

## VITA

STEVEN HENRY CHAFFEE

Institute for Communication Research  
 Stanford University  
 Stanford, California 94305  
 415/497-4611

Birthdate: August 21, 1935  
 Social Security #: 567-42-8605

Education

- B.A. History, University of Redlands, 1957, with distinction.  
 M.S. Journalism, University of California at Los Angeles, 1962, Kappa Tau Alpha award for highest academic record.  
 Ph.D. Communication, Stanford University, 1965. Dissertation: "Two Sources of Value Change: Salience and Pertinence." Passed doctoral exams with distinction.

Positions Held

- 1981- Department of Communication, Stanford University. Professor and Director, Institute for Communication Research. Professor (by courtesy) of Political Science.  
 1965-82 School of Journalism and Mass Communication, University of Wisconsin, Madison. Assistant Professor 1965-68, Associate Professor 1968-72, Professor 1972-82, Willard G. Bleyer Professor 1973-74, Vilas Research Professor 1974-82, Director 1980-81.  
 1979 University of California at Los Angeles, Visiting Professor of Communication Studies (winter, spring).  
 1967, Stanford University, Visiting (Assistant-Associate) Professor of  
 1971 Communication (summer).  
 1963-65 Institute for Communication Research, Stanford University, Research Assistant/Associate.  
 1962 Reporter, Santa Monica, California, Evening Outlook.  
 1961-62 Assistant to Editor (part-time), Export-Import News, Los Angeles.  
 1961 Publications Assistant, Southern Counties Gas Co., Los Angeles.  
 1957-61 U.S. Navy. 1958-61: Public Information Officer and Officer-in-Charge of base newspaper, U.S. Naval Station, Long Beach.  
 1957 News Editor, Angeles Mesa News-Advertiser, Tribune News-Advertiser, Los Angeles.

Published Articles and Book Chapters

"Pretrial Publicity and Juror Prejudice," M.D. Tans and S.H. Chaffee, Journalism Quarterly, 1966, 43:647-54.

Published Articles

- "Salience and Pertinence as Sources of Value Change," S.H. Chaffee, Journal of Communication, 1967, 17:25-38.
- "Salience and Homeostasis in Communication Processes," Journalism Quarterly, 1967, 44:439-44, 453.
- "The Public View of the Media as Carriers of Information Between School and Community," Journalism Quarterly, 1967, 44:730-34.
- "Administrative vs. Campaign Coverage of Two Presidents in Eight Partisan Dailies," D.E. Repass and S.H. Chaffee, Journalism Quarterly, 1968, 45:528-31.
- "The Semantic Differential in Opinion Measurement," R.F. Carter, W.L. Ruggels and S.H. Chaffee, Public Opinion Quarterly, Winter 1968-69, 32:666-74.
- "Sensitization in Panel Design: A Coorientational Experiment," S.H. Chaffee and J.M. McLeod, Journalism Quarterly, Winter 1968, 45:661-69.
- "Three Processes of Value Change Without Behavior Change," S.H. Chaffee and J.W. Lindner, Journal of Communication, March 1969, 19:30-40.
- "Family Communication Patterns and Source-Message Orientation," V.A. Stone and S.H. Chaffee, Journalism Quarterly, Summer 1970, 47:239-46.
- "An Information Campaign that Changed Community Attitudes," D.F. Douglas, B.H. Westley and S.H. Chaffee, Journalism Quarterly, Autumn 1970, 47:479-87.
- "Family Communication Patterns and Adolescent Political Participation," S.H. Chaffee, J.M. McLeod and D.B. Wackman in J. Dennis (ed.), Socialization to Politics: Selected Readings, New York: Wiley, 1973, pp. 349-364.
- "Individual vs. Social Predictors of Information-Seeking," S.H. Chaffee and J.M. McLeod, Journalism Quarterly, Summer 1973, 50:237-45.
- "Mass Communication and Political Socialization," S.H. Chaffee, L.S. Ward and L.P. Tipton, Journalism Quarterly, Winter 1970, 47:647-59, 666. Reprinted in J. Dennis (ed.), Socialization to Politics: Selected Readings, New York: Wiley, 1973, pp. 391-409; P. Hirsch and M. Janowitz (eds.), Reader in Public Opinion and Communication, Third Edition, New York: Free Press, 1981, pp. 74-88. Republished in 1974 as "Comunicacion de masas y socializacion politica", Linea No. 8, March-April 1974, pp. 45-68; "Massenkommunikation und politische sozialisation", in J. Aufermann, H. Bohrmann and R. Sulzer (eds.), Gesellschaftliche Kommunikation und Information, Frankfurt: Athenaum Fischer Taschenbuch Verlag.
- "Parental Influences on Adolescent Media Use," S.H. Chaffee, J.M. McLeod and C.K. Atkin, American Behavioral Scientist, January-February 1971, 14:323-40. Reprinted in F.G. Kline and P. Clarke (eds.), Mass Communication and Youth, Beverly Hills, California: Sage Publications, 1975.

Published Articles

- "The Construction of Social Reality," J.M. McLeod and S.H. Chaffee in J. Tedeschi (ed.), The Social Influence Processes, Chicago: Aldine-Atherton, 1972, pp. 50-99.
- "Life and Death of a Viewer Poll," S.H. Chaffee, Journal of Broadcasting, Fall 1970, 14:473-82.
- "Influences of Editors, Readers, and Personal Opinions on Newspaper Reporters," R.C. Flegel and S.H. Chaffee, Journalism Quarterly, Winter 1971, 48:645-51.
- "The Interview Respondent as an Instrumental Communicator," C.K. Atkin and S.H. Chaffee, Public Opinion Quarterly, Spring 1972, 36:67-79.
- "Television and Adolescent Aggressiveness," overview of Volume III, Television and Social Behavior, (National Institute of Mental Health, 1972), pp. 1-34.
- "Product Involvement and Pertinent Advertising Appeals," L. Bowen and S.H. Chaffee, Journalism Quarterly, Winter 1974, 51:613-621.
- "Adolescent Television Use in the Family Context," S.H. Chaffee and J.M. McLeod in Volume III, Television and Social Behavior, (National Institute of Mental Health, 1972) pp. 149-172.
- "Parents, Adolescents and Television Use," J.M. McLeod, C.K. Atkin and S.H. Chaffee, in Volume III, Television and Social Behavior, (National Institute of Mental Health, 1972) pp. 173-313.
- "Consumer Decisions and Information Use," S.H. Chaffee and J.M. McLeod in S. Ward and T. Robertson (eds.), Consumer Behavior: Theoretical Sources, New York: Prentice-Hall, 1973, pp. 385-415.
- "The Interpersonal Context of Mass Communication" in F.G. Kline and P.J. Tichenor (eds.), Current Perspectives in Mass Communication Research, Beverly Hills: Sage Publications, 1972, pp. 95-120.
- "Applying the Interpersonal Perception Model to the Real World," editor's introduction to special issue of American Behavioral Scientist on Interpersonal Perception and Communication, March-April 1973, 16:465-468.
- "Interpersonal Approaches to Communication Research," J.M. McLeod and S.H. Chaffee, American Behavioral Scientist, 1973, 16:469-500.
- Edited (with S. Kraus) Vol. 1, No. 4, October 1974 of Communication Research, entitled "The Ervin Committee Hearings and Communication Research," 110 pp. Author (with S. Kraus) of introductory article, pp. 339-44.
- Editor of special issue of American Politics Quarterly, Volume 3, No. 4, October 1975 on "The Watergate Experience: Lessons for Empirical Theory." Editor's

Published Articles and Book Chapters

- Introduction by S.H. Chaffee, pp. 355-59 and "Young Voters' Reactions to Early Watergate Issues" S.H. Chaffee and L. Becker, pp. 360-385.
- "Mass Communication Functions in a Media-Rich Developing Society," S.H. Chaffee and F. Izcaray, Communication Research, 1975, 2:367-395.
- "Racial Differences in Family Communication Patterns," R. Allen and S.H. Chaffee, Journalism Quarterly, 1977, 54:8-13, 57.
- "Media Rich, Media Poor: Two Studies of Diversity in Agenda-Holding," S.H. Chaffee and D. Wilson, Journalism Quarterly, 1977, 54:466-76.
- "Interpersonal Factors in Adolescent Television Use," S.H. Chaffee and A. Tims, Journal of Social Issues, 1976, 32:98-115. Reprinted in Fernsehen und Bildung, Munich: Bayerische Rundfunk, 1977, 3:249-268.
- "Impact upon Partisan, Image and Issue Voting," J. Dennis, S.H. Chaffee and S.Y. Choe and "Uses and Effects of the 1976 Debates; An Overview of Empirical Studies," D. Sears and S.H. Chaffee, both in S. Kraus (ed.), The Great Debates; Ford vs. Carter, 1976, Bloomington, IN: Indiana University Press, 1979.
- "Mass Media Effects: New Research Perspectives," S.H. Chaffee in D. Lerner and L. Nelson (eds.), Communication Research: A Half-Century Appraisal, Honolulu: University Press of Hawaii, 1977, pp. 210-241. Reprinted in G.C. Wilhoit and H. deBock (eds.), Mass Communication Review Yearbook, Volume 1, Beverly Hills: Sage Publications, 1980, pp. 77-108.
- "Mass Communication in Political Socialization," S.H. Chaffee in collaboration with M. Jackson-Beeck, J. Durall and D. Wilson in S. Renshon (ed.), Handbook of Political Communication, New York: Free Press, 1977, pp. 223-258.
- "Legitimation in the 1976 U.S. Election Campaign," J. Dennis and S.H. Chaffee, Communication Research, 1978, 5:371-94.
- "Presidential Debates: An Empirical Assessment," S.H. Chaffee and J. Dennis in A. Ranney (ed.), The Past and Future of Presidential Debates, Washington: American Enterprise Institute for Public Policy Research, 1979, pp. 75-101.
- "Presidential Debates: Are They Helpful to Voters?" S.H. Chaffee, Communication Monographs, 1978, 49:330-46. Reprinted in G.C. Wilhoit and H. deBock (eds.), Mass Communication Review Yearbook, Volume 1, Beverly Hills: Sage Publications, 1980, pp. 297-313.
- "The Mass Media as Agents of Political Socialization," S.H. Chaffee, International Journal of Political Education, 1977-78, 1:127-42.
- "Mass Media and Consumerism in Venezuela," R. Martin, S.H. Chaffee and F. Izcaray, Journalism Quarterly, 1979, 56:296-304, 335.

Published Articles and Book Chapters

- "Media Effects, Policy Analysis, and the Researcher," essay review by S.H. Chaffee and G. Broom of M. Komarovsky (ed.), Presidential Commissions and Public Policy and T. Wolanin, Presidential Advisory Commissions: Truman to Nixon, in Communication Research, 1979, 6:231-40.
- "Time of Decision and Media Use During the Ford-Carter Campaign," S.H. Chaffee and S.Y. Choe, Public Opinion Quarterly, 1980, 44:53-69. Reprinted in D.C. Whitney and E. Wartella (eds.), Mass Communication Review Yearbook, Volume 3, Beverly Hills: Sage Publications, 1982, pp. 565-582.
- "Mass Communication and the Political Participation of Black Americans," R.L. Allen and S.H. Chaffee, Communication Yearbook 3, New Brunswick, NJ: Transaction Books, 1979, 3:507-22.
- "Comments on the Weaver-Gray Paper," S.H. Chaffee in G.C. Wilhoit and H. deBock (eds.), Mass Communication Review Yearbook, Vol. 1, Beverly Hills: Sage Publications, 1980, 156-60.
- "Newspaper Reading in Longitudinal Perspective: Beyond Structural Constraints," S.H. Chaffee and S.Y. Choe, Journalism Quarterly, 1981, 58:201-11.
- "Mass Media in Political Campaigns: An Expanding Role," S.H. Chaffee in R. Rice and W.J. Paisley (eds.), Public Communication Campaigns, Beverly Hills: Sage Publications, 1981, pp. 181-98.
- "Communication of Political Information During Early Presidential Primaries: Cognition, Affect, and Uncertainty," J. David Kennamer and S.H. Chaffee in M. Burgoon (ed.), Communication Yearbook 5, New Brunswick, NJ: Transaction Books, 1981.
- "Mass Media and Interpersonal Channels: Competitive, Convergent, or Complementary?" S.H. Chaffee in G. Gumpert and R. Cathcart (eds.), Inter/Media: Interpersonal Communication in a Media World (Rev. Ed.), New York: Oxford University Press, forthcoming, 1982.
- "The Development of News Media Use in Adolescence: Implications for Political Cognitions," S.H. Chaffee and A.R. Tims in M. Burgoon (ed.), Communication Yearbook 6, Beverly Hills: Sage Publications, forthcoming, 1982.
- "Social Cognition and Mass Communication Research," B. Reeves, S.H. Chaffee and A.R. Tims in M. Roloff and C. Berger (eds.), Social Cognition and Communication, Beverly Hills: Sage Publications, forthcoming, 1982.

Books and Monographs

- Between Citizens and Schools, R.F. Carter and S.H. Chaffee, Vol. II of The Structure and Process of School-Community Relations, Stanford, California: Institute for Communication Research, 1966, 235 pp.

Books and Monographs

"Channels of Communication in School-Community Relations," S.H. Chaffee and L.S. Ward, Journalism Monographs, No. 8, September 1968, 52 pp.

"Experiments on Cognitive Discrepancies and Communication," S.H. Chaffee, K. Stamm, J. Guerrero and L.P. Tipton, Journalism Monographs, No. 14, December 1969.

Using the Mass Media: Communication Problems in American Society, S.H. Chaffee and M. Petrick, New York: McGraw Hill, March 1975, 264 pp.

Edited Journalism Monographs No. 36, October 1974 entitled "Contributions of Wilbur Schramm to Mass Communication Research," 44 pp. Author of editor's preface and "The Pathways of Proteus," pp. 1-16.

Editor of Political Communication: Issues and Strategies for Research, Beverly Hills: Sage Publications, 1975, 319 pp. Author of Foreword, pp. 13-20 and "The Diffusion of Political Information," pp. 85-128.

"Training and Employment of Ph.D.s in Mass Communication," S.H. Chaffee and P. Clarke, Journalism Monographs, No. 42, November 1975, 31 pp.

Television and Human Behavior, G. Comstock, S.H. Chaffee, N. Katzman, M. McCombs, and D. Roberts, New York: Columbia University Press, 1978, 581 pp.

Minor and Pending Publications

"The Community Newspaper Reacts," S.H. Chaffee in J. Lyle and W. Wilcox (eds.), A Community Daily in a Changing Metropolitan Press Environment, University of California at Los Angeles, pp. 3-13.

Review of James Reston, Sketches in the Sand for Journalism Quarterly, 1968, 45:361.

Review of Charles Lachenmeyer, The Language of Sociology for Journalism Quarterly, 1973, 49:159-60.

"Scribes, Scholars, and Scientists," The Quill, 1968, No. 7, pp. 24-25.

"Many Ph.D.s Should Expect to Teach More, Research Less," Journalism Educator, July 1973, 19-21.

Review of P.K. Piele and J.S. Hall, Budgets, Bonds and Ballots: Voting Behavior in School Financial Elections, for NASSP Bulletin, January 1975, 216 pp.

"Translating Data into Community Information," S.H. Chaffee and D. Shaw, a chapter in M. McCombs, D. Shaw and D. Grey (eds.), Handbook of Reporting Methods, Boston: Houghton Mifflin, 1976, pp. 273-291.

Minor and Pending Publications

Review of H.M. Blalock and others, Quantitative Sociology: International Perspectives on Mathematical and Statistical Modeling, for Journalism Quarterly, 1976, 53:141.

Review of M. McCombs and D.L. Shaw, "The Emergence of American Political Issues," for Political Communication Review, Summer 1978.

Review of D.M. Freeman (ed.), Foundation of Political Science, for Journalism Quarterly, 1978, 55:603-04.

"Approaches of U.S. Scholars to the Study of Televised Political Debates," Political Communication Review, 1979, 4:19-33.

"Comments on the Weaver-Gray Paper," in G.C. Wilhoit and H. deBock (eds.), Mass Communication Review Yearbook, Volume 1, Beverly Hills: Sage Publications, 1980, pp. 156-60.

"Communication as an Academic Discipline," E.M. Rogers and S.H. Chaffee, Journal of Communication, forthcoming, 1982.

Papers Presented at Academic Meetings

\*"Exploration in Semantic Space," R.F. Carter, W.L. Ruggels and S.H. Chaffee, Association for Education in Journalism, 1964.

\*"Two Sources of Value Change: Salience and Pertinence," Association for Education in Journalism, 1965.

\*"Family Communication Patterns and Communication Research," J.M. McLeod, S.H. Chaffee and H.S. Eswara, Association for Education in Journalism, 1966.

\*"Family Communication and Political Socialization," S.H. Chaffee, J.M. McLeod and D.B. Wackman, Association for Education in Journalism, 1966.

"Finding Your Audience: The Medium is Not the Masseuse," R.F. Carter, W.L. Ruggels, and S.H. Chaffee, Association for Education in Journalism, 1967.

\*"Family Communication: An Updated Report," S.H. Chaffee, J.M. McLeod and D.B. Wackman, Association for Education in Journalism, 1967.

\*"Communication as Coorientation: Two Studies," S.H. Chaffee and J.M. McLeod, Association for Education in Journalism, 1967.

"The Mass Media in the Knowledge Industry: Some Recent Economic Trends," S.H. Chaffee, K. Stamm and J.B. Donnelly, Association for Education in Journalism, 1968.

"A Class Project in Generative Reporting," S.H. Chaffee, Association for Education in Journalism, 1968.

Papers Presented at Academic Meetings

- \*"Conflict, Information-Seeking, and the Discriminating Attribute," Association for Education in Journalism, 1968.
- "Cognitive and Coorientational Theory in Communication Research," Symposium on Mass Media and International Understanding, Behavioral Science Section, Ljubljana, Yugoslavia, 1968. (Symposium proceedings published 1969.)
- \*"An Experiment on Cognitive Conflict and Information-Seeking," L.P. Tipton and S.H. Chaffee, International Communication Association, 1969.
- "Origins and Implications of the Coorientational Approach in Communication Research," S.H. Chaffee, J.M. McLeod and J. Guerrero, Association for Education in Journalism, 1969.
- \*"Changes in Adolescent Political Behavior During an Election Campaign," S.H. Chaffee, L.S. Ward and L.P. Tipton, Association for Education in Journalism, 1969.
- "Coorientation and the Structure of Family Communication," S.H. Chaffee and J.M. McLeod, International Communication Association, 1970.
- \*"The Interview Respondent as an Instrumental Communicator," C.K. Atkin and S.H. Chaffee, International Communication Association, 1970.
- \*"Parent-Adolescent Similarities in Television Use," S.H. Chaffee, J.M. McLeod, and C.K. Atkin, Association for Education in Journalism, 1970.
- "Adolescents, Parents, and Television Violence," S.H. Chaffee and J.M. McLeod, American Psychological Association, 1971.
- "Pseudo-data in Communication Research," S.H. Chaffee, Association for Education in Journalism, 1971.
- "Television and Growing Up: Interpreting the Surgeon General's Report," S.H. Chaffee, Pacific chapter, American Association for Public Opinion Research, 1972.
- "Longitudinal Designs for Communication Research: Cross-lagged Correlation," S.H. Chaffee, Association for Education in Journalism, 1972.
- "Coorientation in Political Communication," M.B. Heese and S.H. Chaffee, International Communication Association, 1973.
- \*"Training and Employment of Ph.D.s in Mass Communication," S.H. Chaffee and P. Clarke, Association for Education in Journalism, 1973.
- "Evaluation Research and Communication Theory," S.H. Chaffee, Association for Education in Journalism, 1974.
- "Family Communication, Mass Communication, and Differential Political Socialization," M. Jackson-Beeck and S.H. Chaffee, International Communication Association, Chicago, April 1975.

Papers Presented at Academic Meetings

- \*"Models of Mass Communication for a Media-Rich Developing Society," S.H. Chaffee and F. Izcaray, World Association for Public Opinion Research, Montreux, Switzerland, September 1975.
- "Adult Life Cycle Changes in Mass Media Use," S.H. Chaffee and D. Wilson, Association for Education in Journalism, Ottawa, Canada, August 1975.
- \*"Attitudes Toward Autonomous Development and Consumption in an Oil-Producing Country," R. Martin, S.H. Chaffee and F. Izcaray, International Communication Association, Portland, Oregon, April 1976.
- \*"Media Rich, Media Poor: Two Studies of Diversity in Agenda-Holding," S.H. Chaffee and D. Wilson, Association for Education in Journalism, College Park, Maryland, August 1976.
- "Theory, Research and Researchers: The Pictures in Our Heads," S.H. Chaffee, Association for Education in Journalism, Madison, Wisconsin, August 1977.
- \*"Legitimation in the 1976 Campaign," J. Dennis and S.H. Chaffee, American Political Science Association, Washington, DC, September 1977.
- \*"The Mass Media as Agents of Political Socialization," S.H. Chaffee, International Conference on Political Socialization and Political Education, Tutzing, West Germany, October 1977.
- \*"Are Presidential Debates Helpful to Voters?" S.H. Chaffee, International Communication Association, Chicago, May 1978.
- \*"Time of Decision and Media Use During the Ford-Carter Campaign," S.H. Chaffee and S.Y. Choe, Association for Education in Journalism, Seattle, August 1978.
- "Communication Patterns in the Family: Implications for Adaptability and Change," S.H. Chaffee, invited paper presented to Speech Communication Association, Minneapolis, November 1978.
- \*"Approaches of U.S. Scholars to the Study of Televised Political Debates," invited paper for symposium comparing U.S. and French approaches to study of political debates, International Communication Association, Philadelphia, May 1979.
- \*"Mass Communication and the Political Participation of Black Americans," R.L. Allen and S.H. Chaffee, International Communication Association, Philadelphia, May 1979.
- "On Documenting the Value to Society of Free and Competitive News Media," S.H. Chaffee, seminar on The Right to Communication, sponsored by U.S. Educational Foundation in India, Pune, India, July 1979.

Papers Read at Academic Meetings

- "Guiding Perspectives of a Loose Collaboration," J.M. McLeod and S.H. Chaffee, invited paper for symposium on programatic research, Association for Education in Journalism, Houston, August 1979.
- "Political Involvement and Newspaper Reading," S.H. Chaffee, Association for Education in Journalism, Houston, August 1979.
- "Communication Measurement in the March, 1979 NES Pilot Study," S.H. Chaffee and S.Y. Choe, American Political Science Association, Washington, DC, September 1979.
- \*"Mass Media vs. Interpersonal Channels: The Synthetic Competition," S.H. Chaffee, Speech Communication Association, San Antonio, Texas, December 1979.
- "The Communication Environment and the Decisional Interlude," S.H. Chaffee, symposium on information sciences, University of Monterrey, N.L., Mexico, April 1980.
- \*"Newspaper Reading in Longitudinal Perspective: Beyond Structural Explanations," S.H. Chaffee and S.Y. Choe, Association for Education in Journalism, Boston, August 1980.
- "Value-Discrepant Behavior in Mass Communication Research: Pathological Notes on a Quasi-Profession," invited presentation at spring conference of Mass Communication and Society Division of Association for Education in Journalism, Kent, Ohio, March 1981.
- \*"Communication of Political Information During Early Presidential Primaries: Cognition, Affect, and Uncertainty," J.D. Kennamer and S.H. Chaffee, International Communication Association, Minneapolis, May 1981.
- \*"The Development of Media Use in Adolescence: Implications for Political Cognitions," S.H. Chaffee and A.R. Tims, International Communication Association, Boston, 1982.
- "Selective Exposure and the Reinforcement Hypothesis in the 1980 Presidential Campaign: An Intergenerational Panel Study," S.H. Chaffee and Y. Miyo, Association for Education in Journalism, Athens, Ohio, July 1982.
- "Mass Communication in National Election Campaigns: The Research Experience in the United States," S.H. Chaffee and J.L. Hochheimer, German Association for Journalism and Communication Research, Munster, West Germany, June 1982.

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\* Indicates paper presented is based on research reported later in journal articles listed above.

## ADMINISTRATION AND PUBLIC SERVICE

University of Wisconsin, School of Journalism and Mass Communication

Director, 1980-81  
 Library Committee, 1966-67 (chairman)  
 Curriculum Committee, 1967-72 (chairman 1969-72), 1979-80  
 Specialized Reporting Committee, 1967-72  
 Admissions Committee, 1972-74 (chairman)  
 Graduate Committee, 1973-80 (chairman 1978-80)  
 Minorities in Journalism Committee, 1969-75  
 Faculty Advising Service, 1968-69  
 Honors Adviser, 1969-71  
 Sigma Delta Chi chapter adviser, 1965-68  
 In charge of Wisconsin Journalist, 1968  
 Director of Governor's Cup high school reporting contest, 1965-67  
 Steering Committee for AEJ Convention, 1967-77

University of Wisconsin, Mass Communications Research Center

Assistant chairman, 1969-81. Acting chairman 1973  
 Co-Principal Investigator of "Studies of Parent-Child Communication,"  
 \$87,300 National Science Foundation grant, 1967-71  
 Principal Investigator of "Adolescent Television Use in the Family  
 Context," \$12,300 National Institute of Mental Health contract, 1969-71  
 Study Director of "Parents, Adolescents, and Television Use," \$37,000  
 National Institute of Mental Health contract, 1970-71  
 Co-Principal Investigator of "Political Socialization and the 1980  
 Presidential Campaign," \$150,000 National Science Foundation grant, 1979-81

University of Wisconsin

Faculty Senate, 1971-77  
 Graduate School Research Committee, 1973-74  
 Graduate School Fellowships Committee, 1972-74  
 Ad Hoc Committee to codify faculty rules and regulations, 1973-74  
 Faculty Committee on Teaching Assistants Association collective bargaining,  
 1973-74  
 University Committee, 1974-77 (chairman 1976-77)  
 Committee on Faculty Participation in Budget Decisions (chairman), 1974-76  
 Chancellor's Committee on Women's Studies, 1974-75  
 Search and Screen Committee for Dean of School of Education, 1974  
 Interim Faculty Consultative Council, 1974-77  
 Women's Studies Program Faculty, 1975-77  
 System Faculty Council alternate 1975-76; delegate 1976-77  
 Search and Screen Committee for Chancellor, 1977 (chairman)  
 Social Studies Divisional Executive Committee, 1979-81

Stanford University

Director, Institute for Communication Research, 1981-  
 Tenure Review Committee, Dept. of Communication, 1981-82 (chairman)

## ADMINISTRATION AND PUBLIC SERVICE

Non-University

- Public opinion analyst for candidates for local, state and national offices, 1968-
- Personnel consultant to Milwaukee County Civil Service Commission, 1966-67
- Community relations consultant; Wisconsin Dept. of Local Affairs and Development, 1970-71; various Wisconsin school administrator workshops, 1969-71; national vocational educators workshop, 1971; local government workshop, 1973
- Member, specialist panel to evaluate U.S. Office of Education R&D laboratories in early childhood education, 1972
- Staff Participant, Southern Newspaper Publishers Foundation workshop on census data reporting, Chapel Hill, North Carolina, 1971
- Lecturer, USIA/Foreign Service Institute Seminar on International Communication, 1972, 1973
- Consultant on study of media-government relations, Stanford University, 1974-75
- Consultant on study of mass communication and political behavior, Cleveland State University, 1973-76
- Consultant on study of television and children, Rand Corporation, 1973-77
- Member, Social Science Research Council Committee on Mass Communications and Political Behavior, 1974-79
- Consultant and Lecturer, U.S. International Communication Agency, 1978-80
- Member, National Institute of Mental Health advisory committee on television and behavior research, 1980-81
- Member, Advisory Board, Encyclopedia of Communication, 1982-83

## CURRENT PROFESSIONAL AFFILIATIONS

- Association for Education in Journalism
- International Communication Association
- American Association for Public Opinion Research

## EDITORIAL BOARD MEMBERSHIPS

- Journalism Monographs, 1968-
- Journalism Quarterly, 1972-
- Communication Research, 1972-
- Human Communication Research, 1973-77, 1979-
- Public Opinion Quarterly, 1976-82
- Sage Annual Reviews of Communication Research, 1972-
- Mass Communication Review Yearbook, 1978-

## OFFICES IN PROFESSIONAL ORGANIZATIONS

- Association for Education in Journalism
- Member, Executive Committee, 1971-72 (also member, Journalism Council, Inc.)
- Elected Standing Committee on Research, 1971-74 (chairman 1971-72)

## OFFICES IN PROFESSIONAL ORGANIZATIONS

## Association for Education in Journalism (Cont'd)

Communication Theory and Methodology Division: member of executive board 1967-75; research committee 1966-68 (chairman 1967); teaching committee 1967-68 (chairman); public service committee 1968-69; head of division 1973-74; chairman, Founders Lecture 1975-77  
Member, Committee on status of women in journalism education, 1978-

## International Communication Association

President-Elect and convention program chair 1979-80; President 1980-81  
Executive Committee, 1980-83

## TEACHING

Professional Courses

Introduction to Mass Communication (UW), 1970-71 (fall); Discussion section 1971-72 (fall).  
News Writing (UW) 1965-66 (fall, spring), 1966-67 (fall) 1967-68 (fall): equivalent course Stanford 1967 (summer).  
Reporting (UW) 1967-68 (spring).  
News Editing (UW) 1966-67 (fall).  
Mass Communication and Society (UW) spring of 1965, '66, '67, '68, '69; summer 1972; equivalent course Stanford (summer 1967 and 1971, fall 1981)  
Writing of Feature Articles (UW) 1972-73 (fall).  
Editorial Techniques I (SU) 1982-83 (fall).

Research Courses

Communication Research Methods (UW), fall of 1965-66, 1966-67, 1967-68.  
Introduction to Communication Research Methods (SU), winter 1981-82.  
Seminar: Communication Research Methods (UW), spring 1967, 1969, 1971.  
Seminar: Communication Research Design (UW), 1969-70, 1970-71.  
1971-72, 1972-73, 1973-74, 1974-75, 1976-77, 1977-78, 1980-81  
(equivalent course summer 1972).  
Doctoral Research Methods I (SU), fall 1982. Doctoral Research Methods III (SU), spring 1982-83.  
Proseminar in Mass Communications (UW), fall of 1965-66, 1966-67, summer of 1979.  
Cognitive Theory of Communication (UW), spring 1967, fall 1969-70, fall 1971-72, fall 1972, fall 1978, 1979.  
Mass Communication and Social Systems Theory (UW), spring 1973. Equivalent course (UCLA), winter 1979.  
Seminar: Models of Communication Behavior (UW), fall and spring of 1967-68, fall 1968-69.  
Seminar: Cognitive Theory of Communication (UW), spring 1970, 1971, 1973, 1980 (equivalent course at Stanford spring 1982).  
Seminar: Social Theory of Communication (UW), fall 1973, 1974, 1975, 1976.  
Communication Systems Assessment (UW), spring 1975, 1976, 1980.  
Political Communication (UCLA), spring 1979.  
Analysis of Communication Effects (UCLA), spring 1979.  
Effects of Political Campaigns (UW), Intersession 1980.

TEACHING

Occasional Courses

Administrative Writing short course (University Extension): State Employment Service Personnel, 1966. State Department of Natural Resources personnel, 1967.

Psychology of Public Opinion and Attitudes short course (Extension); International Association of Machinists officials, 1968. Firefighters union officials, 1969.

Interpersonal Communication unscheduled seminar (UW), spring 1968.

Statistical Methodology for Foreign Students (UW), spring 1966.

Man, Science and Society: Censorship, Repression and Public Opinion (Contemporary Trends 203), spring 1971.

Extension course on Television and Children, fall 1972.

Workshop on measurement of media impact, University of Michigan, summer 1978.

Political Campaign Effects, Intersession 1980.

Dissertation Seminar, Stanford, winter 1982.