

JOSEPH B. BAYER

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Appointments

The Ohio State University Assistant Professor
School of Communication
2016-Present

Education

University of Michigan Ph.D. in Communication (2016)
Dissertation Topic: Social Network Cognition
Dissertation Chair: Scott W. Campbell, Ph.D.

University of Pittsburgh B.Sc. (Honors) in Psychology (2011)
Thesis Topic: Mobile Media Cognition
Thesis Chair: Roger Klein, Ph.D.

Journal Publications

O'Donnell, M. B., **Bayer, J. B.**, Cascio, C. N., & Falk, E. B. (in press). Neural Bases of Recommendations Differ According to Social Network Structure. *Social Cognitive Affective Neuroscience*.

Bayer, J. B., Ellison, N., Schoenebeck, S., Brady, E., & Falk, E. B. (2017). Facebook in Context(s): Measuring Emotional Responses Across Time and Space. *New Media & Society*, Advance online publication.

Kuru, O., **Bayer, J. B.**, Pasek, J., Campbell, S. W. (2017). Understanding and Measuring Mobile Facebook Use: Who, Why, and How? *Mobile Media & Communication*, Advance online publication.

Bayer, J. B., Campbell, S. W., & Ling, R. (2016). Connection Cues: Activating the Norms and Habits of Social Connectedness. *Communication Theory*, 26, 128-149.

Bayer, J. B., Dal Cin, S., Campbell, S. W., & Panek, E. (2016). Consciousness and Self-Regulation in Mobile Communication. *Human Communication Research*, 42, 71-97.

Bayer, J. B., Ellison, N., Schoenebeck, S., & Falk, E. B. (2016). Sharing the Small Moments: Ephemeral Social Interaction on Snapchat. *Information, Communication & Society*, 19, 956-977. [[The New York Times](#) and [The Huffington Post](#) press coverage]

Panek, E., **Bayer, J. B.**, Dal Cin, S., Campbell, S. W. (2015). Automaticity, Mindfulness, and Self-Control as Predictors of Dangerous Texting Behavior. *Mobile Media & Communication*, 3, 383-400. [[Michigan Radio](#) press interview]

Verduyn, P., Lee, D. S., Park, J., Shablack, H., Orvell, A., **Bayer, J. B.**, Ybarra, O., Jonides, J., & Kross, E. (2015). Passive Facebook Use Undermines Affective Well-Being. *Journal of Experimental Psychology: General*, 144, 480-488.

Cascio, C. N., O'Donnell, M. B., **Bayer, J. B.**, Tinney, F., & Falk, E. B. (2015). Neural Predictors of Susceptibility to Group Opinions in Online Word-of-Mouth of Recommendations. *Journal of Marketing Research*, 52, 559-575.

Bayer, J. B., & Campbell, S. (2012). Texting while Driving on Automatic: Considering the Frequency-Independent Side of Habit. *Computers in Human Behavior*, 28, 2083-2090. [[The Huffington Post](#) and [The Boston Globe](#) press coverage]

Refereed Proceedings

Schoenebeck, S., Ellison, N., Blackwell, L., **Bayer, J. B.**, & Falk, E. B. (2016). Backstalking, Impression Management, and Play: How Young Adults Look Back on their Teen Facebook Use. In Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16). San Francisco, CA. Feb 27-Mar 2, 2016.

Book Chapters and Reviews

Campbell, S. W., Ling, R., & **Bayer, J. B.** (2014). The Structural Transformation of Mobile Communication: Implications for Self and Society. In Oliver, M. B., & Raney, A. (Eds.), *Media and Social Life*. New York: Routledge.

Campbell, S. W., **Bayer, J. B.**, & Ling, R. (2014). The Case of the Disappearing Phone: Implications of Google Glass for the Embeddedness of Mobile Communication. In Katz, J. (Ed.), *Living Inside Mobile Social Information*. Boston: Greyden Press.

Bayer, J.B. (2013). The Lost Phone [Book Review for Taken for Grantedness: The Embedding of Mobile Communication into Society]. *Science*, 339, 1385.

Unpublished Manuscripts

Schmälzle, R. O'Donnell, M. B., Garcia, J. O., Cascio, C., **Bayer, J.**, Bassett, D. S., Vettel, J., Falk, E. (UR). Connectivity in the mentalizing network is sensitive to social exclusion and varies with ego-network density.

Bayer, J. B., O'Donnell, M. B., Cascio, C. N., & Falk, E. B. (UR). Brain Sensitivity to Exclusion Underpins Personal Network Structure.

Bayer, J. B., Hauser, D. J., Shah, K., O'Donnell, M. B., & Falk, E. B. (UR). Who Comes to Mind? Social Exclusion Shifts Sharing to Close Friends.

Bayer, J. B., Ellison, N., Schoenebeck, S., & Falk, E. B. (CONF). Rejection Sensitivity Widens the Affect Gap between Strong and Weak Ties.

Trieu, P., **Bayer, J. B.,** Ellison, N., Schoenebeck, S., & Falk, E. B. (CONF). Who Likes to be Reachable? Availability Preferences, Tie Strength, and Perceptions of Social Capital.

Funded Research

Doctoral Research Funding

Rackham Merit Fellowship (2011, 2014, 2015) – 3 Years Full Funding

Rackham Travel Grants (2012, 2013, 2014, 2015) – \$3000

Communication Studies Travel Grants (2012, 2013, 2014, 2015) – \$7000

Jay H. Payne Research Fellowship – \$5000

ATLAS Student Research Award – \$500

Chamberlain Research Grant (2011) – \$300

Adolescent Social Connection in Online Environments (\$60,000)

Role: Project Lead

Responsibilities: Design, Analysis, Coordination, and Publication

Topic: Social Media, Well-Being, and Health

Funding: M-CUBED Initiative; University of Michigan Provost's Office, Communication Studies, and School of Information

PIs: Nicole Ellison, Ph.D., Sarita Schoenebeck, Ph.D., Emily Falk, Ph.D.

Neural Predictors of Susceptibility to Peer Influence (\$275,000)

Role: Lead Doctoral Research Assistant

Responsibilities: Design, Analysis, Coordination, and Publication

Topic: Teen Risk Taking, Social Cognition, and Social Norms

Funding: NIH/NICHD 1R21HD073549-01A1

PIs: Emily Falk, Ph.D., C. Raymond Bingham, Ph.D.

Selected Honors and Awards

Consortium for Socio-Technical Systems (CSST)

- Selected participant for 2015 Summer Institute in Colorado Springs (CO)
- NSF funded workshop for senior Ph.D. students and junior faculty

Annenberg-Oxford Media Policy Institute (An-Ox)

- Selected participant for 2015 Summer Institute at University of Oxford (UK)
- Funded workshop for young academics and professionals

Computer-Mediated Communication at Wayne State University (WSU)

- Selected participant for the 2015 Doctoral Seminar in Detroit (MI)
- Funded seminar for Ph.D. students in the area of mediated communication

Advancing Transportation Leadership and Safety (ATLAS)

- Selected as winner of 2014 Student of the Year Runner-Up (\$500)
- Awarded for research impact in the area of transportation research

Brackenridge Fellowship and Round Table at University of Pittsburgh

- Selected participant of 2010 research summer fellowship and seminar
 - Awarded support for conducting research project (\$3000)
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Invited Presentations

Bayer, J. (2015). Cognitive Biases and Texting while Driving. Presented at the 2015 Virginia Distracted Driving Summit, Virginia Beach, VA.

Bayer, J., Schoenebeck, S. Y., Ellison, N., & Falk, E. B. (2014). The Role of Facebook in Everyday Life. Presented at the 2014 M-Cubed Featured Symposium, Ann Arbor, MI.

Bayer, J. (2015). Driving while Texting. Presented at the 2014 Virginia Distracted Driving Summit, Richmond, VA.

Bayer, J. (2015). Communication, Unconsciousness, and Driving. Presented at the 2014 New York Distracted Driving Summit, White Plains, NY.

Conference Presentations

Bayer, J. B., Hauser, D. J., Shah, K., O'Donnell, M. B., & Falk, E. B. (2016). Who Comes to Mind? Social Exclusion Shifts Sharing to Close Friends. Annual Conference for the National Communication Association, Philadelphia, PA.

Bayer, J. B., O'Donnell, M. B., Cascio, C. N., & Falk, E. B. (2015). Facebook Network Structure and Brain Reactivity to Social Exclusion. Annual Conference for the National Communication Association, Las Vegas, NV.

Bayer, J. B., Campbell, S. W., & Ling, R. (2015). Connection Cues: Activating the Norms and Habits of Social Connectedness. Paper presented at the annual meeting for the International Association for Media and Communication Research, Montreal, Canada.

Bayer, J. B., Ellison, N., Schoenebeck, S., Brady, E., & Falk, E. B. (2015). Facebook in Context: Social Capital and Mood Across Time and Space. Paper presented at the annual meeting for the International Communication Association, San Juan, Puerto Rico.

Bayer, J. B., Ellison, N., Schoenebeck, S., & Falk, E. B. (2015). Sharing "Moments" on Snapchat for Short-Term Well-Being. Annual Conference for the International Communication Association, San Juan, Puerto Rico.

Beard, E.C., Cascio, C.N., Konrath, S., Bayer, J. B., & Falk, E.B. (May, 2015). Emotions on Facebook: What narcissism and empathy tell us about online sharing behaviors. Plenary poster session at the International Communication Association Conference, San Juan, Puerto Rico.

Bayer, J. B., Dal Cin, S., Campbell, S. W., & Panek, E. (2014). Self-Regulation and Auto-Immersion in Mobile Phone Behavior. Paper presented at the Mobile Communication Pre-Conference for the annual meeting of the International Communication Association, Seattle, WA.

Bayer, J. B., O'Donnell, M. B., Cascio, C., Falk, E. B. (2013). Do Online Networks Shield the Response to Social Exclusion? Presented at the 2013 meeting of the Communication Science Pre-Conference for the annual meeting of the International Communication Association, London, UK.

Bayer, J. B., Ling, R., & Campbell, S. W. (2013). More Mobile and Less Conscious Communication. Paper presented at the 2013 meeting of the Mobile Communication Pre-Conference for the annual meeting of the International Communication Association, London, UK.

Campbell, S. W., Bayer, J. B., & Ling, R. (2013). The Case of the Missing Phone: Implications of Google Glass for the Embeddedness of Mobile Communication. Paper presented at the Living Inside Mobile Social Information Workshop at Boston University, Boston, MA.

Campbell, S. W., & Bayer, J. B. (2013). Texting while Driving: Can Mindfulness Suppress the Habit? Presented at the Cell and Self Conference, Ann Arbor, MI.

[POSTER AWARD] O'Donnell, M. B., Bayer, J. B., Cascio, C. N., & Falk, E. B. (2013). The structure and usage patterns of online social networks moderate adolescent neural responses to social influence. Poster presented at the 7th annual meeting of the Social Affective Neuroscience Society, San Francisco, CA.

Falk, E. B., Cascio, C. N., O'Donnell, M. B., Tinney, F., Bayer, J. B., Shumaker, K., Carp, J., Pradham, A., Ouimet, M., Shope, J., Bingham, R., & Simons-Morton, B. (2013). Why is social influence such a powerful determinant of human behavior? Neural predictors of susceptibility to peer influence in adolescence. Presented at the 7th annual meeting of

the Social Affective Neuroscience Society, San Francisco, CA.

[POSTER AWARD] Cascio, C. N., O'Donnell, M. B., Tinney, F., Bayer, J. B., Shumaker, K., Carp, J., & Falk, E. B. (2013). Social Influence: Neural correlates associated with resistance versus compliance. Poster presented at the 7th annual meeting of the Social Affective Neuroscience Society, San Francisco, CA.

Bayer, J. B., Dal Cin, S., Campbell, S. W., & Panek, E. (2013). Self-Regulation and Auto-Immersion in Mobile Phone Behavior. Poster presented at the Self-Regulation Pre-Conference for the 14th annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Falk, E. B., O'Donnell, M. B., Bayer, J. B., Cascio, C. N. (2012). Adolescent Mediated Social Connection and Neural Responses to Social Exclusion. Presented at the 2012 annual meeting of the International Communication Association, Phoenix, AZ.

Bayer, J. B., Campbell, S. W., Klein, R. (2012). Learning and/or Texting on Autopilot: the Role of Norms, Attitudes, and Automaticity in Class Behavior. Poster presented at the 13th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Bayer, J. B., Klein, R., Rubinstein, E. (2009). Text (SMS) Messaging: Exploring the Social, Cognitive, and Emotional Effects of Constant Communication. Poster presented at the 117th annual meeting of the American Psychological Association, Toronto, ON.

Reviewing

Journals:

Mobile Media & Communication (Editorial Board)
Communication Theory
Human Communication Research
Information Technologies and International Development
Computers in Human Behavior
Journal of Media Psychology
New Media & Society
Information, Communication & Society
The Information Society
Journal of Broadcasting & Electronic Media
Asian Journal of Communication
Behaviour & Information Technology
Stress and Health
Journal of Personality and Social Psychology
Translational Issues in Psychological Science

Conferences:

ICA, NCA, CSCW, CHI

Teaching and Mentoring

The Ohio State University

Instructor of Record

COMM 3163 Communication Industry Research Methods (Fall, 2016)
COMM 4558 Social Media Analytics (Spring, 2016)

University of Michigan

Graduate Student Instructor (GSI)

COMM 102 Media Processes and Effects (Fall, 2012)
COMM 211 Evaluating Information (Winter, 2013)
COMM 102 Media Processes and Effects (Fall, 2013)

Training and Pedagogy

CRLT Teaching with Diversity Workshop (Fall, 2014)
CRLT Teaching Observation and (Fall 2012)
COMM 993 Instructor Training Program (Fall, 2012)

Guest Lectures

Social Media Studies: Theory and Research (University of Michigan, 3/2015)
Mobile Communication Seminar (University of Michigan, 4/2014)
Communication Research Methods (University of Michigan, 4/2014)
Career Paths for Undergraduates (University of Michigan, 11/2013)

Undergraduate Advising

Undergraduate Research Opportunity (UROP) Advisor (2012-14)
Advisor for Undergraduate Honor's Thesis (2014-15)
Advisor for Undergraduate Research Credits (Fall, 2014)

Graduate Advising

Graduate Student Representative (2014-15)
Doctoral Career Development Mentor (2015-16)
