

Curriculum Vitae

Rachel L. Bailey

January 21, 2021

Contact

College of Communication and Information
School of Communication
Florida State University
142 Collegiate Loop
UCC Building C 4410
Tallahassee, FL 32304
rbailey2@fsu.edu

Education

Doctor of Philosophy, Major: Mass Communication, Minor: Psychology 2014
Indiana University,
Dissertation Title: *Symbols and Representations of Primary Appetitive Stimuli: Dynamic Processing of Food Advertising and Later Food Choice*
Committee: *Drs. Annie Lang (chair), Rob F. Potter, Amy Gonzales and David B. Pisoni*

Master of Arts, Strategic Communication, 2008
Missouri School of Journalism
Thesis Title: *Trained to Eat: Children's Cognitive and Emotional Processing of Snack Food Advergames*
Committee: *Drs. Kevin R. Wise (co-chair), Paul D. Bolls (co-chair), Glenn Leshner and Steve Hackley*

Bachelor of Journalism, Strategic Communication, 2007
Missouri School of Journalism, 2007
Honors: *summa cum laude, phi beta kappa, kappa tau alpha*

Bachelor of Arts, Psychology, 2007
University of Missouri-Columbia
Honors: *summa cum laude, phi beta kappa*

Research Appointments

Assistant Professor Florida State University	Fall 2018- Present
---	--------------------

Director, Interactions in Communication Contexts Lab Florida State University	Fall 2018- Present
--	--------------------

Assistant Professor of Media Psychology & Communication Theory Washington State University	Spring 2014- Spring 2018
---	--------------------------

Director, Communication Emotion & Cognition Lab Washington State University	Spring 2014- Spring 2018
Co-Founding Fellow, Complex Social Interactions Lab Washington State University	Fall 2015- Spring 2018
Indiana University Dissertation Fellow Indiana University	2013
Lab Manager, Institute for Communication Research Indiana University	Spring 2011
Research Associate Media Research Labs, LLC (exclusively contracted to Disney Media)	January- June 2009
Lab Manager, PRIME Lab Missouri School of Journalism	Spring 2007- Fall 2008
Project Manager, Integris Health Systems PRIME Lab, Missouri School of Journalism	Summer 2008
Research Assistant, PRIME Lab Missouri School of Journalism	Spring 2006- Fall 2007
Research Assistant, Personality Lab University of Missouri-Columbia	Spring 2005- Fall 2006

Research Impact Metrics

H-score Google Scholar: 12
Research Gate: 23.03

Peer Reviewed Published Articles

- Bailey, R. L.,** Read, G., Yan, H., Liu, J., Makin, D., & Willits, D. (In press). Camera point-of-view exacerbates racial bias in viewers of police use of force videos. *Journal of Communication*.
Journal Impact Factor: 4.846
- Bailey, R. L.,** Wang, T., Liu, J. (2019 online). Applying optimal foraging to young adult decision-making after food advertising exposure. *Health Communication*.
Journal Impact Factor: 1.846
Citations: 2

- Liu, J., & **Bailey, R. L.** (2019 online). Investigating the effect of use and social cues in food advertisements on attention, feelings of social support, and purchase intention. *Health Communication*.
Journal Impact Factor: 1.846
Citations: 0
- Clayton, R.B., Keene, J.R., Leshner, G. & Lang, A., & **Bailey, R.L.** (2019 online). Smoking Status Matters: A Direct Comparison of Smokers' and Nonsmokers' Psychophysiological and Self-Report Responses to Secondhand Smoke Anti-Tobacco PSAs. *Health Communication*.
Journal Impact Factor: 1.846
Citations: 4
- Clayton, R.B., **Bailey, R.L.**, & Liu, J. (2019). Conditioned "cross fading": The incentive motivational effects of mediated polysubstance pairings on alcohol, marijuana, and junk food craving. *Journal of Health Communication*, 24(3), 319-327.
Journal Impact Factor: 1.648
Citations: 2
- Liu, J., & **Bailey, R. L.** (2019). Examining the cue-reactivity paradigm: Effects of substance cues in negative public service announcements on cognitive resource allocation. *Health Communication*, 34, 964-974.
Journal Impact Factor: 1.846
Citations: 2
- Lanigan, J., **Bailey, R.L.**, Jackson, A., & Ramsay, S. (2019). The effect of child centered nutrition phrases and repeated exposure on preschoolers' willingness to try, liking and consumption of healthful foods. *Journal of Nutrition Education & Behavior*, 51, 519-527.
Journal Impact Factor: 2.869
Citations: 2
- Makin, D., Willits, D., Dietrich, B., Koslicki, W., Brooks, R. & **Bailey, R.** (2019) Contextual determinants of observed negative emotional states in police-community interactions. *Criminal Justice and Behavior*, 46, 301-318.
Journal Impact Factor: 2.168
Citations: 5
- Bailey, R. L.**, Liu, J., & Wang, T. (2018 online). Primary biological motivators in food advertisements: Do energy density and sexual appeals compete for appetitive motivational activation and its cognitive benefits? *Communication Research*
Journal Impact Factor: 3.391
Citations: 2
- Bailey, R. L.** & Muldrow, A. (2018). Healthy food identification: Food cues and claims affect speeded and thoughtful evaluations of food. *Health Communication*, 34, 735-746.
Journal Impact Factor: 1.846
Citations: 7

- Wang, T. & **Bailey, R. L.** (2018). Primary biological motivators in music media: Motivated processing of sex and violence. *Media Psychology*, 21, 1-26.
Journal Impact Factor: 2.736
Citations: 1
- Bailey, R. L.**, Wang, T., & Kaiser, C. K. (2018). Clash of the primary motivations: Motivated processing of emotional content in fear appeals about obesity prevention. *Health Communication*, 33, 111-121.
Journal Impact Factor: 1.846
Citations: 10
- Park, B. & **Bailey, R. L.** (2018). Application of Information Introduced to dynamic message processing and enjoyment. *Journal of Media Psychology: Theories, Methods, and Applications*, 30, 196-206.
Journal Impact Factor: 1.514
Citations: 4
- Bailey, R. L.** (2017). Influencing eating choices: Biological food cues in advertising and packaging alter trajectories of decision-making and behavior. *Health Communication*, 32, 1183-1191.
Journal Impact Factor: 1.846
Citations: 11
- Bailey, R. L.** (2016). Modern foraging: Availability of food and current hunger influence motivational processing of food advertisements. *Appetite*, 107, 568-574.
Journal Impact Factor: 3.174
Citations: 9
- Yegiyan, N. & **Bailey, R. L.** (2016). Food as risk: How eating habits and food knowledge affect reactivity to pictures of junk and healthy foods. *Health Communication*, 31(5), 635-642.
Journal Impact Factor: 1.846
Citations: 9
- Koruth, J. K., Lang, A., Potter, R.F., & **Bailey, R. L.** (2015). A comparative analysis of dynamic and static indicators of parasympathetic and sympathetic nervous system activation during TV viewing. *Communication Methods and Measures*, 9(1), 78-100.
Special Issue on Evolution, Biology and Brains- Methodological Innovations in Communication Science.
Journal Impact Factor: 2.306
Citations: 10
- Lang, A., **Bailey, R. L.**, & Connolly, S. (2015). Encoding systems and evolved message processing: Pictures enable action, words enable thinking. *Media and Communication*, 3(1), 34-43.
Journal Impact Factor: N/A
Citations: 9
- Bailey, R. L.** (2015). Processing food advertisements: Initial biological responses matter. *Communication Monographs*, 82(1), 163-178. *Special Issue on Biological Approaches to Communication.*
Journal Impact Factor: 2.365

Citations: 23

Bailey, R. L., Potter, R.F., Lang, A. & Pisoni, D. B. (2015). Modulating executive functioning: Trait motivational reactivity and resting HRV. *Cognition & Emotion*, 29(1), 138-145.

Journal Impact Factor: 2.42; 5-yr Impact Factor 3.15

Citations: 9

Lang, A., & **Bailey, R. L.** (2015). Understanding information selection and encoding from a dynamic, energy saving, evolved, embodied, embedded perspective. *Human Communication Research*, 41(1), 1-20.

Journal Impact Factor: 2.40

Citations: 19

Lang, A., Gao, Y., Potter, R., Lee, S., Park, B., & **Bailey, R. L.** (2015). Conceptualizing audio message complexity as available processing resources. *Communication Research*, 42(6), 759-778.

Journal Impact Factor: 2.77

Citations: 29

Bailey, R. L., Fox, J. R., & Grabe, M. E. (2013). The influence of message and audience characteristics on TV news grazing behavior. *Journal of Broadcasting & Electronic Media*, 57(3), 318-337.

*Authorship credit should be equally distributed.

Journal Impact Factor: 0.84

Citations: 15

Norris, R. L., **Bailey, R. L.**, Bolls, P.D., & Wise, K.R. (2012). Effects of emotional tone and visual complexity on processing health information in prescription drug advertising. *Health Communication*, 27(1), 42-48.

Journal Impact Factor: 1.846

Citations: 31

Bailey, R. L., Wise, K., R. & Bolls, P. D. (2009). How avatar customizability affects children's arousal and subjective presence during junk food-sponsored online video games. *CyberPsychology & Behavior*, 12(3), 277-283.

Journal Impact Factor: 2.41

Citations: 186

Other Publications

Reference Contributions

Bailey, R. L. (2017). Electrodermal Activity. In *The Wiley International Encyclopedia of Communication Research Methods*. (pp.) Hoboken, NJ: Wiley.

Bailey, R. L. (2014). Advertising, Food. In *SAGE Encyclopedia of Health Communication*. (pp. 26-27) Thousand Oaks, CA: Sage Publishing.

Symposia Abstracts

The following abstracts were printed and delivered as a supplement to the readership of the journal *Psychophysiology* (Impact Factor: 2.99) after the annual meeting of the *Society for Psychophysiological Research* or to the readership of the *Journal of Nutrition Education and Behavior* (Impact Factor: 2.58) after the annual meeting of the *Society for Nutrition Education and Behavior* as noted.

Clayton, R., **Bailey, R. L.**, Liu, J. & Secheran, R. (2018). Cue reactivity toward polysubstance cues: alcohol with tobacco, marijuana, and junk food. *Society for Psychophysiological Research. Psychophysiology*, 55, S1.

Bailey, R. L., Clayton, R., Liu, J. & Secheran, R. (2018). Cue reactivity toward socially distinct types of substance cues. *Society for Psychophysiological Research. Psychophysiology*, 55, S1.

Wang, T. & **Bailey, R. L.**, (2018). Dynamic processing of sequential emotional trajectories. *Society for Psychophysiological Research. Psychophysiology*, 55, S1.

Liu, J., & **Bailey, R. L.** (2017). Food cue reactivity in higher and lesser external eaters. *Society for Psychophysiological Research. Psychophysiology*, 54, S1.

Lanigan, J., Jarvenesivu, V., **Bailey, R. L.**, & Ramsay, S. (2016). Parenting practices that support young children's preference for varied healthful foods and willingness to try novel foods. *Journal of Nutrition Education and Behavior*, 48(7), S49-50.

Bailey, R. L., Liu, J., Wang, T., Muldrow, A. & Kaiser, C. K. (2016). Energy density differentially alters emotional responses to health halo and non health halo foods. *Society for Psychophysiological Research. Psychophysiology*, 53, S1.

Bailey, R. L., Liu, J., Wang, T., & Kaiser, C. K. (2016). Moderators of optimal foraging in a modern context: Processing sex and food stimuli in the dark. *Society for Psychophysiological Research. Psychophysiology*, 53, S1.

Wang, T. & **Bailey, R. L.** (2015). Individual differences in eating behavior affect information processing of obesity prevention messages. *Society for Psychophysiological Research. Psychophysiology*, 52, S1.

Liu, J. & **Bailey, R. L.** (2015). Primary biological appeals in food advertisements: Food cues and perceived health influence appetitive responses. *Society for Psychophysiological Research. Psychophysiology*, 52, S1.

Muldrow, A. & **Bailey, R. L.** (2015). Appetitive activation in the presence or absence of food: Physiological responses toward healthy and unhealthy food advertising. *Society for Psychophysiological Research. Psychophysiology*, 52, S1.

Kaiser, C. K., Kallman, D. & **Bailey, R. L.** (2015). Seeing uncertainty: Investigating the role of visibility in the process of disability. *Society for Psychophysiological Research. Psychophysiology*, 52, S1.

Bailey, R. L. & Lang, A., (2014). Directness of food cues alters trajectories of biological imperative responses. *Society for Psychophysiological Research. Psychophysiology*, 51, S1.

Lang, A., **Bailey, R. L.** & Connolly, S. (2013). Biological imperatives: Objects, representations and symbols. *Society for Psychophysiological Research. Psychophysiology*, 50, S1.

- Bailey, R. L.,** Lang, A., Potter, R.F., and Park, B. (2013). Resting HRV as an inhibitor of trait motivational reactions. *Society for Psychophysiological Research. Psychophysiology*, 50, S1.
- Bailey, R. L.** & Yegiyan, N. (2012). Separating motivational activation from attitudes toward primary motivational objects. *Society for Psychophysiological Research. Psychophysiology*, 49, S1.
- Bailey, R. L.** & Potter, R. F., Pisoni, D. B., & Lang, A. (2012). Resting HRV, motivational reactivity and executive functioning. *Society for Psychophysiological Research. Psychophysiology*, 49, S1.
- Yegiyan, N. & **Bailey, R. L.** (2012) Affective reactivity to junk vs. healthy food images: Less appetitive but more arousing. *Society for Psychophysiological Research. Psychophysiology*, 49, S1. Citations: 2
- Bailey, R. L.** Rubenking, B., & Lang, A. (2011). The influence of trait motivational reactivity on the formation of motivated cognitive states: Flow, presence and transportation. *Psychophysiology*, 48, S1. Citations: 4
- Bailey, R. L.** Rubenking, B., & Lang, A. (2011). An overtime comparison of motivated cognitive states: Flow, presence and transportation, *Psychophysiology*, 48, S1.
- Rubenking, B., **Bailey, R. L.**, & Lang, A. (2011). Individual differences in motivational reactivity influences cardiac orienting, *Psychophysiology*, 48, S1.
- Bailey, R. L.** Rubenking, B., Lang, A., Nadorff, G., Lee, S., Pescosolido, B. & Martin, J. (2010). The effects of trait appetitive system reactivity and personal experiences on processing TV messages about mental illness, *Psychophysiology*, 47, S1.
- Bailey, R. L.** Lang, A., Nadorff, G., Lee, S., Pescosolido, B. & Martin, J. (2010). The effects of trait motivational activation and personal experiences on processing negative, motivationally relevant television content, *Psychophysiology*, 47, S1.
- Bailey, R. L.**, Wise, K., Bolls, P.D., & Leshner, G. (2008). The effect of avatar customization on children's cognitive and emotional responses to branded online games, *Psychophysiology*, 45, S1.
- Leshner, G., Bolls, P., Sternadori, M., **Bailey, R. L.**, Norris, R., Adkins, D., Spratt, A., Jeong, J., & Eckler, P. (2008). The impact of Machiavellian and disgusting images in anti-tobacco ads on viewer's message processing, *Psychophysiology*, 45, S1.
- Kononova, A., **Bailey, R. L.**, Bolls, P.D., Yegiyan, N., & Jeong, J.Y. (2008). Here and far away: Cognitive and emotional processing of national and foreign sensational and not sensational television news, *Psychophysiology*, 45, S1.
- Leshner, G., Bolls, P.D., Moore, J., Gardner, E., Peters, S., Kononova, A., **Bailey, R. L.** & Wise, K. (2008). The impact of narrative and emotion of breast cancer survivor testimonies on message processing for African American female viewers, *Psychophysiology*, 45, S1.

Bailey, R. L., Bolls, P., Wise, K., & Leshner, G. (2007). Individual differences in motivated processing of highly arousing positive TV advertisements, *Psychophysiology*, 44, S1.

Grants

Funding Total: \$161,073

Funded

2018 First Year Assistant Professor Grant, \$20,000

PI: Rachel L. Bailey

Project: Investigating the Role of Visual Food Cues in Obesity Prevention Policy

2017 Applied Physics Lab at Johns Hopkins University (Subcontract Dept. of Homeland Security), \$35,000

PI: David Makin

Co-PIs: Rachel Bailey, Bryce Dietrich, Dale Willits

Project: Body-Worn Cameras and Officer Perceptions

My Effort: 33%

2016 Grand Challenges Seed Grant Competition, Washington State University, \$52,023

PI: David Makin

Co-PIs: Rachel Bailey, Dale Willits

Project: Procedural Justice in Police-Community Interactions

My Effort: 33%

2015 New Faculty Seed Grant, Washington State University, \$20,050

Sole PI: Rachel L. Bailey

Project: Using Biological Predispositions for Healthy Advantages in Food Choice

My Effort: 100%

2014 CAHNRS Research Initiative for Human Sciences, Washington State University, \$33,500

PI: Jane Lanigan

Co-PIs: Rachel Bailey, Samantha Ramsay

Project: Effect of the Use of Child-Centered Phrases on Young Children's Liking and Consumption of Healthy Foods

My Effort: 30%

2008 Paul Synor Fellowship Grant, \$500

Awarded for the recruitment of children as a special population in thesis work

My Effort: 100%

Applied, Pending

Applied, Not Funded

2020 FSU Collaborative Collisions: COVID-19, \$20,000

PI: Patrick Merle

Co-PIs: Jessica Wendorf-Muhamad, Rachel L. Bailey, Elizabeth Ray

Project: Identity and Information Overload: Examining the impact of health messaging in times of crisis

2017 NIH R01: Obesity Policy Evaluation Research (PA-16-165), \$1,809,791

PI: Rachel L. Bailey

Co-PI: Narine Yeghiyan

Project: Investigating Visual Food Cue Influences on Front-of-Package Labeling Obesity Prevention Policy Initiatives

2017 Department of Justice, Category 1, \$850,053

PI: David Makin

Co-PIs: Rachel Bailey, Bryce Dietrich, Dale Willits

Project: Effects of Physiological Stress on Officer Behavior and Decision-Making

2016 WSU Office of Commercialization, \$49,175

PI: David Makin

Co-PIs: Rachel Bailey, Bryce Dietrich, Dale Willits

Project: The Development of an Early Warning System for Public Safety using Software Analytics

2016 WSU Alcohol and Drug Abuse Research Program, \$25,819

PI: Rachel Bailey

Co-PI: Jiawei Liu

Project: Investigating Reactivity to Alcohol and Marijuana Use, Object and Social Cues: Proof of Concept for Developing a Complex, Contextualized Cue Reactivity Image System

2016 Department of Health and Human Services, \$248,299

Co-PIs: Rachel L. Bailey, Graham Dixon, Jay Hmielowski, Myiah Hutchens

Project: Identifying and Addressing Community-level Vaccine Hesitancy to Foster Informed Vaccine Decision Making

2016 Grand Challenges Seed Grant Competition, Washington State University

PI: Rachel Bailey

Co-PI: Graham Dixon, Jeff Joireman, Andrew Perkins, Dave Sprott

Project: Biological-Level Appeals in GMO Food Communication

2015 National Science Foundation, Decision, Risk and Management Sciences, \$650,332

Co-PIs: Rachel L. Bailey, Graham Dixon, Jay Hmielowski, Myiah Hutchens

Project: Understanding Risk Information Seeking using Novel Theoretical and Methodological Contexts

2015 Robert Wood Johnson Foundation's Healthy Eating Research: Building Evidence to Prevent Childhood Obesity

PI: Rachel L. Bailey, Co-PI: Erica Austin

Project: Using Biological Predispositions for Healthy Advantages in Food Choice

Peer Reviewed Conference Presentations

Bailey, R.L., Liu, J., Wang, T., & Garcia, C. (2020). The Obesity Paradox: Fast Food Calorie Labeling as a Contributing Factor. *International Communication Association*, Gold Coast, Australia (virtual).

Bailey, R.L., Liu, J., & Khan, T. (2020). Structural and Content Features Influence Sharing and Commenting on Police Use of Force Videos *International Communication Association*, Gold Coast, Australia (virtual).

Wang, T., & **Bailey, R.L.** (2020). Motivated Processing of Sequentially Coactive Trajectories in Health Promotion PSAs. *International Communication Association*, Gold Coast, Australia (virtual).

**Winner of Promising Young Scholar Paper Award in Information Systems Division*

- Bailey, R.L.**, & Diwanji, V. (2020). Social eating cues in obesity prevention messages. *International Communication Association*, Gold Coast, Australia (virtual).
- Bailey, R.L.**, & Liu, J., Wang, T., & Karimkhanashtiyani, F. (2019). Biological food cues on packaging contribute to greater perceptions of health and calorie intake. *International Communication Association*, Washington, D.C.
- Clayton, R., **Bailey, R. L.**, Liu, J. & Secheran, R. (2018). Cue reactivity toward polysubstance cues: alcohol with tobacco, marijuana, and junk food. *Society for Psychophysiological Research*. Quebec City, Canada.
- Bailey, R. L.**, Clayton, R., Liu, J. & Secheran, R. (2018). Cue reactivity toward socially distinct types of substance cues. *Society for Psychophysiological Research*. Quebec City, Canada.
- Wang, T. & **Bailey, R. L.**, (2018). Dynamic processing of sequential emotional trajectories. *Society for Psychophysiological Research*. Quebec City, Canada.
- Bailey, R.L.**, Liu, J., Makin, D., Willits, D., & Dietrich, B. (2018). Does POV overcome racial bias? Identification with officers and citizens and evaluations of their behavior in police use of force videos. *International Communication Association*, Prague, Czech Republic.
- Wang, T., **Bailey, R.L.**, & Liu, J. (2018). Social eating cues in obesity prevention fear appeals create positive affect but inhibit healthy eating intentions. *International Communication Association*, Prague, Czech Republic.
- Wang, T., **Bailey, R.L.**, & Liu, J. (2018). Applying Optimal Foraging to young adult decision making after food advertising exposure. *International Communication Association*, Prague, Czech Republic.
- Brown, J.R., **Bailey, R.L.**, Kaiser, C., & Kallman, D. (2018) Signaling uncertainty: Visible disabilities as an honest signal. *International Communication Association*, Prague, Czech Republic.
- Clayton, R.B., **Bailey, R.L.**, Secheran, R., Liu, J., & Ma, Y. (2018). Substance cue reactivity and craving in polysubstance abuse contexts. *International Communication Association*, Prague, Czech Republic.
- Brooks, R., Bill, S., Makin, D., Willits, D., Dietrich, B., **Bailey R.L.**, & Koslicki, W., (2017). Race, emotional states, and police use of force: Police interactions as complex social interactions. *Western Association of Criminal Justice*. Spokane, WA.
- Koslicki, W., Makin, D., Willits, D., Brooks, R., **Bailey R.L.**, & Dietrich, B. (2017). Situational and environmental determinants of observed emotional states in police-community interactions. *Western Association of Criminal Justice*. Spokane, WA.
- Liu, J., & **Bailey, R. L.** (2017). Food cue reactivity in higher and lesser external eaters. *Society for Psychophysiological Research*. Vienna, Austria.

- Liu, J., **Bailey, R. L.** (2017). Examining the Cue-Reactivity Paradigm: Effects of Substance Cues in Negative Public Service Announcements on Cognitive Resource Allocation. *Association for Education in Journalism and Mass Communication*. Chicago, IL.
- Bailey, R.L.**, Liu, J., & Wang, T. (2017). A contributing factor to the obesity paradox: Biological food cues in advertising and on packaging. *Association for Education in Journalism and Mass Communication*. Chicago, IL.
- Ramsay, S., Jarvenesivu, V., **Bailey, R. L.**, & Lanigan, J. (2017). The Effects of Developmentally Appropriate, Child-Centered Nutrition Phrases on Preschool children's preferences for and consumption of healthy foods. *International Society of Behavioral Nutrition and Physical Activity*. Victoria, Canada.
- Wang, Y., Donaway, R., **Bailey, R.**, & Borah, P. (2017). It is disgusting: A study of emotional effects of presidential campaign ads. *American Political Science Association (Elections, Public Opinion, and Voting Behavior Division)*, San Francisco, CA.
- Wang, Y. & **Bailey, R.** (2017). Who Cares about Fact Check? Attitudes towards Presidential Candidates After Viewing Fact Checking Information. *American Political Science Association (Political Communication Pre-conference)*, San Francisco, CA
- Wang, T., & **Bailey, R.L.** (2017). Dynamic Processing of Sequential Emotional Trajectories in Public Service Advertisements. *International Communication Association*. San Diego, CA.
- Liu, J., & **Bailey, R.L.** (2017). The presentation matters: The effect of animateness in affective picture processing. *International Communication Association*. San Diego, CA.
- Liu, J., & **Bailey, R.L.** (2017). Evaluating the influences of motivational reactivity on individual differences on media preferences. *International Communication Association*. San Diego, CA.
- Bailey, R.L.**, Wang, T., & Liu, J. (2017). Modern Foraging: Darkness dampens motivational responses when processing advertisements for foods of different energetic value. *International Communication Association*. San Diego, CA.
- Lanigan, J., Jarvenesivu, V., **Bailey, R. L.**, & Ramsay, S. (2016). Parenting practices that support young children's preference for varied healthful foods and willingness to try novel foods. *Society for Nutrition Education and Behavior*. San Diego, CA.
- Bailey, R. L.**, Liu, J., Wang, T., Muldrow, A. & Kaiser, C. K. (2016). Energy density differentially alters emotional responses to health halo and non health halo foods. *Society for Psychophysiological Research*. Minneapolis, MN.
- Bailey, R. L.**, Liu, J., Wang, T., & Kaiser, C. K. (2016). Moderators of optimal foraging in a modern context: Processing sex and food stimuli in the dark. *Society for Psychophysiological Research*. Minneapolis, MN.
- Liu, J. & **Bailey, R. L.** (2016). Does image brightness matter?: How image brightness interacts with food cues when viewing food pictures of healthy and unhealthy foods. *Association for Education in Journalism and*

Mass Communication. Minneapolis, MN.

Muldrow, A. & **Bailey, R. L.** (2016). Perceiving health: Biological food cues bolster health halo health perceptions. *Association for Education in Journalism and Mass Communication*. Minneapolis, MN.

Muldrow, A. & **Bailey, R. L.** (2016). Healthy food identification: Food cues, health claims and health halos. *International Communication Association*. Fukuoka, Japan.

Wang, T., **Bailey, R. L.** & Liu, J. (2016). Conceptualizing time perception during media use from a motivated cognition perspective. *International Communication Association*. Fukuoka, Japan.

Bailey, R. L., Wang, T., Liu, J., Muldrow, A., & Kaiser, C. K. (2016). Attaching food information to biological food cues. *International Communication Association*. Fukuoka, Japan.

Bailey, R. L., Wang, T., Liu, J., & Kaiser, C. K. (2016). Primary biological appeals in food advertisements: food cues, sexual appeals, and their influence on specific and generalized appetitive responses. *International Communication Association*. Fukuoka, Japan.

Liu, J., & **Bailey, R. L.** (2016). Food reasoning: The influences of emotional framing, food knowledge and media exposure on food judgments. *International Communication Association*. Fukuoka, Japan.

Wang, T. & **Bailey, R. L.**, (2015). Individual differences in eating behavior affect information processing of obesity prevention messages. *Society for Psychophysiological Research*. Seattle, WA.

Liu, J. & **Bailey, R. L.** (2015). Primary biological appeals in food advertisements: Food cues and perceived health influence appetitive responses. *Society for Psychophysiological Research*. Seattle, WA.

Muldrow, A. & **Bailey, R. L.** (2015). Appetitive activation in the presence or absence of food: Physiological responses toward healthy and unhealthy food advertising. *Society for Psychophysiological Research*. Seattle, WA.

Kaiser, C. K., Kallman, D. & **Bailey, R. L.** (2015). Seeing uncertainty: Investigating the role of visibility in the process of disability. *Society for Psychophysiological Research*. Seattle, WA.

Bailey, R. L. (2015). Biological imperatives and food marketing: Food cues alter trajectories of processing, behavior and choice. *Association for Education in Journalism and Mass Communication*. San Francisco, CA.

Wang, T. & **Bailey, R. L.** (2015). Motivated processing of fear appeal messages in obesity prevention videos. *Association for Education in Journalism and Mass Communication*. San Francisco, CA.

Park, B. & **Bailey, R. L.** (2015). Application of Information Introduced to dynamic message processing and enjoyment. *International Communication Association*. San Juan, PR.

Bailey, R. L. & Lang, A. (2014). Directness of food cues alters trajectories of biological imperative responses. *Society for Psychophysiological Research*. Atlanta, GA.

- Bailey, R. L. & Wang, T. (2014).** Cultural differences affect the processing of encoding levels of primary motivational objects. *International Communication Association Preconference on Evolution, Biology and Brains*. Seattle, WA.
- Bailey, R. L. & Kaiser, C. K. (2014).** Bodily differences and the processing of healthy and unhealthy food advertising. *International Communication Association Preconference on Evolution, Biology and Brains*. Seattle, WA.
- Bailey, R. L. & Wu, Y. (2014).** Representations of primary appetitive stimuli: How food advertising and packaging alter cognitive and motivational responses. *International Communication Association*. Seattle, WA.
- Bailey, R. L. & Liu, J. (2014).** Processing food advertisements: Initial biological responses matter. *International Communication Association*. Seattle, WA.
- Bailey, R. L., Rubenking, B., & Lang, A. (2014).** A dynamic, human-centered conceptualization of flow, presence and transportation states. *International Communication Association*. Seattle, WA.
- Lang, A., **Bailey, R. L.**, Mayell, S., Liu, J., Connolly, S., & Krizan, K. (2014). "Help! I'm being attacked by a giant word!" Bodily responses to looming words and pictures. *International Communication Association*. Seattle, WA.
- Lang, A., **Bailey, R. L.** & Connolly, S. (2013). Biological imperatives: Objects, representations and symbols. *Society for Psychophysiological Research*. Florence, Italy.
- Bailey, R. L., Lang, A., Potter, R.F., & Park, B. (2013).** Resting HRV as an inhibitor of trait motivational reactions. *Society for Psychophysiological Research*. Florence, Italy.
- Gao, Y., **Bailey, R. L.**, Lee, S., Park, B., Potter R. F., & Lang, A. (2013). Conceptualizing audio message complexity as available processing resources. *International Communication Association*. London, England.
- Bailey, R. L., Connolly, S. R. & Lang, A. (2013).** Encoding systems and evolved message processing: pictures enable action, words enable thinking. *International Communication Association*. London, England.
- Bailey, R. L., Potter, R. F., & Lang A. (2013).** Resting HRV as a predictor of individual differences in trait motivational reactivity. *International Communication Association*. London, England.
- Bailey, R. L., Lang, A., & Gao, Y. (2012)** Encoding the fleeting: examining what types of information humans encode. *National Communication Association*. Orlando, FL.
- Yegiyan, N. & **Bailey, R. L. (2012)** The battleground food: understanding emotional and cognitive mechanisms of healthy vs. unhealthy food choices. *National Communication Association*. Orlando, FL.
- Bailey, R. L. (2012).** Separating motivational activation from implicit attitudes in a food advertising context. *Association for Education in Journalism and Mass Communication*. Chicago, IL.

- Bailey, R. L. & Yegiyan, N. (2012).** Separating motivational activation from attitudes toward primary motivational objects. *Society for Psychophysiological Research*. New Orleans, LA.
- Bailey, R. L. & Potter, R. F., Pisoni, D. B., & Lang, A. (2012).** Resting HRV, motivational reactivity and executive functioning. *Society for Psychophysiological Research*. New Orleans, LA.
- Yegiyan, N. & **Bailey, R. L. (2012)** Affective reactivity to junk vs. healthy food images: less appetitive but more arousing. *Society for Psychophysiological Research*. New Orleans, LA.
- Bailey, R. L. (2012).** Presence as an Emergent Property of the Motivated Cognition Dynamic System. *International Communication Association*. Phoenix, AZ. ***Top Student Paper**
- Rubenking, B., **Bailey, R. L., & Lang, A. (2012).** To accelerate or decelerate: Orienting response-elicitors, emotion, and individual differences in cardiac orienting to television. *International Communication Association*. Phoenix, AZ.
- Bailey, R. L., Fox, J. & Grabe, M.E. (2012).** The influence of message and audience characteristics on TV news grazing behavior. *International Communication Association*. Phoenix, AZ. *Alphabetical authorship*.
- Yegiyan, N., & **Bailey, R. L. (2012).** Physiological correlates of risk: the case of healthy versus unhealthy food processing. *The Kentucky Conference on Health Communication*. Lexington, KY.
- Bailey, R. L. Rubenking, B., & Lang, A. (2011).** The influence of trait motivational reactivity on the formation of motivated cognitive states: Flow, presence and transportation. *Society for Psychophysiological Research*. Boston, MA
- Bailey, R. L. Rubenking, B., & Lang, A. (2011).** An overtime comparison of motivated cognitive states: Flow, presence and transportation. *Society for Psychophysiological Research*. Boston, MA
- Rubenking, B., **Bailey, R.L., & Lang, A. (2011).** The effects of trait motivational reactivity on cardiac orienting responses. *Society for Psychophysiological Research*. Boston, MA
- Bailey, R. L. Rubenking, B., & Lang, A. (2011).** An overtime comparison of flow, presence and transportation states. *International Communication Association*. Boston, MA.
- Bailey, R. L. Lang, A., Nadorff, G., Lee, S., Pescosolido, B. & Martin, J. (2011).** The effects of trait appetitive and defensive system reactivity and personal experiences on processing TV messages about mental illness. *International Communication Association*. Boston, MA. ***Top paper**
- Bailey, R. L. Rubenking, B., Lang, A., Nadorff, G., Lee, S., Pescosolido, B. & Martin, J. (2010).** The effects of trait appetitive system reactivity and personal experiences on processing TV messages about mental illness. *Society for Psychophysiological Research*. Portland, OR
- Bailey, R. L. Lang, A., Nadorff, G., Lee, S., Pescosolido, B. & Martin, J. (2010).** The effects of trait motivational activation and personal experiences on processing negative, motivationally relevant television content. *Society for Psychophysiological Research*. Portland, OR

- Bailey, R. L.**, Lang, A., Angelini, J., Lee, S., Nadorff, G., Pescosolido, B., & Martin, J. (2010). Processing negative messages about persons with mental illness: MAM, Social Network Group and arousing content. *The Kentucky Conference on Health Communication*. Lexington, KY
- Leshner G., Bolls, P.D., **Bailey, R. L.**, Ashley, S., Lee, H., & Wise, K.R. (2009). The information processing of political advertisements: Attitude accessibility, psychological processing and party affiliation. *International Communication Association*. Chicago, IL
- Bailey, R. L.**, Wise, K., Bolls, P.D., & Leshner, G. (2008). The effect of avatar customization on children's cognitive and emotional responses to branded online games. *Society for Psychophysiological Research*. Austin, TX
- Leshner, G., Bolls, P., Sternadori, M., **Bailey, R. L.**, & Norris, R. (2008). The impact of machiavellian and disgusting images in anti-tobacco ads on viewer's message processing. *Society for Psychophysiological Research*. Austin, TX
- Kononova, A., **Bailey, R. L.**, Bolls, P.D., Yegiyani, N., & Jeong, J.Y. (2008). Here and far away: Cognitive and emotional processing of national and foreign sensational and not sensational television news. *Society for Psychophysiological Research*. Austin, TX
- Bolls, P., Leshner G., Gardner, E., **Bailey, R. L.**, Kononova, A., Peters, S., & Wise, K. (2008). Stories of feelings and courage: The effect of narrative and emotional tone on processing cancer survivor stories. *International Communication Association*. Montreal, Canada
- Norris, R., **Bailey, R. L.**, Malle, J. & Bolls P. (2008). Effects of emotional tone and visual complexity on processing health risk information and benefits in prescription drug advertising. *International Communication Association*. Montreal, Canada
- Potter, R., Bolls, P., Korouth, J., Wise, K., **Bailey, R. L.**, & Lang, A. (2008). Heart rate variability analysis suggests a re-interpretation of cardiac response during media messages. *International Communication Association*. Montreal, Canada
- Bailey, R. L.**, Bolls, P., Wise, K., & Leshner, G. (2007). Individual differences in motivated processing of highly arousing positive TV advertisements. *Society for Psychophysiological Research*. Savannah, GA
- Bailey, R. L.**, Wise, K., & Leshner, G. (2007). Individual Differences in Motivated Processing of Highly Arousing Positive TV Advertisements. *International Communication Association*. San Francisco, CA

Refereed Conference Panels

- Bailey, R.L.** (2016). "How to Set Up a Psychophysiology Lab"
 As part of: Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes
 Presented to: American Academy of Advertising Conference, March 2016, Seattle, WA

With: Saleem Alhabash, Anastasia Kononova, Kevin Wise, Jef Richards, Rob Potter, Esther Thorson, Ashley Sanders-Jackson, Patricia Huddleston, Paul Bolls, Prabu David...

Bailey, R. L. (2014). "Food Advertising and the Obesity Epidemic in the United States"

As part of: Hot Button Issues: New Data and Perspectives on Controversial Media Influences

Presented to: Broadcasters Education Association Conference, April 2014, Las Vegas, NV

With: Anthony Almond and Glenna Read

Bailey, R.L. (2013). "Dynamical Systems Approaches to Human-Media Interactions"

As part of: Methods and Considerations for Measuring Media Responses

Presented to: Broadcasters Education Association Conference, April 2013, Las Vegas, NV

With: Amber Westcott-Baker, Nicole Lewis, Nicolas Matthews, Teresa Lynch, & Justin Keene

Bailey, R. L. (2012). "I've Lived Life from Both Sides Now: What I Learned Moving from Theory Driven Research to Applied Research... And Back"

As part of: Biometric Measures in Applied Electronic Media Research

Presented to: Broadcasters Education Association Conference, April 2012, Las Vegas, NV

With: Rob Potter, Paul Bolls, Glenn Cummins, Wes Wise & Bruce Rosenblum (Warner Brothers Chief of Research)

Invited Presentations

Using Psychophysiological Methods to Examine Food Media University of Antwerp, Belgium	Summer 2020
Using Psychophysiological Methods: Theory & Practice University of California-Davis, Department of Communication	July 2016
Using Psychophysiological Methods: Theory & Practice Michigan State University, Advertising + PR Department	August 2014

Teaching Experience

Instructor of Record

Undergraduate

Principles of Advertising, Florida State University (taught 1 time)

Media Planning, Florida State University (taught 3 times)

Account Planning, Florida State University (taught 1 time)

Advertising Strategy, Florida State University (taught 2 times)

Advertising Principles and Practices, Washington State University (taught 11 times)

Media Planning, Washington State University (taught 5 times)

Message Design for Communication Campaigns, Washington State University (taught 1 time)

Graduate

Seminar in Communication Theory, Florida State University (taught 1 time)

Seminar in Psychophysiological Methods, Washington State University (taught 1 time)

Seminar in Media Psychology, Washington State University (taught 2 times)
 Seminar in Advanced Media Psychology, Washington State University (taught 1 time)
 Micro Theories in Communication, Washington State University (taught 1 time)

Assistant Instructor

Undergraduate

Honors Seminar in Applying Theory to Media Development, Indiana University

Graduate

Psychophysiological Methods, Indiana University

Teaching Assistant

Television Programming Strategies, Indiana University
 Race & The Media, Indiana University
 Freshman Seminar in Media Processing, Indiana University
 Media & Society, Indiana University
 Strategic Communication Research Methods, Missouri School of Journalism

Mentorship

Doctoral Chair

Wang, T. (Completed July 2017). Dissertation: *Dynamic processing of emotional trajectories*.
 Currently an Assistant Professor at Bradley University

Liu, J. (Completed July 2018). Dissertation: *An investigation of the emotional and cognitive processing of and reactivity toward cues in food advertisements*
 Currently an Assistant Professor at Jinan University

Doctoral Committee

Karimkhanashtiyani, F.
 Wang, P.

Master's Committee

Aoki, L. (Completed July 2017)
 Curinga, A. (Completed July 2017)
 Giaquinto, G. (Completed July 2017)
 Donohue, A.

Undergraduate Honors Thesis Chair

McGinnis, A. (2016). *Wanderlust: An experiment on effective appeals in travel advertising for college students*.
 Lucas, G. (2019). *Packaging design and consumer brand perception*.

Honors and Awards

Promising Young Scholar Paper Award, Information Systems, International Communication Association 2020
 FSU First Year Assistant Professor Grant- Best Poster Award, Grand Prize, 2018
 FSU Provost Travel Grant (\$1500)

GUMSHOE NIH Grant Training Cohort, 2016
 CommGrad Award for Outstanding Mentorship, Washington State University, 2015
 Rossy Award for Outstanding Mentorship, Washington State University, 2014
 College of Arts & Sciences Dissertation Fellowship (\$10,000), Indiana University, 2013
 Travel Grant (\$400), College of Arts and Sciences, Indiana University, 2012
 Indiana University Graduate Student of the Month, Indiana University, December 2012
 Top Student Paper, Information Systems, International Communication Association 2012
 Travel Grant (\$375), International Communication Association, 2012
 Top 3 Faculty Paper, Information Systems, International Communication Association 2011
 Travel Grant (\$350), Graduate & Professional Student Organization, Indiana University 2010
 Indiana University Graduate Fellowship, Indiana University, 2009-2013
 Travel Grant (\$700) Missouri School of Journalism, 2007
 Graduate Student Fellowship, Missouri School of Journalism, 2007-2008
 Travel Grant (\$400), Graduate Professional Council, University of Missouri-Columbia, 2007
 Travel Grant (\$700) Missouri School of Journalism, 2006
 Missouri Undergraduate Research Scholars Fellowship (\$3500), 2006

Service

To the School of Communication

Structure Investigation Ad Hoc Committee	Spring 2019-Fall 2019
Advertising Position Search Committee	Fall 2019-Spring 2020
SCOM Director Search Committee	Fall 2019-Spring 2020
Sona Administrator	Spring 2019-present
Academic Affairs Committee	Fall 2019-present
Elections Committee	Fall 2019-present
Structure and Bylaws Ad Hoc Committee	Fall 2019-present

Service to The Murrow College/Washington State University

Ad Hoc Committee Member: Ad/PR Curriculum	Fall 2017-Spring 2018
Research Space Scheduling Manager	Fall 2016-Spring 2018
Research Resources Committee, Chair	Fall 2016-Fall 2017
Faculty Search Committee Member, Vancouver Murrow Program Chair	Fall 2014-Spring 2015
Welcome Week Faculty Research Presentations	Fall 2014
Faculty Search Committee Member, Assistant Professors of Communication (3 hires)	Spring 2014
Student Conduct Board, Member	2016- 2017
Sub-Board: Sexual Misconduct and Discrimination Board, Member	2016- 2017
IRB subcommittee on Policies, Forms & Procedures	2016- 2016
Showcase for Undergraduate Research and Creative Achievements (SURCA), Judge	2014- 2017

To the Field

Conference Offices Held

Secretary, ICA Information Systems Division	2015- 2018
Vice Chair, ICA Information Systems Division	2019- 2021

Conference/Pre-Conference Organizer

Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes, AAA 2016

Conference Reviewing

Information Systems Division, ICA	2010-2019
Comm Science & Biology Division; ICA	2016-2018
Meaningful Play Conference	2012-2013
ComSHER, CommTech, Mass Media and Society, Advertising; AEJMC	2015-2016
Advertising; AEJMC	2015-2018

Ad hoc Journal Reviewing

Journal of Communication	2015-2019
Journal of Advertising	2014-2017
Communication Monographs	2014-2017
Human Communication Research	2015-2017
Communication Research	2015-2019
Health Communication	2014-2019
Media Psychology	2014-2019
Journal of Broadcasting and Electronic Media	2017-2018
Appetite	2016-2018
Media and Communication	2019
Computers & Education	2013
Simulation & Gaming	2012

Editorial Boards

Health Communication
Communication Monographs, Special Issue on Biological Approaches to Communication

Media OutreachResearch Coverage

Even those who know better find junk food irresistible. (2014). The Davis Enterprise
CDC Health Communication Science Digest, November 2015 Article of Interest: Yeghyan & Bailey, 2016
Healthy Food nearby eases urge to seek poorer choices. (2016). WSU News
WSU developing innovative technology to improve policing, public safety (2017). WSU News
Axon announces intent to partner with Washington State University to further ground-breaking research on police-community interactions (2017). PR Newswire

Professional Affiliations

Society for Psychophysiological Research
International Communication Association

National Communication Association
Broadcast Education Association
Association for Education in Journalism and Mass Communication
American Academy of Advertising