

CURRICULUM VITAE

Joanne Cantor, Ph.D.

Professor of Communication Arts
University of Wisconsin-Madison (1974-2000)
(Emerita beginning May 2000)
Director of the Center for Communication Research

Address: 5205 Tonyawatha Trail Home Phone: (608) 221-0593
Monona, Wisconsin 53716 Home FAX: (608) 221-4548

Email: jrcantor@wisc.edu Web Site: www.yourmindonmedia.com

Date of Birth: April 25, 1945

Education: Cornell University, Ithaca, New York, B.A., 1967
University of Pennsylvania, Annenberg School for Communication, M.A., 1971
Indiana University, Bloomington, Indiana, Ph.D., 1974. (Doctoral Dissertation:
"Imitation of aggression as a function of exposure to a model's emotional
expressions contingent upon his performance of aggressive acts.")

Publications in Refereed Journals:

- Zillmann, D., & Cantor, J.R. (1972). Directionality of transitory dominance as a communication variable affecting humor appreciation. *Journal of Personality and Social Psychology*, 24, 191-198.
- Cantor, J.R., & Zillmann, D. (1973). Resentment toward victimized protagonists and severity of misfortunes they suffer as factors in humor appreciation. *Journal of Experimental Research in Personality*, 6 321-329.
- Zillmann, D., & Cantor, J.R. (1973). Induction of curiosity via rhetorical questions and its effect on the learning of factual materials. *British Journal of Educational Psychology*, 43, 172-180.
- Cantor, J.R., & Zillmann, D. (1973). The effect of affective state and emotional arousal on music appreciation. *Journal of General Psychology*, 89, 97-108.
- Cantor, J.R., Mody, B., & Zillmann, D. (1974). Residual emotional arousal as a distractor in persuasion. *Journal of Social Psychology*, 92, 231-244.
- Zillmann, D., Bryant, J., & Cantor, J.R. (1974). Brutality of assault in political cartoons affecting humor appreciation. *Journal of Research in Personality*, 7, 334-345.
- Zillmann, D., & Cantor, J.R. (1974). Rhetorical elicitation of concession in persuasion. *Journal of Social Psychology*, 94, 223-236.
- Cantor, J.R., Bryant, J., & Zillmann, D. (1974). Enhancement of humor appreciation by transferred excitation. *Journal of Personality and Social Psychology*, 30, 812-821.
- Zillmann, D., Mody, B., & Cantor, J.R. (1974). Empathetic perception of emotional displays in films as a function of hedonic and excitatory state prior to exposure. *Journal of Research in Personality*, 8, 335-349.

- Cantor, J.R., Zillmann, D., & Bryant, J. (1975). Enhancement of experienced sexual arousal in response to erotic stimuli through misattribution of unrelated residual excitation. *Journal of Personality and Social Psychology*, 32, 69-75.
- Zillmann, D., Bryant, J., Cantor, J.R., & Day, K. D. (1975). Irrelevance of mitigating circumstances in retaliatory behavior at high levels of excitation. *Journal of Research in Personality*, 9, 282-293.
- Zillmann, D., & Cantor, J.R. (1976). Effect of timing of information about mitigating circumstances on emotional responses to provocation and retaliatory behavior. *Journal of Experimental Social Psychology*, 12, 38-55.
- Cantor, J.R. (1976). What is funny to whom? The role of gender. *Journal of Communication*, 26, 164-172.
- Cantor, J.R., Alfonso, H., & Zillmann, D. (1976). The persuasive effectiveness of the peer appeal and a communicator's first-hand experience. *Communication Research*, 3, 293-310.
- Cantor, J.R. (1976). Humor on television: A content analysis. *Journal of Broadcasting*, 20, 501-510.
- Zillmann, D., & Cantor, J.R. (1977). Affective responses to the emotions of a protagonist. *Journal of Experimental Social Psychology*, 13, 155-165.
- Cantor, J.R., Zillmann, D., & Day, K. D. (1978). Relationship between cardiorespiratory fitness and physiological responses to films. *Perceptual and Motor Skills*, 46, 1123-1130.
- Cantor, J.R., Zillmann, D., & Einsiedel, E. F. (1978). Female responses to provocation after exposure to aggressive and erotic films. *Communication Research*, 5, 395-412.
- Cantor, J.R. (1979). Grammatical variations in persuasion: Effectiveness of four forms of request in door-to-door solicitations for funds. *Communication Monographs*, 46, 296-305.
- Cantor, J.R., & Venus, P. (1980). The effect of humor on recall of a radio advertisement. *Journal of Broadcasting*, 24, 13-22.
- Cantor, J.R. (1981). Modifying children's eating habits through television ads: Effects of humorous appeals in a field setting. *Journal of Broadcasting*, 25, 37-47.
- Cantor, J.R., & Reilly, S. (1982). Adolescents' fright reactions to television and films. *Journal of Communication*, 32, 87-99.
- Mattes, J., & Cantor, J. (1982). Enhancing responses to television advertisements via the transfer of residual arousal from prior programming. *Journal of Broadcasting*, 26, 553-566.
- Cantor, J., Ziemke, D., & Sparks, G. (1984). The effect of forewarning on emotional responses to a horror film. *Journal of Broadcasting*, 28, 21-31.
- Cantor, J., & Sparks, G. G. (1984). Children's fear responses to mass media: Testing some Piagetian predictions. *Journal of Communication*, 34, 90-103.
- Cantor, J., & Wilson, B.J. (1984). Modifying fear responses to mass media in preschool and elementary school children. *Journal of Broadcasting*, 28, 431-443.
- Wilson, B.J., & Cantor, J. (1985). Developmental differences in empathy with a television protagonist's fear. *Journal of Experimental Child Psychology*, 39, 284-299.
- Hoffner, C., & Cantor, J. (1985). Developmental differences in responses to a television character's appearance and behavior. *Developmental Psychology*, 21, 1065-1074.

- Sparks, G. G., & Cantor, J. (1986). Developmental differences in fright responses to a television program depicting a character transformation. *Journal of Broadcasting and Electronic Media*, 30, 309-323.
- Cantor, J., Wilson, B.J., & Hoffner, C. (1986). Emotional responses to a televised nuclear holocaust film. *Communication Research*, 13, 257-277.
- Wilson, B.J., Cantor, J., Gordon, L., & Zillmann, D. (1986). Affective responses of normal and retarded children to the emotions of a protagonist. *Child Study Journal*, 16, 77-93.
- Wilson, B.J., & Cantor, J. (1987). Reducing children's fear reactions to mass media: Effects of visual exposure and verbal explanation. *Communication Yearbook 10* (pp. 553-573). Beverly Hills, CA: Sage.
- Wilson, B.J., Hoffner C., & Cantor, J. (1987). Children's perceptions of the effectiveness of techniques to reduce fear from mass media. *Journal of Applied Developmental Psychology*, 8, 39-52.
- Bretl, D., & Cantor, J. (1988). The portrayal of men and women in U.S. television commercials: A recent content analysis and trends over fifteen years. *Sex Roles: A Journal of Research*, 18, 595-609.
- Cantor, J., Sparks, G. G., & Hoffner, C. (1988). Calming children's television fears: Mr. Rogers vs. The Incredible Hulk. *Journal of Broadcasting & Electronic Media*, 32, 271-288.
- Hoffner, C., Cantor, J., & Thorson, E. (1988). Children's understanding of a televised narrative: Developmental differences in processing of video and audio content. *Communication Research*, 15, 227-245.
- Hoffner, C., Cantor, J., & Thorson, E. (1989). Children's responses to conflicting auditory and visual features of a televised narrative. *Human Communication Research*, 16, 256-278.
- Badzinski, D. M., Cantor, J., & Hoffner, C. (1989). Children's understanding of quantifiers. *Child Study Journal*, 19, 241-258.
- Hoffner, C., & Cantor, J. (1990). Forewarning of threat and its successful outcome: Effects on children's emotional responses to a film sequence. *Human Communication Research*, 16, 323-354.
- Hoffner, C., Cantor, J., & Badzinski, D. M. (1990). Children's understanding of adverbs denoting degree of likelihood. *Journal of Child Language*, 17, 217-231.
- Cantor, J., & Hoffner, C. (1990). Children's fear reactions to a televised film as a function of perceived immediacy of depicted threat. *Journal of Broadcasting & Electronic Media*, 34, 421-442.
- Hoffner, C. & Cantor, J. (1991). Factors influencing children's enjoyment of suspense. *Communication Monographs*, 58, 41-62.
- Cantor, J., & Omdahl, B. (1991). Effects of fictional media depictions of realistic threats on children's emotional responses, expectations, worries, and liking for related activities. *Communication Monographs*, 58, 384-401.
- Mares, M. L., & Cantor, J. (1992). Elderly viewers' responses to televised portrayals of old age: Empathy and mood management vs. social comparison. *Communication Research*, 19, 459-478.
- Cantor, J., & Nathanson, A. I. (1996). Children's fright reactions to television news. *Journal of Communication*, 46(4), 139-152.
- Cantor, J., & Nathanson, A. (1997). Predictors of children's interest in violent television programming. *Journal of Broadcasting and Electronic Media*, 41, 155-167.

- Harrison, K. S., & Cantor, J. (1997). The relationship between media consumption and eating disorders. *Journal of Communication*, 47 (1), 40-67. (Presented at ICA, May 1995).
- Krcmar, M., & Cantor, J. (1997). The role of television advisories and ratings in parent-child discussion of television viewing choices. *Journal of Broadcasting & Electronic Media*, 41, 393-411.
- Mares, M. L., Cantor, J., & Steinbach, J. B. (1999). Using television to foster children's interest in science. *Science Communication*, 20 (3), 283-298.
- Harrison, K. S., & Cantor, J. (1999). Tales from the screen: Enduring fright reactions to scary media. *Media Psychology*, 1 (2), 97-116.
- Cantor, J., & Omdahl, B. (1999). Children's acceptance of safety guidelines after exposure to televised dramas depicting accidents. *Western Journal of Communication*, 63 (1), 1-15.
- Nathanson, A., & Cantor, J. (2000). Reducing the aggression-promoting effect of violent cartoons by increasing children's fictional involvement with the victim. *Journal of Broadcasting & Electronic Media*, 44, 125-142.
- Valkenburg, P. M., Cantor, J., & Peeters, A. (2000). Fright reactions to television: A child survey. *Communication Research*, 27, 82-99.
- Valkenburg, P. M., & Cantor, J. (2001). The development of a child into a consumer. *Journal of Applied Developmental Psychology*, 22, 1 61-72.
- Cantor, J., Mares, M. L., & Hyde, Janet, S. (2003). Autobiographical memories of exposure to sexual media content. *Media Psychology*, 5, 1-31.
- Bushman, B. J., & Cantor, J. (2003). Media ratings for violence and sex: Implications for policy makers and parents. *American Psychologist*, 58, 130-141.
- Cantor, J., & Wilson, B. J. (2003). Media and Violence: Intervention strategies for reducing aggression. *Media Psychology*, 5, 363-403.
- Cantor, J. (2004). "I'll never have a clown in my house": Why movie horror lives on. *Poetics Today: International Journal for Theory and Analysis of Literature and Communication*, 25, 283-304.

Book Chapters and Review Articles:

- Zillmann, D., & Cantor, J.R. (1976). A disposition theory of humor and mirth. In T. Chapman & H. Foot (Eds.), *Humor and laughter: Theory, research, and applications*. London: Wiley.
- Cantor, J.R. (1977). Tendentious humor in the mass media. In A. J. Chapman & H.C. Foot (Eds.), *It's a funny thing, humor*. Oxford: Pergamon.
- Cantor, J.R. (1978). Research on television's effects on children. *Phaedrus: International Journal of Children's Literature Research*, 5(1), 9-13.
- Cantor, J. (1982). Über die medienvermittelte Angst von Kindern. (Translated into German from original ICA paper titled "Developmental studies of children's fright from mass media"). *Fernsehen und Bildung: Internationale Zeitschrift für Medienpsychologie und Medienpraxis*, 16, 115-127.
- Cantor, J. & Wilson, B. J. (1988). Helping children cope with frightening media presentations. *Current Psychology: Research & Reviews*, 7, 58-75.

- Cantor, J. (1989). Studying children's emotional reactions to mass media. In B. Dervin, L. Grossberg, B. O'Keefe, & E. Wartella (Eds.), *Rethinking communication*. Vol. 2. *Paradigm exemplars* (pp. 47-59). Newbury Park, CA: Sage Publications.
- Cantor, J. (1991). Fright responses to mass media productions. In J. Bryant & D. Zillmann (Eds.), *Responding to the Screen: Reception and Reaction Processes* (pp. 169-197). Hillsdale, NJ: Erlbaum.
- Hoffner, C., & Cantor, J. (1991). Perceiving and responding to mass media characters. In J. Bryant & D. Zillmann (Eds.), *Responding to the Screen: Reception and Reaction Processes* (pp. 63-101). Hillsdale, NJ: Erlbaum.
- Cantor, J. (1992). Children's emotional responses to technological disasters conveyed by the mass media. In J. M. Wober (Ed.), *Television and Nuclear Power: Making the Public Mind* (pp. 31-53). Norwood, NJ: Ablex.
- Cantor, J., Mares, M. L., & Oliver, M. B. (1993). Parents' and children's emotional reactions to televised coverage of the Gulf War. In B. Greenberg & W. Gantz (Eds.), *Desert storm and the mass media* (pp. 325-340). Cresskill, NJ: Hampton Press.
- Cantor, J. (1994). Fright reactions to mass media. In J. Bryant and D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 213-245). Hillsdale, NJ: Erlbaum.
- Cantor, J. (1994). Confronting children's fright responses to mass media. In A. Huston & D. Zillmann (Eds.), *Media, family, and children: Social scientific, psychodynamic, and clinical perspectives*. Hillsdale, NJ: Erlbaum.
- Cantor, J. (1995). Fright responses to television and films. *Poetics: Journal of Empirical Research on Literature, the Media and the Arts*, 23, 75-89.
- Cantor, J., & Oliver, M. B. (1996). Developmental differences in responses to horror. In J. B. Weaver & R. Tamborini (Eds.), *Horror films: Research on audience preference and reactions* (pp. 63-80). Hillsdale, NJ: Erlbaum.
- Cantor, J. (1996). Television and children's fear. In T. MacBeth (Ed.), *Tuning in to young viewers: Social science perspectives on television* (pp. 87-115). Thousand Oaks, CA: Sage Publications.
- Cantor, J. & Harrison, K. S. (1996). Ratings and advisories for television programming. In *National television violence study*. Vol. 1 (pp. 361-410). Thousand Oaks, CA: Sage Publications. (Also published by Mediascope; Presented at ICA convention, May 1996.)
- Cantor, J., Harrison, K. S., & Nathanson, A. I. (1997). Ratings and advisories for television programming. In Center for Communication and Social Policy, University of California, Santa Barbara (Ed.), *National television violence study*. Vol. 2 (pp. 267-322). Thousand Oaks, CA: Sage Publications.
- Cantor, J. (1997). Children's fright reactions to mass media. *Trends in Communication* (Netherlands, English-language journal), 2, 75-89.
- Cantor, J. (1997). Children's fright responses to television and films. *News on Children and Violence on the Screen: A Newsletter from the UNESCO International Clearinghouse on Children and Violence on the Screen*. 1 (3) 1-2.
- Cantor, J. (1997). Critique of the new rating system for United States television. *News on Children and Violence on the Screen: A Newsletter from the UNESCO International Clearinghouse on Children and Violence on the Screen*. 1 (1-2), 26-27.

- Cantor, J. (1998). Ratings for program content: The role of research findings. In K. Jamieson (Ed.), *The Annals of the American Academy of Political and Social Science*, 557, 54-69.
- Cantor, J. (1998). Children's attraction to violent television programming. In J. H. Goldstein, Ed.), *Why we watch: The attractions of violent entertainment* (pp. 88-115). Oxford University Press. (Volume supported by the H. F. Guggenheim Foundation).
- Cantor, J., Harrison, K. S., & Krmar, M. (1998). Ratings and advisories: Implications for the new rating system for television. In J. T. Hamilton (Ed.), *Television violence and public policy* (pp. 179-211). Ann Arbor: University of Michigan Press. (Invited paper presented at the Duke Conference on Media Violence and Public Policy, June, 1996; also presented to Entertainment Industry Ratings Implementation Group, Washington, DC, September 17, 1996).
- Valkenburg, P. M., & Cantor, J. (2000). Children's likes and dislikes of entertainment programming. In D. Zillmann & P. Vorderer (Eds.), *Media entertainment: The Psychology of its appeal* (pp. 135-152). Mahwah, NJ: Erlbaum.
- Brown, J. D., & Cantor, J. (2000). An agenda for research on youth and the media. In J. D. Brown & J. Cantor (Eds.), *The mass media and adolescents' health*. Supplement to *Journal of Adolescent Health*, 27 (2), 2-7.
- Cantor, J. (2000). Media violence. In J. D. Brown & J. Cantor (Eds.), *The mass media and adolescents' health*. Supplement to *Journal of Adolescent Health*, 27 (2), 30-34.
- Cantor, J. (2001). Media and children's fears, anxieties, and perceptions of danger. D. G. Singer & J. L. Singer (Eds.), *Handbook of children and the media* (pp. 207-221). Thousand Oaks, CA: Sage Publications.
- Cantor, J., & Mares, M. L. M. (2001). Effects of television on child and family emotional well-being. In J. Bryant (Ed.), *Television and the American family*. (2d. ed., pp. 317-332). Mahwah, NJ: Erlbaum.
- Cantor, J., & Nathanson, A. I. (2001). The media and parents: Protecting children from harm. In J. C. Westman (Ed.), *Parenthood in America: Undervalued, underpaid, under siege* (pp. 232-241). Madison: University of Wisconsin Press.
- Cantor, J. (2002). Fright reactions to mass media. In J. Bryant and D. Zillmann (Eds.), *Media effects: Advances in theory and research* (2d. ed., pp. 287-306). Mahwah, NJ: Erlbaum.
- Cantor, J. (2002). Media violence effects and interventions: The roles of communication and emotion. In J. Bryant, D. Roskos-Ewoldsen, & J. Cantor (Eds.), *Communication and emotion: Essays in honor of Dolf Zillmann* (pp. 197-220). Mahwah: NJ: Erlbaum.
- Cantor, J. (2002). The psychological effects of media violence on children and adolescents. In N. Turgeon (Ed.), *Proceedings of the Colloquium on television violence in Society*. Montreal: HEC Montreal.
- Bushman, B. J., & Cantor, J. (2003). Media ratings for violence and sex: Implications for policymakers and parents. *American Psychologist*, 58, 130-141.
- Cantor, J. (2003). Media and fear in children and adolescents. In D. Gentile (Ed.), *Media violence and children: A complete guide for parents and professionals*. (pp. 185-204). Westport, CT: Praeger.
- Cantor, J. (2006). Protecting children's welfare in an anxiety-provoking media environment. In N. Dowd, D. G. Singer, & R. F. Wilson (Eds.), *Handbook of Children, Culture, and Violence*. Sage Publications.

Cantor, J. (2006). Why horror doesn't die: The enduring and paradoxical effects of frightening entertainment. In J. Bryant & P. Vorderer (Eds.) *Psychology of Entertainment* (pp. 315-327). Mahwah, NJ: Erlbaum.

Books:

Cantor, J. (1998). *"Mommy, I'm scared": How TV and movies frighten children and what we can do to protect them*. San Diego: Harvest Books/Harcourt Brace.

Cantor, J. (2004). *Teddy's TV Troubles*. Madison, WI: Goblin Fern Press.

Book Reviews:

Cantor, J. (1985). Divergent perspectives on emotion: Review of Izard, Kagan, & Zajonc's, *Emotions, cognition, and behavior*. *Contemporary Psychology*, 30, 864-865.

Cantor, J. (2003). Review of Jonathan L. Freedman's *Media violence and its effect on aggression*. *Journalism and Mass Communication Quarterly*, 80 (Summer), 468.

Publications for General and Professional Audiences:

Cantor, J. (1985). What's scarier--Ugly monsters or mushroom clouds? Children's emotional reactions to mass media. *L&S Magazine*, 2, (2), 3-8.

Cantor, J. (1986). Is television scaring your child? *Childbirth and Parent Education Association Newsletter*, 12 (5), 6-7.

Cantor, J. (1997). The perils of "TV Parental Guidelines." *Telemedium: The Journal of Media Literacy*. 43 (1), 11-12.

Cantor, J. (1999, February). More chills than thrills: Protecting children from frightening mass media. *Our Children* (The National PTA Magazine). 24 (5), 34-35.

Cantor, J. (1999, March 9). All the news that's fit to terrify. *Family Circle*, 112 (4), 148.

Cantor, J. (1999, August). Lessons from Littleton. *Madison Magazine*.

Cantor, J. (2000, Winter). How to tame that Trojan horse: The story the media won't tell. *Television Quarterly*.

Cantor, J. (2000, April). You have already won: But no one's telling you. *Association for Wisconsin School Administrators Update*.

Cantor, J. (2000). Does your patient have sleep problems? Ask about TV first. *AAP News* (American Academy of Pediatrics), 17, 124-125. Reprinted at <http://www.aap.org/advocacy/cantor10.htm>

Cantor, J. (2000, September). What we can do about media violence: Promoting public education and parental empowerment to raise a healthier generation. *Wisconsin School News*.

Cantor, J. (2001). Does research matter? Notes from the trenches of the media violence wars. *Journalism Studies*, 2, 611-627.

Cantor, J. (2001). What we can do about media violence: Promoting the empowerment of teachers and parents to raise a healthier generation. In Wisconsin Education Association Council Instruction & Professional Development Committee (Eds.), *Focus: Educational Issues Series*. Madison, WI: Wisconsin Educational Association Council.

- Cantor, J. (2002). Choosing kid-friendly movies. *Nick jr. website* (www.nickjr.com).
- Cantor, J. (2002). Television and fear in early childhood. *Telemidium: The Journal of Media Literacy*.
- Cantor, J. (2004). Current events in a time of war: How schools can protect students while educating them. *Wisconsin School News*, 59 (7), 4-6, 31.

Encyclopedia Articles:

- Cantor, J. (2000). Media violence. *Encyclopedia of Parenting*.
- Cantor, J. (2002). Fear and the media. In J. R. Schement (Ed.), *Macmillan Encyclopedia of Communication and Information* (Vol 1, pp. 307-313). New York: Macmillan Reference.
- Federman, J., & Cantor, J. (2002). Ratings for movies. In J. R. Schement (Ed.), *Macmillan Encyclopedia of Communication and Information* (Vol 3, pp. 833-836). New York: Macmillan Reference.
- Cantor, J. (2002). Ratings for television programs. In J. R. Schement (Ed.), *Macmillan Encyclopedia of Communication and Information* (Vol 3, pp. 837-841). New York: Macmillan Reference.
- Cantor, J. (2002). The V-chip. In J. R. Schement (Ed.), *Macmillan Encyclopedia of Communication and Information* (Vol 3, pp. 1056-1058). New York: Macmillan Reference.
- Cantor, J. (2003). Violence in films and television. In D. Johnston, (Ed.), *Encyclopedia of International Media and Communications*, (Vol 4, pp. 573-584). Academic Press.
- Cantor, J. (2003). Rating systems for media. In D. Johnston (Ed.), *Encyclopedia of International Media and Communications*, (Vol 4, pp. 47-57). Academic Press.
- Cantor, J. (2005). Media violence. In C. B. Fisher & R. M. Lerner (Eds.), *Encyclopedia of Applied Developmental Science* (Vol. 2, pp. 691-692). Thousand Oaks, CA: Sage.
- Cantor, J. (2005). Media and children's fears. In C. B. Fisher & R. M. Lerner (Eds.), *Encyclopedia of Applied Developmental Science* (Vol. 2, pp. 684-685). Thousand Oaks, CA: Sage.

Unpublished Presentations, available on the Internet:

- Cantor, J., Stutman, S., & Duran, V. (1996, November 21). *What parents want in a television rating system: Results of a national survey*. Report released on Capitol Hill. (Also presented at ICA and APA conventions, 1997.)
http://yourmindonmedia.com/downloads/PTA_Survey.pdf
- Cantor, J. (2002). *Whose freedom of speech is it anyway?* Presented at the Madison Civics Club.
http://yourmindonmedia.com/downloads/WHOSE_FREEDOM_OF_SPEECH.pdf
- Cantor, J. (2002). *The psychological effects of media violence on children and adolescents*. Paper presented at Centre d'études sur le media, HEC Montréal, Montréal, Canada
http://yourmindonmedia.com/downloads/media_violence_paper.pdf
- Cantor, J. (2006). *Long-term memories of frightening media often include lingering trauma symptoms*. Presented at the Association for Psychological Science Convention. New York. http://yourmindonmedia.com/downloads/longterm_memories.pdf

Awards:

- (1979): First Prize in the Broadcast Education Association paper competition, for paper titled "The Effect of Humor on Recall of a Radio Advertisement."
- (1981): "Top-Three Award" in Broadcast Education Association paper competition, for paper titled "Enhancing Responses to Television Advertisements via the Transfer of Residual Arousal from Prior Programming" (co-authored with John Mattes).
- (1983): First Prize in the Instructional and Developmental Division of the International Communication Association, for paper titled: "Developmental Differences in Responses to 'The Incredible Hulk': Using Piaget's Theory of Cognitive Development to Predict Emotional Effects" (co-authored with Glenn Sparks).
- (1984): "Top-Three Award" in the Instructional and Developmental Division of the International Communication Association, for paper titled, "Developmental Differences in Responses to a Television Character's Appearance and Behavior" (co-authored with Cynthia Hoffner).
- (1986): "Top-Three Award" in the Instructional and Developmental Division of the International Communication Association, for paper titled, "Visual Exposure and Verbal Explanation Components of a Desensitization Procedure to Reduce Fear Reactions to Mass Media: A Developmental Study" (co-authored with Barbara J. Wilson).
- (1990): "Top-Three Award" in the Instructional and Developmental Division of the International Communication Association, for paper titled, "Effects of televised depictions of realistic threats on children's emotional responses, expectations, worries, and liking for related activities" (co-authored with Becky L. Omdahl).
- (1997): Honored by Madison Civics Club for research on television ratings.
- (1998): Graduate School Mid-Career Award for research.
- (1999): "Top Paper Award" in the Instructional and Developmental Division of the International Communication Association, for paper titled "Reducing the aggression-promoting effect of violent cartoons by increasing children's fictional involvement with the victim," (co-authored with Amy I. Nathanson).
- (1999): University of Wisconsin Hilldale Award in the Social Sciences.
- (1999): International Communication Association B. Aubrey Fisher Mentorship Award.
- (1999): Fellow of the International Communication Association.

Grants and Other Support:

- (1975-76): "The Use of Entertaining Communication to Disrupt Negative Emotional States" Graduate School, University of Wisconsin, \$5,000.
- (1976-77): "Emotional Contingencies and Social Learning" (Graduate School, University of Wisconsin, \$11,000).
- (1977-78): "Improving the Effectiveness of Public Information and Education Television Programming" (National Science Foundation, \$19,000).
- (1979-80): "Children's Enduring Fright Reactions to Mass Media" (Graduate School, University of Wisconsin, \$11,000).
- (1980-81): "Reducing Children's Fright Reactions to Mass Media" (Graduate School, University of Wisconsin, \$6,322).

- (1981-84): "Developmental Differences in Fright from Mass Media" (National Institute of Mental Health, \$126,000).
- (1983-85): "Developmental Differences in the Impact and Integration of Visual and Auditory Material Presented in a Televised Narrative" (NIH Biomedical Research Support Group, \$1,595).
- (1984-85): "Developmental Differences in Fright from Mass Media" (Graduate School, University of Wisconsin, \$23,643).
- (1985-86): "Developmental Issues in Emotional Responses to Media" (Graduate School, University of Wisconsin, \$15,118).
- (1985-86): "Developmental Differences in Children's Spontaneous Emotional Expressions while Watching Television" (NIH Biomedical Research Support Group, \$3,200).
- (1986-87): "Analysis of Emotional Aspects of Children's Television Content" (NIH Biomedical Research Support Group, \$4,767).
- (1986-87): Sabbatical, University of Wisconsin.
- (1986-87): "Reducing Children's Fear Responses to Television through Prior Knowledge of a Happy Ending." (National Association of Broadcasters, \$5,000).
- (1987-88): "Cognitive Development and Emotional Responses to Television" (Graduate School, University of Wisconsin, \$20,741).
- (1988-89): "Consequences of Exposure to Frightening Media Presentations" (Graduate School, University of Wisconsin, \$21,503).
- (1993-95): Vilas Associate Award, University of Wisconsin-Madison.
- (1993-98): Research advisor and consultant for WHA-TV children's series "Get Real!" -- subcontract to grant from National Science Foundation (through UW-Extension) to evaluate the series' impact on attitudes toward gender roles, self-efficacy, and science. ca. \$125,000.
- (1994-98): "Assessment of Advisories, Ratings, and Scheduling for Television Programs." Part of the National Television Violence Study, funded by the National Cable Television Association, coordinated first by Mediascope, then by the university of California Santa Barbara, ca. \$200,000.
- (1995-): "Children's responses to environmental communications." \$15,000 gift provided by Procter & Gamble.
- (1996): "Parents' opinions about television ratings." \$4,000 from the Institute for Mental Health Initiatives; \$1,000, plus in-kind contributions from the National Parent Teacher Association.
- (1996-97): Sabbatical, University of Wisconsin.
- (1998-99): "Impact of Safe Night USA." \$15,000 from the Robert Wood Johnson Foundation.
- (2000): Evaluation of Pilot Program for "Cultural Horizons," \$10,000, Wisconsin Public Television.
- (2004): Creation of a Web-Based Media Violence Archive. Center for Successful Parenting, \$5,000.
- (2005): Evaluation of a Television Pilot Teaching Elementary School Children about Democracy. Wisconsin Educational Communications Board, \$15,000.

Reviewing:

Child Development
Communication Research (Editorial Board)
Communication Monographs (Editorial Board)
Developmental Psychology
Human Communication Research (Editorial Board)
Journal of the American Medical Association
Macmillan Encyclopedia of Communication and Information (Associate Editor)
Media Psychology (Editorial Board)
Journal of the American Medical Association
Journal of Broadcasting and Electronic Media (Editorial Board)
Journal of Communication
Journal of Personality and Social Psychology
Pediatrics
Personality and Social Psychology Bulletin
Psychological Review
Psychological Science
Sex Roles: A Journal of Research, etc.

University Service:

Commission on Faculty Compensation and Economic Benefits
(1977-80)
Letters and Science Committee on Teaching Assistants (1980-81)
Ad Hoc Committee on the Library (1981-82)
Campus Committee on Teaching Assistant Policies and Procedures (1982-86; 1987-88);
Associate Chair (1983-84); Chair, Subcommittee on Teaching Assistant Appointments
(1982-83); Chair of Campus Committee (1984-86; 1987-88)
Review Committee for Integrated Liberal Studies Program (1983-84)
Student Conduct Hearing Panel
East Campus Physical Education/Intramural Facility Committee
Career Development Committee of the Future Directions Committee (1988)
Graduate School Research Committee (1988-90)
Associate Dean, College of Letters and Science (1990-94)
Selection Committee for Year-Abroad Program (1991, 1992)
Implementation Committee for the General Education Communications Requirement (1994-96)
Graduate School Principal Investigator's Committee (1995-96, 1996-97, 1997-98)
Graduate School Selection Committee for Vilas Associates Grants (1994-96)
University Task Force on Grant Procedures (1997-98)
L&S Human Subjects Committee (1999-2000)
Director, Center for Communication Research (2005-)

Courses Taught at UW-Madison (1974-2000):

Communication Arts 457, "Mass Media and Human Behavior," (Psychological effects of mass media).

Communication Arts 361, "Introduction to Quantitative Research in Communication": Introduction to research methods (content analysis, surveys, experiments) and inferential statistics.

Communication Arts 616, "Television and Youth": Research on children's attention to, processing of, and responses to television.

Seminars and Special Topics in Media Effects.

Departmental Service (1974-2000):

Director of Graduate Studies (1979-80)

Associate Chair (1980-83)

Acting Chair, (Semester II, 1987-88)

Chair (1989-90)

Other committees, including:

Departmental TA Committee, Chair (1980-83)

Personnel and Tenure Subcommittee (1981-83; 1997-99); Chair (1983)

Wisconsin Center for Film and Theatre Research Advisory Board, Chair and Executive Committee, Chair (1982-84)

Chair, Department Human Subjects committee (1994-2000)

Chair, Search Committee for Media Effects (1994)

Sexual Harassment Contact Person (1989-2000)

Faculty Senator (1995-96)

Other Service:

Reviewing proposals for National Science Foundation, National Institute of Mental Health

Serving as panelist for National Research Council for the awarding of Postdoctoral Fellowships for Minorities.

Frequent media appearances to discuss media effects on children, and frequent speaker to parents' groups.

Researcher and Research Advisor for Wisconsin Public Television for "Get Real!," "Act Against Violence," "Wisconsin Safe Night," and "National Safe Night," "democracy it is!"

Consultant to the National PTA, the American Medical Association, the Institute for Mental Health Initiatives, Children's Television Workshop, U. S. Department of Health and Human Services, National Advisory Council on Violence Against Women, Dane County Department of Human Services, etc.

Memberships:

American Psychological Association
Authors Guild
International Communication Association
National Communication Association
Society for Research in Child Development
Wisconsin Speakers Association (Candidate)

Advisory Boards:

Center for Tobacco Research and Intervention, University of Wisconsin Medical School (1994-2004).
Advisory Board member and Research Advisor for ACT AGAINST VIOLENCE, a community outreach project by Wisconsin Public Television in partnership with the Wisconsin State Journal and the Wisconsin Department of Health and Social Services (1994-97).
Advisor, Center for Successful Parenting (1999-)

Doctoral Students Supervised:

Glenn G. Sparks, now Professor at Purdue University
Barbara J. Wilson, now Professor at University of Illinois
Cynthia Hoffner, now Associate Professor at Georgia State University
Mary Beth Oliver, now Professor at Pennsylvania State University
Marie-Louise Mares, now Assistant Professor, University of Wisconsin-Madison
Kristen, Harrison, now Associate Professor at the University of Illinois
Marina Kremer, now Associate Professor at Wake Forest
Linda Godbold Kean, now Associate Professor at East Carolina University
Greg Boiarsky, now Assistant Professor at the University of Texas, San Antonio
Amy I. Nathanson, now Associate Professor at Ohio State University
Eugenia Y. Peck, August 1999, now Director of Client Services at Ziment (Houston)