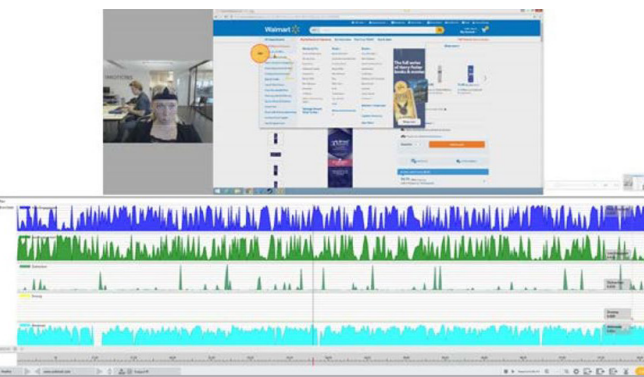
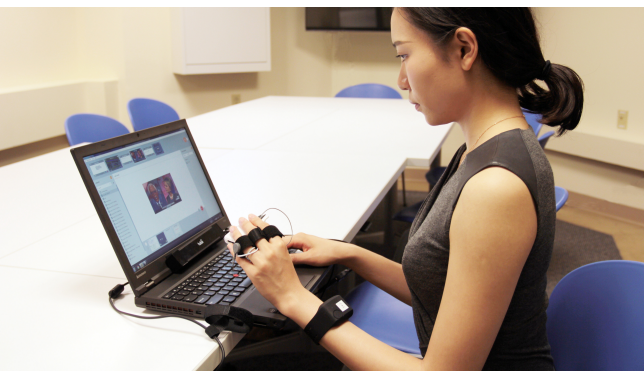




Via the **iMotions platform**, researchers in the CRC are able to gather real-time biometric data during media use, including **galvanic skin response (GSR)**, **eye tracking**, **electroencephalography (EEG)**, and **facial expression encoding**. In addition, the center offers hardware to capture these data streams such as **Shimmer sensors**, **Empatica E4 wristbands**, **Tobii Remote eye tracking sensors**, and **Emotiv EPOC+ EEG headsets**. The CRC's Lab & Research Manager is certified in iMotions biometric data collection and analysis and trains COM faculty and students in the use of these methods and tools.



The CRC facilitates the recruitment and crediting of participants for communication research through **SONA Systems**, a cloud-based research management service. In 2018, **45 research studies** were run via SONA, with students from **51 different courses** participating in **3,181 research sessions**.



CONTACT US

sites.bu.edu/crc

comcrc@bu.edu

@BUCOMResearch

704 Commonwealth Avenue
Boston, MA 02215



Boston University College of Communication

Communication Research Center



Boston University
College of Communication

ABOUT

The Communication Research Center (CRC) is the College of Communication's (COM's) media research hub. Research is an integral part of faculty and student activities 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 and students engage in the most cutting-edge developments in communication research that provide an extraordinarily fertile ground for innovation and science.

The 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.

The CRC has recently updated a number of research tools such as the iMotions biometric research platform which allows faculty and students to examine physiological responses to media (e.g., websites, advertisements, television programs, and video games). Other recent additions include a virtual reality system which aids faculty and students to investigate issues related to psychological presence, empathy, and immersive storytelling.

Today, the CRC has 35 research fellows who specialize in topics including: advertising, critical cultural studies, health communication, human-computer interaction, international communication, journalism studies, media entertainment, political communication, and public relations.

C R C R E S O U R C E S



The **Stimulus Collection & Production Lab** (above) has five iMac computer stations for collecting, editing, and producing stimulus materials for research studies.



The **Data Analysis & Coding Lab** (above) contains three dual-monitor PC computer stations for coding multimedia content and analyzing data.



A **digital recording tower** (at left) located in the **Viewing Room** captures audio and video recordings of study sessions such as focus groups, experiments, and interviews, allowing observational data collection and live monitoring of research activities.



The **Multipurpose Research Room** is used for focus groups, interviews, survey work, experiments, videoconferencing, and faculty and student research meetings. It is equipped with six movable tables and twelve chairs for flexible room setup, a 65" smart 3D TV, and a Blu-Ray player, as well as a virtual reality workstation that includes an Alienware Tower PC, an Oculus Rift VR headset, and two Oculus Touch controllers (above left). The room is also attached to a **Viewing Room** (above right) with a two-way mirror which serves as an observation and recording area for both this space and the **Naturalistic Research Area** (below).



A designated **Naturalistic Research Area** (above) serves as a living room simulator for observing uses of and responses to media in a natural environment. The room is accompanied with a 65" smart 3D TV, a Blu-Ray player, a PlayStation 4, and a PlayStation VR system. The space also has a single-monitor PC computer station allowing for the collection of self-reported data.