

SPRING 2017 ISSUE

COM CRC NEWSLETTER



Boston University College of Communication
Communication Research Center

TABLE OF CONTENTS

Letter from the Co-Directors	3
Technology & Service Updates	4
Honors & Awards	5
Remembering Dr. Melvin L. DeFleur	7
Distinguished Lecture Series	8
Colloquium Talks	9
ICA Conference	11
Upcoming Events	12
Presentations	14
Media Appearances	16
Publications	17

ABOUT THE CRC

Research is an integral part of faculty activities in the College of Communication (COM) at Boston University. Researchers at COM use the most advanced theory and methods to examine communication phenomena. Addressing both theoretical and applied problems through a range of quantitative and qualitative perspectives, faculty engage in the most cutting-edge developments in communication research that provide an extraordinarily fertile ground for innovation and science.

The Communication Research Center (CRC) was established in 1959 and reorganized in 1994. The CRC pioneered the use of television as a research tool, conducting systematic analyses on the effects of television on children and measuring political opinions and voting intentions. This early beginning led the CRC to develop a specialty in survey research methodology.

Today, the CRC has 30 research fellows who draw upon a variety of methodologies and specialize in topics including media effects, media studies, emerging media, political communication, health communication, public relations, impact of media on popular culture and adolescents, international communication, and communication law. Several research faculty also serve as editors of competitive peer-reviewed journals.

In 2009 the CRC established the Communication Research Colloquium Series consisting of monthly research presentations that highlight current and original research of faculty. This forum provides an intellectual exchange of ideas and perspectives, features scholarship in several methodological traditions, and fosters discussions among faculty and students about a variety of research topics in the field of communication.

In 2011 the Dr. Melvin L. DeFleur Distinguished Lecture Series was established. Each year two distinguished scholars from outside of the University are invited to share their outstanding scholarship, expertise, and experience with the BU community. In recognition of the pioneering and inspirational contributions of Dr. Melvin L. DeFleur to the field of mass communication research and his service as a venerable and inexhaustible member of COM's CRC, the faculty members named this series in his honor.



LETTER FROM THE CO-DIRECTORS

This spring was an exciting and productive semester in the CRC. First, we would like to extend our deepest gratitude to Dean Fiedler and a COM donor for their generous contribution of an additional iMotions biometric platform. Having this additional technology greatly expedited the collection and analysis of galvanic skin response, facial expression, and eye tracking data this semester for many researchers conducting experimental studies in the center. Some other technology updates to the CRC include a PS4 game console and virtual reality system in the Naturalistic Research Area for those interested in conducting video game research. In terms of service updates, our SnapStream subscription now includes a new server, which furthers our ability to search, record, and monitor digital television programming.

At the start of the semester, we launched the COM SONA System, a cloud-based research and participant management system in the College of Communication. This system helps researchers post studies and recruit participants among undergraduate and graduate students taking courses in COM. We would like to thank Michelle Amazeen, Arunima Krishna, and Denis Wu who joined us in spearheading this effort to establish an official COM research participant pool. In early January, we hired Minkuan Chen (M.A. student in Emerging Media Studies) as the administrator who helped us set up the COM SONA System. We are grateful for the tremendous amount of time and effort she devoted this semester to managing the system during its pilot run. We would also like to thank all the faculty who included their classes in the COM SONA System this semester and encouraged students to engage in scholarly research in COM. Over the course of this semester, 42 studies were run, with students from 27 classes signing up for 5,412 research sessions. We appreciate the support and participation of faculty and students throughout COM, and look forward to continuing to implement this formal research participant pool moving forward.

This spring, we also hired Tong Li (M.S. student in Communication Studies) who joined Samantha Walsky (M.A. student in Emerging Media Studies), Jackie Yan (M.S. student in Public Relations), and Yiyang Zhang (Ph.D. student in Emerging Media Studies) as lab managers of the CRC. We are incredibly grateful for their assistance and dedication this past semester, particularly helping us manage the technology and facilities in the center, as well as coordinating and publicizing CRC lectures.

As the spring semester comes to a close, we wish everyone a fantastic and productive summer!



Mina Tsay-Vogel, Ph.D.
CRC Co-Director



James Cummings, Ph.D.
CRC Co-Director

TECHNOLOGY & SERVICE UPDATES



Within the Naturalistic Research Area we have added a PS4 gaming console and Playstation VR system, allowing for studies of the use and effects of games and consumer virtual reality within a home-like setting.

The CRC SnapStream subscription has been upgraded with the introduction of a new server, allowing for extended capacity to record digital television programming.



The CRC has acquired a second laptop equipped with the iMotions biometrics data collection and analysis suite, thereby doubling our capacity to carry out research projects that capture emotional and cognitive experiences during media use.

This semester, the CRC implemented a formal research participant pool in the College of Communication with the use of Sona Systems. The platform facilitates the recruitment, scheduling, and crediting of participants for surveys, experiments, focus groups, and other human subjects-based research methods (whether conducted online or in-person).



AMERICANPRESS *institute*



Michelle Amazeen

Assistant Professor
Department of Mass Communication,
Advertising & Public Relations

Michelle Amazeen receives grant award from the American Press Institute

American Press Institute Grant Award (PI, \$25,000), 2016-2017
The Effects of Native Advertising Transparency on Legacy and Online News
Publishers. With Co-Investigator Bartosz Wojdyski.



This research funded by the American Press Institute is part of an effort to study the nature and impact of “native advertising,” or paid content designed to mirror the format of non-paid content in the platform in which its placed. The results will offer important new insights to publishers who are increasingly relying upon native ads to fund the costs of producing the content in their publications.

The goals of this project are to examine the recognition and effects of native advertising empirically and normatively. An experimental design allows inquiry into particular native ad design elements that influence consumers’ ability to recognize the content as paid advertising, and the subsequent evaluation of publishers, brands, and ad content in direct comparison to online display advertising.

Understanding native advertising is important because while it offers the potential for increased revenue for publishers, its use has been shown to confuse consumers when they are unable to distinguish it as paid content. These findings should provide insight to publishers and advertisers regarding how real consumers view and perceive sponsored news, and how they might modify their disclosure practices to decrease the likelihood of consumer deception.

HONORS & AWARDS (cont.)

Jacob Groshek receives Ignition Award from the Office of Technology Development

Office of Technology Development – Ignition Award (\$50,000 – funded).
“Streaming Twitter Collection and Analysis Toolkit (BU/S-TCAT),” March 2017 – March 2018. *Principal Investigator.*

The Ignition Award is to support developing the BU-TCAT from a platform that is hard to use and free to one that has expanded, easier to use capacities and paid subscription modules.

The \$50,000.00 award will provide a TCAT that will be ready for client use in minutes on his or her own server, where they can buy and manage their own TCAT.

Individual users, as well as small and medium sized companies, will be able to trial the tool and to purchase a subscription to use social media analytics in a browser-based dashboard.

The online service will include payment and processing options, a support system, in addition to buildout of the lightweight graph. Clients will also have the ability to purchase a Wordpress widget to add to their website.



Jacob Groshek
*Assistant Professor of
Emerging Media Studies*



Alicia Hong
*M.S. Marketing Communication
Research*

Alicia Hong (BITL) wins first prize in AR with members of “Future ViewAR” - a team consisting of students from BU, MIT, Tufts, and two professional engineers

Boston University’s Alicia Hong (COM 18’) attended VR Eco Hackathon hosted at the Boston Public VR lab, a project of Brookline Interactive Group (BIG), to advocate climate change issues.

Hong is a member of the VR group Before It’s Too Late (BITL), an inspiring team from MIT creating an non-profit to leverage virtual reality visualizations, interactive storytelling, simulations to create empathy, and to inform people about the impacts and solutions for South Florida’s sea level rise.

This initiative now includes 40 students across 9 universities. BITL is working with the SE Florida Regional Climate Compact members, which includes the City of Miami, regional universities and advocacy groups, to develop their experience, “Save or Sink Miami”, which is slated to fully launch in 2018.

The BITL team just released a Kickstarter campaign, which can be found on their site <http://www.vrbeforeitstoolate.org/>.

REMEMBERING DR. MELVIN L. DEFLEUR, Esteemed Communication Scholar and Former COM Professor

by Tatiana M.R. Johnson



Dr. Melvin L. DeFleur
April 27, 1923 - February 13, 2017

Dr. Melvin L. DeFleur, former professor at Boston University's College of Communication (COM) and prominent researcher, died Monday, February 13, 2017.

DeFleur's academic research remains a pillar in the communication field and has made invaluable contributions to sociology and psychology fields. An author of over a dozen books, DeFleur's writing serves as the pinnacle for communications education across the world. His notable textbook "Theories of Mass Communication" has been translated in 10 languages and is used widely in various communication institutions.

"Dr. DeFleur is credited for infusing theory into the field of mass communication and by doing so, setting the research agenda for generations of scholars and, as a result, fostering the emergence of the scientific facets of our field. For many decades, his book, "Theories of Mass Communication," co-authored with Sandra Ball-Rokeach, was widely used as the required textbook in communication theory classes throughout the United States and around the globe. Faculty members young and old recall reading his books during

their years of graduate study. DeFleur's contributions to our field are too numerous to list," says former colleague and associate professor of communication at Boston University, Michael Elasmr.

DeFleur served on the COM faculty for 10 years and as chair of the Mass Communication, Advertising & Public Relations department. "During his years as MC/AD/PR Department Chair, Dr. DeFleur fostered a collegial and collaborative work environment and strengthened the academic rigor of the various academic concentrations" says Elasmr.

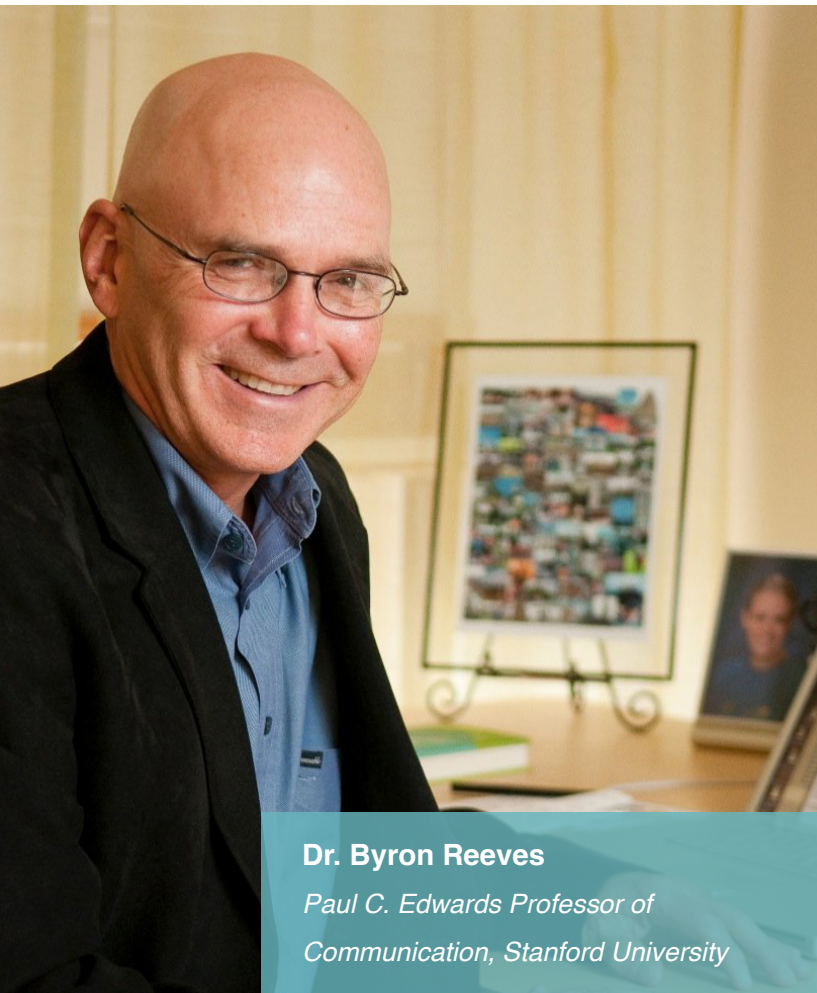
DeFleur received his bachelor's from St. Louis University, and his master's and doctorate degrees from the University of Washington. He also served in the United States Marine Corps during World War II. He is survived by his wife Peggy DeFleur, former professor at COM and current Doris Westmoreland Darden Professor at Louisiana State University's Manship School of Mass Communication.



DR. MELVIN L. DEFLEUR

DISTINGUISHED LECTURE SERIES

The Dr. Melvin L. DeFleur Distinguished Lecture Series was created to honor Dr. DeFleur after he retired from the College of Communication. The lecture series consists of lectures given by communication scholars from outside the college who are making significant impacts in the communication field. The Communication Research Center (CRC) hosts the lecture series at COM and it is open to the entire BU community.



Dr. Byron Reeves

*Paul C. Edwards Professor of
Communication, Stanford University*

Living in Media: Psychological Implications of the Fragmentation and Mediatization of Life

SPRING 2017

Much of life is now experienced digitally on just a few ubiquitous devices, via interfaces that enable lightning fast switches between radically different content, and with affordances that make it simple for anyone – individuals, social groups, companies, governments – to aggregate, archive, search, analyze, and publish everything. One device can be used for email and texting, shopping and finances, business and social relationships, work spreadsheets and writing, entertainment TV, news, movies and games, and monitoring personal information about health, exercise, energy, appliances, driving and even home irrigation. The variety of human experiences available digitally will continue to grow as more and more items – from refrigerators to shoes to food to car parts – get their own IP addresses that link them to the so-called “internet of things.” We will explore several different psychological implications of living in media including the fragmentation of experience, quick task switching between different experiences, and new interdependency between domains of life typically viewed as separate experiences.

RECENT COLLOQUIUM TALKS

(Meta-)Design Research and the Future of Creative Communication

FEBRUARY 2017

The increasing democratization of design and creative technologies is enabling more individuals than ever before to envision, implement, and communicate expressions of their imaginative ideas. While there are significant positive implications of this phenomenon, it also places professional practitioners in the problematic position of decreased disciplinary control. What is design if (professional) designers are no longer primarily responsible for defining the future direction of the system in which they work? This talk introduced the concept of meta-design as an area of design research investigating potential responses to this question. In particular, meta-design was examined as a disciplinary shift transitioning the role of professional practitioners from that of merely executing processes in which the objective is producing finalized creative output to engaging directly with the development of tools facilitating the creative processes of others.



Brad Tober

*Assistant Professor of Design +
Visual Analytics*

Preachy TV: 7th Heaven, Touched By An Angel, and Middlebrow Television

MARCH 2017

The broad audience appeal of *7th Heaven* (The WB, 1996-2007) and *Touched By An Angel* (CBS, 1994-2003) at the end of the neo-network era caused the shows to be held as exemplars of religious television within the Hollywood television industry. As the TV industry began more thoroughly shifting away from broad appeal and toward targeting upscale niches in the twenty-first century, these two shows ossified the association of religious television with increasingly denigrated middlebrow tastes, causing the idea of “religious television” to become something to be avoided by television creatives outside of overtly religious channels. This presentation traced how taste cultures in the 1990s and early 2000s interacted with the discourse of religion within the television industry.



Charlotte Howell

*Assistant Professor of Media
Studies, Television Studies*

RECENT COLLOQUIUM TALKS (cont.)

Television & Authoritarianism

MARCH 2017

Recent political developments in the U.S. have raised the spectre of an authoritarian threat to democracy. This presentation reviewed previous research on the role of media in creating and maintaining authoritarian attitudes. Recent data on television viewership and support for Donald Trump concluded the presentation.



James Shanahan
Dean, The Media School,
Indiana University

Motivational Messaging To Promote Health Behavior Change In Public Health Contexts

APRIL 2017

This presentation focused on developing and testing health behavior interventions that are theory based, co-designed with the target population, and focused on motivating change, particularly among those who are not ready to change. The talk was followed by a discussion of how health psychologists and communications scholars approach health behavior change paradigms in similar and different ways, and points for synergy and interdisciplinary collaboration.



Belinda Borrelli
Professor, Department of Health Policy &
Health Services Research,
Director, Behavioral Science Research,
Henry M. Goldman School of Dental Medicine

INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE



May 25-29, 2017 in San Diego, CA

- Amazeen, M. A.** (2017, May). An Empirical Examination of the Global Emergence of Fact-checking. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Cahill, T., & Cummings, J.** (2017, May). Communicating with Users in Virtual Environments: Presence and Modal Factors. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Cummings, J. J.** (2017, May). Consumer-level Virtual Reality and Media Multitasking: Competing Trends. Accepted as part of the "Examining the Impact of Virtual Reality on Behavior and Human Computer Interaction" panel to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Cummings, J. J., Yeykelis, L., & Reeves, B.** (2017, May). The Fragmentation of Media Tasks on a Laptop Computer: Moment-by-Moment Analysis of Task-Switching and Writing Performance. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Groshek, J., Basil, M., Guo, L., Farraye, F., & Reich, J.** (2017, May). Social Media, Social Stigma: An Examination of Media Consumption and Creation in Attitudes toward and Knowledge of Inflammatory Bowel Disease. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
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- Guo, L., Mays, K., Sameki, M., & Betke, M.** (2017, May). From crowdsourcing to crowdcoding: An alternative approach to annotate big data in communication research. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Guo, L., & Vargo, C.** (2017, May). Global agenda setting: A big data analysis of international news flow. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA. [Top faculty paper]
- Krongard, S., & Tsay-Vogel, M.** (2017, May). Bingeing violence: Online original TV series cultivating social reality perceptions. Poster to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Medeiros, M., & Cummings, J. J.** (2017, May). Polarization and Technological Selective Exposure: A New Exploration of De Facto Selective Exposure. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- Tsay-Vogel, M., Lin, H. F., & Tsai, H. Y.** (2017, May). Prosocial effects of social TV behaviors on viewers' sense of community. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.
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- Yeykelis, L., Cummings, J. J., & Reeves, B.** (2017, May). The Fragmentation of Work, Entertainment and Social Relationships on a Personal Computer: Motivational Predictors of Switching Between Media Content. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.

UPCOMING EVENTS

#SCREENTIMEBU 2017

Fake News, Real Emotion, & The Mediated Self

June 22, 2017

Student Village 2

9:00 am - 6:00 pm

The graduate students of Boston University's Division of Emerging Media Studies invite you to join them at their third annual Conference on Emerging Media!

#ScreentimeBU aims to explore the civic, social, and psychological implications of today's media landscape. This conference is an opportunity to bridge diverse perspectives on the roles of users and technology in new media and to lay the groundwork for future research in the field.

Potential topics include, but are not limited to:

- Alternative media, and citizen journalism
- How emerging technologies change journalism and civic engagement
- Online relationships, communities, and social networks
- Big data analysis and machine learning
- Media effects and changes in digital media consumption
- Self-presentation on social media and digital privacy concerns
- Video games, virtual reality, and augmented reality

#ScreenTimeBU is free of charge to both presenters and attendees. This conference is aimed at graduate students to showcase their research, and as an opportunity to network with peers.

This year's schedule of speakers and panelists will be released this May on <https://sites.bu.edu/demsconference/>

THE DEPARTMENT OF EMERGING MEDIA STUDIES PRESENTS

**FAKE NEWS
REAL EMOTION &
THE MEDIATED SELF**

#SCREENTIMEBU
GRADUATE STUDENT CONFERENCE

JUNE 22ND, 2017
9:00 AM - 6:00 PM



@EMSAtBU



@DEMSatBU

VISIT <http://sites.bu.edu/demsconference/>

WORKSHOP
**MAKING
SOCIAL MEDIA
MATTER**
MAY 31 - JUNE 2, 2017

UPCOMING WORKSHOP



Earn a Certificate in Social Media Analysis from Boston University

Making Social Media Matter is a hands-on, 3-day workshop designed to equip attendees with the knowledge and skills to quickly analyze and visualize data from popular social media platforms.

The tools demonstrated in this workshop for network analysis, machine learning, and geolocation are at the forefront of social media research and will equip attendees — even those with no computational training — with expert understanding of how to collect, analyze, visualize, and interpret social media data for internal and public use.

In addition to covering the theoretical bases of working with and modeling big data, the training in this workshop will include access to and use of leading data platforms, such as the Boston University Twitter Collection and Analysis Toolkit (BU-TCAT) and Gephi.

In just four steps and three days you'll learn to collect online posts, analyze algorithms, visualize big data, and interpret information to leverage your message and find influential users.

Led by **Prof. Jacob Groshek**, the instructional team includes world renowned experts that work at the intersection of the media industry and academia. You will have hands on one-to-one interactions with an award-winning group of scholars / practitioners that have decades of experience in designing systems and developing solutions that are applied to topics that include but are not limited to politics, health, science, sports, business, and — of course — media.

**Find out more about the daily schedule
and register online at
sites.bu.edu/social-media-analysis/**

Workshop at a Glance

DATES

May 31 - June 2, 2017

TIME

10 am - 5 pm

LOCATION

640 Commonwealth Ave.
Boston MA, 02215

In addition to our highly trained support staff of advanced doctoral candidates, confirmed speakers include:



Dr. Waël Hassan
CEO of KI Design



Chris Bingham
CTO of Crimson Hexagon

PRESENTATIONS

UPCOMING

Groshek, J. (2017, August). "Streaming content (and relationships) to life: Social television in the shaping of online and offline human interactions." Research panel accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Oppliger, P. A. (2017, July). Barack and Fidel: Cartoon Portrayals of US/Cuban Relations in 2016. Paper to be presented at the International Society for Humor Studies, Montreal, Canada.

Singh, V., **Groshek, J.**, Basil, M., **Guo, L.**, Farraye, F., & Reich, J. (2017, May). An Analysis of Social Media Use Surrounding the Approval of Ustekinumab (Stelara) for the Treatment of Crohn's Disease. Accepted for presentation at Digestive Disease Week, Chicago, IL.

Amazeen, M. A. (2017, May). An Empirical Examination of the Global Emergence of Fact-checking. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.

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Cummings, J.J. (2017, May). Consumer-level Virtual Reality and Media Multitasking: Competing Trends. Accepted as part of the "Examining the Impact of Virtual Reality on Behavior and Human Computer Interaction" panel to be presented at the 67th annual conference of the International Communication Association, San Diego, CA. With Dr. Donna Z. Davis, Dr. Arief E. Huhn, Dr. Paul Edwin Ketelaar, Dr. Marnix Van Gisbergen, and Dr. Tanja K. Aitamurto.

Cummings, J.J., Yeykelis, L., & Reeves, B. (2017, May). The Fragmentation of Media Tasks on a Laptop Computer: Moment-by-Moment Analysis of Task-Switching and Writing Performance. Paper to be presented at the 67th annual conference of the International Communication Association, San Diego, CA.

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RECENT

- Vigil, T. R.** (2017, May). "Trump's First 100 Days: Facebook Live." An online expert discussion and Q&A session sponsored by Boston University, Boston, MA.
- Downes, E.** (2017, April). "Trumpian Public Relations" BU Washington, D.C. Abroad Program. Washington, D.C.
- Oppliger, P. A.** (2017, April). Symbolism of Uncle Sam in Cuban cartoons. Paper presented at the Popular Culture Association, San Diego, CA.
- Tober, B.** (2017, April). "Contemporary Designer as Mediator: Designing User-Centered Systems of Complexity and for Creativity." 2017 National Conference of the Popular Culture Association / American Culture Association, San Diego, California.
- Tsay-Vogel, M.** (2017, April). "The power of entertainment: How media appreciation fosters elevation, altruism, and sense of community." Presented in the Department of Communication, University of Buffalo, Buffalo, NY.
- Vigil, T. R.** (2017, April). "Bill, Melania, and the 2016 Presidential Campaign: Media Portrayals, Oppositional Framing, and the Self-Depictions of Candidate Spouses." Presented at the Midwest Political Science Association annual conference in Chicago, IL.
- Vigil, T. R.** (2017, April). "Social Media in Campaigns." Panel Chair and Discussant at the Midwest Political Science Association annual conference in Chicago, IL.
- Cahill, T., Wertz, B., Zhong, Q., Donegan, J., Forman, R., Manot, S., Parlato, A., Wu, T., Xu, Y., Cummings, J., Norkunas, T., & Wang, C.** (2017, March). "Using Social Media to Target Niche Populations: The Search for Consumers of Online DNA Interpretation Services." Presented to the Society of Behavioral Medicine, San Diego, CA.

RECENT (cont.)

- Wang, C., Flynn, M., Thomas, N., Norkunas, T., **Cahill, T.**, Parlato, A., **Wertz, B.**, Zhong, Q., & **Cummings, J.** (2017, March). "Do-It-Yourself (DIY) Genomics: Consumer and Genetic Counselor Responses to Online Raw DNA Interpretation." Presented to the Society of Behavioral Medicine, San Diego, CA.
- Donegan, J.** (2017, March). "Paracinematic Viewership & the Acquisition of Subcultural Capital via Oppositional Reading Strategies." Consumer Identities & Digital Culture Symposium. St. John's University. Queens, NY.
- Downes, E.** (2017, March). "An Amazing Find!: The Benefits of Discovering a Rich (and Meaningful) Research-Stream." College of Journalism and Communications Research Symposium. University of Florida. Gainesville, FL.
- Katz, J. E.,** & Crocker, E. T. (2017, March). Is fake news a continuation of politics by other means? Seminar "Journée d'études: Post-vérité et Web." *Collège d'études mondiales, Fondation Maison des sciences de l'homme*, Paris, France.
- Kim, S., & **Krishna, A.** (2017, March). Winning in the Court of Public Opinion: Exploring PR- Legal Collaboration during Organizational Crises. Paper presented at the annual International Public Relations Research Conference, Orlando, FL.
- Oppliger, P. A.** (2017, March). "How to Read a Bully: A Review of Bully and Mean Girl Research Projects" Presented at Boston University Bullying Lab.
- Oppliger, P. A.,** & Medeiros, M. (2017, March). Free to be He: Portrayals of Transgendered Characters in Freeform's The Fosters. Paper presented at the Eastern Communication Association Conference, Boston, MA.
- Tober, B.** (2017, March). "Colorigins: A Tangible Color Mixing and Matching Game." College of Design, North Carolina State University, Raleigh, North Carolina.
- Tober, B.** (2017, March). "Designing for Gaze using the EYInteraction Prototyping Toolkit." College of Design, North Carolina State University, Raleigh, North Carolina. WORKSHOP
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