

ACADEMIC VITA

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Professional Experience

2001 - Present	Professor, Department of Communication, UC Santa Barbara
Fall 2000	Visiting Professor, Stanford University
1998 - 2001	Professor, Director of Graduate Studies Department of Communication, Florida State University
1997 – 2002	Visiting Professor, Department of Communication Studies, UCLA
1994 - 1998	Lecturer, Department of Communication, UC Santa Barbara
1991 - 1994	Editor, <i>Journal of Broadcasting & Electronic Media</i>
1991 - 1992	Director of Graduate Studies, Department of Telecommunications, Indiana University
1989 - 1996	Associate Professor, Department of Telecommunications, Indiana University
1988 - 1989	Visiting Associate Professor, Department of Telecommunications, Indiana University
1983 - 1988	Assistant Professor, College of Communication Florida State University
1984 - 1985	Interim Director, Communication Research Center, Florida State University
1981 - 1983	Assistant Professor, Department of Comm Arts and Sciences, Western Michigan University
1979 - 1981	Adjunct Instructor, College of Communication, Florida State University

Professional Experience (continued)

- 1976 - 1979 Co-director of Faculty Evaluation and Development Project,
- 1975 - 1976 Research Associate, Center for Evaluation Development and Research at Phi Delta Kappa International, Bloomington, Indiana
- 1975 - 1976 Research Associate, Indiana University Center for Evaluation
- 1973 - 1975 Owner and manager of news bureau which provided print and radio news to newspapers and radio stations in Southeastern Pennsylvania
- 1972 - 1973 Reporter for *Pottstown Mercury*, a daily newspaper
- 1971 - 1972 Reporter then City Editor for the *Daily Phoenix*, a daily newspaper

Education

- Ph.D. 1981 Florida State University Major: Communication Theory
- Ph.D. 1979 Indiana University Major: Instructional Research
- M. S. 1973 Clarion State University Major: Mass Communication Studies
- B. A. 1971 Pacific Lutheran University Major: English Literature

Scholarly Publications - Books & Monographs

Potter, W. J. (In press). *Media Literacy (6th Edition)*. Thousand Oaks, CA: Sage.

Potter, W. J. (In press). *Media Effects*. Thousand Oaks, CA: Sage.

Potter, W. J. (2010). *Media Literacy (5th Edition)*. Thousand Oaks, CA: Sage.

Translated into Korean, Simplified Chinese, Indonesian, and Serbian

Potter, W. J. (2009). *Arguing for a General Framework for Mass Media Scholarship*. Thousand Oaks, CA: Sage.

Scholarly Publications - Books & Monographs (continued)

Potter, W. J. (2008). *Media Literacy (4th Edition)*. Thousand Oaks, CA: Sage.

Translated into Korean

Potter, W. J. (2008). *Instructor's Guide for Media Literacy (4th edition)*. Thousand Oaks, CA: Sage.

Potter, W. J. (2005). *Media Literacy (3rd Edition)*. Thousand Oaks, CA: Sage.

Potter, W. J. (2005). *Instructor's Guide for Media Literacy (3rd edition)*. Thousand Oaks, CA: Sage.

Potter, W. J. (2005). *Becoming a Strategic Thinker: Developing Skills for Success*. Upper Saddle River, NJ: Pearson Prentice-Hall.

Potter, W. J. (2005). *Instructor's Guide for Becoming a Strategic Thinker: Developing Skills for Success*. Upper Saddle River, NJ: Pearson Prentice-Hall.

Potter, W. J. (2004). *Theory of Media Literacy: A Cognitive Approach*. Thousand Oaks, CA: Sage.

Potter, W. J. (2003). *The 11 Myths of Media Violence*. Thousand Oaks, CA: Sage.

Potter, W. J. (2001). *Media Literacy (2nd edition)*. Thousand Oaks, CA: Sage.

Alexander, A., & Potter, W. J. (Eds.) (2001). *How to Publish Your Communication Research: An Insider's Guide*. Thousand Oaks, CA: Sage.

Potter, W. J. (1999). *On Media Violence*. Thousand Oaks, CA: Sage.

Potter, W. J. (1998). *Media Literacy*. Thousand Oaks, CA: Sage.

Potter, W. J. (1996). *An Analysis of Thinking and Research about Qualitative Methods*. Hillsdale, NJ: Lawrence Erlbaum Associates.

Potter, W. J. (1994). Cultivation theory and research: A methodological critique
Journalism Monographs.

Potter, W. J. and Shtogren, J. (Eds.) (1979). *The Evaluation of Administrators in Higher Education*. Higher Education Leadership Press, Richmond, Virginia.

Scholarly Publications - Books & Monographs (continued)

Gephart, W. J. and Potter, W. J. (1976). *Catalog of Evaluation Training Programs*. Bloomington, Indiana: Phi Delta Kappa.

Gephart, W. J., Ingle, R. I., and Potter W. J. (Eds.) (1975). *The Evaluation of Administrative Performance*. Bloomington, Indiana: Phi Delta Kappa.

Scholarly Publications - Referred Journal Articles

Potter, W. J. (2011). Conceptualizing mass media effect. *Journal of Communication*, 61, 896 - 915.

Potter, W. J. (In press). A reply to Hobbs. *Journal of Broadcasting & Electronic Media*.

Potter, W. J. (2010). The state of media literacy. *Journal of Broadcasting & Electronic Media*, 54, 675-696.

Byrne, S., Linz, D., & Potter, W. J. (2009). A test of competing cognitive explanations for the boomerang effect in response to the deliberate disruption of media-induced aggression. *Media Psychology*, 12, 227-248.

Potter, W. J. (2008). The importance of considering exposure states when designing survey research studies. *Communication Methods and Measures*, 1, 152-166.

Potter, W. J., & Riddle K. (2007). A content analysis of the media effects literature. *Journalism & Mass of Communication Quarterly*, 84, 90-104.

Riddle, K., Eyal, K., Mahood, C., & Potter, W. J. (2006). Judging the degree of violence in media portrayals. *Journal of Broadcasting & Electronic Media*, 50, 270-286.

Potter, W. J. (2004). Argument for the need for a cognitive theory of media literacy. *American Behavioral Scientist*, 48, 266-272.

Potter, W. J., & Tomasello, T. K. (2003). Building upon the experimental design in media violence research: The importance of including receiver interpretations. *Journal of Communication*, 53, 315-329.

Potter, W. J., Pashupati, K., Pekurny, R. G., Hoffman, E., & Davis, K. (2002). Perceptions of television violence: A schema explanation. *Media Psychology*, 4, 27 - 50.

Scholarly Publications - Referred Journal Articles (continued)

- Wilson, B. J., Smith, S. L., Potter, W. J., Kunkel, D., Linz, D., Colvin, C. M., & Donnerstein, E. (2002). Violence in television programming: Assessing the risks. *Journal of Communication, 52*(1), 5-35.
- Potter, W. J., & Smith, S. L. (2000). The context of graphic portrayals of television violence. *Journal of Broadcasting & Electronic Media, 44*, 301-323.
- Potter, W. J., & Levine-Donnerstein, D. (1999). Rethinking reliability and validity in content analysis. *Journal of Applied Communication Research, 27*, 258-284.
- Potter, W. J., & Warren, R. (1999). Humor as camouflage of television violence. *Australian Journal of Comedy, 5*(1), 115-148. {Reprinted from *Journal of Communication*}
- Potter, W. J., & Smith, S. L. (1999). Consistency in contextual cues across multiple levels of analysis. *Journal of Communication, 49*(4), 121-133.
- Christ, W. G., & Potter, W. J. (1998). Media literacy, media education, and the academy. *Journal of Communication, 48*(1), 5-15.
- Potter, W. J. (1998). Misperceptions of risk: A review essay. *Journal of Communication, 48*(4), 162-167.
- Potter, W. J., & Warren, R. (1998). Humor as camouflage of television violence. *Journal of Communication, 48*(2), 40-57.
- Potter, W. J., Warren, R., Vaughan, M., Howley, K., Land, A., & Hagemeyer, J. (1997). Antisocial acts in reality programming on television. *Journal of Broadcasting & Electronic Media, 41*, 69-89.
- Potter, W. J., & Vaughan, M. (1997). Antisocial behaviors in television entertainment: Profiles and trends. *Communication Research Reports, 14*, 116-124.
- Potter, W. J. (1997). The problem of indexing risk of viewing television aggression. *Critical Studies in Mass Communication, 14*, 228-248.
- Potter, W. J., & Warren, R. (1996). Considering policies to protect children from TV violence. *Journal of Communication, 46*(4), 116-138.
- Potter, W. J., Cooper, R., & Dupagne, M. (1995). Reply to Sparks' critique. *Communication Theory, 5*, 280-286.

Scholarly Publications - Referred Journal Articles (continued)

- Potter, W. J., Vaughan, M., Warren, R., Howley, K., Land, A., & Hagemeyer, J. (1995). How real is the portrayal of aggression in television entertainment programming? *Journal of Broadcasting & Electronic Media*, 39, 496-516.
- Kunkel, D., Wilson, B., Donnerstein, E., Linz, D., Smith, S. Gray, T., Blumenthal, E., & Potter, W. J. (1995). Measuring television context: The importance of context. *Journal of Broadcasting & Electronic Media*, 39, 284-291.
- Cooper, R., Potter, W. J., & Dupagne, M. (1994). A status report on methods used in mass communication media research. *Journalism Educator*, 48(4), 54-61.
- Dupagne, M., Potter, W. J., & Cooper, R. (1994). A content analysis of women's published mass communications research. *Journalism Quarterly*, 70, 815-823.
- Potter, W. J. (1993). Cultivation theory and research: A conceptual critique. *Human Communication Research*, 19, 564-601.
- Potter, W. J., Cooper, R., & Dupagne, M. (1993). The three paradigms of mass media research in mainstream journals. *Communication Theory*, 3, 317-335.
- Emanuel, R., & Potter, W. J. (1992). Do students style preferences differ by grade level, orientation toward college, and academic major? *Research in Higher Education*, 33, 395-414.
- Potter, W. J. (1992). How do adolescents' perceptions of television reality change over time? *Journalism Quarterly*, 69, 392-405.
- Potter, W. J. (1991). The relationships between first and second order measures of cultivation. *Human Communication Research*, 18, 92-113.
- Potter, W. J. (1991). Yes to research. *Feedback*, 32(2), 24-25.
- Potter, W. J. (1991). The linearity assumption in cultivation research. *Human Communication Research*, 17, 562-584.
- Potter, W. J. & Clark, G. (1991). Styles in mass media classrooms. *Feedback*, 32(1), 8-11, 24.
- Potter, W. J. (1991). Examining cultivation from a psychological perspective: Component subprocesses, *Communication Research*, 18, 77-102

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- Potter W. J. (1990). Adolescents' perceptions of the primary values of television programming. *Journalism Quarterly*, 67, 843-851.
- Potter, W. J., & Chang, I. K. (1990). Television exposure measures and the cultivation hypothesis. *Journal of Broadcasting & Electronic Media*, 34, 313-333.
- Potter, W. J. and Emanuel, R. (1990). Students' preferences for communication styles and their relationship to achievement. *Communication Education*, 39, 234-249.
- Potter, W. J. (1989). A proposal for a Scholar's Electronic Community. *Feedback*, 30(3), 13-19.
- Potter, W. J. & Ware, W. (1989). The frequency and context of prosocial acts on primetime television. *Journalism Quarterly*, 66, 359-366, 529.
- Potter, W. J. (1988). Perceived reality in television effects research. *Journal of Broadcasting & Electronic Media*, 32, 23-41.
- Potter, W. J., Forrest, E., Sapolsky, B. S., & Ware, W. (1988). Segmenting VCR owners. *Journal of Advertising Research*, 28(2), 29-39.
- Potter, W. J. (1988). Three strategies for elaborating the cultivation hypothesis. *Journalism Quarterly*, 65(4), 930-939.
- Potter, W. J. & Ware, W. (1987). An analysis of the contexts of antisocial acts on primetime television. *Communication Research*, 14(6), 664-686.
- Potter, W. J. (1987). News from three worlds in prestige U. S. newspapers. *Journalism Quarterly*, 64, 73-79.
- Potter, W. J. & Ware, W. (1987). Traits of perpetrators and receivers of antisocial and prosocial acts on television. *Journalism Quarterly*, 64, 382-391.
- Potter, W. J. (1987). Does television viewing hinder academic achievement among adolescents? *Human Communication Research*, 14(1), 27-46.
- Potter, W. J. (1986). Perceived reality in the cultivation hypothesis. *Journal of Broadcasting & Electronic Media*, 30, 159-174.
- Potter, W. J. (1985). Gender representation in elite newspapers. *Journalism Quarterly*, 62, 636-640.

Scholarly Publications - Referred Journal Articles (continued)

Gephart, W. J. and Potter, W. J. (1979). The generalizability problem in evaluation. *CEDR Quarterly*, 8, 14-22.

Potter, W. J. (1976). Editorial on evaluation. *CEDR Quarterly*, 5, 4.

Potter, W. J. (1975). ALEX. *International Journal of Instructional Media*, 2, 145-149.

Scholarly Publications - Book Chapters

Potter, W. J. (In press). General Framework. In K. Dill (Ed.). *The Oxford Handbook of Media Psychology*.

Potter, W. J. (In press). The Expanding Role for Media Literacy the Age of Participatory Cultures. In Aaron Delwiche & Jennifer Jacobs Henderson (Eds.). *Routledge Handbook of Participatory Cultures*.

Potter, W. J. (2009). Conceptualizing the audience. In R. Nabi & M. B. Oliver (Eds.). *Handbook of Media Effects* (pp. 19-34). Thousand Oaks, CA: Sage.

Potter, W. J., Byrne, S. (2009). Media literacy. In R. Nabi & M. B. Oliver (Eds.). *Handbook of Media Effects* (pp. 345-357). Thousand Oaks, CA: Sage.

Potter, W. J. (2009). Media literacy. In W. Eadie (Ed.), *21st Century Communication: A Reference Handbook* (pp. 558-567). Thousand Oaks, CA: Sage.

Potter, W. J. (2009). Defining and measuring key content variables. In A. Jordan, D. Kunkel, J. Mangenello, & M. Fishbein (Eds.), *Media Messages and Public Health: A Decisions Approach to Content Analysis* (pp. 35 - 52). New York: Routledge.

Potter, W. J. (2008). Adolescents and television violence. In P. Jamieson & D. Romer (Eds.) *The changing portrayal of adolescents in the media since 1950*, (pp. 220-249). New York: Oxford.

Potter, W. J. Byrne, S. (2007). Media literacy. In S. Mazzarella (Ed.), *Kids Stuff: Twenty Questions about Youth and the Media*. Hillsdale, NJ: Erlbaum Associates.

Potter, W. J. (2005). Media violence myths. In P. Rossler & F. Kritz (Eds.). *Mythen der Mediengesellschaft - The media society and its myths* (pp. 225-244). Germany: UVK Verlagsgesellschaft mbH.

Scholarly Publications - Book Chapters (continued)

- Potter, W. J. (2004). The myth that the rating systems and v-chip will help solve the problem. In C. Von Feilitzen & U. Carlsson (eds.) Promote or protect: Perspectives on media literacy and media regulations (pp. 197-211). Goteborg, Sweden: The International Clearinghouse on Children, Youth and Media.
- Potter, W. J. (2003). The frontiers of media research. In D. A. Gentile, (Ed.). *Media violence and children: A complete guide for parents and professionals* (pp. 247-262). Westport, CT: Praeger.
- Potter, W. J. (2003). Broadening our perspective on the effects of media violence: What we don't know about media effects is already hurting us. Proceedings from the Television Violence and Young People Conference. Centre d'etudes sur les medias, University of Montreal.
- Potter, W. J. (2001). Avoiding writing traps. In A. Alexander & W. J. Potter (Eds.), *How to publish your communication research: An insider's guide* (pp. 13 -121).
- Smith, S. L., Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Colvin, C. M., & Donnerstein, E. (1998). Violence in television programming overall: University of California, Santa Barbara study (pp. 5 - 220). *National Television Violence Study 3*. Thousand Oaks, CA: Sage.
- Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Donnerstein, E., Smith, S. L., Blumenthal, E., & Berry M. (1998). Violence in television programming overall: University of California, Santa Barbara study (pp. 3 - 204). *National Television Violence Study 2*. Thousand Oaks, CA: Sage.
- Potter, W. J., Linz, D., Wilson, B., Kunkel, D., Donnerstein, E., Smith, S. L., Blumenthal, E., & Gray, T. (1998). Content analysis of entertainment television: New methodological developments (pp. 55 - 103). *Television violence and public policy*. Ann Arbor, MI: The University of Michigan Press.
- Kunkel, D. Wilson, B. J., Potter, W. J., Linz, D., Donnerstein, E., Smith, S. L., & Blumenthal, E. (1998). Content analysis of entertainment television: Implications for public policy (pp. 149 - 162). *Television violence and public policy*. Ann Arbor, MI: The University of Michigan Press.
- Wilson, B. J., Donnerstein, E., Linz, D., Kunkel, D. Potter, W. J., Smith, S. L., Blumenthal, E., & Gray, T. (1998). Content analysis of entertainment television: The importance of context (pp. 13 - 53). *Television violence and public policy*. Ann Arbor, MI: The University of Michigan Press.

Scholarly Publications - Book Chapters (continued)

- Wilson, B. J., Smith, S. L., Potter, W. J., Linz, D., Donnerstein, E., Kunkel, D., Blumenthal, E., & Gray, T. (1998). Content analysis of entertainment television: The 1994-95 results (pp. 105 -147). *Television violence and public policy*. Ann Arbor, MI: The University of Michigan Press.
- Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Donnerstein, E., Smith, S. L., Blumenthal, E., Berry, M., & Federman, J. (1998). The nature and context of violence on American television. In L. Carlsson & C. Feilitzen (Eds.). *Children and media violence*. Goteborg, Sweden: UNESCO.
- Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Donnerstein, E., Smith, S. L., Blumenthal, E., & Berry, M. (1997). Violence in television programming overall: University of California, Santa Barbara study (pp. 3 - 178). *National Television Violence Study, Volume 2*. Thousand Oaks, CA: Sage.
- Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Donnerstein, E., Smith, S. L., Blumenthal, E., & Gray, T. (1997). Violence in television programming overall: University of California, Santa Barbara study (pp. 3 - 268). *National Television Violence Study, Volume 1*. Thousand Oaks, CA: Sage.
- Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Donnerstein, E., Smith, S. L., Blumenthal, E., & Gray, T. (1997). Television violence and its context. (pp. 8 - 30). *National Television Violence Study: Executive Summary, 1994-1995*. Studio City, CA: Mediascope, Inc.
- Wilson, B. J., Kunkel, D., Linz, D., Potter, W. J., Donnerstein, E., Smith, S. L., Blumenthal, E., & Gray, T. (1997). Television violence and its context. (pp. 1 - 169). *National Television Violence Study, Volume 1*. Studio City, CA: Mediascope, Inc.
- Potter, W. J. (1994). Teaching evaluation. In W. G. Christ (Ed.) *Assessing Communication Education: A Handbook for Media, Speech & Theatre Educators* (pp. 89 - 112). Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.

Online Publications

- Potter, W. J. (2010). Media Literacy. Online annotated bibliography for Oxford University Press.

Encyclopedia Entries

Potter, W. J., & Christ, W. (2009). Media literacy. *Encyclopedia of Sociology*. London: Blackwell Publishing.

Technical Reports

Potter, W. J. (2006, October). Establishing Validity in Content Analyses of Risky Health Behaviors Portrayed in Media Messages. Report prepared for the Annenberg Health Media Coding Project, University of Pennsylvania, Philadelphia, PA.

Potter, W. J. (2007, January). Report on Coding Television Violence/Aggression: Conceptualizations and Operationalizations. Report prepared for the Annenberg Media Health Coding Project, University of Pennsylvania, Philadelphia, PA.

Potter, W. J. (2007, February). Media Violence and Adolescents. Paper Presented at Conference on The Changing Portrayal of Youth in Popular Media, Rancho Mirage, CA.

Potter, W. J. (2007, February). Importance of Exposure States in Considering Media Effects. Report prepared for the University of Pennsylvania's Center of Excellence in Cancer Communication Research, Philadelphia, PA.

Convention Papers

Potter, W. J. (2011, May). Critique of the scholarly field of mass media effects. Paper presented to the Mass Communication Division of the International Communication Association, Boston.

Potter, W. J. (2010, November). What are the most important mass media effects? Paper presented to the Mass Communication Division of the National Communication Association.

Potter, W. J. (2009, November). The challenge of organizing mass media effects. Paper presented to the Mass Communication Division of the National Communication Association, San Francisco.

Potter, W. J. (2009, November). Conceptualizing mass media effect. Paper presented to the Communication and Social Cognition Division of the National Communication Association, Chicago.

Convention Papers (continued)

- Potter, W. J. (2007, November). Where Does Meaning Lie in Content Analyses?: The Tension Between Micro and Macro Units. Paper presented to the Mass Communication Division of the National Communication Association, Chicago.
- Potter, W. J., & Riddle, K. (2006, November). A content analysis of mass media effects literature. Paper presented to the Mass Communication Division of the National Communication Association, San Antonio.
- Potter, W. J. (2005, May). Media gravitation theory. Paper presented to the Mass Communication Division of the International Communication Association, New York.
- Potter, W. J., & Mahood, C. (2005, May). Justification in violent narratives: An exploration of individual interpretations. Paper presented to the Mass Communication Division of the International Communication Association, New York.
- Potter, W. J., Eyal, K., Fandrich, R., Mahood, C., McIlrath, M., & Riddle, K. (2004, November). *Judging the degree of violence in media portrayals*. Paper presented to the Mass Communication Division of the National Communication Association, Chicago.
- Potter, W. J., Mahood, C., & Yao, M. (2003, November). *Changes in interpretations of violence as a function of changes in narrative characteristics*. Paper presented at the annual meeting of the National Communication Association, Miami.
- Potter, W. J., & Mahood, C. (2002, November). *Developing a model for viewer interpretations of violence*. Paper presented of the National Communication Association, New Orleans.
- Potter, W. J., Pekurny, R., Hoffman, E., Pashupati, K., & Davis, K. (2000, April). *Viewer judgments about the degree of violence in a television program*. Paper presented to the Broadcast Education Association for presentation at its Annual Conference.
- Potter, W. J., & Levine-Donnerstein, D. (1999, May). *Validity and reliability in content analysis*. Paper presented to at the Annual Meeting of the International Communication Association, San Francisco.
- Potter, W. J., & Smith, S. L. (1999, May). *Importance of examining the context of TV violence across narrative levels*. Paper presented to at the Annual Meeting of the International Communication Association, San Francisco.

Convention Papers (continued)

- Potter, W. J., & Smith, S. L. (1999, May). *Patterns of graphicness in portrayals of television violence*. Paper presented to at the Annual Meeting of the International Communication Association, San Francisco.
- Potter, W. J., & Berry, M. (1999, May). *A schema explanation for viewers' judgments of television violence*. Paper to be presented to at the Annual Meeting of the International Communication Association, San Francisco.
- Potter, W. J. (1998, April). *Conceptualizing media literacy*. Paper presented at the Annual Meeting of the Broadcast Education Association. Las Vegas.
- Smith, S. L., Wilson, B. J., Colvin, C. M., Kunkel, D., Potter, W. J., Linz, D., & Donnerstein, E. (1998, July). *Violence in children's television programming: Assessing the risks*. Paper to be presented at the Annual Meeting of the International Communication Association, Jerusalem.
- Colvin, C. M., Smith, S. L., Potter, W. J., Wilson, B. J., Kunkel, D., Donnerstein, E., & Linz, D. (1998, July). *The prevalence and context surrounding children as perpetrators of violence on television*. Paper to be presented at the Annual Meeting of the International Communication Association, Jerusalem.
- Ross-Altarc, S., Potter, W. J., Prescott, M., & Sebastian, M. (1998, July). *Children's reactions to verbal aggression in family situation comedies*. Paper to be presented at the Annual Meeting of the International Communication Association, Jerusalem.
- Potter, W. J. (2002, April). *Broadening our perspective on the effects of media violence: What we don't know about media effects is already hurting us*. Paper presented at the Television and Violence in Society Conference, Centre d'études sur les medias, University of Montreal.
- Potter, W. J. (2000, November). *How adults are like kids when it comes to media violence: A survey of research literature*. Paper presented at the Annual Conference of the International Communication Association, Seattle, WA.
- Potter, W. J. (1997, November). *Incorporating different approaches to media literacy*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.
- Potter, W. J. (1997, May). *Justification for television violence*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

Convention Papers (continued)

- Potter, W. J. (1997, April). *Editor's forum*. Presentation at the Annual Meeting of the Broadcast Education Association, Las Vegas.
- Potter, W. J. (1996, November). *Convergence between qualitative and quantitative approaches to communication research*. Paper presented at the Annual Meeting of the Speech Communication Association, San Diego.
- Potter, W. J., Linz, D., Wilson, B., Kunkel, D., Donnerstein, E., Blumenthal, E., Smith, S., & Gray, T. (1996, June). *Content analysis of entertainment television: New methodological developments*. Paper presented at the Duke Conference on Media Violence and Public Policy, Durham, NC.
- Kunkel, D., Wilson, B., Potter, W. J., Linz, D., Donnerstein, E., Smith, S., Blumenthal, E., & Gray, T. (1996, June). *Content analysis of entertainment television: Implications for public policy*. Paper presented at the Duke Conference on Media Violence and Public Policy, Durham, NC.
- Wilson, B., Donnerstein, E., Linz, D., Kunkel, D., Potter, W. J., Smith, S., Blumenthal, E., & Gray, T. (1996, June). *Content analysis of entertainment television: The importance of context*. Paper presented at the Duke Conference on Media Violence and Public Policy, Durham, NC.
- Wilson, B., Linz, D., Kunkel, D., Potter, W. J., Donnerstein, E., Blumenthal, E., Smith, S., & Gray, T. (1996, June). *Content analysis of entertainment television: Results for 1994-1995*. Paper presented at the Duke Conference on Media Violence and Public Policy, Durham, NC.
- Potter, W. J., & Levine-Donnerstein, D. (1996, May). *Content analysis methodology: Assessing reliability for multiple coders*. Paper presented at the Annual Meeting of the International Communication Association, Chicago.
- Donnerstein, E., Kunkel, D., Linz, D., Potter, W. J., & Wilson, B. (1996, May). *Violence in television entertainment programming*. Paper presented at the Annual Meeting of the International Communication Association, Chicago.
- Potter, W. J. (1996, March). *Editor's forum*. Presentation at the Annual Meeting of the Broadcast Education Association, Las Vegas.
- Potter, W. J., Hagemeyer, J., Land, A., Vaughan, M., Warren, R., & Howley, K. (1995, August). *Reality programming on television: Realness and meaning*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.

Convention Papers (continued)

Potter, W. J., Vaughan, M., Warren, R., Howley, K., Land, A., & Hegemeyer, J. (1995, May). *The realities of aggression in television entertainment programming*. Paper presented at the Annual Meeting of the International Communication Association, Albuquerque.

Potter, W. J. (1994, April). *How to get published*. Presentation at the Annual Meeting of the Broadcast Education Association, Las Vegas.

Potter, W. J. (1993, November). *Instructional styles and the "New Professionalism."* Paper presented at the Annual Meeting of the Speech Communication Association, Miami.

Potter, W. J. (1993, November). *Faculty evaluation*. Paper presented at the Annual Meeting of the Speech Communication Association, Miami.

Potter, W. J. (1993, March). *What are the important research topics in electronic media?* Presentation at the Annual Meeting of the Broadcast Education Association, Las Vegas.

Potter, W. J., Troiano, C., Riggs, K., & Robinson, M. (1993, August). *A content analysis of published qualitative research*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Kansas City.

Potter, W. J. (1993, May). *A methodological critique of cultivation theory and research*. Mass Communication Division of the International Communication Association, Washington, DC.

Potter, W. J. (1993, April). *Publication patterns in the Journal of Broadcasting & Electronic Media*. Paper presented to the Research Division of the Broadcast Education Association, Las Vegas.

Potter, W. J. (1993, April). *Instructional styles and student learning styles*. Paper presented to the Courses and Curriculum Division of the Broadcast Education Association, Las Vegas.

Potter, W. J. (1992, August). *Publishing mass media research*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal.

Convention Papers (continued)

- Potter, W. J. (1991, November). *Hypermedia: Implications for research and theory*. Paper presented at the annual meeting of the Speech Communication Association, Atlanta.
- Potter, W. J., Cooper, R., & Dupagne, M. (1991, August). *The three paradigms of mass media research*. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Boston.
- Potter, W. J., & Gantz, W. (1991, August). *Tolerance for television advertising*. Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Boston.
- Potter, W. J., Cooper, R., Dupagne, M., & Dashiell, E. (1991, May). *Is there a dominant paradigm in mass media research?* Paper presented to the Mass Communication Division of the International Communication Association, Chicago.
- Cooper, R., Potter, W. J., Dupagne, M., & Dashiell, E. (1991, May). *Methodological shifts in mass communication research: 1974-1989*. Paper presented to the Mass Communication Division of the International Communication Association, Chicago.
- Dupagne, M., Potter, W. J., Cooper, R., & Dashiell, E. (1991, May). *Fifteen years of women's scholarship in mass communications: 1974-1989*. Paper presented to the Feminist Scholarship Division of the International Communication Association, Chicago.
- Potter, W. J. (1990, August). *Dichotomous or continuous measures of cultivation?* Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis. (Top three paper in the Communication Theory and Methodology Division.)
- Potter, W. J. (1990, August). *Gender differences in preferences for learning styles and teaching styles*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis.
- Potter, W. J. (1990, April). *Pro Argument: Research and statistics should be part of the mass communication curriculum*. Town Hall debate at the annual meeting of the Broadcast Education Association, Atlanta.

Convention Papers (continued)

- Potter, W. J. (1990, April). *Profile of preferred learning and teaching styles of mass communication students*. Report to the Courses & Curriculum Committee at the annual meeting of the Broadcast Education Association, Atlanta.
- Gantz, W., & Potter, W. J. (1990, April). *Broadcast clutter: A preliminary report*. Presented at the annual meeting of the Broadcast Education Association, Atlanta.
- Potter, W. J. (1990, August). *Gender differences in preferences for learning styles and teaching styles*. Presented at the annual meeting of the Broadcast Education Association, Atlanta.
- Potter, W. J. (1989, May). *An investigation into the reliability of perceived reality measures*. Paper presented the Mass Communication Division of the International Communication Association, San Francisco.
- Potter, W. J., & Emanuel, R. (1989, May). *Grade level differences in preferences for learning styles and instructor communicator styles*. Paper presented to the Instructional and Developmental Communication Division of the International Communication Association, San Francisco.
- Potter, W. J., & Emanuel, R. (1989, May). *Adolescents' preferences for instructional styles and their relationship to achievement*. Paper presented to the Instructional and Developmental Communication Division of the International Communication Association, San Francisco.
- Potter, W. J. (1989, April). *Research and theory with the aid of hypermedia*. Paper presented to the Broadcast Education Association Annual Conference, Las Vegas.
- Potter, W. J. & Ware, W. (1988, April). *The context of prosocial activity on prime-time television*. Top two paper of the Research Division of the 1988 Annual Convention of the Broadcast Education Association, Las Vegas.
- Potter, W. J. (1987, March). *Elaborating the cultivation hypothesis: Intervening and contingent relationships*. Top Paper in the Research Division of the 1987 Annual Convention of the Broadcast Education Association, Dallas, Texas.
- Potter, W. J. & Chang, I. C. (1987, November). *Predicting perceptions of a violent world: A two wave study*. Presented at the Annual Convention of the Speech Communication Association.

Convention Papers (continued)

Potter, W. J., & Ware, W. (1986, May). *Are heroes the good guys or the bad guys: A content analysis of the context of antisocial portrayals on television*. Paper to be presented at the Annual Convention of the International Communication Association, Chicago.

Potter, W. J. (1985, November). *The effect of perceived justification on television viewer's emotional reactions to characters*. Paper presented to the annual meeting of the Speech Communication Association, Denver.

Potter, W. J. (1985, November). *Third world news coverage of U. S. prestige newspapers*. Paper presented to the annual convention of the Speech Communication Association, Denver.

Potter, W. J. (1984, August). *Contingent variables in the effects paradigm*. Paper presented to the annual convention of the Association for Education in Journalism and Mass Communication, Gainesville.

Potter, W. J. (1983, November). *Elaborating the relationship between T.V. viewing and estimations about the real world: Perceived reality as a contingent variable*. Paper presented at the Annual Meeting and the Speech Communication Association, Washington, D. C.

Potter, W. J. (1982, November). *An examination of selected dimensions of perceived reality of mass communicated messages*. Paper presented at the Annual Meeting of the Speech Communication Association, Louisville.

Potter, W. J. (1982, May). *Validating the construct of perceived reality on TV: Attentional measures*. Paper presented at the Annual Meeting of the International Communication Association, Boston.

Potter, W. J. (1982, April). *Developing an instrument to measure perceptions of TV reality*. Paper presented at the Annual Meeting of the Central States Speech Communication Association.

Potter, W. J. (1982, May). *Examining the relationship between instructor communicator styles and student learning styles*. Paper presented at the Annual meeting of the International Communication Association, Boston.

Potter, W. J., & Prohaska, T. R. (1979, May). *The influence of meaning specificity on the generation of variance in student ratings of instructors*. Paper presented at the Annual Meeting of the American Educational Research Association, San Francisco.

Convention Papers (continued)

Potter, W. J. (1978). *Developing a theory of inquiry into student ratings of instructors*. Paper presented at the Annual Meeting of the Southern Regional Education Board's Faculty Evaluation Conference, Atlanta.

Potter, W. J. (1978). *Colleague evaluation: A matter of technology or environment?* Paper presented at the Southern Regional Education Board's Faculty Evaluation Conference, Asheville, North Carolina.

Potter, W. J. (1978). *Measuring faculty effectiveness by student performance*. Paper presented at the Southern Regional Education Board's Faculty Evaluation Conference, New Orleans.

Invited Presentations

Guest scholar at the National Undergraduate Honors Conference in Communication, sponsored by the Department of Communication and Theatre, DePauw University, April 2010

Podium speaker at the Annual Conference of the Broadcast Education Association, Las Vegas, April 2010.

Colloquium to the Department of Communication at the California State University, Fullerton, April 2009.

Invited panelist to the University of Michigan's Institute for Survey Research Colloquium on Advances in Content Analysis of Open Ended Survey Data. Ann Arbor, Michigan, December 2008.

Colloquium to the Department of Communication at the University of Arizona, October 2007.

Invited panelist to the University of Pennsylvania's Center of Excellence in Cancer Communication, sponsored by the Annenberg School and Public Policy Center, the Abramson Cancer Center as well as by the Dana Farber Cancer Institute, Philadelphia, April 2007.

Invited panelist to the Annenberg East Conference on The Changing Portrayal of Youth in Popular Media, Rancho Mirage, CA, February 2007.

Invited Presentations (continued)

Invited keynote speaker to the United Methodist Church Conference on Media Issues and Religion, Syracuse, New York, March 2006.

Invited panelist to the Annenberg East Conference on Content Analysis of Media Messages, Philadelphia, October 2006.

Invited Visiting Lecturer in Media Studies at Caribbean Area Institute in Media Studies, Kingston, Jamaica, January 2006.

Colloquium to the Annenberg School of Communication, University of Southern California, Los Angeles, September 2005.

Plenary Speaker, the Annual Conference of the Association for Education in Journalism & Mass Communication, San Antonio, August 2005.

Invited panelist to the Annenberg West Pre-ICA conference on audience measurement, New York City, May 2005.

Colloquium to the College of Communication, Ohio University, Athens, OH, April 2005.

Colloquium to the Department of Telecommunication, Indiana University, Bloomington, IN, March 2005.

Colloquium to the School of Communication and Journalism, Ohio State University, Columbus, OH, March 2005.

Invited panelist to the Annenberg East Conference on Content Analysis of Media Messages, Philadelphia, December 2003.

Visiting Scholar in the Department of Radio & Television, Texas Christian University, Fort Worth, Texas, March 2002.

Invited panelist to the Center for Disease Control Conference on Media Entertainment, Atlanta, May 2000.

Service to Research Field

Editor, *Journal of Broadcasting & Electronic Media* (1992 to 1994)

Served on the editorial boards of *Journal of Communication*, *Human Communication Research*, *Journal of Broadcasting & Electronic Media*, *Communication Education*, *Journal of Applied Communication Research*, *Communication Research Reports*, and *International Journal of Interactive Communication*.

Manuscript reviewer for the following scholarly journals: *Communication Monographs*, *Communication Research*, *Communication Studies*, *Communication Theory*, *Media Psychology*, and *Journalism Quarterly*.

Grants

2002 Instructional Grant from the University of California at Santa Barbara (\$8,606.45) for the development of a curriculum and materials for media literacy courses

2002 Institute for Social, Behavioral, and Economic Research, University of California at Santa Barbara (\$7,500); "Designing Templates for Interactive Research on the Effects of Exposure to Media Violence"

1994-98 National Television Violence Study funded by the National Association of Cable Television(\$3.3-million); Served as one of the Principal Investigators.

1989 National Association of Broadcasters (\$4,990); Conducted a two part study (survey and experiment) to determine television viewers' tolerances for commercial messages.

1983-86 Florida Bureau of Public Safety Management (\$65,000); Directed a project to monitor the compliance with the newly passed seat belt law. Conducted 11 telephone surveys and statewide observational survey over a three-year period.

1985 Florida Department of Natural Resources (\$15,000); Directed a project to determine recreational use in the state of Florida; Conducted eight telephone surveys of state's population.

1981 National Association of Broadcasters (\$2,300); Conducted a study to investigate perceptions of reality among television viewers

1976-79 Eli Lilly Endowment (\$100,000); Co-directed a three-year project to assess how faculty performance is evaluated and rewarded in higher education; Designed instruments, conducted research, provided consultation to faculty and wrote reports.

1974-79 Designed the evaluation component and conducted the evaluation on three grants funded by the National Science Foundation, the National Institute of Mental Health and the Fund for the Improvement of Post-Secondary Education

Courses Developed and Taught

Mass Media Courses

Media Businesses
Media Literacy
Advertising Literacy
Senior Capstone Course
Mass Media Content
Mass Media and Social Change
Mass Media and the Individual
Political Uses of the Mass Media
Policy Issues in Mass Media Development
Programming for Radio and Television
Broadcast Operations (technical/engineering aspects, production process)

Advertising Courses

Introduction to Advertising
Media Planning
Target Market Research
Consumer Behavior
Advertising Literacy

Methodology Courses

Introduction to Research Methods
Theory Construction
Survey Methods
Content Analysis
Qualitative Methods
Measurement of Listener/Viewer Response

Production

Basic Journalism (print)
Television Production (studio)
Television Production (small format)
Television Direction
Writing for Radio and Television (commercials, continuity, teleplays)
Broadcast Journalism (news and documentaries)