

J880: Physiology and Communication Effects

Spring 2015, Thursday 11:00am-12:50pm

Vilas Hall 5013

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Office Hours
Monday: 1:30pm-2:30pm
Rathskeller Hours
Tuesday: 11:30am-12:30pm
Also by appointment

Humans are biological organisms. We may like to think our brains and nervous systems somehow are immune from the laws of biology, but they are not. Responses to environmental stimuli are inevitably physiological. These facts are becoming more widely accepted but resistance to the role of biology persists, particularly in behavioral realms pertaining to morality, love, religion, communication, and politics. Many people are reluctant to concede that their views and behaviors in these areas are influenced even in the slightest by biology. Disciplines such as political science and mass communication reflect this reticence as they have been perhaps the slowest of all the social sciences to acknowledge biological influences.

The times are changing, however, and the integration of politics into larger biological and psychological patterns is belatedly underway. Information resulting from biologically informed data acquisition techniques is now at the disposal of a growing number of social scientists. Interdisciplinary approaches are being encouraged by university administrators and funding agencies across the country in hopes that cross-fertilization will lead to new discoveries. In this course, you will be exposed to research at the interface of biology, psychology, and mass communication and you will be given the opportunity to contribute to this research and to reflect on its opportunities and limitations.

This seminar will review major literature on physiology, psychology, and political/social attitudes and behaviors and examine literature revealing that, under some conditions, physiological techniques can be used to measure the deep roots of a variety of communication effects. Students will also be introduced to the Physiology and Communication Effects (PACE) Lab and given an opportunity to design and conduct an original research project of their own.

Assignments and Grading

Participation (15%): We will be successful so long as we have regular, robust discussions about the strengths and weaknesses of the theoretical issues and methodological approaches present in each week's batch of readings. You are expected to participate each week; your memos should help prepare you. *Indeed, you should be prepared to answer a direct question about any of the assigned readings' primary research question, hypotheses, data, methods, and major findings.* Attendance, of course, is assumed.

Synthesis, Critique, and Design (15%): On **four** occasions this semester, you will write a memo using the week's readings to offer a point of view on the state of research in that particular area of political communication and offering up a research question and design of your own. This memo should be no longer **than two single-spaced pages** and may be animated by items including, but not limited to: what you think their major strengths/problems are with the week's

readings, how the readings fit together or compete with each other, what the major findings leave unresolved, etc. The memos should also offer a research question in the area with a few thoughts regarding the data you'd need to complete the project and any hypotheses you have regarding the answer to your question. Before coming to class, you should carefully read your classmates' memos to facilitate discussion. **Memos are to be e-mailed to the class no later than 10 pm on Sunday evenings**, but may be sent anytime during the week before the class. There are no exceptions. If you miss the deadline, pick another week to write a memo, simple as that.

Paper (50% Total, 80% first draft/20% final draft): On May 5th, I'll host a dinner at Chez Waggle (2334 West Lawn Ave.) where your research team will give a 15-20 minute presentation of your project. You will also serve as a discussant for another team's paper.

Mock Comprehensive Exam (15%): I will give you three questions that mimic the kinds of questions you might get on a comprehensive exam. You will choose two of them and answer them in class. The exam is open book, open notes, closed neighbor. In my view, the purpose of a comprehensive exam is to show that you understand the literature enough to have formed a perspective from which to analyze it and that you have a plan to conduct research to move that literature forward.

Discussant/Reviewer (5 %)

At the research conference, you will serve as a reviewer/discussant for another paper. You will write a one-to-two page single-spaced review as though you are a journal reviewer.

I will not award Incompletes except in the case of extreme personal circumstances.

Professional Development

I also strongly recommend you do two other things this semester to begin to be part of the profession. First, I suggest that you join the International Communication Association at www.icahdq.org. You should also consider the Association for Education in Journalism and Mass Communication (aejmc.org), the National Communication Association (natcom.org), the American Political Science Association (apsanet.org), the Midwest Political Science Association (mpsaa.org), the Southern Political Science Association (spsa.net) and the International Society for Political Psychology (ispp.org). Membership will get you access to major journals, access to the services such as job listings, syllabi help, and so forth and will keep you up-to-date on goings on in the profession. Second, I recommend you attend several research talks in the SJMC and Departments of Political Science, Communication Arts, and Life Sciences Communication over the semester. These may include job talks, invited talks by prominent researchers, or talks by faculty and other graduate students in our department. These talks will give you a chance to see current research and to both observe and participate in professional presentations – a hallmark of our scholarly life.

Books

There is one required book for this class. It should be available at the bookstore and over the web.

Potter, Robert F. and Paul D. Bolls. 2011. *Psychophysiology Measurement and Meaning: Cognitive and Emotional Processing of Media*. Routledge.

Course Schedule

Be sure to complete all of the required readings prior to our regular Thursday meetings. Readings are available on Learn@UW at least one week in advance of our discussions. If you want them earlier, find them.

January 20 Hello

January 29 What is a Communication Effect and What Does Physiology Have to do With it?

Potter and Bolls, Chapter 1 & 2

Eveland, W.P. and K. E. Cooper. 2013. "An Integrated Model of Communication Influence on Beliefs," *PNAS* 110: 14088-14095.

Potter, W.J. 2011. "Conceptualizing Mass Media Effect," *Journal of Communication* 61: 896-915.

Valkenburg, P.M. and J. Peter. 2013. "The Differential Susceptibility to Media Effects Model," *Journal of Communication* 63: 221-243.

February 5 Connecting Deeply-Held Attitudes to Deeply-Ingained Physiological Differences

Due: Research Question

Potter and Bolls, Chapter 3

Gelfand, Michele J., et al. 2011. "Differences between Tight and Loose Cultures: A 33-Nation Study." *Science* 332 (27 May): 1100-04.

Hibbing, Smith, and Alford, *Predisposed*. (Chapter 3)

Graham, Jesse, Jonathan Haidt, and Brian A. Nosek. 2009. "Liberals and Conservatives Rely on Different Sets of Moral Foundations." *Personality Processes and Individual Differences* 96: 1029-46.

Jost, John T., David M. Amodio. 2012.. "Political Conservatism as Motivated Social Cognition: Behavioral and Neuroscientific Evidence," *Motivation and Emotion* 36 (1): 55-64.

Oxley, et al. "Political Attitudes Vary with Physiological Traits," *Science* 321 (September 19): 1667-70.

February 12 Human Variability and the Psychological Bases of Political Beliefs, Part I

Schwartz, Shalom, Gian Vittorio Caprara, and Michele Vecchione. 2010. "Basic Personal Values, Core Political Values, and Voting: A Longitudinal Analysis." *Political Psychology* 31 (3): 421-52.

Mondak, J.J., M.V. Hibbing, D. Canache, M.A. Seligson, and M.R. Anderson. 2008. "Personality and Civic Engagement." *American Political Science Review* 104: 85-110.

Gerber, Alan S., Gregory A. Huber, David Doherty, Conor M. Dowling, and Shang E. Ha. 2010. "Personality and Political Attitudes: Relationships across Issue Domains and Political Contexts." *American Political Science Review* 104 (1): 111-33.

Mitchell, Dona-Gene, et al. 2014. "Side by Side, Worlds Apart: Desired Policy Change as a Function of Preferences AND Perceptions." *American Politics Research* 42: 338-363.

February 19 The Psychological Bases of Political Beliefs, Part II

Due: IRB Protocols to Mike

Jost, John T. 2006. "The End of the End of Ideology." *American Psychologist* 61: 651-70.

Hetherington, Marc J., and Jonathan D. Weiler. 2009. Pages 1-11 of *Authoritarianism and Polarization in American Politics*. New York: Cambridge University Press.

Wilson, Glenn D., J. Ausman, and T.R. Matthews. 1973. "Conservatism and Art Preferences." *Journal of Personality and Social Psychology* 25: 286-88.

Inbar, Yoel, D.A. Pizarro, and Paul Bloom. 2008. "Conservatives are More Easily Disgusted than Liberals." *Cognition and Emotion* 27: 714-25.

Wilson, Glenn D., J. Ausman, and T.R. Matthews. 1973. "Conservatism and Art Preferences." *Journal of Personality and Social Psychology* 25: 286-88.

Yegiyan, N. & Lang, A. (2010). Processing central and peripheral detail: How content arousal and emotional tone influence encoding. *Media Psychology*, pp. 77-99.

February 26 Cognition and Political Beliefs

Due: IRB Protocols to IRB

Potter and Bolls, Chapter 4

Carney, Dana R., John T. Jost, Samuel D. Gosling, and J. Potter. 2008. "The Secret Lives of Liberals and Conservatives: Personality Profiles, Interaction Styles, and the Things they Leave Behind." *Political Psychology* 29: 807-40.

Castelli, Luigi, and Luciana Carraro. 2011. "Ideology is Related to Basic Cognitive Processes

Involved in Attitude Formation.” *Journal of Experimental Social Psychology* 47: 1013-16.

Vigil, Jacob M. 2010. “Political Leanings Vary with Facial Expression Processing and Psychosocial Functioning.” *Group Processes and Intergroup Relations* 13: 547-58.

Dodd, Michael D., Kevin B. Smith, and John R. Hibbing. 2011. “The Politics of Attention: Gaze Cuing Effects are Moderated by Political Temperament.” *Attention, Perception, and Psychophysics* 73: 24-29.

Dodd, Michael D., Amanda Balzer, Carly Jacobs, Michael Gruszczynski. 2012. “The Political Left Rolls with the Good; the Political Right Confronts the Bad.” *Philosophical Transactions of the Royal Society of London, Biological Sciences*. 367: 640-49.

Scott P. McLean, John P. Garza, Sandra A. Wiebe, Michael D. Dodd, Kevin B. Smith, John R. Hibbing, and Kimberly Andrews Espy. 2014. “Applying the Flanker Task to Political Psychology.” *Political Psychology* 35: 831-840.

Shook, N.J., and R.H. Fazio. 2009. “Political Ideology, Exploration of Novel Stimuli, and Attitude Formation.” *Journal of Experimental Social Psychology* 45: 995-98.

March 5 Negativity & Other Emotions

Potter and Bolls, Chapter 5

Brader, Ted. 2005. “Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions,” *American Journal of Political Science* 49: 388-405

Soroka, Stuart and Stephen McAdams. 2012. “News, Politics, and Negativity.”

Soroka, Stuart, Elisabeth Gidengil, Patrick Fournier, Lilach Nir. “Do Women and Men Respond Differently to Negative News?”

Soroka, Stuart, Lilach Nir, Patrick Fournier. “Negativity Biases in Reactions to Network News: A Cross-National Psychophysiological Study.”

Trussler, Marc and Stuart Soroka. 2013. “Consumer Demand for Cynical and Negative News Frames.”

March 12 Automaticity and Exclusion

Galdi, Silvia, Luciano, Arcuri, and Bertram Gawronski. 2008. “Automatic Mental Associations Predict Future Choices of Undecided Decision-Makers.” *Science* 321: 1100-02.

McNulty, James K., et al. 2013. “Though They May be Unaware, Newlyweds Implicitly Know

- Whether their Marriage will be Satisfying.” *Science* 342: 1119-20.
- Eisenberger, Naomi I., Matthew D. Lieberman, and Kipling D. Williams. 2003. “Does Rejection Hurt? An fMRI Study of Social Exclusion.” *Science* 302 (10 October): 290-92.
- Greene, Joshua D., R. Brian Sommerville, Leigh E. Nystrom, John M. Darley, and Jonathan D. Cohen. 2001. “An fMRI Investigation of Emotional Engagement in Moral Judgment.” *Science* 293 (14 September): 2105-08.

March 19 Media Style and Communication Effects

Potter and Bolls, Chapter 6

- Bolls, Paul D., Annie Lang, and Robert F. Potter. 2001. “The Effects of Message Valence and Listener Arousal on Attention, Memory, and Facial Muscular Responses to Radio Advertisements,” *Communication Research* 28: 627-51
- Lang, Annie, Mija Shin, Samuel Bradley, Zheng Wang, Seungjo Lee, and Deborah Potter. 2005. “Wait! Don’t Turn That Dial! More Excitement to Come! The Effects of Story Length and Production Pacing in Local Television News on Channel Changing Behavior and Information Processing in a Free Choice Environment,” *Journal of Broadcasting & Electronic Media* 49 (1): 3-22.
- Mutz, Diana C., and Byron Reeves. 2005. “The New Videomalaise: Effects of Televised Incivility on Political Trust.” *American Political Science Review* 99: 1-16.
- Mutz, Diana C. 2007. “Effects of ‘In-Your-Face’ Television Discourse on Perceptions of a Legitimate Opposition.” *American Political Science Review* 101 (4): 621-35.
- Nyhan, Brendan and Jason Reifler. 2010. “When Corrections Fail: The Persistence of Political Misperceptions,” *Political Behavior* 32 (2): 303-30.

March 26 Physiology, Framing, and Preference Formation

Potter and Bolls, Chapter 7

- Huddy, Leonie, Stanley Feldman, Charles Taber, and G. Lahav. 2005. “Threat, Anxiety, and Support of Anti-terrorism Policies.” *American Journal of Political Science* 49: 610-25.
- Chong, Dennis, and James N. Druckman. 2007. “Framing Theory.” *Annual Review of Political Science* 10: 103-126.
- Rothschild, Michael L., Yong J. Hyun, Byron Reeves, Esther Thorson, Robert Goldstein. 1988. “Hemispherically Lateralized EEG as a Response to Television Commercials,” *Journal of Consumer Research* 15: 185-198.

Wagner, Michael W., Kristen Deppe, Carly M. Jacobs, Amanda Friesen, Kevin B. Smith, and John R. Hibbing. 2015. "Beyond Survey Self-Reports: Using Physiology to Tap Political Orientations," *International Journal of Public Opinion Research*. (available at IJPOR's website in the Online First section)

April 2 **Seminar Does Not Meet, Spring Break**

April 9 **Project Updates**

April 16 **The Future of Bio-Communication Research**

Potter and Bolls, Chapter 8

Bennett, W. Lance and Shanto Iyengar. 2008. "A New Era of Minimal Effects? The Changing Foundations of Political Communication," *Journal of Communication* 58: 707-31.

Holbert, R. Lance, R. Kelly Garrett, and Laurel S. Gleason. 2010. "A New Era of Minimal Effects? A Response to Bennett and Iyengar," *Journal of Communication* 60: 15-34.

April 23 **Mock Comprehensive Exam**

April 30 **Final Paper First Draft Due**

May 7 **EVENING MEETING, 6:00pm**
J880 PHYSIOLOGY IN COMMUNICATION CONFERENCE
***Dinner at Chez Waggle, 2334 West Lawn Ave.**
DUE: Review of the paper you were assigned

May 13 **DUE: 11:59pm, Revised Final Paper and Memo to Reviewers!**