- 8) Weber, R., & Smith, S. L. (2020). *Moral foundation of movies: Examining the virtuous content and financial performance of popular films. Progress Report*. Conshohocken, PA: John Templeton Foundation.
- 7) Smith, S. L., Weber, R., Choueiti, M., Pieper, K., Case, A., Yao, K., & Lee, C.. (2020). *The ticket to inclusion: Gender and race/ethnicity of leads and financial performance across 1,200 popular films*. Los Angeles, CA: University of Southern California, Annenberg School for Communication and Journalism.

- 6) Lester, N. A., & Weber, R. (2016). Construal level affects intuitive moral responses to narrative content. In A. Papafragou, D. Grodner, D. Mirman & J. C. Trueswell (Eds.), *Proceedings of the 38th Annual Conference of the Cognitive Science Society* (pp. 1847-1852). Austin, TX: Cognitive Science Society.
- 5) Fan, Y. Y., & Weber, R. (2012). Capturing audience experience via mobile biometrics. In M. A. Ness, B. N. Walker & J. Freeman (Eds.), *Proceedings of the 18th International Conference on Auditory Display (ICAD)* (pp. 214-217). Atlanta, GA: The International Community for Auditory Display.
- 4) Klasen, M., Zvyagintsev, M., Weber, R., Mathiak, K. A., & Mathiak, K. (2008). Think aloud during fMRI: Neuronal correlates of subjective experience in video games. In P. Markopoulos, B. De Ruyter, W. Ijsselsteijn, & D. Rowland (Eds.), *Lecture Notes in Computer Science* (Vol. 5294, pp. 132-138).
- 3) Muehling, M., Ewerth, R., Stadelmann, T., Freisleben, B., Weber, R., & Mathiak, K. (2007). Semantic video analysis for psychological research on violence in computer games. In N. Sebe & M. Worring (Eds.), *Proceedings of the 6th ACM International Conference on Image and Video Retrieval* (pp. 611-618). New York, NY: Association for Computing Machinery.
- 2) Weber, R., Tamborini, R., Sherry, J., & Mathiak, K. (2006). *Theory based analysis of emotion relevant show content and brain activity: A canonical correlation approach*. Pittsburgh, PA: Pittsburgh Brain Activity Interpretation Competition 2006.
- 1) Boger, Z., & Weber, R. (2000). Finding an optimal artificial neural network topology in real-life modeling – two approaches. In H. Bothe & R. Rojas (Eds.), *Proceedings of the ICSC Symposium on Neural Computation* (pp. #1403/1109). Berlin, Germany: ICSC Academic Press (ISBN: 3-906454-21-5).

Patents, Brands, & Software

- 3) The GDELT interface for Communication Research (iCoRe) (2019), <https://github.com/medianeuroscience/icore>, <http://icore.medianeuroscience.org>, UC Santa Barbara Media Neuroscience Lab.
- 2) The Moral Narrative Analyzer (MoNA) (2020), <https://mnl.ucsb.edu/mona/>, <https://mona.medianeuroscience.org>, UC Santa Barbara Media Neuroscience Lab
- 1) Weber, R., Mrohs, B., & Räck, C. (2003). *Opinion Now! Das Realtime Befragungssystem für die Befragung in natürlichen Rezeptionssituationen via mobiler Technologie*. [Opinion Now! Realtime survey software for use with new media technology including mobile media], No. #30233918. Berlin: German Patents and Brands Administration.

Articles/Books Submitted*

- 3) Huskey, R., Turner, B., & Weber, R. (submitted). Individual differences in brain responses: New opportunities for tailoring health communication campaigns. Manuscript submitted for publication (Frontiers in Human Neuroscience).

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- 2) Fisher, J. T., Hopp, F. R., & Weber, R. (submitted). A practical introduction to network neuroscience for communication researchers. *Manuscript submitted for publication (Communication Methods and Measures)*.
 - 1) Fisher, J. T., Hopp, F. R., & Weber, R. (submitted). Of primary importance? Motivation drives resource allocation across concurrent tasks during media processing. *Manuscript submitted for publication (Communication Research)*.
- * A final version of the manuscripts is available upon request.

Articles/Books in Progress

- 4) Lester, N. A., & Weber, R. (in progress). Good excuses or graphic violations? Variability in the effect of construal level on moral judgments. *Manuscript in preparation*.
- 3) Lewis, M., Tamborini, R., Grizzard, M., Weber, R., & Prabhu, S. (in progress). How moral ambiguity brings out individual differences in story appraisals. *Manuscript in preparation*.
- 2) Eden, A., Tamborini, R., Sarinopolos, I., & Weber, R. (in progress). The influence of moral behaviors on person perception processes. *Manuscript in preparation*.
- 1) Weber, R., Eden, A. L., Tamborini, R., & Mathiak, K. (in progress). Seeing bad people punished makes us think alike: Social norm violations in television drama elicit cortical synchronization in viewers. *Manuscript in preparation*.

Invited Presentations

- 53) Weber, R. (2020, February). *Moral emotions and moral conflict motivate action*. Invited Talk, The Frank 2020 Conference, Center for Public Interest Communications, University of Florida, Gainesville, FL.
 - 52) Weber, R., & Smith, S. L. (2019, November). *The ticket to inclusion. An economic analysis of popular film (with special focus on the representation of gender and ethnicity of story characters)*. Invited Talk, Walt Disney Studios, Corporate Office Headquarters, Burbank, CA.
 - 51) Weber, R. (2019, June). *The synchronization theory of flow. Neuropsychological evidence and the theory's future in the field of neuroaesthetics*. Invited talk, Flow Symposium, Max Planck Institute for Empirical Aesthetics, Frankfurt, Germany.
 - 50) Weber, R. (2018, October). *Network neuroscience: Superior in explanation, inferior in prediction. A dimensionality problem?* Invited talk, 9th ANN/SONIC/NICO Network Theory Workshop on Brain Science and Social Networks, Kellogg School of Management, Northwestern University, Evanston, IL.
 - 49) Weber, R. (2018, September). *Method-theory synergy in media neuroscience research: Conceptual issues and current research examples*. Invited talk, Department of Communication, University of Mannheim, Germany.
 - 48) Weber, R. (2018, April). *Method-theory synergy in media neuroscience research: Conceptual issues and current research examples*. Invited talk, College of Media & Communication, Texas Tech University, Lubbock, TX.
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- 47) Weber, R., Hopp, F. R., Fisher, J. T., Smith, S. L., Pieper, K., & Choueiti, M. (2018, March). *Moral foundations in movies: Examining the virtuous content and financial performance of popular films*. Invited talk, Templeton Foundation Steering Committee & Sony Pictures, Culver City, CA.
 - 46) Weber, R. (2017, October). *Taking messages into the magnet. Method-theory synergy in media neuroscience research*. Invited talk, Department of Communication, University of Vienna, Austria.
 - 45) Weber, R. (2017, September). *Moral frames in global news narratives and their predictive accuracy for real-world outcomes*. Invited talk, Symposium for Root Causes of Polarization, Social Science Research Council, New York, NY.
 - 44) Weber, R. (2017, April). *Taking messages into the magnet. Method-theory synergy in media neuroscience research*. Invited talk, Department of Communication, Cornell University, Ithaca, NY.
 - 43) Weber, R. (2017, March). *Bridging media psychology and cognitive neuroscience. Conceptual issues and current research examples*. Invited talk, Symposium "Media Neuroscience - Research at the Intersection of Communication Studies, Media Studies, and Neuroscience", University of Duisburg, Germany.
 - 42) Weber, R. (2017, January). *Bridging neuroscience and communication research. Can innovative methods drive theory development?* Invited talk (Conference Keynote), Etmaal van de Communicatiewetenschap [24 hours of Communication Science Conference], Dutch Communication Association, Tilburg University - Center for Cognition and Communication (TiCC), The Netherlands.
 - 41) Huskey, R., Craighead, B., Miller, K., & Weber, R. (2016, July). *Intrinsic reward motivates large-scale shifts between cognitive control and default mode networks during task performance*. Invited Poster for The Ohio State University Center for Cognitive and Brain Sciences Annual Retreat, Mt Sterling, OH.
 - 40) Weber, R. (2016, June). *Bridging media psychology and cognitive neuroscience*. Invited talk, International Summer School "Living with Media", Nanyang Technological University (NTU), Singapore.
 - 39) Weber, R. (2016, February). *Methodological innovations in functional magnetic resonance imaging for communication research*. Invited talk, German Research Foundation (DFG), Symposium for Methodological Innovations in Communication Science, Free University of Berlin, Germany.
 - 38) Weber, R. (2015, December). *Opportunities and risks for using neuroscience in communication research*. Invited talk, Department of Communication, Michigan State University (MTU), East Lansing.
 - 37) Weber, R. (2015, November). *Programmatic media neuroscience research*. Invited talk, Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU), Singapore.
 - 36) Weber, R. (2015, October). *How can brain science contribute to theories of persuasion?* Invited talk, Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU), Singapore.
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- 35) Weber, R. (2015, July). *New media - new methods: The brain as predictor approach as methodological innovation in new media research*. Invited talk, Center for Media and Information Research, University of Bremen, Germany.
 - 34) Weber, R. (2015, July). *The brain as predictor of message effectiveness and behavior change in counterarguing audiences*. Invited talk, Department of Communication Science, University of Muenster, Germany.
 - 33) Weber, R. (2015, June). *Message effectiveness and brain science*. Invited talk, Department of Media Psychology, University of Wuerzburg, Germany.
 - 32) Weber, R. (2015, May). *Using brains to change minds: Predicting message effectiveness in anti-drug campaigns*. Invited talk (Mohrman Lecture), Department of Communication, University of California, Davis, CA.
 - 31) Weber, R. (2014, April). *Opportunities and risks for using neuroscience in media research*. Invited talk, Department of Communication, Cornell University, Ithaca, NY.
 - 30) Weber, R. (2013, September). *Caution! Neuroscience in communication may not provide the answers you are looking for. Opportunities and risks for using neuroscientific studies in communication research*. Invited talk, Annenberg Research Seminar, Annenberg School for Communication, University of Southern California, Los Angeles, CA.
 - 29) Weber, R. (2013, July). *Media Neuroscience - A promising perspective in mass communication research?* Invited talk, Department of Journalism and Mass Communication, Sungkyunkwan University, Seoul, South Korea.
 - 28) Weber, R. (2013, March). *Media and the brain - Some examples*. Invited talk, Speech Communication Society, University of Hawaii at Manoa, Honolulu, HI.
 - 27) Weber, R. (2013, March). *Media Neuroscience - A promising perspective in communication research?* Invited talk, Department of Communicology, University of Hawaii at Manoa, Honolulu, HI.
 - 26) Weber, R. (2011, November). *Cognitive communication science - New challenges in theory development*. Invited talk, Department of Communication, Nanyang Technical University, Singapore.
 - 25) Weber, R. (2011, November). *Communication scholars, neuroscientists, and software engineers - how can they work together with success?* Invited talk, Interactive and Digital Media Institute & Mobile Interactive Media and Entertainment Lab, National University Singapore.
 - 24) Weber, R. (2011, August & September). *Theoretische und Methodische Herausforderungen einer Kognitiven Kommunikationswissenschaft. [Theoretical and Methodological Challenges of a Cognitive Communication Science]* Invited talk, Department of Communication & College of Philosophy, Westfälische Wilhelms-Universität Münster, Germany.
 - 23) Weber, R. (2011, July). *Kommunikations- und Neurowissenschaft - eine nützliche Kombination? [Communication and Neuroscience - A Useful Combination?]* Invited talk, Siemens Endowment & College for Social Sciences, Ludwig Maximilian University Munich, Germany.
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- 22) Weber, R. (2011, April). *Mass communication research and cognitive neuroscience - A promising combination?* Invited talk, Department of Telecommunication, Indiana University, Bloomington, IN.
 - 21) Weber, R. (2011, April). *Morality, narrative entertainment, and neuroscience.* Invited talk, Symposium for Media and Morality, Broadcast Education Association (BEA), Las Vegas, NV.
 - 20) Weber, R. (2011, March). *Neurowissenschaft - eine nützliche Perspektive in der Medienpsychologie?* [Neuroscience - A useful perspective in media psychology?] Invited talk, Department of Communication, University of Stuttgart-Hohenheim, Germany.
 - 19) Weber, R. (2010, December). *Neural mechanisms of violent behavior in simulated environments.* Invited talk, Conference on the Neurobiology of Political Violence: New Tools, New Insights, US Department of Defense & National Institute of Health, Washington, DC.
 - 18) Weber, R. (2010, May). *Cognitive-neural responses to video game playing. What can we learn when studying players' brains?* Invited talk, Institute for Collaborative Research and Public Humanities & Department of Communication, Ohio State University, Columbus, OH.
 - 17) Weber, R. (2009, October). *Research on cognitive responses to video games.* Invited talk, Robert Wood Johnson Foundation, Portland, OR.
 - 16) Weber, R. (2009, May). *What's going on in our heads? Media effects from a neurophysiological perspective.* Invited talk (Conference Keynote), 6th Television Effects Day, Frankfurt, Germany.
 - 15) Weber, R. (2009, February). *Communication and cognitive neuroscience - A promising combination?* Invited talk, Annenberg School for Communication, University of Pennsylvania, PA.
 - 14) Weber, R. (2008, December). *Playing video games: Motives, responses, and consequences.* Invited talk, Center for Information Technology and Society, University of California Santa Barbara, CA.
 - 13) Weber, R., & Tamborini, R. (2008, July). *Combining event related content analysis with brain imaging techniques.* Invited talk & featured speaker at the annual National Communication Association Summer Conference (NCA), College Park, MD.
 - 12) Weber, R. (2008, April). *Media entertainment. Fresh perspectives in disposition theory.* Invited talk, School of Communication, Annenberg School for Communication, University of Southern California, Los Angeles, CA.
 - 11) Weber, R. (2008, March). *Theorizing flow and media enjoyment as cognitive synchronization of attentional networks.* Invited talk, Department of Communication, Michigan State University, Lansing, MI.
 - 10) Weber, R. (2008, February). *Media entertainment. Fresh perspectives in disposition theory.* Invited talk, Department of Communication, Michigan State University, Lansing, MI.
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- 9) Weber, R. (2007, October). Analyzing the dynamics and connectivity of the brain's emotional circuits with theory based content analyses of media entertainment. Invited talk, Brain Imaging Center, University of California, Santa Barbara, CA.
- 8) Weber, R. (2007, September). How to study the dynamics and connectivity of the brain's emotional circuits via stimuli in media entertainment? Invited talk, University Clinic, RWTH University of Aachen, Germany.
- 7) Weber, R. (2007, September). Neural correlates of soap-opera enjoyment. How to study the dynamics and connectivity of the brain's emotional circuits? Invited talk, Sevenone Media Inc., Munich, Germany.
- 6) Weber, R. (2007, August). Neural correlates of socially significant interactions in media entertainment. Dynamics and connectivity of the brain's emotional circuits. Invited talk, Brain and Creativity Institute (Dr. Antonio Damasio), University of Southern California, Los Angeles, CA.
- 5) Weber, R. (2006, May). *The engine that drives communication: Neuroscience - A useful perspective in communication research?* Invited talk, Department of Communication, University of California, Santa Barbara, CA.
- 4) Weber, R., & Mathiak, K. (2005, November). *Basics of fMRI technology and examples in media research.* Invited talk, Mind Lab, Michigan State University, Lansing, MI.
- 3) Weber, R. (2005, November). *Neuroscience in mass media research.* Department of Communication, University of California, Santa Barbara, CA.
- 2) Mathiak, K., & Weber, R. (2005, May). Functional brain imaging of violent video games: Virtual social interaction, brain computer interfaces, and real-time processing. Invited talk, Mathematical Sciences Department, IBM T.J. Watson Research Center, Yorktown Heights, NY.
- 1) Weber, R. (2004, March). *TV entertainment programs: The evaluation-usage gap and the validation of quality indicators.* Invited talk, Department of Communication, Michigan State University, Lansing, MI.

Papers Presented at Professional Conferences

- 183) Dienlin, T., Johannes, N., Bowman, N., Masur, P. K., Engesser, S., ... Fisher, J., ... Weber, R., ... DeVreese, C. (2020, May). *An agenda for open science in communication.* Paper presented at the annual meeting of the International Communication Association (ICA), Gold Coast, Australia.
- 182) Fisher, J.T., Chen, Y., Hopp, F.R., & Weber, R. (2020, May). *Uncovering the structure of media multitasking and attention problems using network analytic techniques.* Paper submitted to the annual meeting of the International Communication Association (ICA), Gold Coast, Australia.
- 181) Fisher, J.T., Hopp, F.R., & Weber, R. (2020, May, Top Paper). *Of primary importance? Motivation drives resource allocation across concurrent tasks during multimedia processing.* Paper submitted to the annual meeting of the International Communication Association (ICA), Gold Coast, Australia.

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- 180) Fisher, J.T., Hopp, F.R., & Weber, R. (2020, May). *Cognitive load and perceptual load during video game play correspond to differing brain network topologies*. Paper submitted to the annual meeting of the International Communication Association (ICA), Gold Coast, Australia.
- 179) Hopp, F.R., Fisher, J.T., & Weber, R. (2020, May, Top Paper). *A computational approach for learning moral conflicts from movie scripts*. Paper submitted to the annual meeting of the International Communication Association (ICA). Gold Coast, Australia.
- 178) Hopp, F.R., Malik, M., Fisher, J., Chen, Y., & Weber, R. (2020, May). *What drives news sharing across the globe? A large-scale, cross-national comparison of news sharing*. Paper submitted to the annual meeting of the International Communication Association (ICA). Gold Coast, Australia.
- 177) Fisher, J. T., Hopp, F. R., & Weber, R. (2019, November, Top Paper). *Modality-specific effects of perceptual load in multimedia processing*. Paper presented at the annual meeting of the National Communication Association (NCA), Baltimore, MD.
- 176) Fisher, J. T., Hopp, F. R., Prabhu, S., Tamborini, R., & Weber, R. (2019, November). *Developing best practices for the implicit measurement of moral foundation salience*. Paper presented at the annual meeting of the National Communication Association (NCA), Baltimore, MD.
- 175) Hopp, F. R., Fisher, J. T., Prabhu, S., Tamborini, R., & Weber, R. (2019, September). *Beyond self-reports: Challenges and solutions for the implicit measurement of moral intuition*. Paper presented at the Morality and Media Conference, Lansing, MI.
- 174) Hahn, L., Tamborini, R., Weber, R., Bente, G., & Sherry, J. (2019, May). *Can moral narratives increase moral intuition accessibility and behavior in pre-teen children? Testing the model of intuitive morality and exemplars in young audiences*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 173) Hopp, F. R., Fisher, J. T., Prabhu, S., Cornell, D., Tamborini, R., & Weber, R. (2019, May). *Revisiting the moral foundations-affect misattribution procedure (MF-AMP): An extended, open-source tool for measuring the accessibility of moral intuitions*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 172) Hopp, F. R., Fisher, J. T., & Weber, R. (2019, May, Top Paper). *The dynamic relationship between news frames and real-world events: A hidden markov model approach*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 171) Hopp, F. R., Barel, A., Fisher, J. T., Cornell, D., Lonergan, C., & Weber, R. (2019, May). *"I believe that morality is gone": A large-scale inventory of moral foundations in lyrics of popular songs*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
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- 170) Fisher, J. T., Hopp, F. R., Lonergan, C., & Weber, R. (2019, May). *Brain network topology and network dynamics in ADHD individuals during video game play*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 169) Fisher, J. T., Hopp, F. R., Lonergan, C., & Weber, R. (2019, May). *All load is not equal: Disentangling the roles of reward and process type on resource allocation in an interactive task*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 168) Miao, X., Fisher, J. T., & Weber, R. (2019, May). *Media multitasking in bilingual populations: A closer look at the effect of language switching*. Paper presented at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 167) Weber, R. (2019, May). *Reflections on the field and the future*. Presentation at the ICA Fellow Panel - International Communication Association (ICA), Washington, D.C.
- 166) Weber, R. (2019, May). *The implementation of replicability and reproducibility standards in communication research and consequences*. Presentation at the Panel "Implications for Science Communication from the National Academies of Sciences, Engineering, and Medicine's Report on Reproducibility and Replicability in Science" at the annual meeting of the International Communication Association (ICA), Washington, D.C.
- 165) Fisher, J. T., Hopp, F. R., Lonergan, C., & Weber, R. (2019, May). *Brain network topology and dynamics in ADHD individuals during video game play*. Paper presented at the annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, FL.
- 164) Hopp, F. R., Lonergan, C., Fisher, J. T., & Weber, R. (2019, May). *The joy of mediated punishments: Moral transgression in auditory narratives elicit cortical synchronization in listeners*. Paper presented at the annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, FL.
- 163) Fisher, J. T., & Weber, R. (2019, April). *Understanding and treating ADHD using naturalistic network neuroscience*. Paper presented at the Collaborative Research Symposium - Cottage Research Institute, Santa Barbara, CA.
- 162) Hopp, F. R., Fisher, J. T., & Weber, R. (2019, February). *The Moral Narrative Analyzer (MoNA): An integrated, spatio-temporal platform for monitoring, predicting, and countering global sociopolitical instability*. Paper presented at the Workshop on Naval Applications of Machine Learning (NAML), San Diego, CA.
- 161) Wolf, D., Klasen, M., Eisner, P., Zepf, F. D., Zvyagintsev, M., Palomero-Gallagher, N., Weber, R., Eisert, A., & Mathiak, K. (2018, November, Top Abstract). *Pharmakologische Bildgebung des Serotonergen Systems beim Spielen eines Gewalthaltigen Computerspiels [Pharmacological Brain Imaging of the Serotonergic System during Violent Video Game Playing]*. Paper presented at the annual meeting of the German Association for Psychiatry, Psychotherapy, and Psychosomatics (DGPPN), Berlin, Germany.
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- 160) Hopp, F. R., Cornell, D., Fisher, J. T., Huskey, R., & Weber, R. (2018, November, Top Paper). The Moral Foundations Dictionary for news (MFD-N): A crowd-sourced moral foundations dictionary for the automated analysis of news corpora. Paper presented at the annual meeting of the National Communication Association (NCA), Salt Lake City, UT.
- 159) Barel, A., Hopp, F. R., & Weber, R. (2018, October). *The moral framing of human rights reports: An exploratory data analysis of the human rights global knowledge graph*. Paper presented at the 2018 Summer Undergraduate Research Experience Project Showcase, UC Santa Barbara, CA.
- 158) Turner, B., Huskey, R., Amir, O., & Weber, R. (2018, June). *Political ad processing synchronizes BOLD activity differently across partisan groups*. Paper presented at the annual meeting of the Organization of Human Brain Mapping (HBM), Singapore.
- 157) Fisher, J. T., Hopp, F. R., & Weber, R. (2018, May, Top Paper). Look harder! ADHD, media multitasking, and the effects of cognitive and perceptual load on resource availability and processing performance. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 156) Fisher, J. T., Cornell, D., Hopp, F. R., & Weber, R. (2018, May). *But how are they talked about? A novel measure of entity framing in online news*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 155) Hopp, F. R., Fisher, J. T., Mangus, J. M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2018, May). *Mining the global database of events, language, and tone: An introduction for communication researchers*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 154) Hopp, F. R., Fisher, J. T., Mangus, J. M., & Weber, R. (2018, May). *Combining computational content analysis with self-report data to predict news article sharing*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 153) Hopp, F. R., Mangus, J. M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2018, May). *Developing and validating the moral foundations dictionary for news narratives: A crowd-sourced approach*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 152) Huskey, R., Wilcox, S., & Weber, R. (2018, May, Top Paper). Are media induced flow experiences energetically optimized? A test of the synchronization theory of flow's optimality hypothesis. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 151) Lewis, M., Xu, F., & Weber, R. (2018, May). *Which traits shape responses to thought-provoking narrative forms?* Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 150) Lonergan, C., & Weber, R. (2018, May). *Biological markers of sex: Two studies comparing direct and indirect methods of 2D:4D digit ratio measurement*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
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- 149) Turner, B., Huskey, R., & Weber, R. (2018, May). *Explaining individual differences in brain reactivity to persuasive messages*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 148) Turner, B., Huskey, R., & Weber, R. (2018, May). *Organizing, explaining, and critiquing the application of statistical fMRI analyses in communication science*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 147) Turner, B., Huskey, R., Amir, O., Khooshabeh, P., & Weber, R. (2018, May). *Political attack advertisements and political affiliation modulate cortical intersubject correlations across the moral brain*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 146) Weber, R., Hopp, F. R., Mangus, J. M., Choueiti, M., Pieper, K., & Smith, S. L. (2018, May). *The moral narrative analyzer for movies: A hybrid content-analytical platform for extracting moral content from movie scripts*. Paper presented at the annual meeting of the International Communication Association (ICA), Prague, Czech Republic.
- 145) Turner, B., Huskey, R., Amir, O., & Weber, R. (2018, May). *The immoral opponent in political attack ads: Intersubject correlations across the moral brain differ by party affiliation*. Paper presented at the annual meeting of the Social and Affective Neuroscience Society (SANS), Brooklyn, NY.
- 144) Turner, B., Huskey, R., & Weber, R. (2018, May, Top Presentation). *What makes brains different? Individual differences factors explain shared activity patterns during message processing*. Paper presented at the annual meeting of the Social and Affective Neuroscience Society (SANS), Brooklyn, NY.
- 143) Huskey, R., Wilcox, S., & Weber, R. (2018, May, Top Paper/Poster). *What are the brain network properties associated with flow experiences? Applying network neuroscience analyses to a naturalistic behavioral task*. Paper presented at the annual meeting of the Social and Affective Neuroscience Society (SANS), Brooklyn, NY.
- 142) Huskey, R., Wilcox, S., & Weber, R. (2018, April). *Using network neuroscience to study flow experiences during media use*. Paper presented at the Media2Inspire Symposium (<http://media2inspire.com>), Tallahassee, FL.
- 141) Huskey, R., Wilcox, S., & Weber, R. (2018, March). *Using graph theory to uncover the brain network organization underlying flow experiences during a semi-naturalistic behavioral paradigm*. Paper presented at the annual meeting of the Cognitive Neuroscience Society (CNS), Boston, MA.
- 140) Hopp, F. R., Fisher, J. T., Mangus, J. M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2017, November). *Examining online news reporting using the global database of events, language, and tone: Challenges, opportunities, and future directions*. Paper presented at the annual meeting of the National Communication Association (NCA), Dallas, TX.

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- 139) Weber, R., Mangus, J. M., Huskey, R., Amir, O., Swanson, R., Gordon, A., et al. (2017, May). *Extracting moral foundations from text narratives: Relevance, challenges, and solutions*. Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
- 138) Amir, O., Huskey, R., Mangus, J. M., Swanson, R., Gordon, A., Khooshabeh, P., et al. (2017, May). *Media and the moral mind: Binding and individualizing moral intuitions elicit distinct cortical activation*. Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
- 137) Huskey, R., Craighead, B., Miller, B. M., & Weber, R. (2017, May). *Intrinsic reward motivates shifts between cognitive control and default mode networks during task performance*. Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
- 136) Fisher, J. T., Keene, J., Huskey, R., & Weber, R. (2017, May, Top 5 Paper Communication Science and Biology Interest Group). *The off-ramp problem: Treating media psychology as an insular field inhibits theoretical and empirical progress*. Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
- 135) Lonergan, C., & Weber, R. (2017, May, Top 5 Paper Communication Science and Biology Interest Group). *Reconceptualizing physical sex as continuous: Are there sex differences in video game preference?* Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
- 134) Weber, R. (2017, May). *Individual differences in processing narratives are signal, not noise*. Paper presented at the pre-conference on "Innovations in Narrative-Based Intervention Design, Development, and Evaluation" at the annual meeting of the International Communication Association (ICA), San Diego, CA.
- 133) Huskey, R., Craighead, B., Miller, M., & Weber, R. (2017, March). *Different levels of intrinsic reward modulate cognitive control allocation while performing a naturalistic behavioral task*. Paper presented at the annual meeting of the Cognitive Neuroscience Society (CNS), San Francisco, CA.
- 132) Amir, O., Huskey, R., Mangus, J. M., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2017, March). *Trump versus Clinton: The role of moral intuition networks in processing political attack advertisements*. Paper presented at the annual meeting of the Social Cognitive and Affective Neuroscience Society (SANS), Los Angeles, CA.
- 131) Amir, O., Huskey, R., Mangus, J. M., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2017, March). *Moral intuitions elicit dissociable cortical activation*. Paper presented at the annual meeting of the Social Cognitive and Affective Neuroscience Society (SANS), Los Angeles, CA.
- 130) Huskey, R., Craighead, B., Miller, M., & Weber, R. (2017, March). *Cognitive control allocation is modulated by level of intrinsic reward: Results from three behavioral and one functional magnetic resonance imaging studies*. Paper presented at the annual meeting of the Social Cognitive and Affective Neuroscience Society (SANS), Los Angeles, CA.
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- 129) Lester, N. A., & Weber, R. (2016, August). *Construal level affects intuitive moral responses to narrative content*. Paper presented at the Annual Meeting of the Cognitive Science Society (COGSCI), Philadelphia, PA.
- 128) Weber, R., Huskey, R., Craighead, B., & Terrazas, M. (2016, June). *Developing and validating an unobtrusive and online measure of the attentional component of flow*. Paper presented at the annual meeting of the International Communication Association (ICA), Fukuoka, Japan.
- 127) Huskey, R., Craighead, B., Lonergan, C., & Weber, R. (2016, June). *What is the relationship between cognitive abilities, self-identified biological sex, and video game preferences and abilities?* Paper presented at the annual meeting of the International Communication Association (ICA), Fukuoka, Japan.
- 126) Huskey, R., Craighead, B., & Weber, R. (2016, June). Do attentional and reward networks synchronize during media induced flow experiences? A test of the synchronization theory of flow. Paper presented at the annual meeting of the International Communication Association (ICA), Fukuoka, Japan.
- 125) Mangus, J. M., Huskey, R., & Weber, R. (2016, June). *Examining moral differences in news coverage across sources and topics using the news narrative analyzer*. Paper presented at the annual meeting of the International Communication Association (ICA), Fukuoka, Japan.
- 124) Craighead, B., & Weber, R. (2016, June). *The dynamics of rewards and punishments in video games: A content analysis*. Paper presented at the annual meeting of the International Communication Association (ICA), Fukuoka, Japan.
- 123) Weber, R., Huskey, R., & Mangus, J. M. (2016, April). Message sensation value, argument strength, and audience drug-use risk modulate functional connectivity in the persuasion network. Paper presented at the annual meeting of the Social Cognitive and Affective Neuroscience Society (SANS), New York, NY.
- 122) Mangus, J. M., & Weber, R. (2016, April). *Neural and facial correlates of affective disposition during morally-salient narratives*. Paper presented at the annual meeting of the Social Cognitive and Affective Neuroscience Society (SANS), New York, NY.
- 121) Huskey, R., Craighead, B., Miller, M., & Weber, R. (2016, April). *Attentional and reward networks are functionally connected during flow experiences*. Paper presented at the annual meeting of the Social Cognitive and Affective Neuroscience Society (SANS), New York, NY.
- 120) Huskey, R., Mangus, J. M., & Weber, R. (2016, March). *Multidimensional message features modulate functional connectivity in the persuasion network*. Paper presented at the annual meeting of the Cognitive Neuroscience Society (CNS), New York, NY.
- 119) Craighead, B., Huskey, R., Miller, M., & Weber, R. (2016, March). *Methodological innovations for examining flow experiences in brain imaging contexts*. Paper presented at the annual meeting of the Cognitive Neuroscience Society (CNS), New York, NY.
- 118) Craighead, B., Huskey, R., & Weber, R. (2015, November). *Flow and video game addiction: A media neuroscience perspective*. Paper presented at the annual meeting of the National Communication Association (NCA), Las Vegas, NV.
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- 117) Huskey, R., & Weber, R. (2015, November). *Beyond brain-mapping: How fMRI connectivity analyses can advance communication theory and research*. Paper presented at the annual meeting of the National Communication Association (NCA), Las Vegas, NV.
- 116) Craighead, B., Huskey, R., & Weber, R. (2015, May). *Video game addiction: What can we learn from a media neuroscience perspective?* Paper presented at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 115) Lester, N. A., & Weber, R. (2015, May). *Construal-level theory and intuitive morality: How processing states shape moral judgments of media content*. Paper presented at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 114) Lewis, R., Grizzard, M., Mangus, J. M., Rashidian, P., & Weber, R. (2015, May). *The effect of moral clarity versus ambiguity in entertainment media on cooperation in an economic game*. Paper presented at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 113) Weber, R. (2015, May). *Ethical challenges of a false-positive communication science: Three daring suggestions*. Paper presented at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 112) Weber, R., Huskey, R., & Terrazas, M. (2015, May). *Attentional capacity and flow experiences: Examining the attentional component of synchronization theory*. Paper presented at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 111) Weber, R., Mangus, J. M., & Huskey, R. (2015, May). *Brain imaging in communication research: A practical guide to understanding and evaluating fMRI studies*. Paper presented at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 110) Mangus, J. M., Tan, S., Huskey, R., Yan, X., & Weber, R. (2015, May). *Building semantic networks of moral content in news*. Paper presented at the pre-conference on "Bringing together Social and Semantic Networks in Communication Research" at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 109) Huskey, R., Mangus, J. M., & Weber, R. (2015, May). Variation in message sensation value, argument strength, and issue involvement modulate functional connectivity in the persuasion network. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains Across the Lifespan - Innovation in Theory and Methods" at the annual meeting of the International Communication Association (ICA), San Juan, PR.
- 108) Turner, B., Huskey, R., Mangus, J. M., & Weber, R. (2015, May). *How much can individual differences in brain activity tell us about the neural processing of persuasive messages?* Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains Across the Lifespan - Innovation in Theory and Methods" at the annual meeting of the International Communication Association (ICA), San Juan, PR.
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- 107) Weber, R., Turner, B., Huskey, R., & Mangus, J. M. (2015, March). *Individual differences in neural processing of persuasive messages: Implications for message tailoring*. Paper presented at the annual meeting of the Cognitive Neuroscience Society (CNS), San Francisco, CA.
- 106) Weber, R., & Huskey, R. (2015, March, Top 5% Conference Paper). *Brain-as-predictor: A valid, transparent & actionable methodology*. Paper presented at the annual meeting of the Advertising Research Foundation (ARF), New York, NY.
- 105) Weber, R. (2014, November). *False-positive communication science: A threefold path for sound reasoning in data-driven communication research*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- 104) Huskey, R., Adams, A., Craighead, B., & Weber, R. (2014, November). *Evolution rules: Can signaling theory predict aggressive behaviors in games?* Paper presented at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- 103) Huskey, R., & Weber, R. (2014, November). *Communicating aggression in mediated contexts*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- 102) Weber, R., & Behr, K.M. (2014, May). *Interactivity, video game violence, and behavioral aggression. Effects or equivalence? An experimental study*. Paper presented at the annual meeting of the International Communication Association (ICA), Seattle, WA.
- 101) Westcott-Baker, A., & Weber, R. (2014, May). *Dynamic persuasion in response to anti-marijuana public service announcements*. Paper presented at the annual meeting of the International Communication Association (ICA), Seattle, WA.
- 100) Weber, R., Huskey, R., Mangus, J. M., Westcott-Baker, A., & Turner, B. (2014, May). *Predicting message effectiveness in anti-drug campaigns with brain imaging data*. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains 2.0: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), Seattle.
- 99) Weber, R., Alicea, B., Huskey, R., & Mathiak, K. (2014, May). *The dynamics of attention in virtual environments*. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains 2.0: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), Seattle.
- 98) Eden, A., Sarinopolos, I., Tamborini, R., & Weber, R. (2014, May). *The role of political affiliation in responding to moral violations in news studies*. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains 2.0: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), Seattle.
- 97) Sherry, J., & Weber, R. (2014, May). *Two mechanisms to rule them all: The cognitive science of media experience*. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains 2.0: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), Seattle.
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- 96) Huskey, R., Mangus, J. M., Yoder, C., & Weber, R. (2014, May). The neural correlates of flow experiences: A pilot test examining the structural assumptions central to a synchronization theory of flow. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains 2.0: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), Seattle.
- 95) Westcott-Baker, A., & Weber, R. (2013, November, Top Paper Social Cognition Division). *Dynamic attitudes in response to multi-argument health messages*. Paper presented at the annual meeting of the National Communication Association (NCA), Washington, D.C.
- 94) Weber, R., & Huskey, R. (2013, June). *Attentional capacity and flow experiences: Examining the attentional component of synchronization theory*. Paper presented at the annual meeting of the International Communication Association (ICA), London.
- 93) Weber, R. (2013, June). *The media neuroscience lab: It's mission, research agenda, and service to communication researchers*. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), London.
- 92) Mangus, J. M., & Weber, R. (2013, June). The multilevel emergence of communication phenomena: A philosophical review of subjectivity and evolutionary psychology from a neurophysiological perspective. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), London.
- 91) Huskey, R., & Weber, R. (2013, June). *Does signaling theory predict aggressive behaviors in video games*. Paper presented at the pre-conference on "Communication Science: Evolution, Biology, and Brains: Innovations in Theory and Methods" at the annual meeting of the International Communication Association (ICA), London.
- 90) Klasen, M., Mathiak, K. A., Zvyagintsev, M., Schwenger, M., Sarkheil, P., Weber, R., & Mathiak, K. (2013, April). *Differential reward system processing of violent and non-violent success in a video game*. Paper presented at the annual meeting of the Cognitive Neuroscience Society (CNS), San Francisco, CA.
- 89) Westcott-Baker, A., & Weber, R. (2012, November). *Parsing argument strength: factors that affect perceived argument strength in health messages*. Paper presented at the annual meeting of the National Communication Association (NCA), Orlando, FL.
- 88) Park, H. S., Levine, T. R., Weber, R., Lee, H., Terra, L. I., Botero, I. C., et al. (2012, November). *Multilevel analysis of relationships among individualism, face needs, and direct communication style*. Paper presented at the annual meeting of the National Communication Association (NCA), Orlando, FL.
- 87) Fan, Y. Y., & Weber, R. (2012, June). *Capturing audience experience via mobile biometrics*. Paper presented at the International Conference on Auditory Display (ICAD), Atlanta, GA.
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- 86) Westcott-Baker, A., & Weber, R. (2012, May). *The synchronization theory of flow. Consequences of a limited capacity for attention and consciousness*. Paper presented at the annual meeting of the International Communication Association (ICA), Phoenix, AZ.
- 85) Lewis, R., Tamborini, R., & Weber, R. (2012, May). *Reactions to moral conflict in narrative entertainment: The moderating influence of moral intuitions*. Paper presented at the annual meeting of the International Communication Association (ICA), Phoenix, AZ.
- 84) Lewis, R., Tamborini, R., & Weber, R. (2011, November). *Testing a dual-process model of media enjoyment and appreciation*. Paper presented at the annual meeting of the National Communication Association (NCA), New Orleans, LA.
- 83) Weber, R., & Popova, L. (2011, November). *Testing equivalence in communication research. Theory and application*. Paper presented at the annual meeting of the National Communication Association (NCA), New Orleans, LA.
- 82) Stipp, H., Weber, R., Varan, D. (2011, May). Developing best practices in neuromarketing research: The “NeuroStandards Collaboration” project of the Advertising Research Foundation. Paper presented at the annual meeting of the NeuroPsychoEconomics Association, Munich, Germany.
- 81) Weber, R., Behr, K. M., & Bates, C. (2011, May). *How video game interactivity moderates video game effects: An experimental study*. Paper presented at the annual meeting of the International Communication Association (ICA), Boston, MA.
- 80) Weber, R. (2011, May). *Peering into the brain "on" media: promising new fMRI paradigms for media researchers*. Paper presented at the annual meeting of the International Communication Association (ICA), Boston, MA.
- 79) Weber, R., Eden, A., Mathiak K. (2011, May, Top Paper Mass Communication Division). Seeing bad people punished makes us think alike: Social norm violations in television drama elicit cortical synchronization in viewers. Paper presented at the annual meeting of the International Communication Association (ICA), Boston, MA.
- 78) Klasen, M., Weber, R., Schwenger, M., Zvyagintsev, M., Mathiak, K. A., & Mathiak, K. (2010, November). Influence of an atypical antipsychotic on the connectivity between anterior cingulate and amygdala during a violent computer game. Paper presented at the annual meeting of the Society for Neuroscience (SfN), San Francisco, CA.
- 77) Eden, A. L., & Weber, R. (2010, November). *Predicting enjoyment in soap opera: A high-resolution content analysis*. Paper presented at the annual meeting of the National Communication Association (NCA), San Francisco, CA.
- 76) Weber, R., Bates, C., & Behr, K. M. (2010, November, Top Paper Mass Communication Division). *Developing a metric of interactivity in video games*. Paper presented at the annual meeting of the National Communication Association (NCA), San Francisco, CA.
- 75) Westcott-Baker, A., & Weber, R. (2010, November). *Extending the synchronization theory of flow*. Paper presented at the annual meeting of the National Communication Association (NCA), San Francisco, CA.
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- 74) Smith, S. L., Weber, R., & Choueiti, M. (2010, August). *Female characters and financial performance: An analysis of 100 top-grossing films at the box office and DVD sales*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.
- 73) Mathiak, K., Klasen, M., Weber, R., Schwenzer, M., Zvyagintsev, M., & Mathiak, K. A. (2010, June). *Reward-system responses to violent and non-violent game events*. Paper presented at the annual meeting of the Organization for Human Brain Mapping (HBM), Barcelona, Spain.
- 72) Mathiak, K. A., Klasen, M., Weber, R., Shergill, S., & Mathiak, K. (2010, June). *Playing to avoid failure. The reward system involvement in subjective evaluation of game outcome*. Paper presented at the annual meeting of the Organization for Human Brain Mapping (HBM), Barcelona, Spain.
- 71) Weber, R. (2010, June). *Synchronization theory, flow, and media entertainment*. Paper presented at the annual meeting of the International Communication Association (ICA), Singapore.
- 70) Weber, R., Westcott-Baker, A., Funk, C., & Anderson, A. (2010, June). *The effectiveness of anti-marijuana public service announcements: A multi-level replication study*. Paper presented at the annual meeting of the International Communication Association (ICA), Singapore.
- 69) Weber, R., & Bates, C. (2010, June). Does interactivity in video games intensify or attenuate their effects? Measuring video game interactivity and assessing its interaction with video game violence. Paper presented at the annual meeting of the International Communication Association (ICA), Singapore.
- 68) Eden, A., Tamborini, R., Lewis, R., Grizzard, M., & Weber, R. (2010, June). *Maintaining morality: Repeated exposure to narrative entertainment and the salience of moral intuitions*. Paper presented at the annual meeting of the International Communication Association (ICA), Singapore.
- 67) Klasen, M., Zvyagintsev, M., Weber, R., Mathiak, K. A., & Mathiak, K. (2009, November). *Brain correlates of video game experience dimensions*. Paper presented at the annual meeting of the Society for Neuroscience (SfN), Chicago, IL.
- 66) Weber, R. (2009, November). *Managing methodological problems of game studies: A panel discussion of challenges in video game research*. Paper presented (panel discussion) at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- 65) Kantor, B., & Weber, R. (2009, November). *Flow theory in media contexts: Advances in experimental research*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- 64) Tamborini, R., Eden, A., Bowman, N., Grizzard, M., & Weber, R. (2009, November). *Predicting media appeal from instinctive moral values*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago, IL.
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- 63) Mathiak, K., Weber, R., Klasen, M., Zvyagintsev, M., & Mathiak, K. A. (2009, June). *Neural correlates of subjective experience: positive and negative affect*. Paper presented at the annual meeting of the Organization of Human Brain Mapping (HBM), San Francisco, CA.
- 62) Mathiak, K. A., Weber, R., Klasen, M., Zvyagintsev, M., & Mathiak, K. (2009, June). *Temporal pole involvement in subjective evaluations of game failures*. Paper presented at the annual meeting of the Organization of Human Brain Mapping (HBM), San Francisco, CA.
- 61) Klasen, M., Weber, R., Zvyagintsev, M., Mathiak, K. A., & Mathiak, K. (2008, November). *Towards neuronal correlates of subjective experience during video game playing*. Paper presented at the annual meeting of the Society for Neuroscience (SfN), Washington, DC.
- 60) Zvyagintsev, M., Klasen, M., Mathiak, K. A., Weber, R., & Mathiak, K. (2008, November). *Real-time attenuation of fMRI scanner noise applied in interactive speech communication*. Paper presented at the annual meeting of the Society for Neuroscience (SfN), Washington, DC.
- 59) Weber, R., Tamborini, R., Kantor, B., & Westcott-Baker, A. (2008, November). *Theorizing flow and media enjoyment as cognitive synchronization of attentional networks*. Paper presented at the annual meeting of the National Communication Association (NCA), San Diego, CA.
- 58) Tamborini, R., Eden, A. L., Weber, R., Bowman, N., & Grizzard, M. (2008, November). *Variance in disposition and morality predicted by repeated exposure to daytime soap operas*. Paper presented at the annual meeting of the National Communication Association (NCA), San Diego, CA.
- 57) Klasen, M., Zvyagintsev, M., Weber, R., Mathiak, K. A., & Mathiak, K. (2008, October). *Think aloud during fMRI: Neuronal correlates of subjective experience in video games*. Paper presented at the International Conference on Fun and Games, Eindhoven, The Netherlands.
- 56) Weber, R., Mathiak, K. A., Klasen, M., & Mathiak, K. (2008, July). *Neural mechanisms of video game violence*. Paper presented at the annual meeting of the International Congress of Psychology (ICP), Berlin, Germany.
- 55) Weber, R., & Sherry, J. (2008, July). *The neurophysiology perspective in media psychology*. Paper presented at the annual meeting of the International Congress of Psychology (ICP), Berlin, Germany.
- 54) Weber, R., & Mathiak, K. (2008, June). *How to study the process of moral judgments with brain imaging methodology? Event-related content analysis of continuous, semi-natural stimuli as paradigm in functional magnetic resonance imaging*. Paper presented at the annual meeting of the International Workshop of Neuroethics, Aachen, Germany.
- 53) Weber, R., Tamborini, R., Lee, H. E., & Stipp, H. (2008, May, Top Paper Mass Communication Division). *Enjoyment of daytime soap operas: A longitudinal test of affective disposition theory*. Paper presented at the annual meeting of the International Communication Association (ICA), Montreal, QC.
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- 52) Tamborini, R., & Weber, R. (2008, April). *Combining event related content analysis with brain imaging techniques in health communication research*. Paper presented at the annual convention of the Southern States Communication Association (SSCA), Savannah, Georgia.
- 51) Weber, R. (2008, March). *The synchronization hypothesis of media enjoyment*. Paper presented at the Media Entertainment Summit, Michigan State University, East Lansing.
- 50) Weber, R., Tamborini, R., Mathiak, K., Eden, A. L., Bowman, N., & Lange, R. (2007, November). *Neurophysiology of entertainment: Neural signatures of humor enjoyment*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago.
- 49) Tamborini, R., Weber, R., Bowman, N., Eden, A. L., Skalski, P., & Maloney, E. (2007, November). *The appeal of violence in films and video games*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago.
- 48) Weber, R., Lee, H. E., Eden, A.L., Mande, M., Symonds, L., & Mathiak, K. (2007, November). *Socially significant interactions in media entertainment activate multimodal areas*. Paper presented at the annual meeting of the Society for Neuroscience (SfN), San Diego.
- 47) Mathiak, K. A., & Weber, R. (2007, July). *Brain dynamics of media enjoyment*. Paper presented at the annual meeting of the International Society for Research on Emotions (ISRE), Queensland.
- 46) Mathiak, K. A., Weber, R., Zvyagintsev, M., Ackermann, H., & Mathiak, K. (2007, July). *The correction for the lateralized artifacts in the amygdala - application in studies of social interaction in virtual reality environments*. Paper presented at the annual meeting of the International Society for Research on Emotions (ISRE), Queensland.
- 45) Muehling, M., Ewerth, R., Stadelmann, T., Freisleben, B., Weber, R., & Mathiak, K. (2007, July). *Semantic video analysis for psychological research on violence in computer games*. Paper presented at the ACM International Conference on Image and Video Retrieval, Amsterdam.
- 44) Lewis, M., Bowman, N., & Weber, R. (2007, May). *The creation of character attachment in role playing games*. Paper presented at the annual meeting of the International Communication Association (ICA), San Francisco.
- 43) Weber, R., Symonds, L., Mande, M., & Mathiak, K. (2006, November). *Neurophysiology of entertainment: Neural signatures of affective disposition theory*. Paper presented at the annual meeting of the National Communication Association (NCA), San Antonio, TX.
- 42) Tamborini, R., Weber, R., Lee, H., & Alfieri, T. (2006, November). *Enjoyment of daytime soap opera: A longitudinal test of affective disposition theory*. Paper presented at the annual meeting of the National Communication Association (NCA), San Antonio, TX.
- 41) Mathiak, K., & Weber, R. (2006, November). *Neuronale Mechanismen virtueller sozialer Interaktionen [Neural mechanisms of virtual social interactions]*. Paper presented at the annual meeting of the German Psychiatric Association (DGPPN), Berlin, Germany.
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- 40) Mathiak, K., Weber, R., Swirszcz, K., Weis, S., & Kircher, T. T. (2006, September). *Brain activity during video games and continuous speech: Reduction of fMRI artifacts in social cognitive neuroscience*. Paper presented at the European Society for Magnetic Resonance in Medicine and Biology (ESMRMB), Warsaw, Poland.
 - 39) Weber, R., Behr, K., Ritterfeld, U., & Mathiak, K. (2006, June). *Event-related, high-resolution content analysis of first-person-shooter games*. Paper presented at the annual meeting of the International Communication Association (ICA), Dresden, Germany.
 - 38) Weber, R., Lewis, M., & Bowman, N. (2006, June). *The creation of character attachment in video games*. Paper presented at the annual meeting of the International Communication Association (ICA), Dresden, Germany.
 - 37) Weber, R., Ward, J. G., & Shaw, P. (2006, June). *Player types and game qualities: A model to predict video game playing*. Paper presented at the annual meeting of the International Communication Association (ICA), Dresden, Germany.
 - 36) Weber, R., & Mathiak, K. (2005, November). *Does playing violent video games induce aggression? Empirical evidence of a functional magnetic resonance imaging study*. Paper presented at the meeting of the Deutsche Gesellschaft für Psychiatrie, Psychotherapie und Nervenheilkunde (DGPPN), Berlin, Germany.
 - 35) Tamborini, R., Skalski, P., Weber, R., Westerman, D., Hamel, L., Boyan, A., et al. (2005, November). *The appeal of interactive violence in computer/video games*. Paper presented at the annual meeting of the National Communication Association (NCA), Boston, MA.
 - 34) Tamborini, R., Westerman, D., Skalski, P., Weber, R., Kotowski, M., & Chung, D. (2005, November). *Repeated exposure to virtual video game violence: Presence and hostile thoughts*. Paper presented at the annual meeting of the National Communication Association (NCA), Boston, MA.
 - 33) Shaw, P., & Weber, R. (2005, October). *Player types and video game qualities*. Paper presented at the annual Futureplay meeting, East Lansing, MI.
 - 32) Lewis, M., & Weber, R. (2005, October). *The creation of character attachment in role-playing video games*. Paper presented at the annual Futureplay meeting, East Lansing, MI.
 - 31) Weber, R., Behr, K. M., Ritterfeld, U., & Mathiak, K. (2005, September). *Zeitbasierte, hoch auflösende Inhaltsanalyse gewalthaltiger Videospiele [Time based, high resolution content analysis of violent video games]*. Paper presented at the annual meeting of the German Communication Association – Methods Division (DGPUK), Düsseldorf, Germany.
 - 30) Mathiak, K., & Weber, R. (2005, July). *fMRI of virtual social behavior: Brain signals in virtual reality and operational environments*. Paper presented at the annual meeting of Human Computer Interface International (HCI), Las Vegas, NV.
 - 29) Weber, R. (2005, June). *Video game research - World of Warcraft as example*. Paper presented at the annual meeting of the Digital Games Research Association (DIGRA), Vancouver, CA.
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- 28) Mathiak, K., & Weber, R. (2005, June). *Virtual violent interactions suppress affective brain areas: fMRI of violent video games*. Paper presented at the annual meeting of Human Brain Mapping (HBM), Toronto, Canada.
- 27) Weber, R., Ritterfeld, U., & Mathiak, K. (2005, May). *Neuroscience in video games research. Functional magnetic resonance imaging of virtual violence*. Paper presented at the annual meeting of the International Communication Association (ICA), New York.
- 26) Weber, R., & Gardini, F. (2005, May). *Qualität von Unterhaltung. Prognostisch valide Qualitätsindikatoren von Unterhaltungsangeboten im Fernsehen aus der Sicht professioneller Zuschauer und Produzenten* [Quality of TV drama shows in the US: Valid indicators of quality from the viewpoint of professional viewers and producers]. Paper presented at the annual meeting of the German Communication Association (DGPUK), Hamburg, Germany.
- 25) Weber, R., Ritterfeld, U., & Mathiak, K. (2005, January). *Gewalt im Computerspiel und Aggressivität. Ergebnisse einer fMRI-Studie* [Violence in computer games: Results of a functional magnetic resonance imaging study]. Paper presented at the annual meeting of the German Communication Association – Reception Research Division (DGPUK), Zurich, Switzerland.
- 24) Weber, R., Ritterfeld, U., & Mathiak, K. (2004, November). *Violent computer games, aggression and brain activity: A functional magnetic resonance imaging study*. Paper presented at the annual meeting of the National Communication Association (NCA), Chicago, IL.
- 23) Mathiak, K., & Weber, R. (2004, October). *Violent computer games: fMRI of virtual social behavior*. Paper presented at the annual meeting of the Society for Neuroscience (SfN), San Diego, CA.
- 22) Fretwurst, B., Gehrau, V., & Weber, R. (2004, October). *Notwendige Angaben zum Auswahlverfahren: Überlegungen zu Anforderungen an wissenschaftliche Veröffentlichungen* [Required information on sampling methods in scientific publications]. Paper presented at the annual meeting of the German Communication Association – Methods Division (DGPUK), Berlin, Germany.
- 21) Gehrau, V., Fretwurst, B., & Weber, R. (2004, October). *Auswahlverfahren in der Kommunikationswissenschaft: Eine Inhaltsanalyse aktueller Veröffentlichungen über empirische Studien in der Kommunikationswissenschaft* [Sampling in communication research: A content analysis of current publications in communication research]. Paper presented at the annual meeting of the German Communication Association – Methods Division (DGPUK), Berlin, Germany.
- 20) Weber R., Ritterfeld U., Mathiak K. (2004, September). *Playing violent computer games and brain activity: A functional magnetic resonance imaging study*. Paper presented at the annual meeting of the German Psychological Association (DGP), Göttingen, Germany.
- 19) Weber, R., & Gardini, F. (2004, May). *TV entertainment programs: Validation of quality indicators*. Paper presented at the annual meeting of the International Communication Association (ICA), New Orleans, LA.
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- 18) Gehrau, V., & Weber, R. (2004, May). *Evaluations of TV quality as a tool to predict TV actions*. Paper presented at the annual meeting of the International Communication Association (ICA), New Orleans, LA.
 - 17) Weber, R., & Gardini, F. (2003, September). *TV entertainment programs: Validation of quality indicators*. Paper presented at the annual meeting of PRIXITALIA - International Competition for Radio, Television and Web, Catania, Italy.
 - 16) Weber, R. (2003, May). *Prognosis methods on television viewing patterns for target audiences: New findings*. Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
 - 15) Weber, R. (2003, May). *Entertainment programs in TV - Indicators of quality and success from professionals' viewpoint*. Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
 - 14) Gehrau, V., & Weber, R. (2003, May). *Published advertising price as indicator of success?* Paper presented at the annual meeting of the International Communication Association (ICA), San Diego, CA.
 - 13) Gehrau, V., & Weber, R. (2002, October). *Ergebnisrelevanz als Anreiz zur Nutzung von Medienspielen? [The relevance of a result as motivation to use media games]*. Paper presented at the annual meeting of the German Communication Association – Reception Research Division (DGPUK), Hannover, Germany.
 - 12) Weber, R. (2002, September). *Methoden zur Optimierung von Erklärungs- und Prognosemodellen der Fernsehnutzung [Methods for an optimization of TV usage models]*. Paper presented at the annual meeting of the German Psychological Association (DGP), Berlin, Germany.
 - 11) Weber, R. (2001, September). *Prognose und Simulation der Fernsehnutzung [Prediction and simulation of TV viewing behavior]*. Paper presented at the annual meeting of the Internationale Funkausstellung (IFA), Berlin, Germany.
 - 10) Weber, R. (2001, March). *Prognose und Simulation der Fernsehnutzung [TV audience prediction and simulation]*. Paper presented at the annual meeting of the Cebit Computermesse (CEBIT), Hannover, Germany.
 - 9) Weber, R. (2000, October). *Prognosemodelle zur Vorhersage der Fernsehnutzung [Models to forecast TV usage]*. Paper presented at the annual meeting of the German Society for Media Effects (DGMW), Stuttgart, Germany.
 - 8) Weber, R. (2000, October). *Neuronale Netze und ihre Anwendung in der Medien- und Kommunikationsforschung [Neural networks and their applications in media- and communication research]*. Paper presented at the annual meeting of the German Communication Association – Methods Division (DGPUK), Loccum, Germany.
 - 7) Weber, R. (2000, July). *New models to forecast and simulate TV usage*. Paper presented at the annual meeting of the International Association for Media and Communication Research (IAMCR), Singapore.
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- 6) Weber, R. (2000, July). *Techniques for forecasting, simulating and explaining TV use based on Telemetric Data*. Paper presented at the annual meeting of the International Association for Media and Communication Research (IAMCR), Singapore.
- 5) Weber, R. (2000, May). *Prognosemodelle zur Vorhersage der Fernsehnutzung. Neuronale Netze, Tree-Modelle und klassische Statistik im Vergleich* [Models to forecast TV usage: Neural network, tree-models and classical statistics in comparison]. Paper presented at the annual meeting of the German and Swiss Associations for Market Research (BVM), Basel, Switzerland.
- 4) Boger, Z., & Weber, R. (2000, May). *Finding an optimal artificial neural network topology in real-life modeling*. Paper presented at the annual meeting of the ICSC Symposium on Neural Computation (NC), Berlin, Germany.
- 3) Weber, R. (1999, July). *Models to forecast TV usage: Neural networks, tree-models, and classical statistical models in comparison - first overview*. Paper presented at the annual meeting of the International Association for Media and Communication Research (IAMCR), Leipzig, Germany.
- 2) Weber, R. (1994, September). *Nachrichtennutzung: Der Einfluss herausragender Ereignisse auf die Einschaltquoten der Tagesschau vor dem Hintergrund des dynamisch-transaktionalen Modells*. Deutschen Gesellschaft für Psychologie [News usage: Effects of events on news ratings]. Paper presented at the annual meeting of the German Psychological Association (DGP), Hamburg, Germany.
- 1) Bretz, H. J., Weber, R., & Gmel, G. (1994, September). *Politische Destabilisierung und Rezeption der Aktuellen Kamera in der DDR während der Wende: Zeitreihenanalysen der Nachrichtennutzung* [Political destabilization and the reception of "Aktuelle Kamera (news)" in the German Democratic Republic during the breakdown of the wall: Time-series analysis of news usage]. Paper presented at the annual meeting of the German Psychological Association (DGP), Hamburg, Germany.

TEACHING

Graduate Courses Taught

- Mass Communication and Cognition
- Video Game Theory and Research Design
- Media Effects
- Audience Research
- Media Entertainment
- Applied Communication Research
- Quality of Television Entertainment
- Statistics for Communication Researcher
- Advanced Statistics for Communication Researcher
- Multivariate Statistics
- Nonparametric Statistics
- Analysis of Variance
- Evaluation Techniques and Research Designs

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- Qualitative Research Methods
 - Experimental Research

Undergraduate Courses Taught

- Mass Communication and Children
- Video Game Theory and Research
- Introduction to Communication Science
- Computational Social Science (Online Course)
- Video Game Interactivity and its Effects
- Introduction to Statistics
- Research Methods
- Analysis of Variance
- Data Collection with New Media Technology
- Data Analysis with SPSS and SAS

Workshops Taught

- Understanding Statistics (Annenberg Summer Institute for Methods and Statistics, Annenberg School for Communication, Los Angeles, CA)
- Online Experiments (Annenberg Summer Institute for Methods and Statistics, Annenberg School for Communication, Los Angeles, CA)
- Advanced Statistical Analysis for Communication Scholars (Annenberg Summer Institute for Methods and Statistics, Annenberg School for Communication, Los Angeles, CA)
- Functional Magnetic Resonance Imaging (fMRI) in Media Neuroscience Research - An Introduction and Overview (Taiwanese National Ministry of Science & College of Communication, National Chengchi University, Taipei, Taiwan)

Advising – Doctoral Committees

- Jacob Fisher (UCSB, Chair, in progress)
- Chelsea Lonergan (UCSB, Chair, in progress)
- Frederic Hopp (UCSB, Chair, in progress)
- Yibei Chen (UCSB, Chair, in progress)
- Alex Aune (UCSB, Member, in progress)
- Clare Grall (MSU, Member, in progress)
- Eric Novotny (MSU, Member, in progress)
- Lindsey Hahn (MSU, Member, 2018) – Altruistic Intuitive Motivations in Children
- Nicholas Lester (UCSB, Linguistics, Member, 2018) – Syntactic similarity & priming
- Sujay Prabu (MSU, Member, 2018) – Measuring Altruistic Intuitive Motivations
- Kimberley Walsh (UCSB, Member, 2016) – Reconceptualization of Media Effects
- Richard Huskey (UCSB, Chair, 2016) – Cognitive Control & Flow with Media
- Ethan Hartsell (UCSB, Member, 2016) – Morality in News
- Michael Mangus (UCSB, Chair, 2015) – Moral Intuitions & Brain Connectivity
- Yuan Yi Fan (UCSB, Media Arts, Member, 2015) – Biometrics
- Alex Markov (UCSB, Member, 2015) – Group Cognition

- Chris Seaman (UCSB, Member, 2015) – Pathogen & Pornography Tolerance
- Mathew Grizzard, (MSU, Member, 2013) – Oxytocin & Media
- Andrew Zhang (UCSB, Member, 2013) – Signaling Theory
- Jennifer Waldschmidt (UCSB, Psychology, Member, 2013) – Stress & CL
- Zach Simmons (UCSB, Psychology, Member, 2012) – The COVIS Model
- Erick Paul (UCSB, Psychology, Member, 2012) – Category Learning Tasks
- Amber Westcott-Baker (UCSB, Chair, 2012) – The Dynamics of Persuasion
- Robert Lewis, (MSU, Member, 2012) – Moral Intuitions and Entertainment
- Cynthia Bates (UCSB, Member, 2012) – Alcohol Campaign Evaluations
- Lydmila Popova (UCSB, Member, 2011) – Perceived Reality in Media
- Grace Anderson (UCSB, Member, 2011) – Female Verbal Aggression
- Beverly Bondat-Brown (UCSB, Co-Chair, 2011) – U&G of Online Video Use
- Allison Eden (MSU, Member, 2011) – Morality & Person-Perception
- Martin Klasen (RWTH, Member, 2010) – Neural Correlates of Flow
- Charles Choi (UCSB, Member, 2010) – Intergenerational Communication
- Zhijin Zhong (City University Hong Kong, 2009) – Social Capital and MMORPGs
- Nick Bowman (MSU, Member, 2009) – Social Facilitation in Video Games

Advising – Master’s Committees

- Musa Malik (UCSB, Chair, in progress)
- Sungbin Youk (UCSB, Chair, in progress)
- Paula Wang (UCSB, Chair, in progress)
- Freddy Hopp (UCSB, Chair, 2018) – Markov Modeling of Moral Frames and Events
- Chelsea Lonergan (UCSB, Chair, 2016) – Biological Sex and Media Preferences
- Lindsey Hahn (MSU, Member, 2016) – Media, Moral Intuitions, and Children
- Nicole Zamanzadeh (UCSB, Member, 2016) – Effects of Media Multitasking
- Britney Craighead (UCSB, Chair, 2016) – Reward and Punishment in Video Games
- Jennifer Suh (UCSB, Member, 2016) – Credibility in Social Media
- Christian Yoder (UCSB, Member, 2014) – Social Networks & Signaling Theory
- Richard Huskey (UCSB, Chair, 2013) – Video Games & Signaling Theory
- Carrie Cunningham (MSU, Member, 2013) – Attention Networks
- Michael Mangus (UCSB, Chair, 2013) – Synchrony & Collaboration
- Chris Seaman (UCSB, Member, 2010) – Effects of Adult Businesses
- Grace Anderson (UCSB, Member, 2008) – Female Verbal Aggressiveness
- Patrick Shaw (MSU, Member, 2008) – Video Game Quality
- Searle Huh (MSU, Member, 2007) – Video Game Addiction
- Joachim Schulte (TU Berlin, Member, 2002) – Learning With New Media

Advising – Post Doctoral Fellows, Fulbright Scholars, Visiting Scholars

- Ori Amir (Post-Doctoral Fellow, 2016-2017)
- Michael Mangus (Post-Doctoral Fellow, 2015-2017)
- Zhijin Zhong (Fulbright Scholar at UCSB, City University Hong Kong)
- Katharina Behr (University of Zurich, Switzerland)

PROFESSIONAL SERVICE**Professional Associations – Leadership Positions & General Service**

- Conference Organizer (in a team of four),
The Social & Affective Neuroscience Society, 2020
- Chair & Founder, Communication Science & Biology Interest Group,
International Communication Association, 2016-2018
- Chair, Mass Communication Division,
International Communication Association, 2013-2015
- Vice-Chair, Mass Communication Division,
International Communication Association, 2011-2013
- Chair & Organizer, Pre-conference “Communication Science: Evolution, Biology, and Brains.
Innovation in Theory and Methods”, *International Communication Association*, London
2013
- Chair & Organizer, Pre-conference “Communication Science - Evolution, Biology, and Brains
2.0. Innovation in Theory and Methods”, *International Communication Association*,
Seattle 2014.
- Chair & Organizer, Pre-conference “Communication Science - Evolution, Biology, and Brains
Across the Lifespan. Innovation in Theory and Methods”, *International Communication
Association*, San Juan 2015.
- Appointed Expert for Neuromarketing,
Advertising Research Foundation, 2011-present
- Conference Organizer (in a team of three),
Meaningful Play Conference (East Lansing, Michigan), 2008
- Secretary, Game Studies Division,
International Communication Association, 2007-2010
- Panel Session Chair & Respondent, Mass Communication Division,
International Communication Association, 2007-present
- Panel Session Chair & Respondent, Game Studies Division,
International Communication Association, 2007-present
- Panel Session Chair & Respondent, Mass Communication Division,
National Communication Association, 2009-2015

Professional Associations – Manuscript Submissions Reviewer

- Social Cognitive and Affective Neuroscience Society, 2015-present
- Mass Communication Division, *International Communication Association*, 2004-present
- Game Studies Division, *International Communication Association*, 2005-present
- Mass Communication Division, *National Communication Association*, 2003-present
- Social Cognition Division, *National Communication Association*, 2007-present
- Social Neuroscience Division, *Society for Neuroscience*, 2007-present

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- Cognitive Science Division, *Association of Psychological Science*, 2007-present
 - Mass Communication, *German Society for Journalism and Communication*, 2005-2008

Journal & Book Editorships

- *Computational Communication Research*, Associate Editor, 2018-present
- *Frontiers in Human Neuroscience*, Review Editor, 2018-present
- *Proceedings of the National Academy of Sciences of the United States*, Review Editor, 2013-present
- *The Handbook of Communication Science and Biology, International Communication Association Handbook Series*, Routledge/Taylor Francis, Book Editor (K. Floyd & Weber, R.; authors in alphabetical order)
- *Communication Methods and Measures*, Special Issue Editor, 2013-2015
- *Journal of Media Psychology*, Special Issue Editor, 2013-2015

Editorial Board Membership

- Media Psychology, 2003-present
- Communication Methods and Measures, 2006-present
- Journal of Media Psychology, 2007-present
- Journal of Communication, 2008-present
- Communication Reports, 2008-present
- Games for Health Journal: Research, Development, and Clinical Assessment, 2011-present
- Communication Yearbook, International Communication Association, 2012
- Communication Monographs, 2014-present
- Frontiers in Human Neuroscience, 2018-present

Journal Ad Hoc Reviewer

- Communication Studies, 2017-present
- Social Cognitive and Affective Neuroscience, 2014-present
- Communication Monographs, 2013-present
- Communication Theory, 2010-present
- Communication Research, 2009-present
- Journal of Computer Mediated Communication, 2009-present
- Human Communication Research, 2006-present
- Communication Power (Manuel Castells, book review), 2008
- Sex Roles, 2008
- Psychological Science, 2006
- International Journal of Public Opinion Research, 2005
- Mass Communication and Society, 2005
- German Research Foundation, 2005
- Medien & Kommunikationswissenschaft, 2004-2005
- Journal of Computer Mediated Communication, 2003-2004
- Journal of Media Psychology, 2002-2007

University Promotion Case Reviewer

- External Reviewer for Tenure and Promotion, Princeton University, Department of Psychology (Chair: Kenneth Norman), March 2020
- External Review for Promotion to Full Professor, Vrije Universiteit Amsterdam, The Netherlands (Dean: Karen van Oudenhoven-van der Zee), September 2019
- External Review for Promotion to Full Professor, University of Pennsylvania, Annenberg School for Communication (Dean: Michael X. Delli Carpini), November 2018
- External Review for Promotion to Full Professor, University of California at Davis, Department of Communication (Chair: Robert Bell), October 2018
- External Review for Promotion to Full Professor, University of Illinois, Department of Advertising (Chair: Jacqueline Hitchon), August 2018
- External Review for Tenure and Promotion, University of California at Davis, Department of Communication (Chair: Robert Bell), October 2016
- External Review for Promotion to Full Professor, Texas Tech University, College of Media and Communication (Chair: Erik Bucy), September 2016
- External Review for Promotion to Full Professor, University of Fribourg/Switzerland, Department of Communication (Chair: Philomen Schoenhagen), February 2015
- External Review for Tenure and Promotion, University of California at Davis, Department of Communication (Chair: George Barnett), September 2014

Funding Agency Reviewer

- National Institute of Health (NIH), Omnibus Funding Opportunity PAR-19-356 (R21) and PAR-20-052 (R03), May 2020

Current and Past Academic Society Membership

- International Communication Association (ICA)
- National Communication Association (NCA)
- Society for Neuroscience (SfN)
- Cognitive Neuroscience Society (CNS)
- Association of Psychological Science (APS)
- The Social and Affective Neuroscience Society (SANS)

UNIVERSITY SERVICE**University Level**

Member, Council on Planning and Budget,

University of California Santa Barbara, 2020 – present

Chair, College of Letters and Science Information Technology Advisory Board,

University of California Santa Barbara, 2015 – present

Executive Council, Sage Center for the Study of the Mind

University of California Santa Barbara, 2012 – present

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- Member, Senate Ad Hoc Committee on Teaching Evaluations (ESCI) Reform,
University of California Santa Barbara, 2018 – present
- Advisory Board Member, Global Advisory Committee in Data Science,
*Department of Interaction Science & Department of Applied Artificial Intelligence,
Sungkyunkwan University, Seoul, South Korea, 2020-present*
- Member, Cognitive Science Program Steering Committee,
University of California Santa Barbara, 2009 – present
- Member, Quantitative Methods in the Social Sciences Dissertation Committee,
University of California Santa Barbara, 2009 – present
- Member, Senate Council on Research and Instructional Resources,
University of California Santa Barbara, 2016 – 2020
- Mentor/Panelist, Panel on Interdisciplinary Scholarship,
University of California Santa Barbara, 2019
- Representative and Advisor to the President, University Committee on Library and Scholarly
Communication, *University of California Santa Barbara, 2018 – 2019*
- Chair, College of Letters and Science, Search Committee for the Executive Director IT Services,
University of California Santa Barbara, 2018
- Member, Senate Committee on International Education
University of California Santa Barbara, 2012 – 2015
- Member, Central Student Fellowship Committee,
University of California Santa Barbara, 2010
- Member, IT Infrastructure Funding Committee,
University of California Santa Barbara, 2010 – 2012
- Honorary Faculty Marshal for the Social Sciences Division,
University of California Santa Barbara, 2009
- Member, Faculty Steering Committee & Faculty Advisor, Integrative Graduate Education and
Research Traineeship (IGERT) Initiative in Network Science,
University of California Santa Barbara, 2017-2019
- Faculty Legislature Representative,
University of California Santa Barbara, 2008 – 2015
- Member, University Hearing Board,
Michigan State University, 2005-2006

Department Level

- Chair, Technology, Space, and Security Committee, Department of Communication,
University of California Santa Barbara, 2013 – present
- Member, Research Lab Committee, Department of Communication,
University of California Santa Barbara, 2013 – present

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- Director, Media Neuroscience Lab, Department of Communication,
University of California Santa Barbara, 2012 – present
- Member, Graduate Students Committee, Department of Communication,
University of California Santa Barbara, 2009 – 2013
- Member, Search Committee (Interpersonal Communication Position),
University of California Santa Barbara, 2012
- Colloquium Coordinator, Department of Communication,
University of California Santa Barbara, 2012 (Spring Quarter)
- Member, Methods and Statistics Ad-Hoc Committee, Department of Communication,
University of California Santa Barbara, 2009-2011
- Member, The 25th Anniversary Committee, Department of Communication,
University of California Santa Barbara, 2009
- Course Coordinator (Media Area), Department of Communication,
University of California Santa Barbara, 2009
- Photographer/Archivist, Department of Communication,
University of California Santa Barbara, 2008 – 2015
- Faculty Meeting Archivist, Department of Communication,
University of California Santa Barbara, 2008, 2012, 2018
- Member, Technology, Space, and Security Committee, Department of Communication,
University of California Santa Barbara, 2007 – 2013
- Member, Responsive Issues of Harassment and Diversity Committee, Department of
Communication, *Michigan State University*, 2005-2006
- Member, Search Committee, Department of Psychology,
Berlin University of Technology, Germany, 2002-2003
- Member, Faculty Council, Department of Psychology,
Berlin University of Technology, Germany, 2001
- Chair, Relocation Committee, Department of Psychology,
Berlin University of Technology, Germany, 1997

Other

- Affiliated Faculty Member and Principal Investigator, UCSB Center for Responsible Machine
Learning, *University of California Santa Barbara*, 2020 – present
- Affiliated Faculty Member and Principal Investigator, UCSB Neuroscience Research Institute
University of California Santa Barbara, 2019 – present
- Affiliated Faculty Member, UCSB Center for Digital Games Research
University of California Santa Barbara, 2015 – present
- Affiliated Faculty Member, UCSB Department of Psychological and Brain Sciences,
University of California Santa Barbara, 2013 – present

Event Organizer and Host for Sage Lecture Speakers (S. Iyengar, C. Nass, U. Hasson, E. Falk, Diana Tamir, et al.), *University of California Santa Barbara*, 2013-present

Affiliated Researcher, UCSB Carsey-Wolf Center for Film and Television,
University of California Santa Barbara, 2011 – present

Affiliated Faculty Member, UCSB Center for Information Technology and Society,
University of California Santa Barbara, 2008 – present

Affiliated Researcher and Project Leader at the Institute for Collaborative Biotechnology,
University of California Santa Barbara, 2012 – 2019

Affiliated Faculty Member, UCSB Network Science IGERT Program
University of California Santa Barbara, 2016 – 2019t

Volunteer/Presenter at UCSB's "Spring Insights"
University of California Santa Barbara, 2008, 2010

Volunteer/Presenter at UCSB's "Back To School Night"
University of California Santa Barbara, 2008

COMMUNITY AND PUBLIC SERVICE

Public Lectures

Human Brains - A Fascinating World of Biological Networks, presented to children and parents at the Wolf Museum of Exploration and Innovation (MOXI) in Santa Barbara, California, August 17, 2018.

Media and Children, presented to parents and teachers at Peabody Elementary School, Santa Barbara, California, December 2013 & 2016.

What's going on in our heads? Media effects from a neurophysiological perspective, presented to viewers of Germany's public service channels, 6th TV Effects Day, Frankfurt, Germany, May 2009.

This is Your Brain, This is Your Brain on Video Games, presented to the Community of Santa Barbara, Carsey-Wolf Center For Film, Television, and New Media, Santa Barbara, California, April 2009.

Effects of Violent Video Games, presented to Mike Cox, Attorney General of the State of Michigan, Lansing, Michigan, October 2005.

German Culture and German Life, presented to students at the Ralya Elementary School, Haslet, Michigan, February 2005.

Select Press Coverage of Research

Smith, D. (Writer) (2020, March 5). *Key predictors for box office triumph*. In D. Smith (Producer), News and Sports. University of California Santa Barbara: KCSB FM 91.9 News.

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- Ugwu, R. (2020, February 6). *Movies starring women and people of color continue to surge. Three new studies examined the state of films led by performers who aren't white and male.* New York Times.
- Hipes, P. (2020, February 5). *Distribution plan and story, not characters' gender or race, key to box office success.* Deadline.
- Kilkenny, K. (2020, February 5). *Film's distribution and story strength key to box office success, study finds.* The Hollywood Reporter.
- Mueller, C. (2020, February 6). *Can inclusion strengthen the box office? Films with different leads are more successful domestically, as new studies show.* The Media Times.
- Harrison, T. (2020). *The ticket to inclusion. Movies starring lead actors from underrepresented groups perform as well as those with white male leads,* from <https://www.news.ucsb.edu/2020/019791/ticket-inclusion>
- Koenig, S. (2019). *Is the psychology of Greta Thunberg's climate activism effective?*, from <http://nautil.us/blog/is-the-psychology-of-greta-thunbergs-climate-activism-effective>
- Harrison, T. (2019). *The impassioned speech,* from <https://www.news.ucsb.edu/2019/019645/impassioned-speech>
- Tha, S. H. (2019, September 20). *UCSB professor and team creates moral-centric software.* Santa Barbara Newspress.
- Harrison, T. (2019). *The Moral Mind. Researcher Blazes the Way in our Understanding of Moral Sensibilities,* The Current, from <https://www.news.ucsb.edu/2019/019588/moral-mind>
- Weinberger, S. (2018, February 12). *Cure to violence.* *The Colombian Post.*
- Nauert, R. (2017). *Brain imaging used to improve anti-drug PSA's,* PsychCentral, from <https://psychcentral.com/news/2017/12/08/brain-imaging-used-to-improve-anti-drug-psas/129686.html>
- Grabmeier, R. (2017). *Brain scans may reveal most effective anti-drug messages. High-risk people don't respond the same as others to PSAs,* from <https://news.osu.edu/news/2017/12/07/brain-drugs/>
- Graham, R. (Writer), & R. Graham (Director) (2015). *Are Video Games That Bad?* In S. Crabtree (Producer), Horizon: BBC Scotland Science Production.
- Sherman, C. (2015, April 7). *Can brain science help promote good health?*, from <https://dana.org/article/can-brain-science-help-promote-good-health/>
- Klein, R. (Writer), & R. Klein (Director) (2014). *Media Neuroscience, Videos for Learning: Cengage Learning.*
- Cohen, J. (2014, January 9). *UCSB lab combines communication, technology and neuroscience. The Media Neuroscience Lab puts hard science into traditional communication methodology,* from <http://www.news.ucsb.edu/node/013885/lab-combines-communication-technology-and-neuroscience>
- Unknown (Writer) (2013, May 23). *Media Neuroscience Lab at UCSB,* *News: Santa Barbara Independent,* <http://www.independent.com/news/2013/may/23/media-neuroscience-lab-ucsb/>.
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- Weinberger, S. (2012, September 13). Searching for a cure to violence. Can science help understand what leads people to commit violent acts and find ways to stop them? *BBC Future*, <http://www.bbc.com/future/story/20120913-searching-for-a-cure-to-violence>.
- US Supreme Court Reference (2011, June 27). Brown, Governor of California et. al. vs. Entertainment Merchants Association et. al., *No. 08-1448*, Justice Breyer dissenting, p. 13.
- Reischauer, C. (2010, November 5). Wissen kennt keine Grenzen [Knowledge without Borders]. *Absatzwirtschaft*, p. 70-73.
- Estrada, A. (2009). Researcher discusses brain's response to virtual violence. *93106 – University of California Santa Barbara*, p. 2.
- Mileham, R. (2008). Interview: Can computer games make you violent? In R. Mileham (Ed.), *Powering Up*. Oxford: Wiley.
- De Guerre, M. (Writer) (2007). *Gamer generation – The world of computer games* (Documentary), Discovery Times & Canadian Broadcasting Corporation.
- Hammond, C. (Writer) (2007). Mind changers, *Radio 4*: British Broadcasting Corporation.
- Phillips, H. (2007, June 21). Mind-altering media. *The New Scientist*, 33-37.
- Unknown (Writer) (2005, November 15). Games prime brain for violence, *News*: British Broadcasting Corporation Television.
- Heitmüller, U. (2005, November 14). Computerspiele machen aggressiv [Computer games make people aggressive], *Die Welt/German Newspaper*, p. A1.
- Alderson, A. (2005, October 17). Violent video games' impact confirmed. *The Daily Telegraph Calcutta International*, p. 14.
- Alderson, A. (2005, October 16). Scientists observe link between violent video games and aggression. *The Telegraph*, p.34.
- Johnson, S. (2005, July 1). Your brain on video games. Could they actually be good for you? *Discover*, 71-73.
- McNamara, M. (2004, June 6). A PhD in mortal combat: A pioneering USC group tries to get into the heads of players to learn if the pastime harms or can help. *Los Angeles Times*, p.2.
- Wulkop, B. (Writer) (2004). Ballerspiele unterm Kernspin - Was passiert im Kopf? [Shooting games in an MRI scanner: What happens in the brain?], *Q21 – Wissenschaftsmagazin*: Channel WDR3/German Television.
- Wulkop, B. (Writer) (2001). Der gläserne Zuschauer: Wie forscher wissen, was sie morgen sehen. [The transparent audience: How researchers know what you'll see tomorrow], *Nano Wissenschaftsmagazin*: Channel 3SAT/German Television.
- Hoffman, A. (Writer) (2001). Viewer prognosis, *Tomorrow Today - The Science Magazine*: Deutsche Welle Television International.
- Wulkop, B. (Writer) (2001). Die Zuschauer Vorhersage [TV Audience Prediction], *Prisma Magazin - Forschung und Technik*: Channel NDR3/German Television.
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Aseng, C. (2000, October 1). A key to viewing figures: TV forecasts with the aid of neural networks. Type of channel, time and day important factors. *Deutscher Forschungsdienst*, 16.

* In total: 12 TV science programs, 4 radio science programs, 31 newspaper reports, 32 magazine reports, 1 US Supreme Court Reference