

CURRICULUM VITAE

MICHAEL MORGAN

E-mail: mmorgan@comm.umass.edu

Fax: (413) 545-6399

Department of Communication
University of Massachusetts
Amherst, MA 01003 USA
(413) 545-4314 / 545-1311

26 Morgan Circle
Amherst, MA 01002 USA
(413) 549-0945

PROFESSIONAL EXPERIENCE

Professor and Chair, Department of Communication, University of Massachusetts/Amherst, 1997 to present. (Associate Professor, 1987-1994; Assistant Professor 1983-1987). Teaching graduate and undergraduate courses on Mass Communication Theory and Research, Mass Media and Society, Media and the Family, International Media Effects, Media Programming, Cultivation Analysis, and other topics.

President and Member of the Board of Directors, Media Education Foundation, Northampton, MA.

Past or Present Editorial Board Member or Manuscript Reviewer, *Journal of Communication*, *Journal of Broadcasting and Electronic Media*, *Communication and Culture*, *Journal of Applied Communication Research*, *The Public Opinion Quarterly*, *Communication Research*, *Human Communication Research*, *Communication Theory*, *Critical Studies in Mass Communication*, *Political Communication*, *The Social Science Journal*, *Journal of Adolescent Research*, *Psychological Bulletin*, *International Journal of Public Opinion Research*, other scholarly journals and book publishers.

Director, Center for the Study of Communication, Department of Communication, University of Massachusetts (1990-1992).

Fulbright Research Scholar, 1989 and 1996, for research on "Mass Communication and Democracy in Argentina".

Research Specialist, Cultural Indicators Project, The Annenberg School of Communications, University of Pennsylvania, 1979 to 1983. Research Associate (1978-1979) and Research Assistant (1976-1978).

EDUCATION

Ph.D. in Communications, 1980, The Annenberg School of Communications, University of Pennsylvania.
Dissertation: "Longitudinal Patterns of Television Viewing and Adolescent Role Socialization"

M.A. in Communications, 1977, The Annenberg School of Communications, University of Pennsylvania.
Thesis: "Reading, Writing, and Watching: Television Viewing, Aptitude, and Academic Achievement in Adolescents"

B.A. in Communications, 1974, New College, Sarasota, Florida

FUNDED RESEARCH

Co-Principal Investigator (with J. Lewis), "The Media and Campaign '92." Fairness and Accuracy in Reporting, 1992.

Co-Principal Investigator (with A. Alexander), "New Communications Technologies in the Family Context." National Association of Broadcasters, 1988.

Co-Principal Investigator (with G. Gerbner, L. Gross, and N. Signorielli) or Research Specialist on numerous grants at The Annenberg School of Communications, 1979-1983, including:

- "Television and Children's Conceptions of Social Reality" (National Institute of Mental Health)
- "The Role of Television Entertainment Programs in Public Education about Science" (National Science Foundation)
- "Religion and Television: The Annenberg/Gallup Research Project" (Committee on Religious Television Research)
- "Aging with Television Commercials" (Administration on Aging)
- "Television's Contribution to Images of Health and Nutrition" (HEW)

TEACHING AND RESEARCH INTERESTS

Effects of Mass Communication; Television and Enculturation; National and International Political and Cultural Effects of Mass Communication

Mass Communication and Democracy; Communication Policy and Media Effects in Latin America, Africa, Eastern Europe, and the ex-USSR; Media Privatization in the Third World

Effects of New Communications Technology, Computers in the Home; Policy Implications

Television and Academic Achievement, Intellectual Development, and Reading Skills; Television and Usage of Other Media

Television and Adolescents; Television and Sex-Role Stereotypes; Television Violence; Cross-Cultural Comparisons

Conditional Processes underlying Media Influence; Social and Familial Contexts of Media Exposure; Media and the Family

Media and Persuasion, Attitude Formation and Change, Social Psychology of Mass Communication; Political Effects of Television, Public Opinion; Media, the Environment, and Social Movements

Communication Research Methodology, Design, and Data Analysis

BOOKS

Michael Morgan (Ed.). *Against the Mainstream: Selected Writings of George Gerbner*. New York: Peter Lang Publishers, 2002.

James Shanahan and Michael Morgan. *Television and its Viewers: Cultivation Theory and Research*. London: Cambridge University Press, 1999.

Published in translation: Η τηλεόραση η πραγματικότητα και το κοινό. Athens: Polytropon, 2006.

Michael Morgan and Susan Leggett (Eds.). *Mainstream(s) and Margins: Cultural Politics in the 90s*. Westport, CT: Greenwood Publishing, 1996.

Michael Morgan and James Shanahan. *Democracy Tango: Television, Adolescents, and Authoritarian Tensions in Argentina*. Cresskill: Hampton Press, 1995.

Nancy Signorielli and Michael Morgan (eds.), *Cultivation Analysis: New Directions in Media Effects Research*. Newbury Park, CA: Sage, 1990.

ARTICLES IN SCHOLARLY JOURNALS

Justin Lewis and Michael Morgan. He May Not Be A Liberal, But He Plays One On TV: Imagining the Ideology of President Clinton. *The Communication Review*, 2001, 4, 327-345.

Michael Morgan. Comunicación Masiva y Democracia: La Televisión y los Jóvenes Argentinos, 1987-1996. *Damero*, 1999, 2:2, 8-21.

Michael Morgan, Susan Leggett, and James Shanahan. Television and "Family Values": Was Dan Quayle Right? *Mass Communication and Society*, 1999, 2:1, 47-64.

Michael Morgan. Notes on Communication Education. *Kültür ve İletişim (Culture and Communication)*, 1998, 1:2, 36-45.

Michael Morgan. Comunicación Masiva y Democracia: Una Mirada a La Argentina. *Temas y Problemas de Comunicación*, 1997, 5:7, 5-16.

James Shanahan, Michael Morgan, and Mads Norgaard Madsen. Green or Brown? Television and the Cultivation of Environmental Concern. *Journal of Broadcasting & Electronic Media*, 1997, 41, 305-323.

Nancy Signorielli, George Gerbner, and Michael Morgan. (1995). Violence on Television: The Cultural Indicators Project. *Journal of Broadcasting & Electronic Media*, 1995, 39(2), 278-283.

Michael Morgan. Television and School Performance. *Adolescent Medicine: State of the Art Reviews*, October 1993, 4:3, 1-16.

James Shanahan and Michael Morgan. Adolescents, Families and Television in Five Countries: Implications for Cross-Cultural Educational Research. *Journal of Educational Television*, 1992, 18:1, 35-55.

- Michael Morgan and James Shanahan. Television Viewing and Voting 1972-1989. *Electoral Studies*, 1992, 11:1, 3-20.
- Michael Morgan and James Shanahan. Do VCRs Change the TV Picture?: VCRs and the Cultivation Process. *American Behavioral Scientist*, 1991, 35:2, 122-135.
- Michael Morgan and James Shanahan. Television and the Cultivation of Political Attitudes in Argentina. *Journal of Communication*, Winter 1991, 41:1, 88-103.
- Michael Morgan, Alison Alexander, James Shanahan, and Cheryl Harris. Adolescents, VCRs, and the Family Environment. *Communication Research*, 1990, 17:1, 83-106.
- James Shanahan and Michael Morgan. Television as a Diagnostic Indicator in Child Therapy. *Child & Adolescent Social Work Journal*, 1989, 6:3, 175-191.
- Yi-Kuo Wu and Michael Morgan. Computer Use, Computer Attitudes, and Gender: Differential Implications of Micro and Mainframe Usage among College Students. *Journal of Research on Computing in Education*, December 1989, 22:2, 214-228.
- George Gerbner, Larry Gross, Stewart Hoover, Michael Morgan and Nancy Signorielli. Responses to Star Wars of a Different Kind: Reflections on the politics of the Religion and Television Research Study. *Review of Religious Research*, 1989, 31:2, 94-98.
- Jong Guen Kang and Michael Morgan. Culture Clash: U.S. Television Programs in Korea. *Journalism Quarterly*, 1988, 65:2, 431-438.
- Gina Daddario, Jong Kang, Michael Morgan and Yi Kuo Wu. US TV Programs and Cultural Transformations in Korea and Taiwan. *Tiers-Monde*, 1988, 3, 65-74.
- Michael Morgan. Television, Sex-Role Attitudes, and Sex-Role Behavior. *Journal of Early Adolescence*, Fall 1987, 7:3, 269-282.
- Nancy Rothschild and Michael Morgan. Cohesion and Control: Parental Mediation of Television's Effects on Adolescents. *Journal of Early Adolescence*, Fall 1987, 7:3, 299-314.
- Michael Morgan. Television and Adults' Verbal Intelligence. *Journalism Quarterly*, Autumn 1986, 63:3, 537-541.
- Michael Morgan. Television and the Erosion of Regional Diversity. *Journal of Broadcasting and Electronic Media*, Spring 1986, 30:2, 123-139.
- Michael Morgan. Heavy Television Viewing and Perceived Quality of Life. *Journalism Quarterly*, Autumn 1984, 61:3, 499-504, 740.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Facts and Fantasies about Television and Achievement. *Society*, September-October 1984, 21:6, 9-13.
- George Gerbner, Larry Gross, Stewart Hoover, Michael Morgan, Nancy Signorielli, Harry Cotugno, and Robert Wuthnow. The Impact of the "Electronic Church" on the Local Church. *Ministries*, Fall 1984, 58-62.

- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Political Correlates of Television Viewing. *Public Opinion Quarterly*, 1984, 48, 283-300.
- Michael Morgan and Nancy Rothschild. Impact of the New Television Technology: Cable TV, Peers, and Sex-Role Cultivation in the Electronic Environment. *Youth and Society*, September 1983, 15:1, 33-50.
- Michael Morgan. Symbolic Victimization and Real-World Fear. *Human Communication Research*, 1983, 9:2, 146-157. Also in G. Melischek, K.E. Rosengren, and J. Stappers, eds., *Cultural Indicators: An International Symposium*. Vienna: Osterreichischen Akademie der Wissenschaften, 1984.
- Michael Morgan. Television and Adolescents' Sex-Role Stereotypes: A Longitudinal Study. *Journal of Personality and Social Psychology*, 1982, 43:5, 947-955.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. What Television Teaches about Physicians and Health. *Moebius*, 1982, 2:2, 44-51.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Charting the Mainstream: Television's Contributions to Political Orientations. *Journal of Communication*, 1982, 32:2, 100-127.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Health and Medicine on Television. *The New England Journal of Medicine*, Oct. 8, 1981, 305:15, 901-904.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Scientists on the TV Screen. *Society*, May/June 1981, 41-44.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. A Curious Journey into the Scary World of Paul Hirsch. *Communication Research*, January 1981, 8:1, 39-72.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Final Reply to Hirsch. *Communication Research*, July 1981, 8:3, 259-280.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. The "Mainstreaming" of America: Violence Profile No. 11. *Journal of Communication*, Summer 1980, 30:3, 10-29.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Television Violence, Victimization, and Power. *American Behavioral Scientist*, 1980, 23:5, 705-716.
- Michael Morgan and Larry Gross. Television Viewing, IQ, and Academic Achievement. *Journal of Broadcasting*, 1980, 24:2, 117-133.
- Michael Morgan. Television Viewing and Reading: Does More Equal Better? *Journal of Communication*, Winter 1980, 30:1, 159-165.
- George Gerbner, Larry Gross, Nancy Signorielli, & Michael Morgan. Aging with Television: Images on Television Drama and Conceptions of Social Reality. *Journal of Communication*, 1980, 30:1, 37-47.
- George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. On Wober's "Televised Violence and Paranoid Perception: The View from Great Britain". *Public Opinion Quarterly*, 1979, 123-124.
- George Gerbner, Larry Gross, Nancy Signorielli, Michael Morgan and Marilyn Jackson-Beeck. The Demonstration of Power: Violence Profile No. 10. *Journal of Communication*, 1979, 29:3, 177-196.

CHAPTERS IN BOOKS

- Michael Morgan. What Do Young People Learn from Watching Television? In S. Mazzarella (ed.), *Kid Stuff: 20 Questions on Youth and the Media*. New York: Peter Lang, in press.
- Leda Cooks, Erica Scharrer, and Michael Morgan. Community Service Learning in the Department of Communication. In K. Kecskes (ed.), *The Engaged Department*. Bolton: Ankar Publishing, 2006, 159-171.
- Michael Morgan. Media and Political Orientation. In D. Neher (ed.), *Introducing America: Perspectives on American History and Political Culture*. Pretoria, South Africa: Office of Public Affairs, Embassy of the United States, 2006, 57-72.
- George Gerbner, Larry Gross, Michael Morgan, Nancy Signorielli, and James Shanahan. Growing Up With Television: Cultivation Processes. In J. Bryant and D. Zillman (eds.), *Media Effects: Advances in Theory and Research* (2nd ed.). Hillsdale, NJ: Erlbaum, 2002, 43-67.
- Michael Morgan. On George Gerbner's Contributions to Communication Theory, Research, and Social Action. In M. Morgan (ed.), *Against the Mainstream: Selected Writings of George Gerbner*. New York: Peter Lang Publishers, 2002, 1-20.
- Nina Huntemann and Michael Morgan. Mass Media and Identity Development. In D.G. Singer & J.L. Singer (eds.), *Handbook of Children and the Media*. Thousand Oaks, CA: Sage, 2001, 309-320.
- Nancy Signorielli and Michael Morgan. Television and the Family: The Cultivation Perspective. In J. Bryant (ed.), *Television and the Family*. Mahwah, NJ: Erlbaum, 2001, 333-351.
- George Gerbner, Michael Morgan and Nancy Signorielli. Profiling Television Violence. In Kaarle Nordenstreng and Michael Griffin (eds.), *International Media Monitoring*. Creskill, NJ: Hampton Press, 1999, 335-365.
- Nancy Signorielli and Michael Morgan. Cultivation Analysis: Research and Practice. In M. Salwen & D. Stacks (eds.), *An Integrated Approach to Communication Theory and Research*. Hillsdale, NJ: Erlbaum, 1996, 111-126.
- Michael Morgan and James Shanahan. Two Decades of Cultivation Research: An Appraisal and a Meta-Analysis. In B. Burleson (ed.), *Communication Yearbook 20*. Thousand Oaks: Sage, 1996, 1-45.
- Michael Morgan. The Critical Contribution of George Gerbner. In J. Lent (ed.), *A Different Road Taken: Profiles in Critical Communication*. Boulder: Westview, 1995, 99-117.
- George Gerbner, Larry Gross, Michael Morgan, and Nancy Signorielli. Growing Up With Television: The Cultivation Perspective. In J. Bryant and D. Zillman (eds.), *Media Effects*. Hillsdale, NJ: Erlbaum, 1994, 17-41.
- Michael Morgan, Justin Lewis, and Sut Jhally. The Media and the War: Public Conceptions and Misconceptions. In G. Gerbner, H. Mowlana, & H. Schiller (eds.), *Global Deception: The Media's War in the Persian Gulf - An International Perspective*. Boulder: Westview, 1992, 216-233.

- James Shanahan and Michael Morgan. Political Change and Media Structures: The Privatization of Television in Argentina. *Proceedings of the 9th Annual Intercultural and International Communication Conference*, Miami: Univ. of Miami Press, 1992, 36-40.
- Michael Morgan and James Shanahan. Comparative Cultivation Analysis: Television and Adolescents in Argentina and Taiwan. In F. Korzenny and S. Ting-Toomey (eds.) *Media Effects Across Cultures: International and Intercultural Communication Annual*, Vol. 16, 1992, pp. 173-197.
- Michael Morgan. International Cultivation Analysis. In N. Signorielli and M. Morgan (eds.), *Cultivation Analysis: New Directions in Media Effects Research*. Newbury Park, CA: Sage Publications, 1990, 225-247.
- Michael Morgan and Nancy Signorielli. Cultivation Analysis: Conceptualization and Methodology. In N. Signorielli and M. Morgan (eds.), *Cultivation Analysis: New Directions in Media Effects Research*. Newbury Park, CA: Sage Publications, 1990, 13-34.
- C. Alfredo Vivoni-Remus, Michael Morgan, and Juan Carlos Gorlier. Problems in Conducting Survey Research on the Effects of Television in Argentina: A Case Study. In U. Narula and W.B. Pearce (eds.), *Cultures, Politics, and Research Programs: An International Assessment of Practical Problems in Field Research*. Hillsdale, NJ: Erlbaum, 1990, 192-212.
- Michael Morgan, James Shanahan & Cheryl Harris. VCRs and the Effects of TV: New Diversity or More of the Same? In J. Dobrow (ed.), *Social and Cultural Aspects of VCR Use*. Hillsdale: Erlbaum, 1990, 107-123.
- Michael Morgan. Television and Democracy. In I. Angus & S. Jhally (eds.), *Cultural Politics in Contemporary America*. New York: Routledge, 1989, 240-253.
- George Gerbner, Larry Gross, Michael Morgan & Nancy Signorielli. Living with Television: The Dynamics of the Cultivation Process. In J. Bryant & D. Zillman, eds., *Perspectives on Media Effects*. Hillsdale, NJ: Erlbaum, 1986, 17-40.
- Larry Gross and Michael Morgan. Television and Enculturation, in J. Dominick and J. Fletcher, eds., *Broadcasting Research Methods*. Boston: Allyn and Bacon, 1985, pp. 221-234.
- Michael Morgan and Larry Gross. Television and Educational Achievement and Aspirations, in D. Pearl, L. Bouthilet, and J.B. Lazar, eds., *Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's*, Vol. II. Washington: Government Printing Office, 1982, 78-90.
- Nancy Signorielli, Larry Gross, and Michael Morgan. Violence in Television Programs: Ten Years Later, in D. Pearl, L. Bouthilet, and J.B. Lazar, eds., *Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's*, Vol. II. Washington: Government Printing Office, 1982, 158-173.
- George Gerbner, Michael Morgan, and Nancy Signorielli. Programming Health Portrayals: What Viewers See, Say, and Do, in D. Pearl, L. Bouthilet, and J. Lazar, eds., *Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's*, Vol. II. Washington: Government Printing Office, 1982, 291-307.
- Michael Morgan and George Gerbner. TV Professions and Adolescent Career Choices, in M. Schwarz, ed., *TV and Teens: Experts Look at the Issues*. Reading, Mass.: Addison-Wesley, 1982, 121-126.

Michael Morgan and Larry Gross. Television, IQ, and School Achievement, in S. Scheuyer, ed., *The TV Annual 1978-1979*. New York: Macmillan, 1979, 237-239.

BRIEF ARTICLES AND CHAPTERS

Michael Morgan. Cultivation Theory. *The International Encyclopedia of Communication*. Blackwell Publishing/International Communication Association, in press.

Michael Morgan. Mainstreaming. *The International Encyclopedia of Communication*. Blackwell Publishing/International Communication Association, in press.

Michael Morgan. Reality and Mediated Reality. *The International Encyclopedia of Communication*. Blackwell Publishing/International Communication Association, in press.

Michael Morgan. Cultivation Theory. In J.J. Arnett (ed.), *Encyclopedia of Children, Adolescents, and the Media*. Thousand Oaks, CA: Sage, in press.

Michael Morgan. To Count or Not to Count in Communication Research: What is the Question? In P. Conradie, W. Fourie, H. Wasserman & C. Muir (eds.), *Communication Science in South Africa: Contemporary Issues*. Proceedings of the 2005 Annual Conference of the South African Communication Association. Cape Town: Juta, 2006.

Michael Morgan. Violence and Effects Research. In T. Miller (ed.), *Television Studies*. London: British Film Institute, 2002, pp. 11-14.

Justin Lewis, Michael Morgan and Sut Jhally. The Phantom Liberal: The Real Scandal Is What People Don't Know About President Clinton. *Extra!*, May/June 1998, 11:3, 13-15. Reprinted in R. Hiebert (Ed.), *Impact of Mass Media* (4th Ed.). New York: Longman, 1999, pp. 267-272.

Justin Lewis, Michael Morgan, and Sut Jhally. "Polling Clinton's Appeal." *The Nation*, March 9, 1998, pp. 7-8.

Michael Morgan. Audience Research: Cultivation Analysis. In H. Newcomb (ed.), *The Encyclopedia of Television*. Chicago: Fitzroy Dearborn, 1997, pp. 109-111. Revised for 2nd Edition, 2004, pp. 160-163.

Michael Morgan. Introduccion: Democracia y comunicacion social. *Critica & Utopia*, Vol. 19, 1995. (Special issue, edited by Michael Morgan.)

Justin Lewis and Michael Morgan. Images, Issues, and Impact: A FAIR Survey of Voters' Knowledge. *Extra!*, December 1992, 5:8, 7-11.

Michael Morgan. Introduction: The Media and The Gulf War. *The Electronic Journal of Communication*, Vol. 2, No. 1, Fall 1991. (Special issue, edited by Michael Morgan.)

Sut Jhally, Justin Lewis, and Michael Morgan. Tanto Noticias, Poco Informaciones (So Much News, So Little Information). *Il Passaggio*, March 1991, 4:2, 15-20.

Michael Morgan, Justin Lewis, and Sut Jhally. Formacion de Opinion Publica. *Chasqui*, No. 38, April-June 1991, 45-51.

Michael Morgan. Cultivation Analysis. In E. Barnouw (ed.), *The International Encyclopedia of Communications*. New York: Oxford University Press, 1989, 430-433.

George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. On the Limits of "The Limits of Advocacy Research": Response to Hirsch. *Public Opinion Quarterly*, 1981, 45, 116-118.

George Gerbner, Larry Gross, Michael Morgan and Nancy Signorielli. Some Additional Comments on Cultivation Analysis. *Public Opinion Quarterly*, 1980, 44:3, 408-410.

BOOK REVIEWS

The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion, edited by L.J. Shrum. *Mass Communication and Society*, Winter 2005.

Prime Time Law Enforcement: Crime Show Viewing and Attitudes towards the Criminal Justice System, by James M. Carlson. *Journal of Communication*, Autumn 1986, 36:4, 159-162.

No Sense of Place: The Impact of Electronic Media on Social Behavior, by Joshua Meyrowitz. *Technology Review*, Jan. 1986, 89:1, 15-16.

On-Line Communities: A Case Study of the Office of the Future, by Starr Roxanne Hiltz. *Journal of Communication*, Spring 1985, 35:2, 201-202.

Television and Aggression: A Panel Study, by Ronald J. Milavsky, et al. *Television Quarterly*, Fall 1983.

Mass Communication Theories and Research, by Alexis S. Tan. *Journal of Communication*, Autumn 1982, 32:4, 210-211.

Hearth and Home: Images of Women in the Mass Media, ed. Gaye Tuchman, et al. *Studies in the Anthropology of Visual Communication*, 1979, 5:2, 137-138.

CONFERENCE PAPERS

Many papers presented at a broad range of conferences, including the International Communication Association, American Association for Public Opinion Research, American Psychological Association, the Conference on Culture and Communication, the Association for Education in Journalism and Mass Communication, the International Association for Mass Communication Research, American Educational Research Association, the National Council on Family Relations, and others.

Invited talks at special meetings and seminars in Argentina, South Africa, Austria, elsewhere

RESEARCH REPORTS

"Channel One in the Public Schools: Widening the Gap." Prepared for UNPLUG. Department of Communication, University of Massachusetts, October 1993.

"Television Violence Profile: The Turning Point -- From Research to Action" (with George Gerbner and Nancy Signorielli). September 1993.

"Images/Issues/Impacts: The Media and Campaign '92" (with Justin Lewis and Andy Ruddock). Center for the Study of Communication, University of Massachusetts, October, 1992.

"The Gulf War: A Study of the Media, Public Opinion, and Public Knowledge" (with Justin Lewis and Sut Jhally). Center for the Study of Communication, University of Massachusetts, March, 1991.

"Television's Effects in the Soviet Union: Highlights" (with G. Gerbner). The Annenberg School of Communications, Univ. of Pennsylvania, March 1990.

"Videocassette Recorders and the Television Household" (with Alison Alexander, James Shanahan, and Cheryl Harris). Report to the National Association of Broadcasters, July 1989.

"Violence Profile No. 14-15" (with George Gerbner, Larry Gross, and Nancy Signorielli). The Annenberg School of Communications, University of Pennsylvania, September 1986.

"The Role of Television Entertainment in Public Understanding of Science (with George Gerbner, Larry Gross, and Nancy Signorielli). Report to the National Science Foundation. The Annenberg School of Communications, University of Pennsylvania, July 1985.

"Gratuitous Violence and Exploitative Sex: What are the Lessons? (Including Violence Profile No. 13)" (with G. Gerbner, L. Gross, and N. Signorielli). Report for the Study Committee of the Communications Commission of the National Council of Churches Hearing, New York, September 1984.

"Religion on Television and in the Lives of Viewers" (with George Gerbner, Larry Gross, Nancy Signorielli, and Stewart Hoover). Report to the Ad Hoc Committee on Religious Television Research, March 1984.

"Aging with Television Commercials" (with G. Gerbner, L. Gross, and N. Signorielli). Report to the Administration on Aging. The Annenberg School of Communications, University of Pennsylvania, June 1981.

"Violence Profile No. 11: Trends in Network Television Drama and Viewer Conceptions of Social Reality 1967-1979" (with George Gerbner, Larry Gross, and Nancy Signorielli). The Annenberg School of Communications, University of Pennsylvania, April 1980.

"Aging with Television: What Viewers See and What They Say" (with George Gerbner, Larry Gross, and Nancy Signorielli). Report for the US House of Representatives Select Committee on Aging, Los Angeles, April 1980.

"Aging with Television: The Final Report" (with George Gerbner, Larry Gross, and Nancy Signorielli). Report to the Administration on Aging. The Annenberg School of Communications, Univ. of Pennsylvania, January 1980.

"Television and Adolescents' Family Life Expectations" (with Heather Harr- Mazer). The Annenberg School of Communications, University of Pennsylvania, January 1980.

"Violence Profile No. 10: Trends in Network Television Drama and Viewer Conceptions of Social Reality 1967-1978" (with George Gerbner, Larry Gross, Nancy Signorielli, and Marilyn Jackson-Beeck). The Annenberg School of Communications, University of Pennsylvania, March 1979.

"Television and Adolescents at a New York Private School" (with Mark Gonzalez). The Annenberg School of Communications, University of Pennsylvania, January 1979.

"Television and Children at a New York Private School" (with Nancy Rothschild). The Annenberg School of Communications, University of Pennsylvania, April 1978.

COURSES TAUGHT, UNIVERSITY OF MASSACHUSETTS

COMM 222, Media Programming and Institutions
COMM 226, Mass Media and Society/Social Impact of Mass Communication
COMM 397E, Introduction to Mass Communication Research
COMM 491B, The Media and the Gulf War
COMM 491M, Media and The Family
COMM 491Q, Seminar on International Media Effects
COMM 497C, Research in Communication
COMM 620B/621, Quantitative Research Methods
COMM 791H, Cultivation Analysis
COMM 791M, International Media Effects (graduate version of 491Q)
COMM 792D, Media and The Family (graduate version of 491M)
COMM 821G/891K, Media Effects

- Recipient of University Distinguished Teaching Award, 2002
- Recipient of College of Social & Behavioral Sciences Outstanding Teaching Award 2002
- Nominated for University Research Fellowship, 1991, 1994, 1995

DEPARTMENTAL AND UNIVERSITY SERVICE

- Department Chair, 1997 - present
- Director, Center for the Study of Communication, 1990-1992; Associate Director, 1994-1996
- Director, Departmental Graduate Admissions, 1988-1991, 1992-1993
- Chair, Departmental Chair Search Committee, 1991
- Member, Graduate Studies Committee, 1985-1986, 1987-1991
- Member, Undergraduate Studies Committee, 1992-1996
- Member, Departmental Personnel Committee, 1990-1996
- Member, Departmental Executive Committee, 1990-1993
- Member, College Executive Committee, 1991-1993, 1995-1996
- Departmental Undergraduate Honors Coordinator, 1984-1987
- Member, Department Facilities Committee, 1984-1987
- Member, CSBS Strategic Planning Committee, 1994-1995
- Departmental Laboratory/Computer Coordinator, 1986-1996
- Chair, Department Human Subjects Review Committee, 1985-1990
- University Computer Committee 1984-1987, 1993-1995
- Microethnography Advisory Committee, 1985-1986
- Dean's Ad Hoc Computer Committee, 1986.
- Conference Organizer (with Susan Leggett): "Mainstream(s) and Margins: Cultural Politics in the 90's." University of Massachusetts, April 1992.
- Co-Editor, Production Manager, *CommOddities: A Journal of Communication and Culture*, Vol. 2, No. 1, July 1995.