

# JOSEPH B. BAYER

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## Employment

2016-                   The Ohio State University  
Assistant Professor in Communication

## Education

2011-2016           University of Michigan  
Ph.D. in Communication  
Dissertation: "Online Safety Nets: How Perceived Isolation  
Motivates Network Closure"

2007-2011           University of Pittsburgh  
B.Sc. in Psychology (Honors); History; Neuroscience (Minor)  
Thesis: "Text (SMS) Messaging: Exploring the Social, Cognitive,  
and Emotional Effects of Constant Communication"

## Research

Areas                   Mobile Technology – Social Media – Social Networks – Social Cognition

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## Publications

### Journals and Proceedings

**Bayer, J. B.**, Lewis, N. A., & Stahl, J. L. (2019). Who Comes to Mind? Dynamic Construction of Social Networks. *Current Directions in Psychological Science*.

**Bayer, J. B.**, Trieu, P., & Ellison, N. B. (2019). Social Media Elements, Ecologies, and Effects. *Annual Review of Psychology*.

**Bayer, J. B.**, & Hofstra, B. (2019). Toward Curation and Personality-Driven Social Networks. *Nature Human Behaviour*.

**Bayer, J. B.**, Hauser, D. J., Shah, K., O'Donnell, M. B., & Falk, E. B. (2019). Social Exclusion Shifts Personal Network Scope. *Frontiers in Psychology*.

Trieu, P., **Bayer, J. B.**, Ellison, N., Schoenebeck, S., & Falk, E. B. (2019). Who Likes to be Reachable? Availability Preferences, Weak Ties, and Bridging Social Capital. *Information,*

*Communication & Society*, 22, 1096-1111.

**Bayer, J. B.**, O'Donnell, M. B., Cascio, C. N., & Falk, E. B. (2018). Brain Sensitivity to Exclusion is Associated with Core Network Closure. *Scientific Reports*, 8, 1-12.

**Bayer, J. B.**, Ellison, N., Schoenebeck, S., Brady, E., & Falk, E. B. (2018). Facebook in Context(s): Measuring Emotional Responses Across Time and Space. *New Media & Society*, 20, 1047-1067.

Kuru, O., **Bayer, J. B.**, Pasek, J., Campbell, S. W. (2017). Understanding and Measuring Mobile Facebook Use: Who, Why, and How? *Mobile Media & Communication*, 5, 102-120.

Schmälzle, R., O'Donnell, M. B., Garcia, J. O., Cascio, C., **Bayer, J. B.**, Bassett, D. S., Vettel, J., Falk, E. (2017). Brain Connectivity Dynamics during Social Interaction Reflect Social Network Structure. *PNAS*, 114, 5153-5158.

O'Donnell, M. B., **Bayer, J. B.**, Cascio, C. N., & Falk, E. B. (2017). Neural Bases of Recommendations Differ According to Social Network Structure. *Social Cognitive and Affective Neuroscience*, 12, 61-69.

**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.

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.

Aragon, C., Hutto, C., Echenique, A., Fiore-Gartland, B., Huang, Y., Kim, J., Neff, G., Xing, W., **Bayer, J. B.** (2016). Developing a Research Agenda for Human-Centered Data Science. In Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16). San Francisco, CA. Feb 27-Mar 2, 2016.

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.

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 Recommendations. *Journal of Marketing Research*, 52, 559-575.

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

**Bayer, J. B.**, & Campbell, S. W. (2012). Texting while Driving on Automatic: Considering the Frequency-Independent Side of Habit. *Computers in Human Behavior*, 28, 2083-2090.

### **Book Sections and Entries**

Rhee, L., **Bayer, J. B.**, & Hedstrom, A. (in press). Experience Sampling and Mobile Sensing. *The International Encyclopedia of Media Psychology*. Wiley-Blackwell.

Campbell, S. W., Wang, W., & **Bayer, J. B.** (in press). Mobiles and the Self: A Trajectory of Paradigmatic Change. *The Oxford Handbook of Mobile Communication*. Oxford University Press.

**Bayer, J. B.**, & LaRose, R. (2018). Technology Habits: Progress, Problems and Prospects. In Verplanken, B. (Ed.), *The Psychology of Habit: Theory, mechanisms, change, and contexts*. Cham: Springer.

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. (Ed.), *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.

## **Funding and Support**

### **Social Shaping of (Mis)information through WhatsApp (\$28,400)**

Role: Co-Investigator

Topic: Misinformation via Mobile Social Media

Funding: WhatsApp Misinformation and Social Science Research Awards

PIs: Scott Campbell, Ph.D., Ozan Kuru, Ph.D.

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

Role: Project Lead

Topic: Social Media, Well-Being, and Health

Funding: M-CUBED Initiative, University of Michigan

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

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

Funding: NIH/NICHD 1R21HD073549-01A1  
PIs: Emily Falk, Ph.D., C. Raymond Bingham, Ph.D.

### **Individual Research Support**

Rackham Merit Fellowship (2011, 2014, 2015) – 3 Years Full Funding  
Rackham Travel Grants (2012, 2013, 2014, 2015) – \$3000  
Rackham Research Grant (w/ Neil Lewis) – \$3000  
UM Communication Travel Grants (2012, 2013, 2014, 2015) – \$7000  
Jay H. Payne Research Fellowship – \$5000  
Chamberlain Research Grant (2011) – \$300

## **Honors and Awards**

School of Communication Mattox Research Award (The Ohio State University)

- Selected as departmental winner for the 2016 publication year (\$10,000)
- Awarded on a competitive basis for research productivity and innovation

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 Seminar 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) Award

- 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 (University of Pittsburgh)

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

## **Invited Presentations**

Bayer, J. (2019). Happy Now? The Role of Context in Social Media Effects. Presented at the Center for Ethics and Human Values at The Ohio State University, Columbus, OH.

- Bayer, J. (2018). Linking Classic and Computational Social Science to Understand Social Cognition. Presented at the Amsterdam School of Communication Research (ASCoR), Amsterdam, The Netherlands.
- Bayer, J. (2018). Who Comes to Mind? Dynamic Construction of Personal Networks. Presented at 9<sup>th</sup> Annual ANN / SONIC / NICO Network Theory Workshop at Northwestern University, Chicago, IL.
- Bayer, J. (2017). Social Media Analytics: Academic vs. Industry. Presented at The Practice Public Relations Workshop Series at The Ohio State University, Columbus, OH.
- Bayer, J. (2017). So Many People, So Many Platforms. Presented at the SMART Lab within College of Communication at Ohio University, Athens, OH.
- Bayer, J. (2017). So Many People, So Many Platforms. Presented at the Department of Psychology Colloquium at The Ohio State University, Columbus, OH.
- Bayer, J. (2016). Linking Social Network Density to “Social Pain”. Presented at the Center for Group Dynamics at the University of Michigan, Ann Arbor, MI.
- Bayer, J. (2016). Contextual Approaches to Social Media Psychology. Presented at the Social Psychology Brownbag at the University of Michigan, Ann Arbor, MI.
- 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. (2015). 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. (2014). Communication, Unconsciousness, and Driving. Presented at the 2014 New York Distracted Driving Summit, White Plains, NY.

## Conference Presentations

*\* Presentation selected for conference award*

Stahl, J., Lee, D.S., & Bayer, J. B. (2019). Situated Network Effects on Social Support. Presented at the Midwestern Psychological Association, Chicago, USA.

Tompson, S. H., Falk, E. B., O'Donnell, M. B., Cascio, C., Bayer, J. B., Vettel, J. M., Bassett, D. S. (2018). Response Inhibition in Adolescents is Moderated by Brain Connectivity and Social Network Structure. Presented at the North American Social Networks Conference, Washington D.C., USA.

Bayer, J. B. (2018). Avoiding Confounds in ESM/EMA Studies with Context-Triggers. Presented at the Lab & Field Workshop for the annual meeting for the International

Conference on Web and Social Media, Palo Alto, USA.

Bayer, J. B. (2018). Happy Now? Mapping the Contextual Effects of Social Media. Presented at the annual meeting for the International Communication Association, Prague, CZ.

Bayer, J. B. (2018). What is Special about Mobile Habits? Presented at the annual meeting for the International Communication Association, Prague, CZ.

Bayer, J. B. (2017). Rethinking Habits: Actions vs. Cues. Presented at the annual meeting for the National Communication Association, Dallas, USA.

Schmälzle, R., O'Donnell, M. B., Garcia, J. O., Cascio, C., Bayer, J. B., Bassett, D. S., Vettel, J., Falk, E. (2017). Brain Connectivity Dynamics during Social Interaction Reflect Social Network Structure. Paper presented at the annual meeting for the International Communication Association, San Diego, USA.

Bayer, J. B., Trieu, P., Ellison, N., Schoenebeck, S., & Falk, E. B. (2017). Rejection Sensitivity Widens the Affect Gap between Strong and Weak Ties. Paper presented at the annual meeting for the International Communication Association, San Diego, USA.

\* Trieu, P., Bayer, J. B., Ellison, N., Schoenebeck, S., & Falk, E. B. (2017). Who Likes to be Reachable? Availability Preferences, Weak Ties, and Bridging Social Capital. Paper presented at the annual meeting for the International Communication Association, San Diego, USA.

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. Presented at the annual meeting 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. (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 in 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.

\* 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 annual meeting of the Social Affective Neuroscience Society, San Francisco, CA, USA.

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.

\* 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, USA.

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.

## **Teaching and Service**

### **Courses Taught**

*Instructor of Record:* The Ohio State University: Social Media Analytics (COMM 4558), Social Media Analytics Hybrid (COMM 4558), Communication Industry Research Methods (COMM 3163); Communication Research Methods (COMM 3160); University of Michigan: Media Processes and Effects (COMM 102), Evaluating Information (COMM 211); *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), Communication Research Methods (The Ohio State University, 10/2018)

### **University Committees**

The Ohio State University: School of Communication Research Committee (2017-2020), Social Media Policy Committee (2017)

### **Editorial Service**

*Mobile Media & Communication* (Editorial Board Member)

### **Organizational Affiliations**

International Communication Association (ICA); National Communication Association (NCA); Society for Personality and Social Psychology (SPSP); Association for Computing Machinery (ACM); Psychology of Technology Institute