

# Matthew Grizzard

Curriculum Vitae

Assistant Professor, School of Communication  
The Ohio State University  
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## Academic Positions

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| <b>Assistant Professor</b><br>School of Communication<br>College of Arts & Sciences<br>The Ohio State University                                     | August 2018–Present   |
| <b>Assistant Professor</b><br>Department of Communication<br>College of Arts and Sciences<br>University at Buffalo, The State University of New York | August 2013–July 2018 |

## Education

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| <b>Ph.D. in Communication with degree specialization in Cognitive Science</b><br>Michigan State University<br><br>Dissertation: “Cooperative video game play and generosity: Oxytocin production as a causal mechanism regarding prosocial behavior resulting from cooperative video game play.” <a href="#">UMI – 3565070</a><br>Advisor: Ron Tamborini, Ph.D. | May 2013 |
| <b>M.A. in Communication</b><br>Michigan State University<br><br>Thesis: “Shifts in acceptance of type-specific violence as an outcome of character-role in video games.” <a href="#">UMI – 1485618</a>   | May 2010 |
| <b>B.A., with distinction, in Communication Studies (Production) and Music</b><br>University of North Carolina at Chapel Hill   | May 2005 |

### Publications

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#### Peer-reviewed Academic Journals

Note: Authors marked with <sup>a</sup> were graduate or undergraduate students supervised by myself.

- J24. **Grizzard, M.**, Fitzgerald, K. S. <sup>a</sup>, Francemone, C. J. <sup>a</sup>, Ahn, C. <sup>a</sup>, Huang, J. <sup>a</sup>, Walton, J. <sup>a</sup>, McAllister, C. <sup>a</sup>, & Eden, A. (in press). Validating the extended character morality questionnaire. *Media Psychology*.
- J23. **Grizzard, M.**, Huang, J. <sup>a</sup>, Ahn, C. <sup>a</sup>, Fitzgerald, K. <sup>a</sup>, Francemone, C. J. <sup>a</sup>, & Walton, J. <sup>a</sup> (in press). The Gordian Knot of disposition theory: Character morality and liking. *Journal of Media Psychology: Theories, Methods, and Applications*.
- J22. Huskey, R. Bowman, N. D., Eden, A., **Grizzard, M.**, Hahn, L., Lewis, R. Matthews, N., Tamborini, R., Walther, J. B., & Weber, R. (2018). Things we know about media and morality. *Nature Human Behaviour*, 2, 315. doi:10.1038/s41562-018-0349-9
- J21. **Grizzard, M.**, Huang, C. <sup>a</sup>, Fitzgerald, K. <sup>a</sup>, Ahn C. <sup>a</sup>, & Chu, H. <sup>a</sup> (2018). Sensing heroes and villains: Character-schema and the disposition formation process. *Communication Research*, 45, 479-501. doi:10.1177/0093650217699934
- J20. **Grizzard, M.**, Huang, J. <sup>a</sup>, Weiss, J. K. <sup>a</sup>, Novotny, E. R. <sup>a</sup>, Fitzgerald, K. S. <sup>a</sup>, Chu, H. <sup>a</sup>, Ngho, Z. Y. <sup>a</sup>, Plante, A. <sup>a</sup>, & Ahn, C. <sup>a</sup> (2017). Graphic violence as moral motivator: The effects of graphically violent content in news. *Mass Communication & Society*, 20, 763-783. doi:10.1080/15205436.2017.1339804
- J19. Lewis, R. J., **Grizzard, M.**, Choi, J., Llijev, D., Lea, S., Müsse, L., & O'Connor, G. (2017). Large scale patterns of entertainment gratifications in the linguistic content of U.S. films. *Communication Studies*, 4, 422-438. doi:10.1080/10510974.2017.1340903
- J18. Lewis, R. J., **Grizzard, M.**, Choi, J., & Wang, P. (2017). Are enjoyment and appreciation both yardsticks of popularity? *Journal of Media Psychology: Theories, Methods, and Applications*. doi:10.1027/1864-1105/a000219
- J17. **Grizzard, M.**, Shaw, A. Z., Dolan, E. A., Anderson, K. B., Hahn, L., & Prabhu, S. (2017). Does repeated exposure to popular media strengthen moral intuitions?: Exploratory evidence regarding consistent and conflicted moral content. *Media Psychology*, 20, 557-583. doi:10.1080/15213269.2016.1227266
- J16. Lewis, R. J., **Grizzard, M.**, Mangus, M., Rashidian, P., & Weber, R. (2017). Moral clarity in narratives elicits greater cooperation than moral ambiguity. *Media Psychology*, 20, 533-556. doi:10.1080/15213269.2016.1212714

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- J15. **Grizzard, M.**, Tamborini, R., Sherry, J. L., & Weber, R. (2017). Repeated play reduces video games' ability to elicit guilt: Evidence from a longitudinal experiment. *Media Psychology*, 20, 267-290. doi:10.1080/15213269.2016.1142382
- J14. Tamborini, R., Lewis, R. J., Prabhu, S., **Grizzard, M.**, Hahn, L., & Wang, L. (2016). Media's influence on the accessibility of altruistic and egoistic motivations. *Communication Research Reports*, 33(3), 177-187. doi:10.1080/08824096.2016.1186627
- J13. Tamborini, R., Prabhu, S., Lewis, R. J., **Grizzard, M.**, & Eden, A. (2016). The influence of media exposure on the accessibility of moral intuitions and associated affect. *Journal of Media Psychology: Theories, Methods, and Applications*. doi:10.1027/1864-1105/a000183
- J12. **Grizzard, M.**, Tamborini, R., Sherry, J. L., Weber, R., Prabhu, S., Hahn, L., & Idzik, P. (2015). The thrill is gone, but you might not know: Habituation and generalization of biophysiological and self-reported arousal responses to video games. *Communication Monographs*, 82(1), 64-87. doi:10.1080/03637751.2014.971418
- J11. Boyan, A., **Grizzard, M.**, & Bowman, N. (2015). A massively moral game? Mass Effect as a case study to understand the influence of players' moral intuitions on adherence to hero or antihero play styles. *Journal of Gaming & Virtual Worlds*, 7(1), 41-57. doi:10.1386/jgvw.7.1.41\_1
- J10. **Grizzard, M.**, Tamborini, R., Lewis, R. J., Wang, L., & Prabhu, S. (2014). Being bad in a video game can make us morally sensitive. *Cyberpsychology, Behavior, & Social Networking*, 17(8), 499-504. doi:10.1089/cyber.2013.0658
- J9. Eden, A., Tamborini, R., **Grizzard, M.**, Lewis, R. J., & Weber, R. (2014). Repeated exposure to narrative entertainment and the salience of moral intuitions. *Journal of Communication*, 64(3), 501-520. doi:10.1111/jcom.12098
- J8. Tamborini, R., Eden, A., Bowman, N., **Grizzard, M.**, Weber, R., & Lewis, R. J. (2013). Predicting media appeal from instinctive moral values. *Mass Communication & Society*, 16(3), 325-346. doi:10.1080/15205436.2012.703285
- J7. Reinecke, L., Tamborini, R., **Grizzard, M.**, Lewis, R., Eden, A., & Bowman, N. D. (2012). Characterizing mood management as need-satisfaction: The effects of intrinsic needs on selective exposure and mood repair. *Journal of Communication*, 62, 437-453. doi:10.1111/j.1460-2466.2012.01649.x
- J6. Tamborini, R., Eden, A., Bowman, N. D., **Grizzard, M.**, & Lachlan, K. (2012). The influence of morality subcultures on the acceptance and appeal of violence. *Journal of Communication*, 62, 136-157. doi:10.1111/j.1460-2466.2011.01620.x
- J5. Tamborini, R., **Grizzard, M.**, Bowman, N. D., Reinecke, L., Lewis, R., & Eden, A. (2011). Media enjoyment as need-satisfaction: The contribution of hedonic and non-hedonic needs. *Journal of Communication*, 61, 1025-1042. doi:10.1111/j.1460-2466.2011.01593.x

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- J4. **Grizzard, M.**, Lewis, R., Lee, S., & Eden, A. (2011). Predicting popularity of mass-market films using the tenets of disposition theory. *International Journal of Arts and Technology*, 4, 48-60. doi:10.1504/IJART.2011.037769
- J3. Eden, A., **Grizzard, M.**, & Lewis, R. (2011). Disposition development in drama: The role of moral, immoral, and ambiguously moral characters. *International Journal of Arts and Technology*, 4, 33-47. doi:10.1504/IJART.2011.037768
- J2. Tamborini, R., Weber, R., Eden, A., Bowman, N. D., & **Grizzard, M.** (2010). Repeated exposure to daytime soap opera and shifts in moral judgment toward convention. *Journal of Broadcasting and Electronic Media*, 54, 621-640. doi:10.1080/08838151.2010.51980
- J1. Tamborini, R., Bowman, N. D., Eden, A., **Grizzard, M.**, & Organ, A. (2010). Defining media enjoyment as the satisfaction of intrinsic needs. *Journal of Communication*, 60, 758-777. doi:10.1111/j.1460-2466.2010.01513.x

### **Book Chapters and Encyclopedia Entries**

Note: Authors marked with <sup>a</sup> were graduate or undergraduate students supervised by myself.

- B10. **Grizzard, M.**, & Francemone, C. J. <sup>a</sup> (2018). Research on the emotions caused by video games demands integration. In N. D. Bowman (Ed.), *Video games: A medium that demands our attention* (pp. 60-73). New York, NY: Routledge.
- B9. **Grizzard, M.**, & Ahn, C. <sup>a</sup> (2017). Morality & personality: Perfect and deviant selves. In J. Banks (Ed.), *Avatar, assembled: The social and technical anatomy of digital bodies* (pp. 117-126). New York, NY: Peter Lang Publishing.
- B8. **Grizzard, M.** (2017). Leisure Suit Larry. In J. Banks, R. Mejia, & A. Adams (Eds.), *100 greatest video game characters* (pp. 112-114). Lanham, MD: Rowman & Littlefield Publishers.
- B7. **Grizzard, M.**, & Shaw, A. Z. (2017). Effect size. In J. P. Matthes, C. S. Davis, & R. F. Potter (Ed.), *The international encyclopedia of communication research methods*. Boston, MA: Wiley-Blackwell.
- B6. Tamborini, R., Bowman, N. D., Eden, A., Lewis, R. J., **Grizzard, M.**, & Prabhu, S. (2017). Morality and media effects. In P. Rössler (Ed.), *The International Encyclopedia of Media Effects*. Boston, MA: Wiley-Blackwell.
- B5. **Grizzard, M.**, & Sherry, J. (2013). User trends toward aggressive games. In M. Eastin (Ed.), *Encyclopedia of Media Violence*. Los Angeles: Sage.
- B4. Sherry, J., & **Grizzard, M.** (2013). Effect size in media violence research. In M. Eastin (Ed.), *Encyclopedia of Media Violence*. Los Angeles: Sage.
- B3. Sherry, J., & **Grizzard, M.** (2013). Rating systems, video games. In M. Eastin (Ed.), *Encyclopedia of Media Violence*. Los Angeles: Sage.

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- B2. Tamborini, R., & **Grizzard, M.** (2013). Media violence and aggression in youth. In M. Eastin (Ed.), *Encyclopedia of Media Violence*. Los Angeles: Sage.
- B1. Eden, A., **Grizzard, M.**, & Lewis, R. (2012). Moral psychology and media theory: Historical and emerging viewpoints. In R. Tamborini (Ed.), *Media and the Moral Mind*. New York: Routledge.

### Peer-reviewed Conference Papers and Presentations

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#### Papers

Note: Authors marked with <sup>a</sup> were graduate or undergraduate students supervised by myself.

- C55. **Grizzard, M.**, Fitzgerald, K. <sup>a</sup>, Francemone, C. J. <sup>a</sup>, Ahn, C. <sup>a</sup>, Walton, J. <sup>a</sup>, Huang, J. <sup>a</sup>, McAllister, C. A. <sup>a</sup>, & Eden, A. (2018, November). *Validating the extended character morality questionnaire*. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- C54. Francemone, C. J. <sup>a</sup>, Ahn, C. <sup>a</sup>, Fitzgerald, K. <sup>a</sup>, Huang, J. <sup>a</sup>, Walton, J. <sup>a</sup>, McAllister, C. A. <sup>a</sup>, & **Grizzard, M.** (2018, November). *Nasty women: Examining moral judgments and behavioral approbation of female media characters*. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- C53. McAllister, C. A. <sup>a</sup>, Fitzgerald, K. <sup>a</sup>, Huang, J. <sup>a</sup>, Walton, J. <sup>a</sup>, Ahn, C. <sup>a</sup>, Francemone, C. J. <sup>a</sup>, Daigler, A. <sup>a</sup>, & **Grizzard, M.** (2018, November). *The voice of the crowd: Examining the effects of audience applause in political debates*. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.
- C52. Ahn, C. <sup>a</sup>, & **Grizzard, M.** (2018, May). “*I didn’t have a choice*”: *Moral action, attribution, and guilt in video games*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
- C51. Huang, J. <sup>a</sup>, & **Grizzard, M.** (2018, May). *Beyond content: Exploring the effects of narrative structure on entertainment responses*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
- C50. **Grizzard, M.**, Francemone, C. J. <sup>a</sup>, Walton, J. <sup>a</sup>, Fitzgerald, K. <sup>a</sup>, Ahn, C. <sup>a</sup>, Huang, J. <sup>a</sup>, & McAllister, C. A. <sup>a</sup> (2018, May). *The echoes of character schema: Examining interdependence in disposition formation*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
- C49. **Grizzard, M.**, Fitzgerald, K. <sup>a</sup>, Ahn, C. <sup>a</sup>, Huang, J. <sup>a</sup>, Francemone, C. J. <sup>a</sup>, Walton, J. <sup>a</sup>, McAllister, C. A. <sup>a</sup>, & Lewis, R. J. (2018, May). *Narrative retribution and cognitive processing*. Paper presented at the annual meeting of the International Communication Association, Prague, Czech Republic.
- C48. **Grizzard, M.**, Fitzgerald, K. <sup>a</sup>, Ahn, C. <sup>a</sup>, Huang, J. <sup>a</sup>, Francemone, C. J. <sup>a</sup>, & Walton, J. A. <sup>a</sup> (2017, November). *Good guys, bad guys: Schema-based disposition formation and reappraisal based on*

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*narrative role*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.

- C47. **Grizzard, M.**, Huang, J.<sup>a</sup>, Ahn, C.<sup>a</sup>, Fitzgerald, K.<sup>a</sup>, Francemone, C. J.<sup>a</sup>, & Walton, J.<sup>a</sup> (2017, November). *Disentangling morality and liking: A disposition theory study*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- C46. **Grizzard, M.**, Francemone, C. J.<sup>a</sup>, Fitzgerald, K.<sup>a</sup>, Huang, J.<sup>a</sup>, Ahn, C.<sup>a</sup>, & Walton, J.<sup>a</sup> (2017, November). *Character-schema and character sex: The role of character appearance and character sex on perceptions of heroes and villains*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.
- C45. Huang, J.<sup>a</sup>, Fitzgerald, K.<sup>a</sup>, Ahn, C.<sup>a</sup>, Chu, H.<sup>a</sup>, & **Grizzard, M.** (2017, May). *Unsung heroes: Exploring activation of heroic, villainous, and neutral character schema*. Paper presented at the annual meeting of the International Communication Association, San Diego, CA.
- C44. **Grizzard, M.**, Huang, J.<sup>a</sup>, Fitzgerald, K.<sup>a</sup>, Ahn, C.<sup>a</sup>, & Chu, H.<sup>a</sup> (2016, November). *Sensing heroes and villains: Character-schema and the disposition formation process*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.
- C43. Lewis, R. J., Choi, J., Lea, S., Müsse, L., & **Grizzard, M.** (2016, November). *Large-scale patterns of morality salience: Vice and virtue words in 11 thousand U.S. films*. Paper presented at the annual meeting of the National Communication Association, Philadelphia, PA.
- C42. Huang, J.<sup>a</sup>, Chu, H.<sup>a</sup>, Ahn, C.<sup>a</sup>, Fitzgerald, K.<sup>a</sup>, & **Grizzard, M.** (2016, November). *Graphic violence speaks louder: More evidence that viewing atrocities increases moral salience*. Top paper in Communication and Social Cognition Division presented at the National Communication Association's Annual Conference, Philadelphia, PA.
- C41. Lewis, R. J., **Grizzard, M.**, & Wang, P. L. (2016, June). *Predicting the popularity of mass-market films using enjoyment and appreciation appraisals*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- C40. Shaw, A. Z., **Grizzard, M.**, Neiheisel, J., Dolan, E. A., & Huang, J.<sup>a</sup> (2016, June). *Findings from a longitudinal experiment examining the impact of romantic films on romantic beliefs*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- C39. **Grizzard, M.**, Plante, A.<sup>a</sup>, Huang, J.<sup>a</sup>, Weiss, J. K.<sup>a</sup>, Novotny, E. R.<sup>a</sup>, & Nghoh, Z.<sup>a</sup> (2015, November). *Graphic violence as moral motivator: Viewing atrocities makes us morally sensitive*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.
- C38. **Grizzard, M.**, Shaw, A. Z., Dolan, E. A., & Anderson, K. (2015, November). *Popular media's ability to strengthen moral intuitions: Evidence from a longitudinal experiment on consistent and conflicted moral content*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.

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- C37. **Grizzard, M.**, Huang, J.<sup>a</sup>, Weiss, J. K.<sup>a</sup>, Novotny, E. R.<sup>a</sup>, & Ngho, Z.<sup>a</sup> (2015, November). *Return to diminishing returns: A replication of the challenge to the newer games/ stronger effects assumption*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.
- C36. Shaw, A. Z., Anderson, K., **Grizzard, M.**, & Dolan, E. (2015, November). *Effects of prolonged consumption of romantic content on family values: A longitudinal re-examination and extension of Zillmann and Bryant (1988)*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.
- C35. **Grizzard, M.**, Yang, Z. J., & Lewis, R. J. (2015, May). *Divided moral exemplars: Moral intuition salience and attitudes toward controversial issues*. Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- C34. **Grizzard, M.**, Plante, A. H.<sup>a</sup>, Weiss, J. K.<sup>a</sup>, Ngho, Z.<sup>a</sup>, Huang, J.<sup>a</sup>, Novotny, E.<sup>a</sup>, & Lowe, B. M. (2015, May). *Predicting moral responses in video games: A theoretical integration of moral emotion research with video game play*. Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- C33. Lewis, R. J., & **Grizzard, M.** (2015, May). *The effect of moral clarity versus ambiguity in entertainment media on cooperation in an economic game*. Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- C32. Novotny, E.<sup>a</sup>, **Grizzard, M.**, Ngho, Z.<sup>a</sup>, Plante, A. H.<sup>a</sup>, Weiss, J. K.<sup>a</sup>, & Huang, J.<sup>a</sup> (2015, May). *Revisiting an assumption of video game research: Do advances in video games always lead to stronger effects?* Paper presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.
- C31. **Grizzard, M.**, Tamborini, R., Prabhu, S., Hahn L., Idzik, P., Pei, D., & Lee, S. (2014, November). *Video games, moral violations, and guilt: The moderating role of moral intuition salience*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- C30. Shaw, A. Z., **Grizzard, M.**, Dolan, E. A., & Mukherjee, T. (2014, November). *Romantic films and relationships: An examination into the relationships between viewing romantic films and romantic relationship variables*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- C29. **Grizzard, M.**, & Tamborini, R. (2014, May). *The thrill is gone, but you'd never know: Habituation and generalization of arousal responses to video games*. Paper presented at the annual meeting of the International Communication Association, Seattle, WA.
- C28. Boyan, A., & **Grizzard, M.** (2014, May). *A massively moral game? Mass Effect as a case study to understand the influence of players' moral intuitions on adherence to hero or antihero play styles*. Paper presented at the annual meeting of the International Communication Association, Seattle, WA.

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- C27. Prabhu, S., Tamborini, R., Idzik, P., Hahn, L., **Grizzard, M.**, & Wang, L. (2014, May). *The role of intuition accessibility on the appraisal and selection of media content*. Paper presented at the annual meeting of the International Communication Association, Seattle, WA.
- C26. Eden, A., Arendsen, J. L., & **Grizzard, M.** (2014, May). *Ingroup loyalty and transportation into narratives: testing the influence of collective assimilation*. Paper presented at the annual meeting of the International Communication Association, Seattle, WA.
- C25. **Grizzard, M.**, & Eden, A. L. (2013, November). *The tribalism of narratives: Evolutionary determinants of transportation*. Paper presented at the annual meeting of the National Communication Association, Washington D.C.
- C24. Prabhu, S., Tamborini, R., Wang, L., & **Grizzard, M.** (2013, November). *A comparison of morality displays in Indian and U.S. daily serial narratives*. Paper presented at the annual meeting of the National Communication Association, Washington D.C.
- C23. **Grizzard, M.**, & Tamborini, R. (2013, June). *Video games, moral emotions, and repeated play: The desensitizing effect of repeated play on the ability of virtual behaviors to elicit guilt*. Paper presented at the annual meeting of the International Communication Association, London, England.
- C22. Wang, L., Tamborini, R., Prabhu, S., & **Grizzard, M.** (2013, June). *Moral foundations in news: A content analysis of government-controlled versus market-appeal newspapers in China*. Paper presented at the annual meeting of the International Communication Association, London, England.
- C21. Tamborini, R., Prabhu, S., Wang, L., & **Grizzard, M.** (2013, June). *Setting the moral agenda: News exposure's influence on the salience of moral intuitions*. Paper presented at the annual meeting of the International Communication Association, London, England.
- C20. **Grizzard, M.**, Tamborini, R., Lewis, R. J., & Wang, L. (2012, November). *Being bad in a video game makes us more morally sensitive: Video game play, moral emotions, and moral intuitions*. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- C19. Prabhu, S., Tamborini, R., Wang, L., Lewis, R. J., & **Grizzard, M.** (2012, November). *The influence of ingroup versus outgroup dynamics in video game play on moral intuitions*. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- C18. Tamborini, R., Lewis, R. J., Prabhu, S., **Grizzard, M.**, & Wang, L. (2012, November). *Media's influence on the salience of moral intuitions and egoistic motivations*. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- C17. Lewis, R. J., Tamborini, R., **Grizzard, M.**, Weber, R., & Prabhu, S. (2012, May). *Reactions to moral conflict in narrative entertainment: The moderating influence of moral intuitions*. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- C16. Tamborini, R., Lewis, R. J., Prabhu, S., **Grizzard, M.**, & Eden, A. (2012, May). *Priming morality: The influence of media exposure on moral intuitions*. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.



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- C15. Tamborini, R., **Grizzard, M.**, Eden, A., Lewis, R. J. (November, 2011). *Imperfect heroes and villains: Patterns of upholding and violating distinct moral domains and character appeal*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA. Top paper in Mass Communication division.
- C14. Tamborini, R., **Grizzard, M.**, Lewis, R. J., & Eden, A. (2011, November). *Priming intuitive morality: The effect of heroes and villains on immediate affective response to moral stimuli*. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- C13. Tamborini, R., Eden, A., **Grizzard, M.**, & Lewis, R., (2011, May). *Moral archetypes as exemplars: Perceptions of heroes and villains in fiction and real-life*. Paper presented at the Annual Meeting of the International Communication Association, Boston, MA.
- C12. Tamborini, R., Enriquez, M., Lewis, R. J., **Grizzard, M.**, & Mastro, D. (2011, May). *A content analysis of moral foundations presented in Spanish and English language soap operas*. Paper presented at the Annual Meeting of the International Communication Association, Boston, MA.
- C11. Lewis, R. J., **Grizzard, M.**, Eden, A., Tamborini, R., & Bowman, N. D. (2011, April). *Intuitive morality and reactions to news events: Responding to news of the Lockerbie Bomber's release*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- C10. **Grizzard, M.**, & Tamborini, R. (2010, November). *Shifts in acceptance of type-specific violence as an outcome of character-roles in video games*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.
- C9. Tamborini, R., Reinecke, L., **Grizzard, M.**, Lewis, R., & Eden, A. (2010, November). *Characterizing behavioral affinity as needs satisfaction: Predicting selective exposure to video games and resultant mood repair*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.
- C8. Eden, A., Tamborini, R., Lewis, R., **Grizzard, M.**, Weber, R. (2010, May). *Maintaining morality: Repeated exposure to narrative entertainment and the salience of moral intuitions*. Paper presented at the annual meeting of the International Communication Association, Singapore.
- C7. Tamborini, R., **Grizzard, M.**, Bowman, N. D., Reinecke, L., Lewis, R., & Eden, A. (2010, May). *Defining enjoyment in functional terms*. Paper presented at the annual meeting of the International Communication Association, Singapore.
- C6. **Grizzard, M.**, Lewis, R. J., Lee, A., & Eden, A. (2009, November). *Disposition theory in popular films: A content Analysis*. Paper presented at Emotion=Entertainment Conference, Benasque, Spain.
- C5. Eden, A., Tamborini, R., **Grizzard, M.**, & Lewis, R. J. (2009, November). *A longitudinal study of character perceptions in suspenseful drama*. Paper presented at Emotion=Entertainment Conference, Benasque, Spain.

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- C4. Tamborini, R., Eden, A., Bowman, N. D., & **Grizzard, M.** (2009, November). *Predicting appeal from instinctive moral values*. Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL.
- C3. Tamborini, R., Eden, A., Bowman, N. D., & **Grizzard, M.** (2009, May). *Defining media enjoyment as the satisfaction of intrinsic needs*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.
- C2. Bowman, N. D., Eden, A., & **Grizzard, M.** (2008, November). *A funny thing happened at the arcade: A mixed-method approach to video game preferences and enjoyment*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.
- C1. Tamborini, R., Eden, A., Weber, R., Bowman, N. D., & **Grizzard, M.** (2008, November) *Variance in disposition and morality predicted by repeated exposure to daytime soap opera*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.

### Presentations

- P10. **Grizzard, M.** (2017, September). *Under-, just-, and over-retribution in narratives: Differences in processing speed and evaluation*. Panel presenter at the Media and Morality Mini-conference, Michigan State University, East Lansing, MI.
- P9. **Grizzard, M.** (2017, April). *The emotional demands of video games*. Track chair for “Gaming as Emotional Demand” at the Broadcast Education Association Research Symposium Series, Las Vegas, NV.
- P8. **Grizzard, M.** (2016, November). *Exploring new terrain in the processing of moral content in media messages*. Panel presenter at the annual meeting of the National Communication Association, Philadelphia, PA.
- P7. **Grizzard, M.** (2016, September). *Perceiving characters: Developing a paradigm*. Panel presenter at the Media and Morality Mini-conference, Michigan State University, East Lansing, MI.
- P6. **Grizzard, M.** (2015, November). *Theories and considerations for bridging moral psychology and communication research*. Panel presenter at the annual meeting of the National Communication Association, Las Vegas, NV.
- P5. **Grizzard, M.** (2014, November). *Morality and video games: Where do we go now?* Panel presenter at the annual meeting of the National Communication Association, Chicago, IL.
- P4. Tamborini, R., Prabhu, S., Wang, L., Lewis, R. J., & **Grizzard, M.** (2012, November). *Media's influence on altruistic versus egoistic response*. Panel presenter at the annual meeting of the National Communication Association, Orlando, FL.

## Curriculum Vitae – Matthew Grizzard

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- P3. **Grizzard, M.**, & Eden, A. (2012, July). *Evolutionary determinants of narrative involvement?* Panel presenter at the StoryNet workshop “Narratives and entertainment: The use of stories to make communication more entertaining and effective,” Amsterdam, The Netherlands.
- P2. **Grizzard, M.** (2011, August). *Video games and morality*. Panel presenter at the Annual Meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- P1. **Grizzard, M.** (2008, November). *Shifts in morality as an outcome of video game play*. Panel presenter at the Annual Meeting of the National Communication Association, San Diego, CA.

### Colloquia

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- “Heroes and Villains: Perceptions of Characters”** October 5, 2017  
Speaker for the homecoming session of *Scholars on the Road*  
University at Buffalo, The State University of New York
- “Graphic Violence and Narrative Characters: Why Visuals Matter”** March 3, 2017  
*Advertising Doctoral Society*  
Stan Richards School of Advertising & Public Relations  
The University of Texas at Austin
- “Impacts of Screen Time and Social Media”** April 26, 2016  
*Presentation for the 8<sup>th</sup> and 9<sup>th</sup> grade Science Classes*  
Tapestry Charter School, Buffalo, NY
- “The Effects of Graphic and Sanitized Violence in News Media on Moral Judgment Processes”** November 13, 2015  
*The Social Psychology Brown Bag Series*  
University at Buffalo, The State University of New York
- “The Surprising ‘Moral’ Influence of Media”** July 22, 2015  
*The Newman Center’s Bridge Lecture Series*  
University at Buffalo, The State University of New York
- “Predictably Counterintuitive Media Effects”** April 3, 2015  
*The Department of Communication’s Spring Colloquium Series*  
Michigan State University
- “The Moral Sandbox of Media Entertainment”** November 17, 2014  
*The Alberti Center for Bullying Abuse Prevention Colloquium Series*  
University at Buffalo, The State University of New York

# Curriculum Vitae – Matthew Grizzard

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## Awards

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- Top 15 Discoveries of 2017** 2018  
University at Buffalo, The State University of New York  
*Dr. Grizzard's research on the influence of graphic violence in news coverage was selected as one of University at Buffalo's Top 12 Discoveries of 2014.*
- Article of the Year** 2017  
*Communication and Social Cognition Division of the National Communication Association*
- Distinguished Reviewer** 2014, 2015, 2016  
*Journal of Media Psychology*  
*The editors of the international journal, Journal of Media Psychology, select and acknowledge reviewers for outstanding performance.*
- Top 12 Discoveries of 2014** 2015  
University at Buffalo, The State University of New York  
*Dr. Grizzard's research on virtual behaviors, guilt, and moral sensitivity was selected as one of University at Buffalo's Top 12 Discoveries of 2014.*
- Honorary Faculty Coach for the University at Buffalo Basketball Team** 2015  
University at Buffalo, The State University of New York  
*The honorary title of Faculty Coach was awarded on January 27, 2015, for significant research contributions to the field of communication and the University at Buffalo community.*
- Dissertation Completion Fellowship** 2013  
Michigan State University  
*A fellowship awarded to deserving graduate students at Michigan State University to aid in the completion of their dissertation.  
Award Amount: \$6,000*
- Excellence-in-Teaching Citation** 2012  
Michigan State University  
*Michigan State University awards the MSU Excellence-In-Teaching Citations to six graduate teaching assistants who have distinguished themselves by the care they have given and the skill they have shown in meeting their classroom responsibilities.*

## Curriculum Vitae – Matthew Grizzard

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### G.R. Miller Scholar Award

2012

Michigan State University

*The Department of Communication, in the College of Communication Arts & Sciences, at Michigan State University awards the G.R. Miller Scholar Award to the Ph.D. student with the most promising research agenda.*

## Top Paper Awards

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**Grizzard, M.**, Fitzgerald, K., Ahn, C., Huang, J., C. J. Francemone, Walton, J., McAllister, C. A., & Lewis, R. J. (2018, May). *Narrative retribution and cognitive processing*. Top paper in Communication Science & Biology Division at the International Communication Association's Annual Conference, Prague, Czech Republic.

Huang, J., Chu, H., Ahn, C., Fitzgerald, K., & **Grizzard, M.** (2016, November). *Graphic violence speaks louder: More evidence that viewing atrocities increases moral salience*. Top paper in Communication and Social Cognition Division at the National Communication Association's Annual Conference, Philadelphia, PA.

Tamborini, R., **Grizzard, M.**, Eden, A., Lewis, R. J. (2011, November). *Imperfect heroes and villains: Patterns of upholding and violating distinct moral domains and character appeal*. Top paper in Mass Communication Division at the National Communication Association's Annual Conference, New Orleans, LA.

Tamborini, R., Eden, A., Bowman, N. D., **Grizzard, M.**, & Lachlan, K. (2009, May). *The influence of morality subcultures on the acceptance and appeal of violence*. Top paper in Mass Communication Division at the International Communication Association's Annual Conference, Chicago, IL.

## Teaching Experience

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### Graduate Level

Quantitative Research Methods – A core Ph.D./M.A course designed to provide incoming graduate students in the department of communication with an understanding of the fundamentals of quantitative research methodologies—a necessary requirement for interpreting published research as well as designing quantitative research studies. Topics include experimental design; measurement validity and reliability; internal, external, and ecological validity; survey design and sampling; content analysis; stimulus and measurement creation; null hypothesis significance testing; and research ethics.

Mass Communication Theory – A graduate seminar that provides a survey of extant mass communication theories from a social scientific perspective. This survey includes discussion of the historical roots of the theories as well as their evolution to their present state. Covered theories include social cognitive theory; cultivation; priming; agenda setting; emotion in media/desensitization; and uses and gratification.

## Curriculum Vitae – Matthew Grizzard

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Media Entertainment Theory and Research – A graduate seminar that provides an advanced perspective into media entertainment theories. The class culminates in a researchable project for students. The covered topics and perspectives include excitation transfer theory, three-factor theory of emotion and empathy; disposition theories; and enjoyment/appreciation as outcomes of media entertainment.

### Undergraduate Level

Research Methods – An introductory-level course that introduces the scientific methods used by communication scholars. This course seeks to help students develop an understanding of communication research methods. A combination of lectures and activities helps students develop an ability (a) to describe fundamental procedures relevant to various research methods (including experiments, surveys, and content analysis), (b) to identify ethical issues relevant to research on human subjects, (c) to apply a particular method to a specific research questions, and (d) to conduct and interpret basic statistical analysis (e.g., *t*-test, correlation, and chi-square).

Survey of Mass Communication – An introductory-level large lecture course that introduces students to mass communication media, including traditional mass media (i.e., print, audio, visual) and new media (i.e., digital and interactive). A combination of lectures, group activities, and individual assignments are used to help students learn about the history and development of mass communication technologies, understand the role of mass communication in real-life contexts, and apply the knowledge to personal interest, social impact, and potential careers in the mass communication industries.

\*\*\* Adapted course into online format \*\*\*

Media Psychology and Media Effects – An advanced/intermediate-level small/medium lecture course that explores mass communication processes from a social science perspective. Lectures and small group discussions help students to explore major findings of the effects of information distributed via mass media channels on individuals' cognitions, emotions, attitudes, and behaviors. This course reviews major research perspectives and allows students to develop proposals for further inquiry.

Introduction to Human Communication – A large introductory lecture and recitation course that examines processes and functions of human communication. The field of communication and its subfields (i.e., interpersonal, organizational, media, health, and computer-mediated communication) are defined and described. Recitation includes practice analyzing communication situations and performing public speaking.

Audience Responses to Media Entertainment – An intermediate-level small/medium lecture course that examines how audiences respond to media entertainment from a social science perspective. Lectures and assignments are designed to explicate (a) how and why people choose entertainment content; (b) processes that underlie cognitive and emotional responses to media entertainment; (c) characteristics that distinguish various entertainment genres; and (d) the short- and long-term effects of exposure to entertainment content.

# Curriculum Vitae – Matthew Grizzard

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## Service

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### Discipline

#### **Journal Editorial Board Member**

*Journal of Media Psychology: Theories, Methods, and Applications* (2015-present)

*Communication Research Reports* (2016-present)

#### **Editorial Assistant for *Media Psychology***

October 2009-September 2011

#### **Ad-hoc Journal Reviewer**

*American Psychologist*

*Communication Methods and Measures*

*Communication Monographs*

*Communication Research*

*Communication Studies*

*Cyberpsychology, Behavior, and Social Networking*

*Human Communication Research*

*Journal of Broadcasting and Electronic Media*

*Journal of Communication*

*Journal of Experimental Social Psychology*

*Mass Communication & Society*

*Media Psychology*

*New Media and Society*

#### **Conference Reviewer**

*National Communication Association*

Mass Communication Division (2010-present)

Communication and Social Cognition Division (2016-present)

*International Communication Association*

Mass Communication Division (2011-present)

Game Studies Division (2017-present)

Communication Science and Biology (2018-present)

#### **Conference Planner**

*National Communication Association*

Research Chair, Communication and Social Cognition Division (2018-2019)

### University/College

#### **Graduate Faculty Representative (Dissertation Defense)**

Anusha Kumar, Ph.D. in Chemistry, Ohio State University

### Departmental

# Curriculum Vitae – Matthew Grizzard

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Co-planner 2018 Moral Media Mini-Conference hosted at OSU

## **Supervised Students**

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### **The Ohio State University**

#### Advisees

C. Joseph Francemone (2018-present)

### **University at Buffalo (2013-2018)**

#### Advisees

Changhyun Ahn (Ph.D. in Communication, 2019 expected)

Jialing ‘Catherine’ Huang (Ph.D. in Communication, 2018)

C. Joseph Francemone (M.A. in Communication, 2018)

Jess Walton (M.A. in Communication, 2018)

Hong ‘Jennifer’ Zhu (M.A. in Communication, 2017)

Zed Ngoh (M.A. in Communication, 2015)

Julia Weiss (M.A. in Communication, 2015)

#### Committee Member

Yishin Wu (Ph.D. in Communication, 2018)

Ji Hye Choi (Ph.D. in Communication, 2018)

Kaitlin Fitzgerald (M.A. in Communication, 2017)

Alexandra H. Plante (M.A. in Communication, 2016)

Eric Novotny (M.A. in Communication, 2015)

#### Supervised Final Projects

Dao Nguyen (M.A. in Film Studies, 2014)