

CURRICULUM VITAE

Glenn G. Sparks
Brian Lamb School of Communication
Purdue University
West Lafayette, IN 47907

Office Phone: (765) 464-9536
Home Phone: (765) 589-3653
E-Mail Address: gsparks@purdue.edu
Web Page: <http://web.ics.purdue.edu/~sparks/>

Spring, 2014

A. General Information

1. Personal

Born on August 21, 1953
Married to Cheryl Wilcox Sparks, 7-26-75
Children: David Daniel Sparks, 4-9-78
Erin Ashley Sparks, 2-6-81
Jordan Corrie Sparks, 6-21-85

2. Academic Record

Ph.D. 1983 University of Wisconsin-Madison
M.A. 1976 Northern Illinois University
B.A. 1975 Wheaton College (IL)

3. Academic Appointments

2011- Associate Head-Brian Lamb School of Communication, Purdue University
2008 Acting Department Head, Communication, Purdue University (Spring Semester)
2007- Associate Department Head, Communication, Purdue University
2006 Visiting Scholar, KU-Leuven, Belgium (March)
2001-2006 Assistant Department Head, Communication, Purdue University
1995- Full Professor, Purdue University
1990-1995 Associate Professor, Purdue University
1986-1989 Assistant Professor, Purdue University
1983-1986 Assistant Professor, Cleveland State University
Summers Visiting Appointments, Wheaton College (IL) (1976-79, '81-83 '84-90, '91-93, '96)

4. Top Paper Awards and Other Honors

Top Paper Award for the 1st Annual Conference of the Global Science & Technology Forum in Journalism and Mass Communication. Paper presented at the meeting in Singapore, December, 2012.

Top Paper Panel (2nd Place Paper) in the Research Division of the Broadcast Education Association 2011 paper competition. Paper presented at the annual meeting in Las Vegas, April, 2011.

Top Paper Panel in the Communication & Law Division of the National Communication Association 2010 paper competition. Paper presented at the annual meeting in San Francisco, November 2010.

Top Three Paper Award in the Open Division of the Broadcast Education Association Paper Competition, 2008

Book (Refrigerator Rights: Creating Connections & Restoring Relationships) nominated for the "Books for a Better Life Award" sponsored by the National Multiple Sclerosis Society, 2003. [Book authored by Will Miller "with" Glenn Sparks]

Top Paper Award in the Research Division of the Broadcast Education Association Paper Competition, 2000.

Recognized in 1999 as among the top 100 scholars producing articles in Communication from 1915-1995. Communication Monographs, 66, 178-197.

Recognized in 1998 as among the top 20 scholars producing articles in Telecommunication, over the course of a decade. Journal of the Association for Communication Administration, 27, 18-29.

Nominated for consideration for the position of Distinguished Professor in the Behavioral and Social Sciences, Purdue University, 1997.

Top Paper Award in the Research Division of the Broadcast Education Association Paper Competition, 1997.

Director of doctoral dissertation that won the "Dissertation-of-the-Year" Award from the Mass Communication Division of the International Communication Association. (Award presented to Melissa Spirek at the 1994 annual meeting in Sydney, Australia.)

Paper on Media Violence selected from among 150+ papers submitted from scholars around the world for presentation at the first International Conference on Media Violence, New York City, October 1994.

First-ranked paper (tied) in the "debut" paper competition of the Broadcast Education Association, 1994.

Recognized in a University of Miami study as one of the TOP 3% of active researchers in Communication (Based on the Index to Journals in Communication Studies Through 1990.)

“Top Three” paper in the Applied Communication Section, Speech Communication Association, 1991.

“Top Ten” paper in the Mass Communication Division, International Communication Association, 1988, (Topic: Frightening Media).

“Top Ten” paper in the Mass Communication Division, International Communication Association, 1988, (Topic: Fear of Victimization).

First-ranked paper in the Instructional and Developmental Division, International Communication Association, 1983.

First-ranked student paper in the Interpersonal Communication Division, International Communication Association, 1982.

5. Research Grants

Faculty Incentive Grant, Purdue University, 2002-03, \$848.00.

Fellowship from the Center for Social and Behavioral Sciences, School of Liberal Arts, Purdue University (Fall, 1999). The fellowship provided a full teaching release.

Faculty Incentive Grant, Purdue University, 1991, \$713.00.

David Ross Research Grant, Purdue University, 1990-91, \$9000.

David Ross Research Grant, Purdue University, 1989-90, \$9000.

Summer Faculty XL Grant, Purdue University, 1987, \$3900.

Research and Creative Activities Grant, Cleveland State University, 1984, \$2858.

6. Membership in Academic, Professional, and Scholarly Societies

Broadcast Education Association

International Communication Association

National Communication Association

Global Science & Technology Forum

7. Major Teaching and Scholarly Interest Areas

Effects of media messages on beliefs about science and paranormal beliefs

Effects of frightening/suspenseful mass media

Effects of television viewing on children

Cognitive and emotional impact of mass media

Role of individual differences in responses to mass media

Anxiety responses during the communication process
 Quantitative research methods in communication
 Mass Communication Theory

B. Teaching Information

1. Courses Taught at Purdue University

COM 114	Introduction to Communication
COM 250	Mass Communication & Society
COM 300	Research Methods in Communication
COM 318	Principles of Persuasion
COM 330	Theories of Mass Communication
COM 491	Special Topics: Children and Television
COM 558	Historical Trends in Mass Communication Research
COM 559	Current Trends in Mass Communication Research
COM 582	Descriptive/Experimental Research in Communication
COM 632	Graduate Seminar in Media Effects

2. Courses Taught at Cleveland State University

COM 121	Mass Media Communication
COM 226	Theories of Mass Communication
COM 340	Introduction to Research Methods
COM 343	Communication Theory
COM 356	Political Persuasion
COM 360	Advertising
COM 454	Special Topics in Mass Communication
COM 491	Seminar in Mass Communication
COM 531	Advanced Research Methods

3. Courses Taught at Wheaton College (IL)

COM 020	Public Speaking
COM 512	Persuasion
COM 563	Media Effects

4. Recognition of Teaching Excellence

Nominated for the Central States Speech Association "Outstanding Young Teacher" Award, 1989.

Recognized in the minutes of the Purdue Department of Communication Undergraduate Committee (1-19-87) as one of the most nominated teachers in the student balloting for outstanding teachers in the department.

Summary of teaching evaluations from 1991-2004 revealed that 86% of my students (1,500+ reporting) either agreed or strongly agreed with the statement that I explained difficult material clearly; 65% of my students (1,500+ reporting) either agreed or strongly agreed with the statement that I was among the very best teachers they had known.

5. Text Books

Sparks, G.G. (2002; 2006; 2010; 2013). Media effects research: A basic overview. Cengage Publishing, 4th Edition.

Griffin, E., Ledbetter, A., & Sparks, G.G. (in press). A first look at communication theory. McGraw-Hill (9th edition).

6. Other Books

Miller, W., & Sparks, G.G. (2013). *Graduation Jolt: How to Survive and Thrive After College Graduation*. Kindle eBook available on Amazon.com at http://www.amazon.com/dp/B00HUC85RQ/ref=rdr_kindle_ext_tmb

Miller, W., & Sparks, G.G. (2008). Refrigerator rights: Our crucial need for close connection. Barrington, IL: Willow Creek Press.

Sparks, G.G. (2011). *Rolling in Dough: Lessons I learned in a doughnut shop*. Amherst, MA: White River Press.

C. Research and Scholarship

1. Refereed Publications - Journal Articles

Ledbetter, A., Griffin, E., & Sparks, G.G. (2007). Forecasting "Friends Forever": A longitudinal investigation of sustained closeness between college best friends." Personal Relationships, 14, 343-350.

- Sparks, G.G., Sherry, J., & Lubsen, G. (2005). "The appeal of media violence in a full-length motion picture: An experimental investigation. Communication Reports, 18 (1), 21-30.
- Sparks, G.G. (2001). The relationship between paranormal beliefs and religious beliefs. Skeptical Inquirer, 50-56.
- Sparks, G.G., & Miller, W. (2001). Investigating the relationship between exposure to television programs that depict paranormal phenomena and beliefs in the paranormal. Communication Monographs, 68, 98-113.
- Sparks, G.G., Pellechia, M., & Irvine, C. (1999). The repressive coping style and fright reactions to mass media. Communication Research, 26, 176-192.
- Sparks, G.G., Pellechia, M., & Irvine, C. (1998). Does television news about UFOs affect viewers' UFO Beliefs?: An experimental investigation. Communication Quarterly, 46, 284-294. [Note: This article was published in the Summer of 1999.]
- Sparks, G.G. (1998). Paranormal depictions in the media: How do they affect what people believe? Skeptical Inquirer, July/August, 35-39.
- Sparks, G.G., & Pellechia, M. (1997). The effect of news stories about UFOs on readers' UFO beliefs: The role of confirming or disconfirming testimony from a scientist. Communication Reports, 10, 165-172.
- Sparks, G.G., Nelson, C.L., & Campbell, R.G. (1997). The relationship between exposure to televised messages about paranormal phenomena and paranormal beliefs. Journal of Broadcasting & Electronic Media, 41, 345-359.
- Sparks, G.G. (1995). Comments concerning the claim that mass media research is "prescientific": A response to Potter, Cooper & Dupagne. Communication Theory, 5, 273-280.
- Sparks, G.G. (1995). A final reply to Potter, Cooper & Dupagne. Communication Theory, 5, 286-289.
- Sparks, G.G., Sparks, C.W., & Gray, K. (1995). Media impact on fright reactions and belief in UFOs: The potential role of mental imagery. Communication Research, 22, 3-23. [Lead article in the issue].
- Sparks, G.G., Hansen, T., & Shah, R. (1994). Do televised depictions of paranormal events influence viewers' beliefs? Skeptical Inquirer, 18, 386-395.
- Sparks, G.G., & Ogles, R.M. (1994). The role of preferred coping style and emotional forewarning in predicting emotional reactions to a suspenseful film. Communication Reports, 7, 1-10. [Lead article in the issue].

- Ogles, R.M., & Sparks, G.G. (1993). Question specificity in studies of television's contributions to viewers' fear and perceived probability of criminal victimization. Mass Comm Review, 20, 51-61.
- Sparks, G.G., Spirek, M.M., & Hodgson, K. (1993). Individual differences in arousability: Implications for understanding immediate and lingering emotional reactions to frightening mass media. Communication Quarterly, 41, 465-476.
- Sparks, G.G., & Greene, J.O. (1992). On the validity of nonverbal indicators as measures of physiological arousal: A response to Burgoon, Kelley, Newton, and Keeley-Dyreson. Human Communication Research, 18, 445-471.
- Greene, J.O., & Sparks, G.G. (1992). Intellectual scrutiny as an alternative to replies from the heart: Toward clarifying the nature of arousal and its relation to nonverbal behavior. Human Communication Research, 18, 483-488.
- Trachtman, L.E. Spirek, M.M., Sparks, G.G., & Stohl, C. (1991). Factors affecting the adoption of a new technology. Bulletin of Science, Technology & Society, 11, 338-345.
- Sparks, G.G. (1991). The relationship between distress and delight in males' and females' reactions to frightening films. Human Communication Research, 17, 625-637.
- Sparks, G.G., & Ogles, R.M. (1990). The difference between fear of victimization and the probability of being victimized: Implications for cultivation. Journal of Broadcasting and Electronic Media, 34, 351-358.
- Griffin, E., & Sparks, G.G. (1990). Friends forever: A longitudinal, exploration of intimacy in same-sex friends and platonic pairs. Journal of Social and Personal Relationships, 7, 29-46.
- Griffin, E., & Sparks, G.G. (1990). Some personal reflections on longitudinal research on relationships. Journal of Social and Personal Relationships, 7, 135-137.
- Sparks, G.G. (1989). Understanding emotional reactions to a suspenseful movie: The interaction between forewarning and preferred coping style. Communication Monographs, 56, 325-340.
- Sparks, G.G. (1989). The prevalence and intensity of fright reactions to mass media: Implications of the activation-arousal view. Communication Quarterly, 37, 108-117.

- Ogles, R.M., & Sparks, G.G. (1989). Television violence and viewers' perceptions of criminal victimization. Mass Comm Review, 16, 2-11. [Lead article in issue].
- Sparks, G.G., & Spirek, M.M. (1988). Individual differences in coping with stressful mass media: An activation-arousal view. Human Communication Research, 15, 195-216. [Lead article in issue].
- Neuendorf, K., & Sparks, G.G. (1988). Predicting emotional responses to horror films from cue-specific affect. Communication Quarterly, 36, 16-27.
- 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.
- Sparks, G.G. (1987). How were children affected by the space shuttle disaster? Education Digest, February, 55-57. (Reprinted from Television & Families)
- Sparks, G.G. (1986). An action assembly theory approach to predicting emotional responses to frightening mass media. Central States Speech Journal, 37, 102-112.
- Sparks, G.G., & Fehlner, C.L. (1986). Faces in the news: Gender comparisons of magazine photographs. Journal of Communication, 36, 70-79.
- Sparks, G.G. (1986). Developing a scale to assess cognitive responses to frightening films. Journal of Broadcasting and Electronic Media, 30, 65-73.
- Sparks, G.G. (1986). Developmental differences in children's reports of fear induced by the mass media. Child Study Journal, 16, 55-66.
- Sparks, G.G., & Cantor, J. (1986). Developmental differences in fright responses to a television program depicting a transformation of character. Journal of Broadcasting and Electronic Media, 30, 309-323.
- Sparks, G.G. (1986). Overestimating the emotional impact of TV on children: The shuttle accident. Television and Families, 9, 21-23.
- Abelman, R., & Sparks, G.G. (1986). How to tell the good guys from the bad guys. Television and Families, 8, 21-24.
- Sparks, G.G., & Abelman, R. (1985). Can TV really frighten children? Television and Families, 8, 27-30.
- Cantor, J., & Sparks, G.G. (1984). Parental perceptions of children's fear responses to mass media: Testing some Piagetian predictions. Journal of Communication, 34, 90-103.

Cantor, J., Ziemke, D., & Sparks, G.G. (1984). The effect of forewarning on emotional responses to a horror film. Journal of Broadcasting, 28, 21-31.

Greene, J.O., & Sparks, G.G. (1983). Explication and test of a cognitive model of communication apprehension: A new look at an old construct. Human Communication Research, 9, 349-366.

Greene, J.O., & Sparks, G.G. (1983). The role of outcome expectations in the experience of a state of communication apprehension. Communication Quarterly, 31, 212-219.

2. Book Chapters and Encyclopedia Articles

Sparks, G.G. (in press). Fear induction through media content. In W. Donsbach (Ed.), *Concise Encyclopedia of Communication*. Blackwell Publishing Ltd.

Sparks, G.G. (in press). Using the C-SPAN archives to teach mass communication theory: Primary source material and sample assignment. In R. Browning & P. Buzzanell (Eds.), *The C-SPAN Archives: An Interdisciplinary Resource for Discovery, Learning, & Engagement*. West Lafayette, IN: Purdue University Press.

Sarapin, S. H., & Sparks, G. G. (in press). Eyewitnesses to TV versions of reality: The relationship between exposure to TV crime dramas and perceptions of the criminal justice system. In K. Ryan & E. Springer (Eds.), *The More You Know: Law & Order, Inconvenient Truths, and How Television Shapes Our Worldview* (pp. 145-170). Lanham, MD: Lexington Press.

Sarapin, S., & Sparks, G.G. (2012). The effects of crime drama TV-viewing on mock jurors in a murder trial. Proceedings of the First Annual International Conference on Journalism and Mass Communication, Global Science & Technology Forum, pp. 17-22.

Sparks, G.G. (2012). Uses & Gratifications. In Griffin, E., A first look at communication theory, McGraw-Hill, 8th edition.

Sparks, G.G., Sparks, C.W., & Sparks, E.A. (2009). Media violence. In J. Bryant & M.B. Oliver (Eds.), Media effects: Advances in theory and research (pp. 269-286). New York: Routledge.

Sparks, G.G. (2008). Fear induction through media content. In W. Donsbach (Ed.). The international encyclopedia of communication (pp. 1745-1749). Malden, MA: Blackwell Publishing.

- Sparks, G.G., & Miller, W. (2004). News coverage of the war in Iraq: Cognitive and emotional consequences for viewers. In Berenger, R.D. (Ed.), Global media go to war: The role of news and entertainment media during the 2003 Iraq war (pp. 305-312). Spokane, WA: Marquette Books
- Sparks, G.G., & Sparks, C.W. (2002). Effects of media violence. In J. Bryant & D. Zillmann (Eds.), Media effects: Advances in theory and research (pp. 269-285). Hillsdale, NJ: Lawrence Erlbaum.
- Sparks, G.G. (2002). Paranormal events and the mass media. In J.R. Schement (Ed.), Encyclopedia of Communication and Information (pp. 698-701). New York: Macmillan Publishing.
- Sparks, G.G. (2002). The history of violence and the mass media. In J.R. Schement (Ed.), Encyclopedia of Communication and Information (pp. 1066-1076). New York: Macmillan Publishing.
- Sparks, G.G., & Sparks, C.W. (2000). Violence, mayhem and horror. In D. Zillmann and P. Vorderer (Eds.), Media entertainment: The psychology of its appeal (pp. 73-91). Hillsdale, NJ: Lawrence Erlbaum.
- Sparks, G.G. (1997). Foreword. In J.O. Greene (Ed.), Message production: Advances in communication theory (pp. ix-x). Lawrence Erlbaum: Hillsdale, N.J.
- Sparks, G.G. (1996). An activation-arousal analysis of horror. In James B. Weaver & Ron Tamborini (Eds.), Horror films: Current research on audience preferences and reactions (pp. 125-145). Hillsdale, NJ: Lawrence Erlbaum.
- Sparks, G.G. (1985). Attitude change. In David G. Benner (Ed.), Baker's encyclopedia of psychology (pp. 83-86). Grand Rapids, MI: Baker Book House.

3. Book Reviews and Annotated Bibliographies and Other Publications

- Sparks, G.G. (2005). Book Review: The 11 myths of media violence by W. James Potter. Journal of Communication, 55(1), 196-197.
- Sparks, Cheri, W., & Sparks, G.G. (2001). Why do Hollywood and TV keep showing us violence? USA Today, 129(2668), 56-58.
- Sparks, G.G., (1997). Book Review: Moving images: Understanding children's emotional reactions to television by David Buckingham. Journal of Communication, 47, 176-178.
- Sparks, G.G., (1997). Book Review: Reclaiming the wasteland: TV & gifted children by B. Abelman; Literacy in the television age: The myth

of the TV effect (2nd ed.) by S.B. Neuman; and Adolescents and the media: Medical and psychological impact by V.C. Strasburger. Journal of Broadcasting & Electronic Media, 41, 145-150.

Sparks, G.G. (1992). The effects of television on attitudes and behaviour: A selection of influential works. Transformation, October, 24-26.

Sparks, G.G. (1991). Book Review of Message Effects in Communication Science by James Bradac, Journal of Communication, 41, 101-102.

Sparks, G.G. (1989). Book Review of Television & Social Control by Mallory Wober & Barrie Gunter, Journal of Broadcasting & Electronic Media, 33, 101-103.

Sparks, G.G. (1987). Book Review of Children and television: A semiotic approach by Bob Hodge & David Tripp, Quarterly Journal of Speech, 73, 397-399.

Sparks, G.G. (1987). Book Review of Television and the aggressive child by Leonard Eron & Huessmann & The impact of television by Tannis MacBeth Williams, Journal of Broadcasting and Electronic Media, 31, 351-353.

4. Refereed Papers Delivered at Professional Meetings

Bernat, J.K., & Sparks, G.G. (April, 2014). Monitoring and blunting in breast cancer prevention campaigns. Paper presented at the Kentucky Conference on Health Communication. Lexington, KY.

Sarapin, S.H., & Sparks, G.G. (2012, December). The effects of crime drama TV-viewing on mock jurors in a murder trial. Paper presented to the First Annual International Conference on Journalism and Mass Communication.

Sarapin, S.H., Sparks, G.G., & Gross, J. (2012, May). Sci., Psi, and CSI: Police consumption of paranormal TV and their perceptions of psychic detectives. Paper presented at the International Communication Association, Phoenix, AZ.

Sarapin, S. H., & Sparks, G. (2011). Saying it with conviction... and acquittal: The effects of TV crime drama exposure on jurors' self-efficacy and verdict confidence. Paper presented at the Broadcast Education Association Conference, Las Vegas, NV. (TOP PAPER PANEL – 2ND Place Paper in the Research Division)

Sarapin, S.H., & Sparks, G.G. (2010). The viewing of TV crime "CSI Effect": There's a verdict hanging in the balance. Paper presented to the National Communication Association for presentation at the annual meeting, San Francisco.

- Sarapin, S.H., & Sparks, G.G. (2009, October). The CSI Effect: The Relationship Between Exposure to TV Crime Dramas & Perceptions of the Criminal Justice System. Paper to be presented to the International Crime, Media & Popular Cultural Studies Conference, Terre Haute, IN.
- Sarapin, S.H., & Sparks, G.G. (2009, November). The CSI Effect: Initial Evidence and Implications for the Jury Box. Paper to be presented to the Mass Communication Division of the National Communication Association, Chicago, IL.
- Legesse, T. & Sparks, G.G. (2008). The Relationship Between Mass Media Exposure and Attitudes About Family Planning in Two Sub-Cities of Addis Ababa, Ethiopia. Paper presented to the Open Division of the Broadcast Education Association, Las Vegas. (TOP THREE PAPER)
- Kirk, H., & Sparks, G.G. (2006). The Effects of the Presence of Television on Dyadic Interaction Between Friends: An Experimental Approach. Paper presented to the Mass Communication Division of the National Communication Association, San Antonio, TX.
- Sparks, G.G., Sherry, J. , & Lubsen, G. (2003). The Appeal of Media Violence in a Full-Length Motion Picture: An Experimental Investigation. Paper presented to the Research Division of the Broadcast Education Association, Las Vegas, NV, April, 2003.
- Sherry, J.L., Curtis, J., and Sparks, G. (2001). Arousal Transfer or Priming? Individual Differences in Physiological Reactivity to Violent and Non-Violent Video Games. Theme Session Paper, International Communication Association Annual Convention, Washington, D.C.
- Sherry, J.L., & Sparks, G. (2001). Setting an Agenda for Video Game Research: An Interactive Panel. Theme Session Panel organizer and chair, International Communication Association Annual Convention, Washington, D.C.
- Sparks, G.G., & Miller, W. (2000). Investigating the Relationship Between Exposure to Television Programs that Depict Paranormal Phenomena and Beliefs in the Paranormal. Paper presented to the Research Division of the Broadcast Education Association, Las Vegas, NV, April, 2000.
- Sparks, G.G., Pellechia, M., & Irvine, C. (1998, November). The Repressive Coping Style and Fright Reactions to Mass Media: Implications for the Measurement of Negative Emotion in Mass Communication Studies. Paper presented at the National Communication Association, New York City.
- Sparks, G.G., Pellechia, M., & Irvine, C. (1997, April). Does the Content of a Television News Story About UFOs Affect Viewers' UFO Beliefs?: An Experimental Investigation. Paper presented at the Broadcast Education

Association, Las Vegas.

- Sparks, G.G., & Pellechia, M. (1996, May). The Effect of News Stories about UFOs on Readers' UFO Beliefs: The Role of Confirming or Disconfirming Testimony From a Scientist. Paper presented at the International Communication Association, Chicago.
- Sparks, G.G., Nelson, C.L., & Campbell, R.G. (1995, May). The Relationship Between Exposure to Televised Messages About Paranormal Phenomena and Paranormal Beliefs. Paper presented at the International Communication Association, Albuquerque, New Mexico.
- Sparks, G.G. (1994, October). Children's Fright and Anxiety Responses to Television and Movies: The Neglected Effects of Media Violence. Paper presented at the International Conference on Violence in the Media, New York City.
- Sparks, G.G. (1994, March). Media Impact on Fright Reactions and Belief in UFOs: The Potential Role of Mental Imagery. Paper presented to the Broadcast Education Association convention, Las Vegas. (First Place Award in "Debut" Competition).
- Sparks, G.G. (1993, August). Do televised depictions of paranormal events influence viewers' paranormal beliefs? Paper presented at the Association for Education in Journalism and Mass Communication convention, Kansas City.
- Sparks, G.G. (1993, May). An Activation-Arousal Analysis of Horror. Paper presented at the International Communication Association convention, Washington, D.C.
- Spirek, M.M., & Sparks, G.G. (1993, May). The impact of children's coping style on emotional reactions to a frightening movie." Paper presented at the International Communication Association convention, Washington, D.C.
- Sparks, G.G., Spirek, M.M., & Hodgson, K. (1992). Individual differences in arousability: Implications for understanding immediate and lingering emotional reactions to frightening mass media. Paper to be presented at the International Communication Association convention, Miami.
- Trachtman, L.E., Spirek, M.M., Sparks, G.G., & Stohl, C. (1991, November). Response to a community-based information and communication system. Paper presented at the Speech Communication Association convention, Atlanta. A "Top Three" Paper.
- Sparks, G.G., & Greene, J.O. (1991, May). On the validity of nonverbal indicators as measures of physiological arousal: A response to Burgoon, Kelley, Newton, and Keeley-Dyreson. Paper to be presented at the International Communication Association convention, Chicago.

- Sparks, G.G., & Ogles, R.M. (1990, November). The role of preferred coping style and emotional forewarning in predicting emotional reactions to a suspenseful film. Paper presented at the Speech Communication Association convention, Chicago.
- Sparks, G.G. (1989, November). A research note on the relationship between distress and delight in males' and females' reactions to a suspenseful film. Paper presented at the American Communication Association convention, San Francisco.
- Sparks, G.G. (1989, May). Understanding emotional reactions to a suspenseful movie: The interaction between forewarning and preferred coping style. Paper presented at the International Communication Association convention, San Francisco.
- Ogles, R.M., Sparks, G.G., & Mrozla, B.A. (1989, May). More evidence that fear of victimization and the perceived probability of being victimized are conceptually distinct: Implications for the cultivation hypothesis. Paper presented at the International Communication Association convention, San Francisco.
- Griffin, E., & Sparks, G.G. (1988, November). Friends forever: A longitudinal comparison of male-male, female-female, and platonic pairs. Paper presented at the Speech Communication Association convention, New Orleans.
- Ogles, R.M., & Sparks, G.G. (1988, July). A comparison of two viewing measures in studies of television-influenced perceptions of criminal victimization. Paper presented at the Association for Education in Journalism and Mass Communication convention, Portland.
- Sparks, G.G. (1988, May). The prevalence and intensity of fright reactions to mass media: Implications of the activation-arousal view. Paper presented at the International Communication Association convention, New Orleans. A "Top Ten" Paper.
- Sparks, G.G., Ogles, R.M., Vavrus, M.D., & Spirek, M.M. (1988, May). The difference between fear of victimization and the probability of being victimized: Toward conceptual clarity in studies of media cultivation effects. Paper presented at the International Communication Association convention, New Orleans. A "Top Ten" Paper.
- Sparks, G.G., & Spirek, M. (1987, May). Behavioral dispositions and the mass media: Explication and initial test of the activation-arousal view. Paper presented at the International Communication Association convention, Montreal, Canada.

- Cantor, J., Sparks, G.G., & Hoffner, C. (1987, May). Calming children's television fears: Mr. Rogers vs. The Incredible Hulk. Paper presented at the International Communication Association convention, Montreal, Canada.
- Sparks, G.G., & Fehlner, C.L. (1986, May). Gender comparisons of facial prominence in the 1984 presidential campaign: An analysis of photographs in news magazines. Paper presented at the International Communication Association convention, Chicago.
- Sparks, G.G. (1985, November). The impact of violent mass media images on attitudes and behavior of youth. Paper presented at Gama Filho University Exchange Conference on Problems of Youth, Rio de Janeiro, Brazil.
- Sparks, G.G. (1985, May). An action-assembly approach to predicting emotional responses to frightening mass media. Paper presented at the International Communication Association convention, Honolulu.
- Neuendorf, K., & Sparks, G.G. (1985, May). The role of schema-triggered affect in the prediction of emotional responses to horror films. Paper presented at the International Communication Association convention, Honolulu.
- Sparks, G.G. (1984, November). Developmental differences in children's self-reports of fright to TV programs and movies. Paper presented at the Speech Communication Association convention, Chicago.
- Sparks, G.G. (1984, May). Development of a scale to assess cognitive responses to frightening mass media. Paper presented at the International Communication Association convention, San Francisco.
- Greene, J.O., & Sparks, G.G. (1983, May). Cognitive structures, cognitive processes, and the experience of communication apprehension. Paper presented at the International Communication Association convention, Dallas.
- Sparks, G.G., & Cantor, J. (1983, May). Developmental differences in responses to The Incredible Hulk: Using Piaget's theory of cognitive development to predict emotional effects. Paper presented at the International Communication Association convention, Dallas. "First Ranked Paper" in Instructional & Developmental Division.
- Greene, J.O., & Sparks, G.G. (1982, May). Towards a reconceptualization of communication apprehension: A cognitive approach. Paper presented at the International Communication Association convention, Boston. The "Top Student Paper" in the Interpersonal Division.
- Sparks, G.G. (1982, May). Reducing children's fright induced by the mass media: A developmental theory of processing capacity allocation. Paper

presented at the International Communication Association convention, Boston.

5. Invited Papers and Involvement in Scholarly Societies

Sparks, G.G. (2011, May). "Comments in Honor of Jennings Bryant." Invited address to the Mass Communication Division of the International Communication Association, Boston, MA.

Sparks, G.G. (1998, November). "Do Media Depictions of the Paranormal Affect Paranormal Beliefs?" Invited address at the conference, "Hollywood, Science, & the Supernatural" sponsored by the Committee for the Scientific Investigation of Claims of the Paranormal, Los Angeles, CA.

Ogles, R.M., & Sparks, G.G. (1989, August). Television viewing and fear of criminal victimization in two Midwestern cities. Paper presented at the Association for Education in Journalism and Mass Communication convention, Washington, D.C.

Sparks, G.G., (1988, April). Individual differences in responses to frightening mass media. Paper presented at the Central States Speech Association, Schaumburg, Illinois.

Developed panel entitled, "Current Perspectives in Media Effects Research" for the annual meeting of the Central States Speech Association, Schaumburg, Illinois, April 1988 (with Robert M. Ogles).

Sparks, G.G. (1980, November). Media forum: Award-winning films and TV ads. Program presented at the Speech Communication Association convention, New York.

Sparks, G.G. (1979, November). Media forum: Award-winning films and TV ads. Program presented at the Speech Communication Association convention, San Antonio.

Sparks, G.G. (1976, November). Presidential campaign 1976: Some reflections on ethics. Paper presented at the Illinois Speech and Theater Association convention, Des Plaines.

6. Invited Respondent for Competitive Papers Programs

Sparks, G.G. (1996, May). A Response to the "Top 3" Papers in Instructional and Developmental Communication. Paper to be presented at the International Communication Association, Chicago.

Sparks, G.G. (1994, November). Respondent for "Media and Faith Effects."

Program to be presented at the Speech Communication Association convention, New Orleans.

Sparks, G.G. (1992, November). A response to "Competitive Papers in Mass Communication: Emotions and the Media." Paper presented at the Speech Communication Association, Chicago.

Sparks, G.G. (1990, November). A response to "Competitive Papers in Mass Communication: Studies of News and Sports." Paper presented at the Speech Communication Association, Chicago.

7. Selected Invited Scholarly Addresses

"Astrology, Prophecy, UFOs and other 'Scientific' Phenomena in the Media: The Challenges of Communicating Science in an Entertainment Culture." Science Communication Institute, KU-Leuven, Belgium, 8-10-06.

"The Mass Media and Paranormal Beliefs." Social Science Departments, Bowling Green State University, 10-25-00.

"The Mass Media and Paranormal Beliefs." Center for Social & Behavioral Sciences Lecture, Purdue University, 4-26-00.

"UFOs and Space Aliens: Popular Beliefs and the Media." Presented to the Museum of Paleontology Astrobiology Series, University of California-Berkeley, 4-27-99.

"Do Media Depictions of Paranormal Phenomena Influence Paranormal Beliefs?" Presented to the conference, "That's Entertainment: Hollywood the Media and the Supernatural," sponsored by the Council for Media Integrity, a division of the Committee for the Scientific Investigation of Claims of the Paranormal, Los Angeles, CA., November, 1998.

"Touched by an X-File?: Media Depictions of Bizarre and Other-Worldly Events" to the Special Lecture Series at Wheaton College (IL), 1/99.

"The Mass Media and Paranormal Beliefs" to the Department of Communication Colloquium Series at Purdue University, 9/96.

"The Mass Media and Paranormal Beliefs" to the Department of Psychology (Social Personality) Colloquium Series at Purdue University, 1/96.

"Understanding Children's Emotional Responses to Frightening Mass Media" to the Department of Psychology (Child Development) Colloquium Series at Purdue University, 4/90.

"Understanding Emotional Responses to Frightening Mass Media" to the Department of Psychology (Social/Personality) Colloquium Series at Purdue University, 9/89.

"Current Research on Children's Reactions to Frightening Mass Media" to the Department of Communication at Purdue University, 3/86.

"Emotional Responses to Frightening Mass Media" to the Department of Communication Studies at the University of Iowa, 2/85.

"Children's Emotional Responses to a Frightening Transformation of Character in a Television Program" to the Department of Communication at Cleveland State University, 5/83.

"Children's Emotional Responses to a Frightening Transformation of Character in a Television Program" to the Department of Telecommunication at the University of Kentucky, 3/83.

"Children's Emotional Responses to a Frightening Transformation of Character in a Television Program" to the Department of Telecommunication at Indiana University, 2/83.

8. Involvement in Graduate Research Program

- Service on six M.A. comprehensive exam committees
- Service on six M.A. thesis committees
- Service on seven Ph.D. preliminary exam committees
- Service on eight Ph.D. thesis committees
- Major advisor for four M.A. students
- Major advisor for four Ph.D. students

9. Research Interests

Emotional responses to mass media and other communication situations; the role of arousal in communication situations; individual differences and their role in determining media impact; the effects of media depictions of paranormal events on beliefs about the paranormal and beliefs about science; impact of new media technologies.

10. Reviewer of Research

Associate Editor, Human Communication Research, 2012-15, under the editorship of John Courtright.

Editorial Board, Journal of Communication, 2010-, under the editorship of Malcolm Parks.

Editorial Board, Media Psychology, 2002-05, under the editorship of Jennings Bryant & David Roskos-Ewoldsen; 2006-09, under the editorship of Peter Vorderer, L.J. Shrum, & Mary-Beth Oliver; 2010- under the editorship of Ron Tamborini, Annie Lang, Cynthia Hoffner, Elly Konnijin, Sriram Kalyanaraman, & Silvia Knoboch-Westerwick.

Editorial Board, Communication Theory, 2003-2005, under the editorship of Chris Segrin.

Editorial Board, Communication Theory, 2000-2002, under the editorship of Michael Cody.

Editorial Board, Communication Quarterly, 1997-2000, under the editorship of John Courtright.

Editorial Board, Human Communication Research, 2000-02, under the Editorship of John O. Greene.

Editorial Board, Journal of Communication, 1996-99, under the editorship of Alan M. Rubin.

Editorial Board, Journal of Communication, 1999-01, under the editorship of Jon Nussbaum.

Editorial Board, Journal of Communication, 2001-04, under the editorship of William Benoit.

Associate Editor, Communication Education, 1997-1999, under the editorship of Ruth Anne Clark.

Editorial Board, Communication Studies, 1995-98, under the editorship of J. Kevin Barge.

Editorial Board, Journal of Broadcasting & Electronic Media, 2005-2008, under the editorship of Donald Godfrey

Editorial Board, Journal of Broadcasting & Electronic Media, 1994-1997, under the editorship of Dennis Davis.

- Editorial Board, Journal of Broadcasting & Electronic Media, 1994-1997, under the editorship of James Fletcher.
- Editorial Board, Communication Research Reports, 1994-1996, under the editorship of James McCroskey.
- Editorial Board, Communication Research Reports, 1992-1994, under the editorship of Melanie Booth-Butterfield.
- Editorial Board, Communication Studies, 1991-1994, under the editorship of Randy Hirokawa.
- Editorial Board, Human Communication Research, 1988-1991, under the editorship of James Bradec.
- Editorial Board, Communication Quarterly, 1989-1990, under the editorship of Linda Costigan Lederman.
- Editorial Board, Communication Studies, 1989-1991, under the editorship of Richard Crable.
- Manuscript referee for Media Psychology
- Manuscript referee for Psychology, Public Policy & Law
- Manuscript referee for Journal of Broadcasting & Electronic Media.
- Manuscript referee for special issue of Communication Research.
- Manuscript Referee for Communication Monographs.
- Manuscript Referee for Journal of Communication.
- Manuscript referee for Journal of Adolescence.
- Manuscript referee for Communication Theory.
- Manuscript referee for Journal of Psychophysiology.
- Manuscript referee for Sex Roles.
- Manuscript referee for Communication Yearbook, 1994, 1995.
- Manuscript referee for Mass Communication Division paper competition for the International Communication Association, 1988, 1989, 1996.
- Manuscript referee for Instructional/Developmental Division paper competition for the International Communication Association, 1994.

Manuscript referee for Mass Communication Division paper competition for the Speech Communication Association, 1990, 1999.

Manuscript referee for the Non-Divisional paper competition for the International Communication Association, 1987.

Elected to the Diamond Anniversary Book Award Selection Committee of the Speech Communication Association, 1995-97.

Text book reviewer for Wadsworth Publishing Co.

Text book reviewer for Mayfield Publishing Co.

Text book reviewer for Allyn & Bacon Publishing Co.

Text book reviewer for Brown & Benchmark Publishing Co.

Text book reviewer for Sage Publishing Co.

D. SERVICE

1. Chairperson on Conference Panels

Chair, "The Appeal of Media Violence," presented at the Broadcast Education Association convention, Las Vegas, 2003.

Chair, "Social Intervention and Religious Discourse: Extensions and Implications of the Brown Model," presented at the Speech Communication Association convention, Chicago, 1984.

Chair, "Compliance Gaining Strategies and Persuasion," presented at the International Communication Association convention, Dallas, 1983.

Chair, "Evidence, Values, and the Creationism Debate," presented at the Speech Communication Association convention, Louisville, November, 1982.

2. University Service (Addis Ababa University, Addis Ababa Ethiopia)

Between May, 2005 – January, 2007, I spent a total of 9 weeks on site in Addis Ababa, Ethiopia as a special consultant on a new graduate program in Journalism at Addis Ababa University. The program was funded by the Norwegian government through the Gimlekollen School of Journalism & Communication in Norway. Duties included program planning and evaluation, lecturing, and curriculum consulting.

August, 2010 – I spent 2 weeks on site in Cairo, Egypt as a special consultant for a program in journalism at Cairo University. The project was funded was

USAID. Duties included program planning and evaluation, lecturing and curriculum consulting.

3. University Service (Cleveland State University)

Chair, University Student Affairs Committee, 1984-1986.

4. Departmental Service (Cleveland State University)

Member, Research Committee, 1985-1986.
 Member, Personnel Action Committee, 1985-1986.
 Member, Annual Merit Committee, 1985-1986.
 Member, Faculty Search Committee, 1985-1986.
 Coordinator, Computer Orientation Series for new faculty, 1985-1986.
 Coordinator, George Reedy lectures, 1983.

5. University Service (Purdue University)

Chair, Head Search Committee, Brian Lamb School of Communication, 2013-2014.

5th Year Department Head Review (Political Science); Appointed by the Dean of the College of Liberal Arts, 2009.
 Elected member of the College of Liberal Arts Area Committee, 2007-2009.
 Selection Committee, 2001-02 Space Shuttle Memorial Scholarship.
 Elected Member of University Senate, 2001-2002; 2003-2005; 2007-2009; 2011-2013.
 University Senate Educational Policies Committee, 2007-2009.
 Elected Member of University Senate Nominating Committee, 2001-2003; 2003-2005.
 PRF Summer Faculty Grant Reader, 1995-96; 2003-04.
 Member, University Human Subjects Committee, 1995-97.
 School of Liberal Arts Grade Appeals Committee (Alternate), 1992-93.
 Host Professor, 1989 Midwest Talent Search, April 1989, 1990.
 Elected member of School of Liberal Arts Senate, 1989-92; 1998-2000.
 Member, School of Liberal Arts Social and Behavioral Science Selection Committee, 2000-2003 (by invitation of the Dean of the School of Liberal Arts, Purdue).
 Member, Search Committee for Institutional Review Board Administrator (Human Subjects Committee). 2000-01.

6. Departmental Service (Purdue University)

Associate Department Head, 2007-
 Assistant Department Head, 2001-2006.
 Advisory Group, Project Impact, 2012-
 Member, Department Search Committee (Org Com, 2008).
 Chair, Lucien Kirkby Memorial Scholarship Committee, 2002, 2003.
 Chair, Mass Communication Instructional Unit, 2000-01.
 Chair, Interpersonal Communication Instructional Unit, 2000-01.
 Member, Joint Search Committee (Communication and African American Studies), 2000-01.
 Member, Department Primary Committee, 1995-present.
 Member, Ad-Hoc Committee on Research Methods Instruction, 1999-2000.
 Co-Chair, Self-Study Committee for External Review, 2000.
 Member, Ad-Hoc Committee on Curriculum Assessment, 1998.
 Member, Department Search Committee (Chair of Mass Communication Sub-Search), 997-98.
 Co-Chair, Department of Communication Colloquium Committee, 1996-99.
 Chair, PRF Grant Evaluation Committee, 1996.
 Panelist, Women in Communication panel on Communication major and concentrations, 11-9-94.
 Chair, Ad-Hoc Curriculum on Undergraduate Major, 1994, 1995.
 Member, Faculty Affairs Committee, 1986, 1987, 1989, 1990, 1991, 1993, 1994, 1995.
 Member, Research Committee, 1986, 1988.
 Member, Faculty Search Committee, 1986.
 Member, Telecommunication Curriculum Committee, 1987.
 Chair, Telecommunication Curriculum Revision Committee, 1987.
 Member, Special Subcommittee on Telecommunication Curriculum, 1988.
 Member, Graduate Committee, 1989-91.
 Member, Department of Communication Academic Unit Self-Study Committee, 1992.
 Member, Ad-hoc Committee on Instructional Units, 1993.
 Coordinator, Communication Theory Colloquium Series, 1990-91, 1991-92, 1992-93, 1993-94, 1994-95, 1995-96.

7. Department and Promotion Reviews

Department Review, Department of Communications, Wheaton College, 2001.
 Department Review, Department of Communication, University of Delaware, 1998.
 Promotion Review, Department of Communication, University of Delaware,
 Tenure Review, School of Journalism and Communication, Ohio State University.
 Tenure Review, Department of Communication, University of Oklahoma.
 Tenure Review, Department of Communication, Santa Clara University.

Tenure Review, Department of Communication Studies, Virginia Polytechnic Institute.
 Tenure Review, Department of Communication, Genesco.
 Promotion Review, Department of Communication, University of California-Santa Barbara.
 Tenure Review, Department of Communication Studies, Clemson University.
 Tenure Review, Department of Communication, Georgia State University.
 Tenure Review, School of Communications, Ithaca College.
 Tenure Review, Communication Department, Villanova University.
 Third-Year Promotion Review, Indiana University.
 Tenure Review, Indiana University.
 Promotion Review, Florida State University
 Tenure Review, Bowling Green State University
 Tenure Review, Ohio State University

8. Selected Community Service Activities

Advisory Board, Center for Successful Parenting, Indianapolis, IN. (not current)
 Expert Testimony, "The Problem of Media Violence." Statement solicited by Senator Dale Shugars (21st District), Michigan State Legislature, for distribution to the State Legislature in connection with a bill on rock music advisories, 5-12-99.
 Guest Lecturer, "Paranormal Depictions in the Media: The Emotional Effects of Scary Films," for the Greater Lafayette Singles, 2-11-99.
 Guest Lecturer, "The Effects of the Media on Behavior," for the Lafayette Kiwanis Club, 7-7-98.
 Guest Columnist, "Five Myths About Media Violence," for The Purdue Exponent, 2/17/94.
 Invited Expert, Klondike Elementary School Enrichment Program, Conducted four in-home visitations to grant individual interviews to elementary school students, 2-10-94.
 Invited Lecture, "The Effects of Media Violence" to classes at Lafayette Jefferson High School, 11/19/93.
 Invited Lecture, "The Impact of Media Violence on Our Daily Lives" to the University Church Luncheon Group, 10/15/93.
 Invited Instructor for the Wabash Area Lifetime Learning Association, 1993.
 Lecture, "Effects of TV on Children" to the Child Study Group of the Purdue Woman's Club, 11/16/87.
 Lecture, "Effects of TV on Children" to the Belles of St. Matthias, 2/21/85.
 Lecture, "Effects of TV on Children" to Cedar-Center Kiwanis Club, 3/7/85.
 Judge, Lee Burneson Junior High School Science Fair, 1985-86. Lecture, "Effects of TV on Children" to Grant Elementary School PTA, 11/14/84.
 Lecture, "Effects of TV on Children" to Lakewood Pre-school PTA, 11/27/84.
 Lecture, "Effects of TV on Children" to Orange Elementary School PTA, 12/11/84.
 Judge, Korean Association of Greater Cleveland Essay Contest, 1984.

9. Community Service through Radio & TV Interviews

Interviewed on numerous occasions over the last decades, including appearances on radio stations in New York City, Los Angeles, Indianapolis, Chicago, Cleveland, as well as stations in Canada and England. Appearance on TV stations include Indianapolis, Philadelphia, and Cleveland.

10. Community Service through Print Media

Accounts of my research and quotes on media have appeared in numerous newspapers or magazines over the last decades, including, *Time*, *Newsweek*, *Psychology Today*, and *Woman's Day* magazines. Newspaper accounts have appeared in the *New York Times*, *Christian Science Monitor*, *Washington Post*, *Chicago Tribune*, *Boston Globe*, *Cleveland Plain Dealer*, *Indianapolis Star*, *Houston Chronicle*, *Philadelphia Inquirer*, *Los Angeles Times*, among many others.