

## James B. Weaver, III, PhD, MPH

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### ***Education***

MPH; Emory University, 2008 (Advisor: Ralph DiClemente). Major: Behavioral Sciences and Health Education.

PhD; Indiana University, 1987. (Advisor: Dolf Zillmann). Major: Mass Communications.  
Minors: Social Psychology and Educational Inquiry (statistics). Dissertation: *Effects of portrayals of female sexuality and violence against women on perceptions of women*. *Dissertation Abstracts International* 48(10), 2482-A, 1988. (University Microfilms No. DA8727475).

MA; University of Georgia, 1982. (Advisor: Roger Wimmer). Major: Mass Communications.  
Minor: Statistics. Thesis: *An evaluation of the role of the mass media in the economic decision making process of agricultural producers in Georgia*.

BS; University of Georgia, 1978. (Advisor: Sam Burgess). Major: Agricultural Sciences.  
Minor: Radio-Television-Film.

### ***Professional Experience***

2007-present Centers for Disease Control and Prevention, Senior Health Communication Scientist, Office of the Associate Director for Communication (2010-present); Senior Health Communication Specialist (2009-2010), NAI Health Communication Specialist (2008 - 2009), ORISE Fellow (2007-2008), National Center for Health Marketing, Atlanta, GA.

2006-2008 Emory University; Senior Research Project Coordinator; Instructor; Research Scientist, Center for AIDS Research; Department of Behavioral Sciences and Health Education, Rollins School of Public Health, Atlanta, GA.

2007-2008 University of Georgia, Visiting Instructor, Department of Telecommunications, Grady College of Journalism and Mass Communication, Athens, GA.

1998-2008 Virginia Polytechnic Institute and State University, Professor, Department of Communication and Adjunct Professor, Department of Psychology; Executive Director, Laboratory for the Study of Human Thought and Action; Head, Department of Communication Studies; Blacksburg, VA.

1989-1998 Auburn University, Professor, Department of Communication and Adjunct Associate Professor, Department of Psychology; Director, Behavioral Research Laboratory; College of Liberal Arts, Auburn, AL.

1985-1989 University of Kentucky, Assistant Professor, Department of Telecommunications, College of Communications, Lexington, KY.

- 1982-1985 Indiana University, Associate Instructor, Department of Telecommunications and Research Associate, Institute for Communication Research, Bloomington, IN.
- 1981-1982 University of Georgia, Teaching Assistant, School of Journalism and Mass Communications; Research Assistant, Department of Agricultural Economics, College of Agriculture; and Coordinator of Radio Activities, Division of Student Affairs.
- 1979-1981 Clarke Broadcasting Corp., Operations Manager, WGAU & WNGC-FM, Athens, GA.
- 1978-1979 Mid-Continent Broadcasting, Announcer, WTSO & WZEE-FM, Madison, WI.
- 1973-1978 Clarke Broadcasting Corp., Announcer, WGAU & WNGC-FM, Athens, GA.

***Awards, Certificates, and Honors***

Chair, Professional Development Subcommittee, CDC Behavioral and Social Scientist Work Group, 2011.

Vice-Chair, Professional Development Subcommittee, CDC Behavioral and Social Scientist Work Group, 2010.

Sigma Xi, the Scientific Research Society, 2010.

Outstanding Health Marketing Scientists of the Year Award, National Center for Health Marketing, Centers for Disease Control and Prevention, 2009.

Certificate of Appreciation, Outstanding Support and Commitment to the National Conference on Health Communication, Marketing, and Media, Centers for Disease Control and Prevention, 2009.

Certificate of Participation, Contribution to the Novel Influenza A (H1N1) Response, Coordinating Office for Terrorism Preparedness and Emergency Response, Centers for Disease Control and Prevention, 2009.

Certificate of Appreciation, Outstanding Support and Commitment to the National Conference on Health Communication, Marketing, and Media, Centers for Disease Control and Prevention, 2008.

ORISE Fellowship, Centers for Disease Control and Prevention, 2007-2008.

Veritas Fellowship, National Law Center for Families and Children, 2006.

Top-Three Paper Award, Communication and Social Cognition Commission, National Communication Association, 2003.

Chair, Communication and Social Cognition Commission, National Communication Association, 2002-2003.

Kappa Tau Alpha, National Honor Society in Journalism & Mass Communication, 1999.

Top-Three Paper Award, Mass Communication Division, National Communication Association, 1998.

Top-Four Paper Award, Intrapersonal and Social Cognition Division, National Communication Association, 1998.

Top-Four Paper Award, Political Communication Division, Speech Communication Association, 1996.

Top-Three Paper Award, Mass Communication Division, Speech Communication Association, 1995.

Ralph G. Nichols Award (top papers), International Listening Association, 1995.

Top-Five Paper Award, International Listening Association, 1994.

Research Grant-in-Aid, Auburn University Vice-President for Research, 1993.

Top-Four Paper Award, Commission on Communication Apprehension & Avoidance, Speech Communication Association, 1993.

Phi Beta Delta, Honor Society for International Scholars, 1992.

Ralph G. Nichols Award (top paper), International Listening Association, 1992.

International Program Development Support Grant, 1991.

Research Grant-in-Aid, Auburn University Vice-President for Research, 1991.

Chair, Research Committee, Mass Communication Division, Speech Communication Association, 1990-1991.

Research Grant-in-Aid, Auburn University Vice-President for Research, 1990-1991.

International Program Development Support Grant, 1990-1991.

Research Grant-in-Aid, Auburn University Vice-President for Research, 1989-1990.

Faculty Research Fellowship, University of Kentucky, 1988-1989.

Visiting Scholars Lecture, Honors Program and Visiting Scholar Committee, University of Rhode Island, 1987.

Summer Faculty Research Fellowship, University of Kentucky, 1987.

Doctoral Honors Fellow, Seminar on *Mass Media and the Individual*, Speech Communication Association and University of Georgia, 1987.

Top-Paper Award, Mass Communication Division, Speech Communication Association, 1985.

Top-Paper Award, Broadcast Education Association, 1984.

Doctoral Research Fellowship, Indiana University, 1982-1983.

Harold E. Fellows Scholarship, National Association of Broadcasters-Broadcast Education Association, 1981.

Excellence in Broadcast Journalism Award, The Associated Press, 1977.

***Publications: Refereed Works***

- Weaver, III, J. B., Weaver, S. S., Mays, D., Hopkins, G. L., Kannenberg, W., & McBride, D. (2011). Mental- and physical-health indicators and sexually explicit media-use behavior by adults. *Journal of Sexual Medicine*, 8, 764-772. DOI: [10.1111/j.1743-6109.2010.02030.x](https://doi.org/10.1111/j.1743-6109.2010.02030.x)
- Weaver, J. B., III, Mays, D., Weaver, S. S., Hopkins, G. L., Eroğlu, D., & Bernhardt, J. M. (2010). Health information-seeking behaviors, health indicators, and health-risks. *American Journal of Public Health*, 100, 1520-1525. DOI: [10.2105/AJPH.2009.180521](https://doi.org/10.2105/AJPH.2009.180521)
- Weaver, J. B., III, Mays, D., Linder, G., Eroğlu, D., Fridinger, F., & Bernhardt, J. M. (2009). Profiling characteristics of internet medical information users. *Journal of the American Medical Informatics Association*, 16, 714-722. DOI: [10.1197/jamia.M3150](https://doi.org/10.1197/jamia.M3150)
- Weaver, J. B., III, Mays, D., Kannenberg, W., Weaver, S. S., Hopkins, G. L., Eroğlu, D., & Bernhardt, J. M. (2009). Health-risk correlates of video-game playing among adults. *American Journal of Preventive Medicine*, 37, 299-305. DOI: [10.1016/j.amepre.2009.06.014](https://doi.org/10.1016/j.amepre.2009.06.014)
- Weaver, J. B., III, Thompson, N. J., Weaver, S. S., & Hopkins, G. L. (2009). Health care non-adherence decisions and internet health information. *Computers in Human Behavior*, 25, 1373-1380. DOI: [10.1016/j.chb.2009.05.011](https://doi.org/10.1016/j.chb.2009.05.011)
- Weaver, J. B., III, Huck, I., & Brosius, H. B. (2009). Biasing public opinion: Computerized continuous response measurement displays impact viewers' perceptions of media messages. *Computers in Human Behavior*, 25, 50-55. DOI: [10.1016/j.chb.2008.06.004](https://doi.org/10.1016/j.chb.2008.06.004)
- Weaver, S. S., & Weaver, J. B., III (2008). "Talk to the Hand!": Listening style preferences and aggressiveness. *Individual Differences Research*, 6, 260-268.
- Hopkins, G.L., McBride, D., Marshak, H. H., Freier, K., Stevens, J. V., Jr., Kannenberg, W., Weaver, III, J. B., Weaver, S. L. S., Landless, P. N., & Duffy, J. (2007). Developing healthy kids in healthy communities: Eight evidence-based strategies for preventing high-risk behaviour. *Medical Journal of Australia*, 186, S70-S73.
- Zillmann, D., & Weaver, J. B., III (2007). Aggressive personality traits in the effects of violent imagery on unprovoked impulsive aggression. *Journal of Research in Personality*, 41, 753-771. DOI: [10.1016/j.jrp.2006.08.006](https://doi.org/10.1016/j.jrp.2006.08.006)
- Weaver, J. B., III (2005). Mapping the links between personality and communicator style. *Individual Differences Research*, 3, 59-70.
- Friedman, B. H., Christie, I. C., Sargent, S. L., & Weaver, J. B., III (2004). Self-reported sensitivity to continuous non-invasive blood pressure monitoring via the radial artery. *Journal of Psychosomatic Research*, 57, 119-121. DOI: [10.1016/S0022-3999\(03\)00597-X](https://doi.org/10.1016/S0022-3999(03)00597-X)
- Sargent, S. L. & Weaver, J. B., III (2003). Listening styles: Sex differences in perceptions of self and others. *International Journal of Listening*, 17, 5-18.
- Weaver, J. B., III (2003). Individual differences in television viewing motives. *Personality and Individual Differences*, 35, 1427-1437. DOI: [10.1016/S0191-8869\(02\)00360-4](https://doi.org/10.1016/S0191-8869(02)00360-4)

- Kiewitz, C., & Weaver, J. B., III (2001). Trait aggressiveness, media violence, and perceptions of interpersonal conflict. *Personality and Individual Differences*, *31*, 821-835. DOI: [10.1016/S0191-8869\(00\)00179-3](https://doi.org/10.1016/S0191-8869(00)00179-3)
- Johnston, M. K., Weaver, J. B., III, Watson, K. W., & Barker, L. B. (2000). Listening styles: Biological or psychological differences? *International Journal of Listening*, *14*, 32-46.
- Oliver, M. B., Weaver, J. B., III, & Sargent, S. L. (2000). An examination of factors related to sex differences in enjoyment of sad films. *Journal of Broadcasting and Electronic Media*, *44*, 282-300.
- Kiewitz, C., Weaver, J. B., III, & Brosius, H. B. (1999). Cultural differences in perceptions of the VCR and RCD: Exploring the TV landscapes of Germany, Israel, and the USA. *World Communication*, *28*, 28-48.
- Kirtley, M. D., & Weaver, J. B., III (1999). Exploring the impact of gender role self-perception on communication style. *Women's Studies in Communication*, *22*, 190-209.
- Zillmann, D., & Weaver, J. B., III (1999). Effects of prolonged exposure to gratuitous media violence on provoked and unprovoked hostile behavior. *Journal of Applied Social Psychology*, *29*, 145-165. DOI: [10.1111/j.1559-1816.1999.tb01379.x](https://doi.org/10.1111/j.1559-1816.1999.tb01379.x)
- Oliver, M. B., Sargent, S. L., & Weaver, J. B., III (1998). The impact of sex and gender-role self-perception on affective reactions to different types of film. *Sex Roles*, *38*, 45-62. DOI: [10.1023/A:1018760427785](https://doi.org/10.1023/A:1018760427785)
- Sargent, S. L., Zillmann, D., & Weaver, J. B., III (1998). The gender gap in the enjoyment of televised sports. *Journal of Sports and Social Issues*, *22*, 46-64. DOI: [10.1177/019372398022001005](https://doi.org/10.1177/019372398022001005)
- Weaver, J. B., III, Sargent, S. L., & Kiewitz, C. (1997). Communication apprehension and the Type-A personality. *Communication Research Reports*, *14*, 350-355.
- Sargent, S. L., Fitch-Hauser, M., & Weaver, J. B., III (1997). A listening styles profile of the Type-A personality. *International Journal of Listening*, *11*, 1-14.
- Kiewitz, C., Weaver, J. B., III, Brosius, H. B., & Weimann, G. (1997). Cultural differences in listening style preferences: A comparison of young adults in Germany, Israel, and the United States. *International Journal of Public Opinion Research*, *9*, 233-247. DOI: [10.1093/ijpor/9.3.233](https://doi.org/10.1093/ijpor/9.3.233)
- Zillmann, D., & Weaver, J. B., III (1997). Psychoticism in the effect of prolonged exposure to gratuitous media violence on the acceptance of violence as a preferred means of conflict resolution. *Personality and Individual Differences*, *22*, 613-627. DOI: [10.1016/S0191-8869\(96\)00245-0](https://doi.org/10.1016/S0191-8869(96)00245-0)
- Sargent, S. L., Weaver, J. B., III, & Kiewitz, C. (1997). Correlates between communication apprehension and listening style preferences. *Communication Research Reports*, *14*, 74-78.
- Villaume, W. A., & Weaver, J. B., III (1996). A factorial approach to establishing reliable listening measures from the WBLT and the KCLT: Full information factor analysis of dichotomous data. *International Journal of Listening*, *10*, 1-20.

- Weaver, J. B., III, Walker, J. R., McCord, L. L., & Bellamy, R. V. (1996). Exploring the links between personality and television remote control device use. *Personality and Individual Differences, 20*, 483-489. DOI: [10.1016/0191-8869\(95\)00199-9](https://doi.org/10.1016/0191-8869(95)00199-9)
- Weaver, J. B., III, Watson, K. W., & Barker L. L. (1996). Individual differences in listening styles: Do you hear what I hear? *Personality and Individual Differences, 20*, 381-387. DOI: [10.1016/0191-8869\(95\)00194-8](https://doi.org/10.1016/0191-8869(95)00194-8)
- Robinson, T. O., Weaver, J. B., III, & Zillmann, D. (1996). Exploring the relationship between personality characteristics and the appreciation of rock music. *Psychological Reports, 78*, 259-269.
- Watson, K. W., Barker, L. L., & Weaver, J. B., III (1995). The Listening Styles Profile (LSP-16): Development and validation of an instrument to assess four listening styles. *International Journal of Listening, 9*, 1-13.
- Weaver, J. B., III, & Kirtley, M. D. (1995). Listening styles and empathy. *The Southern Communication Journal, 60*(2), 131-140.
- Weaver, J. B., III, & Laird, E. A. (1995). Mood-management during the menstrual cycle through selective exposure to television. *Journalism and Mass Communication Quarterly, 72*(1), 139-146.
- Richendoller, N. R., & Weaver, J. B., III (1994). Exploring the links between personality and empathic response style. *Personality and Individual Differences, 17*, 303-311. DOI: [10.1016/0191-8869\(94\)90278-X](https://doi.org/10.1016/0191-8869(94)90278-X)
- Hudmon, K. S., Berger, B. A., & Weaver, J. B., III (1994). Psychometric development of an instrument to measure acquisition of diabetes knowledge. *American Journal of Pharmaceutical Education, 58*, 151-156.
- Toney, G., & Weaver, J. B., III (1994). Effects of gender and gender-role self-perceptions on affective reactions to rock music videos. *Sex Roles, 30*, 567-583. DOI: [10.1007/BF01420803](https://doi.org/10.1007/BF01420803)
- Weaver, J. B., III, & Zillmann, D. (1994). Effect of humor and tragedy on discomfort tolerance. *Perceptual and Motor Skills, 78*, 632-634.
- Brosius, H. B., Weaver, J. B., III, & Staab, J. F. (1993). Exploring the social and sexual "reality" of contemporary pornography. *Journal of Sex Research, 30*, 161-170.
- Weaver, J. B., III, Brosius, H. B., & Mundorf, N. (1993). Personality and movie preferences: A comparison of American and German audiences. *Personality and Individual Differences, 14*, 307-315. DOI: [10.1016/0191-8869\(93\)90128-P](https://doi.org/10.1016/0191-8869(93)90128-P)
- Schweitzer, K., Zillmann, D., Weaver, J. B., III, & Luttrell, E. S. (1992). Perception of threatening events in the emotional aftermath of a televised college football game. *Journal of Broadcasting & Electronic Media, 36*, 75-82.
- Weaver, J. B., III (1991). Exploring the links between personality and media preferences. *Personality and Individual Differences, 12*, 1293-1299. DOI: [10.1016/0191-8869\(91\)90203-N](https://doi.org/10.1016/0191-8869(91)90203-N)

- Weaver, J. B., III (1991). Are "slasher" horror films sexually violent?: A content analysis. *Journal of Broadcasting & Electronic Media*, 35, 385-392.
- Bleich, S., Zillmann, D., & Weaver, J. B., III (1991). Enjoyment and consumption of defiant rock music as a function of adolescent rebelliousness. *Journal of Broadcasting & Electronic Media*, 35, 351-366.
- Mundorf, N., Drew, D., Zillmann, D., & Weaver, J. B., III (1990). Effects of disturbing news on recall of subsequently presented news. *Communication Research*, 17, 601-615.
- Mundorf, N., Weaver, J. B., III, & Zillmann, D. (1989). Effects of gender roles and self perceptions on affective reactions to horror films. *Sex Roles*, 20, 655-673. DOI: [10.1007/BF00288078](https://doi.org/10.1007/BF00288078)
- Helregel, B. K., & Weaver, J. B., III (1989). Mood-management during pregnancy through selective exposure to television. *Journal of Broadcasting & Electronic Media*, 33, 15-33.
- Weaver, J. B., III, Zillmann, D., & Bryant, J. (1988). Effects of humorous distortions on children's learning from educational television: Further evidence. *Communication Education*, 37, 181-187.
- Weaver, J. B., III, & Wakshlag, J. (1986). Perceived vulnerability to crime, criminal victimization experience, and television viewing. *Journal of Broadcasting & Electronic Media*, 30, 141-158.
- Zillmann, D., Weaver, J. B., III, Mundorf, N., & Aust, C.F. (1986). Effects of an opposite-gender companion's affect to horror on distress, delight, and attraction. *Journal of Personality and Social Psychology*, 51, 586-594. DOI: [10.1037/0022-3514.51.3.586](https://doi.org/10.1037/0022-3514.51.3.586)
- Weaver, J. B., III, Masland, J. L., Kharazmi, S., & Zillmann, D. (1985). Effect of alcoholic intoxication on the appreciation of different types of humor. *Journal of Personality and Social Psychology*, 49, 781-787. DOI: [10.1037/0022-3514.49.3.781](https://doi.org/10.1037/0022-3514.49.3.781)
- Zillmann, D., Masland, J. L., Weaver, J. B., III, Lacey, L. A., Jacobs, N. E., Dow, J. H., Klein, C. A., & Banker, S. R. (1984). Effects of humorous distortions on children's learning from educational television. *Journal of Educational Psychology*, 76, 802-812.
- Weaver, J. B., III, Masland, J. L., & Zillmann, D. (1984). Effect of erotica on young men's aesthetic perception of their female sexual partners. *Perceptual and Motor Skills*, 58, 929-930.
- Weaver, J. B., III, Porter, C. J., & Evans, M. E. (1984). Patterns of foreign news coverage on U.S. network TV: A 10-year analysis. *Journalism Quarterly*, 61, 356-363.
- Fletcher, J. E., Tarver, D., & Weaver, J. B., III (1983). Editorials and responses at WGN Chicago 1972-1980: A forum for public issues of controversy. *Southern Speech Communication Journal*, 49, 43-48.

**Publications: Books**

- Weaver, J. B., III, & Tamborini, R. (Eds.). (1996). *Horror films: Current research on audience preferences and reactions*. Hillsdale, NJ: Erlbaum.

***Publications: Book Chapters***

- Mays, D., Weaver, J. B., III, & Bernhardt, J. M. (2011). New media in social marketing. In G. Hastings, C. Bryant, & K. Angus (Eds.), *The SAGE Handbook of Social Marketing* (pp. 178-190). London: Sage.
- Weaver, J. B., III, Sargent Weaver, S., & DiClemente, R. J. (2008). Risk communication. In K. Heggenhougen and Stella Quah (Eds.), *International encyclopedia of public health* (Vol. 5, pp. 601-606). San Diego: Academic Press.
- Weaver, J. B., III (2008). Personality development and communication. In W. Donsbach (Ed.), *International encyclopedia of communication* (Vol. VIII, pp. 3573-3578). Malden, MA: Blackwell.
- Weaver, J. B., III (2008). Experimental design. In W. Donsbach (Ed.), *International encyclopedia of communication*, (Vol. IV, pp. 1652-1658). Malden, MA: Blackwell.
- Weaver, J. B., III (2008). Laboratory experiments. In W. Donsbach (Ed.), *International encyclopedia of communication*, (Vol. IV, pp. 1646-1650). Malden, MA: Blackwell.
- Weaver, J. B., III (2008). Field experiments. In W. Donsbach (Ed.), *International encyclopedia of communication*, (Vol. IV, pp. 1643-1646). Malden, MA: Blackwell.
- Weaver, J. B., III (2008). Natural experiments. In W. Donsbach (Ed.), *International encyclopedia of communication*, (Vol. IV, pp. 1650-1652). Malden, MA: Blackwell.
- Weaver, J. B., III. (2007). Individual differences and media preferences. In J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (Vol. 1, pp. 405-407). Thousand Oaks, CA: Sage.
- Weaver, J. B., III. (2007). Horror films. In J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (Vol. 1, pp. 387-388). Thousand Oaks, CA: Sage.
- Weaver, J. B., III, & Sargent, S. L. (2007). Media and developmental differences. In J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (Vol. 1, pp. 237-239). Thousand Oaks, CA: Sage.
- Weaver, J. B., III, & Sargent, S. L. (2007). Media effects on family interactions. In J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (Vol. 2, pp. 507-509). Thousand Oaks, CA: Sage.
- Sargent, S. L., & Weaver, J. B., III (2006). The Listening Styles Profiles (LSP-16). In R. A. Reynolds, R. Woods, & J. Baker (Eds.), *Handbook of research on electronic surveys and measurements* (pp. 334-338). Hershey, PA: Idea Group Reference.



- Kiewitz, C., & Weaver, J. B., III (2006). The Aggression Questionnaire (Short Forms AQ-12 AND AQ-15). In R. A. Reynolds, R. Woods, & J. Baker (Eds.), *Handbook of research on electronic surveys and measurements* (pp. 343-347). Hershey, PA: Idea Group Reference.
- Weaver, J. B., III, & Kiewitz, C. (2006). EPQ-SF: Eysenck Personality Questionnaire – Short Form. In R. A. Reynolds, R. Woods, & J. Baker (Eds.), *Handbook of research on electronic surveys and measurements* (pp. 360-363). Hershey, PA: Idea Group Reference.
- Weaver, J. B., III, & Sargent, S. L. (2006). GRI-14: Gender Role Inventory (14 Items). In R. A. Reynolds, R. Woods, & J. Baker (Eds.), *Handbook of research on electronic surveys and measurements* (pp. 367-370). Hershey, PA: Idea Group Reference.
- Weaver, J. B., III (2000). Personality and entertainment preferences. In D. Zillmann & P. Vorderer (Eds.), *Media entertainment: The psychology of its appeal* (pp. 235-248). Mahwah, NJ: Erlbaum.
- Weaver, J. B., III (1998). Personality and self-perceptions about communication. In J. C. McCroskey, J. A. Daly, & M. M. Martin (Eds.), *Communication and personality: Trait perspectives* (pp. 95-117). Cresskill, NJ: Hampton Press.
- Tamborini, R., & Weaver, J. B., III (1996). Frightening entertainment: A historical perspective of fictional horror. In J. B. Weaver, III & R. Tamborini (Eds.), *Horror films: Current research on audience preferences and reactions* (pp. 1-13). Hillsdale, NJ: Erlbaum.
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- Brosius, H. B., & Weaver, J. B. (1994). Der Einfluß der Persönlichkeitsstruktur von Rezipienten auf Film- und Musikpräferenzen in Deutschland und den USA (The influence of recipients' personality on movie and TV preferences in Germany and the U.S.A.). In L. Bosshart & W. Hoffmann-Riem (Eds.), *Medienlust und Mediennutz. Unterhaltung als öffentliche Kommunikation (Media enjoyment and media gratification. Entertainment as public communication)* (pp. 284-300). München: Oelschlaeger.
- Weaver, J. B., III (1994). Pornography and sexual callousness: The perceptual and behavioral consequences of exposure to pornography. In D. Zillmann, J. Bryant, & A. C. Huston (Eds.), *Media, family, and children: Social scientific, psychodynamic, and clinical perspectives* (pp. 215-228). Hillsdale, NJ: Erlbaum.
- Weaver, J. B., III (1992). The perceptual and behavioural consequences of exposure to pornography: The social science and psychological research evidence. In C. Itzin (Ed.), *Pornography: Women, violence & civil liberties* (pp. 284-309). Oxford: Oxford University Press.

- Weaver, J. B., III (1991). The impact of exposure to horror film violence on perceptions of women: Is it the violence or an artifact? In B. Austin (Ed.), *Current research in film, volume 5* (pp. 1-18). Norwood, NJ: Ablex.
- Weaver, J. B., III (1991). Responding to erotica: Perceptual processes and dispositional implications. In J. Bryant & D. Zillmann (Eds.), *Responding to the screen: Reception and reaction processes* (pp. 329-354). Hillsdale, NJ: Erlbaum.
- Zillmann, D., & Weaver, J. B., III (1989). Pornography and men's sexual callousness toward women. In D. Zillmann & J. Bryant (Eds.), *Pornography: Recent research, interpretations, and policy considerations* (pp. 95-125). Hillsdale, NJ: Erlbaum.
- Publications: Other Works**
- Weaver, J. (2012). Developing a Long-Distance Ride Nutrition Strategy Part Two: Best Practices and Lessons Learned from Iron Butt Epicures. *Iron Butt Magazine*, Summer 2012, 44-46.
- Weaver, J. (2011). Developing a Long-Distance Riding Nutrition Strategy Part One: Helping You Decide What, When, and How Much to Eat. *Iron Butt Magazine*, Winter 2011, 32-36.
- Weaver, J., & Arthur, D. (2010). Motorcycle Helmets: Protection, Standards, and Testing. *Iron Butt Magazine*, Fall 2010, 46-50.
- Weaver, J. B., III (2006). *Pornography: Understanding Some Consequences for Children and Youth*. U. S. Senate Committee on Commerce, Science, & Transportation. Available <http://www.commerce.senate.gov/pdf/James%20Weaver%20Testimony.pdf>.
- Weaver, J. B., III (2005). *Pornography: Consequences of Exposure*. Westlake Village, CA: Pacific Union Conference of Seventh-day Adventists. Available <http://www.answersforme.com/article.php?id=360&PHPSESSID=645c2722635777140608bd539649712c>.
- Weaver, J. B., III (November, 2004). *Effects of Pornography Addiction on Families and Communities*. Subcommittee on Science, Technology, and Space, U.S. Senate Committee on Commerce, Science, and Transportation, Washington, DC. Available [http://commerce.senate.gov/hearings/testimony.cfm?id=1343&wit\\_id=3913](http://commerce.senate.gov/hearings/testimony.cfm?id=1343&wit_id=3913).
- Weaver, J. B., III, Christie, I. C., Friedman, B. H., & Sargent, S. L. (2001). *Subjective Perceptions of a New, Noninvasive, Semi-Continuous Blood Pressure Device*. Proceedings of the American Psychosomatic Society, Monterey, CA (*Psychosomatic Medicine*, 63, 157).
- Weaver, J. B., III, & Kiewitz, C. (February, 2001). *Mapping the Links Between the "Big Three" Personality Dimensions, Aggressiveness, Hostility, and Rebelliousness*. Proceedings of the 2<sup>nd</sup> annual conference of the Society for Personality and Social Psychology, San Antonio, TX, p. 55.
- Weaver, J. B., III, & Zillmann, D. (February, 2001). *Media Violence, Trait Aggressiveness, and Impulsive Aggression*. Proceedings of the 2<sup>nd</sup> annual conference of the Society for Personality and Social Psychology, San Antonio, TX, p. 77.

Sargent, S. L., & Weaver, J. B., III (February, 2001). *Do Gender-Role Self-Perceptions Predict Aggressiveness?* Proceedings of the 2<sup>nd</sup> annual conference of the Society for Personality and Social Psychology, San Antonio, TX, p. 69.

Weaver, J. B. (1994). Review of *The Reactive Viewer* (B. Gunter & M. Wober. London: Libbey, 1992). *Journalism Quarterly*.

Weaver, J. B., III, and Miller, B. R. (1982). *Information availability, use, and economic impact on commercial farms in the coastal plain of Georgia* (Research Bulletin No. 290). Athens, GA: University of Georgia College of Agriculture, Experiment Stations.

***Presentations: Recent Papers at Professional Meetings***

Weaver, S. S., Griffin-Blake, S., & Weaver, J. B. III (August, 2011). *Disparities in Internet Access and Differences in Physical Activity and Exercise Knowledge*. Paper before the National Conference for Health Communication, Marketing, and Media, Atlanta, GA.

Weaver, III, J. B., Harper, S. M., Harris, J. C., & Griffin, D. B. (November, 2010). *Internet Weight-Management Information-Seeking Behavior and Diet, Weight, and Physical Activity Outcomes*. Presented before the American Public Health Association, Denver, CO.

Weaver, III, J. B., Weaver, S. S., Eroğlu, D., & Zillmann, D. (November, 2010). *Sexual-Health Risk Behaviors and Sexually Explicit Media-Use by U. S. Adults*. Presented before the American Public Health Association, Denver, CO.

Weaver, S. S., Fridinger, F., & Weaver, III, J.B. (November, 2010). *Profiling Healthy Lifestyle Behaviors of Internet Medical Information Users*. Presented before the American Public Health Association, Denver, CO.

Weaver, III, J. B., Mays, D., Weaver, S. S., Thompson, N. J., & McBride, D. (November, 2010). *Perceived Social Support Mediates the Relationships between Depression and Problematic Internet Use*. Presented before the American Public Health Association, Denver, CO.

Weaver, J. B., III (October, 2010). *Developing Our Understanding of Internet Health Information Users and Non-Users*. Presented before the Pennsylvania Chapter of the Society for Public Health Education, State College, PA.

Weaver, J. B., III, Griffin, D. B., & Weaver, S. S. (April, 2010). *The "Digital Divide": Differences in Internet Access and Disparities in HPV Vaccine Knowledge*. Presented before the National Immunization Conference, Atlanta, Georgia.

Weaver, J. B., III (March, 2010). *Developing Our Understanding of Internet Health and Medical Information Users and Non-Users*. Presented before the Great Lakes Chapter Society for Public Health Education, East Lansing, MI.

Griffin, D. B., Burton, D., McDuffie, K., & Weaver, J. B., III. (November, 2009) *African Americans' Utilization of the Internet and Online Health Information*. Presented before the American Public Health Association, Philadelphia, PA.

Mays, D., Weaver, J. B., III, Weaver, S. S., Eroğlu, D., & Bernhardt, J.M. (November, 2009). *Internet access and internet health-information seeking behaviors as a function of trust in*

- information from the internet and from health care providers.* Presented before the American Public Health Association, Philadelphia, PA.
- Weaver, J. B., III, Mays, D., Eroglu, D., & Bernhardt, J. M. (November, 2009). *“Digital Divide:” Inequities in internet access and health care utilization.* Presented before the American Public Health Association, Philadelphia, PA.
- Weaver, J. B., III, Weaver, S. S., & Mays, D. (November, 2009). *The Internet as a Source for Health Information: User Assessments of Utility and Quality.* Presented before the American Public Health Association, Philadelphia, PA.
- Weaver, J. B., III, Weaver, S.S., Mays, D., Hopkins, G.L., Kannenberg, W., & McBride, D. (November, 2009). *Some health-risk correlates of sexually explicit media use by adults.* Presented before the American Public Health Association, Philadelphia, PA.
- Weaver, S. S., Fridinger, F., Weaver, J. B., III, & Mays, D. (November, 2009). *Internet Access, Internet Health Information-Seeking Behaviors, and Numeracy.* Presented before the American Public Health Association, Philadelphia, PA.
- Weaver, S. S., Fridinger, F., Weaver, J. B., III, & Mays, D. (November, 2009). *Patients’ Internet Health Information-Seeking Behaviors and Assessments of Health Care Providers Communicative Behaviors.* Presented before the American Public Health Association, Philadelphia, PA.
- Mays, D., & Weaver, J. B., III (August, 2009). *Personal wireless devices: Prevalence of use and viability as a health promotion channel.* Presented before the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Weaver, S. S., Fridinger, F., & Weaver, J. B., III (August, 2009). *Differences in health information-seeking behavior as a function of acculturation.* Presented before the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Griffin, D. B., Burton, D., Weaver, J. B., III, & McDuffie, K. (July, 2009). *African Americans’ Utilization of the Internet and Online Health Information: A Look at the 2007 Health Information National Trends Survey (HINTS).* Presented before the National Medical Association, Las Vegas, NV.
- Weaver, J. B., III (July, 2009). *Health communication and marketing sciences are crucial to contemporary public health practice.* Presented before the Public Health Forum, Medical Center of Munich, Ludwig-Maximilians-Universitaet Muenchen, July 2009, Munich, Germany.
- Fridinger, F., Weaver, J. B., III, Mays, D., Eroglu, D., & Bernhardt, J. M. (June, 2009). *Examining Variability in Behavioral Health Risks using Syndicated Lifestyle and Consumer Behavior Data.* Presented before the Social Marketing in Public Health Conference, Clearwater, FL.
- Weaver, J. B., III, Mays, D., Linder, G., Eroglu, D., Fridinger, F., & Bernhardt, J. M. (May, 2009). *Profiling Characteristics of Internet Medical Information Users.* Presented before the International Communication Association, Chicago, IL.

- Weaver, J. B., III, Mays, D., Kannenberg, W., Weaver, S. S., Hopkins, G. L., Eroğlu, D., & Bernhardt, J. M. (May, 2009). *Some Health-Risk Correlates of Adult Video Game Playing*. Presented before the International Communication Association, Chicago, IL.
- Weaver, J. B., III, Mays, D., Fridinger, F., Eroğlu, D., & Bernhardt, J. M. (April, 2009). *Can Syndicated Consumer Lifestyle & Behavior Data Inform Public Health Practice? A Data-Fusion Pilot Test*. Presented before the Twelfth Biennial Symposium on Statistical Methods, Centers for Disease Control and Prevention (CDC) Statistical Advisory Group (SAG) and American Statistical Association, Decatur, GA.
- Weaver, J. B., III, Thompson, N., Weaver, S. S., & Hopkins, G. L. (October, 2008). *Profiling Characteristics of Individual's Using Internet Health Information in Health Care Non-Adherence Decisions*. Presented before the American Public Health Association, San Diego, CA.
- Weaver, J. B., III, Weaver, S. S., Hopkins, G. L., Kannenberg, W., McBride, D. C., & Stevens, J. V., Jr. (October, 2008). *Cybersex: The Protective and Deleterious Effects of Spirituality and Religiosity*. Presented before the American Public Health Association, San Diego, CA.
- Weaver, S. S., Weaver, J. B., III, DiClemente, R. J., Salazar, L. F., Wingood, G. M. (October, 2008). *Potential Consequences of Youth Exposure to Sexually Explicit Content on the Internet*. Presented before the American Public Health Association, San Diego, CA.
- Kannenberg, W., Riggs, M., Hopkins, G. L., Weaver, J. B., III, Weaver, S. S., McBride, D. C., & Stevens, J. V., Jr. (October, 2008). *Video gaming: Emerging "New Media" Determinant for Adult Obesity*. Presented before the American Public Health Association, San Diego, CA.
- Weaver, J. B., III, Mundorf, N., Weaver, S. S., & Laforge, R. (November, 2007). *Social self-efficacy moderates the relationship between normative beliefs about alcohol and binge drinking behaviors among college students*. Presented before the American Public Health Association, Washington, DC.
- Kannenberg, W., Weaver, J. B., III, Hopkins, G., Weaver, S. S., McBride, D., Riggs, M., & Stevens, J. V., Jr. (November, 2007). *An exploration of adult obesity and new media use behaviors*. Presented before the American Public Health Association, Washington, DC.
- Weaver, J. B., III (May, 2007). *Exemplification Theory in Public Health: Understanding the Impact of Smoking in Movies on Adolescents Perceptions of Smoking*. Presented before the International Communication Association, San Francisco, CA.
- Weaver, J. B., III, Mundorf, N., Laforge, R., Weaver, S. S., (May, 2007). *Individual Personality Differences Moderate Perceptions of Alcohol Drinking Behavior and Receptivity to Alcohol Health Messages*. Presented before the International Communication Association, San Francisco, CA.
- Weaver, J. B., III, Huck, I., Brosius, H. (June, 2006). *The Impact of Continuous Response Measurement Displays on Viewers' Perceptions of Media Messages*. Presented before the International Communication Association, Dresden, Germany.
- Weaver, J. B., III (March, 2006). *Understanding the Effects of Mass Media on Children and Adolescents*. Invited lecture at the Healthy People 2006 Conference, School of Public Health, Loma Linda University, Loma Linda, CA.

(A complete list of papers presented at professional meetings (1982 to present) is available upon request).

### ***Research Grants and Contracts***

*The Impact of Mass Media on the Family.* Winifred L. Stevens Foundation, Co-principal investigator with Gary L. Hopkins, School of Public Health, Loma Linda University, 2005-2006, \$130,000; 2006-2007, \$145,000.

*Improving Safe Transportation and Alcohol Awareness Messages.* Co-principal investigator with Norbert Mundorf, University of Rhode Island Transportation Center, 2006-2007, \$45,660; 2007-2008, \$47,500.

*Laboratory for the Study of Human Thought and Action.* Office of the Provost, Virginia Polytechnic Institute and State University. Co-principal investigator with Catherine Eckel, Department of Economics, 2000-2001, \$40,000.

*Effects of Prolonged Exposure to Gratuitous Graphic Violence.* Harry Frank Guggenheim Foundation research grant. Co-investigator with Dolf Zillmann of the College of Communication at the University of Alabama, 1991-1993, \$75,600.

### ***Professional Service***

Charles C. Shepard Science Awards, Data Methods and Study Design Subcommittee, Office of the Associate Director for Science, reviewer, 2012.

Electronic Media Evaluation Workgroup Meeting, Office of the Associate Director for Communication, member, 2011-present.

*Iron Butt Magazine*, Iron Butt Association, Health and Safety Editor, 2011-present.

Consultation on CDC's Vision for Public Health Surveillance in the 21<sup>st</sup> Century, Office of the Chief Science Officer, participant, 2009.

Health Communication Division, International Communication Association, conference reviewer, 2009.

Science Council, National Center for Health Marketing, member, 2009.

National Conference on Health Communication, Marketing, and Media, National Center for Health Marketing, conference planner, 2008 and 2009.

Knowledge-to-Action (K2A) Workgroup, Public Health Practice Council (PHPC) and Center Leadership Council (CLC), group member, 2007-2008.

(A complete list of professional service activities (1982 to present) is available upon request).

***Extension/Service: Professional Affiliations***

American Public Health Association

International Communication Association

Sigma Xi, the Scientific Research Society

***Extension/Service: Refereed Journals (\* Editorial Board Membership)***

*American Journal of Public Health*

*Archives of Internal Medicine*

*Communication Monographs* (1998-2002\*)

*Communication Research*

*Communication Research Reports* (1998-2007\*)

*Health Education & Behavior*

*Human Communication Research* (2000-2003\*)

*International Journal of Listening* (2001-2006\*)

*Journal of Broadcasting and Electronic Media* (1990-91, 2000-2008\*)

*Journal of Health Communication*

*Journalism and Mass Communication Quarterly* (1992-2006\*)

*Media Psychology* (1998-2005\*)

*Preventive Medicine*

*Personality and Individual Differences*

*Southern Communication Journal* (1990-1992\*)

***Extension/Service: Professional Consulting***

Turner Broadcasting System, New Products Research, Marketing Science, Atlanta, GA.

United States Department of Justice, Child Exploitation & Obscenity Section.

United States Department of Justice, United States Attorney's Offices, Brooklyn, NY, Dallas, TX, Louisville, KY, & Mobile, AL.

United States House of Representatives, Select Comm. on Children, Youth, & Families.

United States Senate, Commerce, Science, & Transportation Committee.

United States Senate, Science, Technology, & Space Subcommittee, Commerce, Science, & Transportation Committee.

Australian Family Association, Canberra and Perth, Australia.

National Family Foundation, Naples, Florida.

Parliament of Australia, Joint Select Committee on Video Materials.

Office of the Attorney General, State of Alabama.

Office of the Attorney General, State of Wisconsin

