## **CONTENTS**

Pre	Foreword Preface Acknowledgments	
1	Psychophysiology in the context of media processes and effects research	1
	A brief history of media effects research	2
	Early research—the impact of film content 2 Behaviorism's strong influence 4 Early behaviorist communication research 6 Opening the black box—the information processing approach 10 The second debut of physiology in media research 15 The third time's a charm: psychophysiological approaches to media 18	
2	Psychophysiology: theoretical assumptions and a history of the field	23
	Basic assumptions of psychophysiology	23
	<ol> <li>The brain is embodied 24</li> <li>The work of the brain &amp; the body happens over time 24</li> <li>The subtractive method applies to analyzing physiological systems 24</li> <li>The body's primary job is to keep itself alive 26</li> <li>Cognitive processes can be inferred from bodily reactions 31</li> <li>Psychophysiological measures are monstrosities 34</li> </ol>	

	Psychophysiology: a field with a long legacy Benefits and drawbacks of psychophysiology	35 41
3	Key terms and concepts in psychophysiology	46
	Tracing the basics of the signal chain from body to computer	46
	Electrodes and leads 47 Photoplethysmographs 52 Electrode cables and bioamplifiers 54 Filtering 54 AD/DA boards 56	
	Psychophysiological signal vocabulary	58
	Tonic and phasic responses 58 Change scores 59 Habituation and sensitization 60	
	Summary Summary	62
		02
4	Psychophysiological measures of cognitive processing of media	63
	Conceptualizing cognitive processing of mediated content	68
	The limited capacity model of motivated, mediated, message processing 70	
	Cardiac activity: a physiological measure of cognitive processing	73
	Psychological meaning of heart rate 74  Basic anatomy and physiology of the cardiac system 76  Recording the ECG in the media research lab 81  Equipment and technical procedures for recording  the ECG 82	
	Analysis of cardiac activity data 87  Examples of research using heart rate to study cognitive processing of media 91	
	EEG: a measure of cortical activity underlying cognitive processing of media	92
	Psychological meaning of EEG 94 Recording the EEG signal 96	

Examples of research using EEG to study cognitive processing of media 98	
Summary	100
Psychophysiological measures of emotional processing of media	101
The nature of human emotion	103
Mind/body interaction in emotion 106 Arousal and valence as superordinate dimensions of emotion 109	
Skin conductance: an electrodermal measure of arousal	110
Psychological meaning of skin conductance 111 Measuring skin conductance in the media research lab 114 Skin conductance recording equipment and supplies 115 Skin conductance electrode placement 118 Analysis of skin conductance data 120 Examples of the use of skin conductance in media research 123	
Facial EMG: a measure of emotional valence	124
Psychological meaning of facial EMG 125 Specific facial muscle activation as an index of emotional valence 128 Recording the facial EMG signal 130 Electrode placement for recording facial EMG 131 Analysis of facial EMG data 136 Review of recent facial EMG research on emotional processing of media 138	
Summary	139
Emerging psychophysiological measures for media research	140
The eye-blink startle response	140
Conceptual understanding of startle 141 Measuring eye-blink startle 144 Recent startle research in media psychology 149	

## **x** Contents

	The post-auricular startle response Another facial EMG measure: Levator labii Heart rate variability (HRV) Functional magnetic resonance imaging (fMRI) Summary	150 151 153 156 159
7	Connecting psychophysiology to other measures of mediated message processing	160
	Gaining a proper perspective on data obtained from multiple forms of measurement	161
	Understanding relationships between psychophysiological and other measures of processing  Combining self-report and psychophysiological measures of mediated message processing	167 171
	Self-report measures as indices conceptually related to embodied mental processes 173  Self-report measures as moderating or emerging from embodied mental processes 177  Self-report measures of individual differences impacting embodied mental processes 179	
	Continuous Response Measurement: a dynamic alternative for measuring psychological states	183
	Thought listing: capturing the qualitative experience of mediated message processing  Secondary task reaction time: a behavioral measure of	187
	cognitive resources  Measures of memory: performance indicators of mediated	190
	message processing Summary	193 195
8	On your own: setting up a media psychophysiology lab and conducting experiments	196
	Finding the space Furnishing the space Purchasing and understanding your lab equipment Passing on your understanding: lab training Designing experiments Conducting experiments Summary	197 201 202 210 213 216 218
	Appendix—sample table of contents for lab manual	219

9	Psychophysiological measures and meaning: implications of current research and a peek	
	at the future	222
	Violent media, violent minds? Insights from	
	psychophysiological measures	224
	News and the curious mind: knowledge gained through	
	psychophysiological measurement	228
	Persuasion and psychophysiological measures of mediated	
	message processing	232
	The future of psychophysiology in studying mediated	
	message processing	237
	Conclusion	240
Glo	ossary	242
Bibliography		258
Index		282