

CURRICULUM VITAE

MARK ALLEN HAMILTON

PERSONAL INFORMATION

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EDUCATION

- Ph.D. Communication, Michigan State University, 1987.
- **Graduate Teaching Assistant**, Department of Communication, Michigan State University. 1980-1984
 - **Graduate Research Assistant**, Department of Communication, Michigan State University. 1980-1983
- M.A. Communication, Michigan State University, 1983.
- **Research Intern**, Communication Institute, East-West Center, Hawaii. Summer, 1982
- B.A. Communication Studies, San Jose State University, 1980.
- **Presidential Scholar**, San Jose State University. 1976-1978
 - **Dean's Scholar**, San Jose State University. 1976-1980
 - **Top Senior Research Project**, San Jose State University. 1980

FACULTY POSITIONS

- 2013-present **Professor**, Department of Communication, University of Connecticut
- 1992-2012 **Associate Professor**, Department of Communication Sciences, University of Connecticut.
- 2004-2007 **Courtesy Appointment**, Department of Psychology, University of Connecticut. Social Psychology
- Spring, 2008 **Visiting Professor**, Department of Speech, University of Hawaii
- Fall, 2000 **Visiting Professor**, Department of Communication, Fontys University, The Netherlands
- Fall, 1993 **Visiting Professor**, Department of Communication and Journalism, Hebrew University of Jerusalem.
- 1987-1992 **Assistant Professor**, Department of Communication Sciences, University of Connecticut.
- Summer, 1989 **Research Associate**, Institute of Culture and Communication, East-West Center, Hawaii.
- 1986-1987 **Visiting Professor**, Department of Communication, Cornell University.
- 1985-1986 **Visiting Instructor**, Department of Communication, Michigan State University.
- 1984-1985 **Visiting Professor**, Department of Speech, University of Hawaii.

ADMINISTRATIVE POSITIONS

- 2010-present **Director of Graduate Studies**, Communication Section, Department of Communication Sciences, University of Connecticut.
- 2004-2007 **Communication Section Head**, Department of Communication Sciences, University of Connecticut.
- 2004-2007 **Director of Graduate Studies**, Communication Section, Department of Communication Sciences, University of Connecticut.
- 1997-1998 **Academic Planning Committee Chair**, University of Connecticut/ Sirinsiam University, Bangkok, Thailand
- 1994-1998 **Communication Section Head**, Department of Communication Sciences, University of Connecticut.
- 1992-1998 **Director of Graduate Studies**, Communication Section, Department of Communication Sciences, University of Connecticut.

BOOKS

Hunter, J. E. & Hamilton, M. A. (in press) *Statistics to Make Valid Generalizations: Detecting patterns of individual and group differences*. Beverly Hills: Sage Publications.

REFEREED ARTICLES

Kalnova, S. S. & Hamilton, M. A. (2014). The effect of image features on the activation of archetypes. *Imagination, Cognition and Personality*.

Coelho, C. A. , Le, K. ,Mozeiko, J. Hamilton, M. A. , Tyler, E.; Krueger, F., Grafman, J. (2013). Characterizing discourse deficits following penetrating head injury: A preliminary model. *American Journal of Speech-Language Pathology*, 22, S438-S448.

Kiwanuka-Tondo, J., Hamilton, M., & Jameson, J. K. (2013). AIDS communication campaigns in Uganda: Assessing organizational factors as predictors of conducting campaign planning research. *Journal of Communication and Management*, 17, 5-23. DOI **10.1108/13632541311300124**

Hamilton, M. A. (2012). Verbal aggression: Understanding the psychological antecedents and social consequences. *Journal of Language and Social Psychology*, 31, 1-8.

Hamilton, M. A. & Tafoya, M. A. & (2012). Toward a collective framework on verbal aggression: Hierarchical and antagonistic processes. *Journal of Language and Social Psychology*, 31, 112-130.

Tafoya, M. A. & Hamilton, M. A. (2012). Relational dynamics and the expression of aggression and comforting between siblings. *Journal of Language and Social Psychology*, 31, 49-74.

Hamilton, M. A. & Hample, D. (2011). Testing Hierarchical Models of Argumentativeness and Verbal Aggressiveness. *Communication Methods and Measures*, 5, 1-24.

Tufts, J. B., Hamilton, M.A., Ucci, A.J., & Rubas, J. (2010). Evaluation by industrial workers of level-dependent hearing protection devices. *Noise & Health, 13*, 26-36.

Hamilton, M. A. & Nowak, K. L. (2010). Advancing a model of avatar evaluation and selection. *Psychology Journal, 8*, 33-65.

Nowak, K. L., Hamilton, M. A., Atkin, D. & Rauh, C. (2010). The Effect of Media Access and Use on the Political Involvement, Communication, and Attitude of College Students. *American Journal of Media Psychology*

Kiwanuka-Tondo, J., Hamilton, M., & Jameson, J. K. (2009). AIDS Communication Campaigns in Uganda: Organizational factors and campaign planning as predictors of successful campaign execution. *International Journal of Strategic Communication, 3*(3).

Nowak, K.L., Hamilton, M. A. & Hammond, C. C. (2009). The effect of image features on judgments of homophily, credibility, and intention to use as avatars in future interactions. *Media Psychology, 12*, 50-76.

Hamilton, M. A., Patrylak, L. A. & Min, E. J. (2008). Exploring the effect of imperative mood position statements on attitude change. *American Journal of Media Psychology, 1*, 232-261.

Snyder, L. B., Hamilton, M. A., & Huedo-Medina, T. (2008). Does evaluation design impact communication campaign effect size? A meta-analysis. *Communication Methods and Measures.*

Hamilton, M. A. & Nowak, K.J. (2005). Information systems concepts across two decades: An empirical analysis of trends in theory, methods, process, and research domains. *Journal of Communication, 8*, 85-110.

Levine, T. R., Beatty, M. J., Limon, S., Hamilton, M. A., Buck, R., & Chorry-Assad, R. M. (2005). The dimensionality of the verbal aggressiveness scale. *Communication Monographs, 71*, 245-268.

Edwards, R. & Hamilton, M. A. (2004). You Need to Understand My Gender Role: An Empirical Test of Tannen's Model of Gender Communication. *Sex Roles, 50*, 491-504.

Snyder, L. B., Hamilton, M. A., Mitchell, E. W., Kiwanuka-Tondo, J., Fleming-Milici, F., Proctor, D., & Freimuth, V. (2004). Meta-analysis of health communication campaigns to change behavior: Methodological and behavioral factors affecting success. *Journal of Health Communication, 9*(1) 71-96.

Hunter, J. E. & Hamilton, M. A. (2002). The advantages of using standardized scores in causal analysis. *Human Communication Research, 28*, 552-561.

Martin, S. E., Snyder, L. B., Hamilton, M. A., Fleming-Milici, F., Slater, M. D., Stacy, A., et al. (2002), Alcohol advertising and youth. *Alcoholism: Clinical and Experimental Research*, 26, 900-906.

Hamilton, M. A. & Mineo, P.J. (1999). Self-worth and negative affect as antecedents to the authoritarian justification of conservatism rigidity. *Politics, Groups, and the Individual*, 8, 85-110.

Hamilton, M. A. (1998). Message variables that mediate and moderate the effect of equivocal language on source credibility. *Journal of Language and Social Psychology*, 17, 109-143.

Hamilton, M. A. & Mineo, P.J. (1998). A framework for understanding equivocation. *Journal of Language and Social Psychology*, 17, 3-35.

Hamilton, M. A. & Mineo, P.J. (1996). Personality and persuasibility: Developing a multidimensional model of belief systems. *World Communication*, 24, 1-16.

Hamilton, M. A., Rouse, R. A., Rouse, J. (1994). Dentist communication and patient utilization of dental services: Inhibited anxiety and enhanced competence effects. *Health Communication*, 6, 137-158.

Hamilton, M. A. & Thompson, W. L. (1994). Testing an information processing account of message intensity effects. *World Communication*, 23, 1-14.

Hamilton, M. A., Hunter, J. E. & Boster, F. W. (1993). The elaboration likelihood model as a theory of attitude formation: A mathematical analysis. *Communication Theory*, 3, 50-65.

Hamilton, M. A. & Stewart, B. L. (1993). Extending an information processing model of language intensity effects. *Communication Quarterly*, 41, 231-246.

Hamilton, M. A. (1991). Schematizing as a measure of leveling-sharpening. *Perceptual and Motor Skills*, 73, 95-102.

Rouse, R. A. & Hamilton, M. A. (1991). Dentists evaluate their patients: An empirical investigation of preferences. *Journal of Behavioral Medicine*, 14, 635-645.

Hamilton, M. A., Hunter, J. E., & Burgoon, M. (1990). An empirical investigation of an axiomatic model of the relationship between language intensity and attitude change. *Journal of Language and Social Psychology*, 9, 171-195.

Rouse, R. A. & Hamilton, M. A. (1990). Technical competence, communication and personality as predictors of dental patient anxiety. *Journal of Behavioral Medicine*, 13, 307-319.

Hunter, J. E., Hamilton, M. A. & Allen, M. (1989). The design and analysis of language experiments. *Communication Monographs*, 56, 341-363.

Hamilton, M. A. (1989). Reactions to Obscene Language. *Communication Research Reports*, 6, 67-69.

Hamilton, M. A. & Hunter, J. E. (1985). Analyzing utterances as the observational unit. *Human Communication Research*, 12, 285-294.

Ellis, D. G. & Hamilton, M. A. (1985). Syntactic and pragmatic code usage in interpersonal communication. *Communication Monographs*, 52, 264-279.

Donohue, W. A., Weider-Hatfield, D., Hamilton, M. A. & Diez, M. E. (1985). Relational distance in managing conflict. *Human Communication Research*, 11, 387-406.

Donohue, W. A., Diez, M. E. & Hamilton, M. A. (1984). Coding naturalistic negotiation interaction. *Human Communication Research*, 10, 403-426.

Ellis, D. G., Hamilton, M. A. & Aho, L. (1983). Some issues in conversation coherence. *Human Communication Research*, 9, 267-282.

BOOK CHAPTERS

Hamilton, M. A. (in press). Causal modeling: Path analysis and structural equation modeling. In C. Berger & M. Roloff (Eds.). *International Encyclopedia of Interpersonal Communication*. Hoboken NJ: John Wiley & Sons Publishing.

Hamilton, M. A. (in press). Mediation and Moderation Analysis. In C. Berger & M. Roloff (Eds.). *International Encyclopedia of Interpersonal Communication*. Hoboken NJ: John Wiley & Sons Publishing.

Hamilton, M. A. (2014). Psychometric theory and reliability/validity of measures. In T. Thompson (Ed.). *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage Publications.

Hamilton, M. A. & Veksler, A. E. (2014). Types of stress and their effects on mental health, verbal aggression, and assault. In J. Honeycutt (Eds.). *The Influence of Communication in Physiology and Health Status*. New York, NY: Peter Lang Publishers.

Hamilton, M. A., Buck, R., Chory, R. M., Beatty, M. J., & Patrylak, L. (2008). Selfish individualistic and prosocial cooperation as antecedents to verbal aggression and cooperativeness. In M. Beatty & J. McCroskey (Eds.). *Advances in Communication Research: Biological Perspectives* (227-250). Creskill, NJ: Hampton Press.

Hamilton, M. A. (2007). Motivation, Social Context, and Cognitive Processing as Evolving Concepts in Persuasion Theory. In D. Roskos-Ewoldsen & J. Monohan (Eds.). *Social Cognition and Communication*. LEA.

Snyder, L.B. & Hamilton, M.A. (2002). Meta-analysis of U.S. health campaign effects on behavior: Emphasize enforcement, exposure, and new information, and beware the secular trend. In R. Hornik (Ed.) *Public health communication: Evidence for behavior change* (357-383). Hillsdale, NJ: Lawrence Erlbaum Associates.

Hamilton, M. A. & Mineo, P. J. (2002). Argumentativeness and its effect on verbal aggressiveness: A meta analytic review. In M. Allen & R. W. Priess. *Interpersonal communication: Advances through meta-analysis* (281–314). Mahwah, NJ: Lawrence Erlbaum Associates.

Shapiro, M. A., Lang, A., Hamilton, M. A. & Contractor, N. S. (2000). Information Systems Division: Intrapersonal, meaning, attitude, and social systems. In W. Gudykunst (Ed.) *Communication Yearbook 24*, 17-50.

Hamilton, Mark A. & Hunter, John E. (1998). A framework for understanding: Meta-analyses of the persuasion literature. In M. Allen & R. W. Priess (Eds.) *Persuasion: Advances through meta-analysis*. (1-28) Creskill, NJ: Hampton Press.

Hunter, John E. & Hamilton, Mark A. (1998). Meta-analysis of controlled message designs. In M. Allen & R. W. Priess (Eds.) *Persuasion: Advances through meta-analysis*. (29-52) Creskill, NJ: Hampton Press.

Hamilton, Mark A. & Hunter, John E. (1998). The effect of language intensity on receiver evaluations of message, source, and topic.. In M. Allen & R. W. Priess (Eds.) *Persuasion: Advances through meta-analysis*. (99-138) Creskill, NJ: Hampton Press.

Hamilton, M. (1997). The phase interfaced omnistructure underlying the processing of persuasive messages. In F. J. Boster & G. Barnett (Eds.) *Progress in Communication Science*. Ablex Publishing.

Hamilton, M. (1996). Verbal auditory hallucination and the invention of alter-ego mental constructs. In J. Aitken & L. J. Shedletsky (Eds.) *Reader on intrapersonal communication and social cognition*, (pp. 151-158). Annendale, VA: Speech Communication Association.

CONFERENCE PROCEEDINGS

Hamilton, M. A., & Nowak, K. L. (2009). The role of realism and anthropomorphism in the selection of avatars. . *The 12th Annual International Workshop on Presence*.

Nowak, K. L., Hamilton, M. A., Hammond, C. C. (2008). The effect of viewer perceptions of avatar anthropomorphism and realism on judgments of credibility and homophily, and avatar choice. *The 11th Annual International Workshop on Presence*.

GRANTS

P. I. Hamilton, M. A., & Watt, J. An interactive computer program to measure cognitive control. University of Connecticut Research Foundation, \$15000.

Co-P.I. Snyder, L. B. & Hamilton, M. A. *Natural Experiment on TV Liquor Ad Effects*. National Institutes of Health, National Institute of Alcohol Abuse and Alcoholism. 1R01AA11551. 9/1/97- 8/30/04. \$2,000,000.

P. I. Hamilton, M. A. (1989-1990) An interactive computer program to measure cognitive control. University of Connecticut Research Foundation, \$5000.

P. I. Hamilton, M. A. & Rouse, Ruby A. (1989-1990) Perceptions of the ideal dental patient. University of Connecticut Research Foundation, \$750.

P. I. Hamilton, M. A. & Hong-Yu Zhao (1992-1993). A cross-cultural study of persuasion. University of Connecticut Research Foundation, \$350.

JOURNAL REVIEW AND EDITING

- (1999-present) *Journal of Communication*, Member of Editorial Board
- (2000-present) *Communication Monographs*, Member of Editorial Board.
- (2007-present) *Argumentation and Advocacy*, Member of Editorial Board.
- (2007-present) *Communication Methods and Measures*, Member of Editorial Board.
- (2009-present) *Imagination, Cognition, and Personality*, Member of Editorial Board
- (1998-2006) *Media Psychology*, Member of Editorial Board
- (2000-2003) *Communication Studies*, Member of Editorial Board.
- (1992-1995, 2000-2006) *Human Communication Research*, Member of Editorial Board.
- (1994-1996) *World Communication*, Member of Editorial Board.

Ad hoc reviewing

- *Communication Research*
- *Western Journal of Communication*
- *Communication Studies*
- *Journal of Language and Social Psychology*
- *Communication Theory*

AWARDS FOR SCHOLARSHIP

Top Three Paper Award, Social Cognition Commission, National Communication Association, New Orleans, LA, November, 2011.

Top Paper Award, Interpersonal Interest Group, Western Communication Association, Monterey, CA. February 2010.

Top Paper Award, Human Communication and Technology, National Communication Association, Chicago, IL, November 2009.

Top Paper Award, Visual Communication Division, International Communication Association, Montreal, CA, May 2008.

Top Paper Award, Visual Communication Division, International Communication Association, Montreal, CA, May 2008.

Top Three Paper Award, Social Cognition Commission, National Communication Association, New Orleans, LA, November, 2002.

Top Three Paper Award, Theory & Methodology Division, Association for Education in Journalism and Mass Communication, Washington, D.C., August 2001.

Top Paper Award, National Communication Association, Communication and Social Cognition Division, Atlanta, GA, November 2001.

Top Paper Award, International Communication Association, Information Systems Division, Washington DC., May 2000.

Top Three Paper Award, Association for Education in Journalism and Mass Communication, Theory and Methods Division, August, 1999.

Top Four Paper Award, Information Systems Division, International Communication Association annual convention in Miami, May 1992.

Top Four Paper Award, Information Systems Division, International Communication Association annual convention in Chicago, May 1991.

COMPUTER PROGRAMS

Hunter, John E. & Hamilton, Mark A. (2003). *Path*. Program to perform least squares path analysis, Version 6.0 for Windows.

Hamilton, Mark A. & Hunter, John E. (1988). *CFA: Confirmatory Factor Analysis*. Program to perform oblique multiple groups cluster analyses. Version 2.0.

Hunter, John E. & Hamilton, Mark A. (1992). *Path*. Program to perform recursive path analysis, version 4.0.

Hamilton, Mark A. (1991). *Meta-cor*. Program performs a variety of significance tests on correlations, including meta-analysis.

Hamilton, Mark A. & Hunter, John E. (1988). *R-matrix*. Program performs a variety of functions on a correlation matrix.

Hamilton, Mark A. (1984). *Fnx*. Program regenerates a correlation matrix from a factor matrix.

Hamilton, Mark A. (1985). Interactive data base to estimate Voice of America audience listener rates: United States Information Agency.

Hamilton, Mark A. (1982). Interactive database containing media information; East-West Center.

Hamilton, Mark A. (1981). *Mercury*. Program to perform lag-sequential analysis of conversational data.

PEER REVIEWED CONFERENCE PRESENTATIONS

International Conferences

Hamilton, M. A. (2014, May). Mere Thought Effects as Mere Bunk: Message Conformity Effects That Implode the Myth of Self-Generated Attitude Change. Paper presented to the *International Communication Association* annual convention, Seattle, WA.

Hamilton, M. A. & Ryan, A. (2014, May). Testing a General Celebrity Evaluation Model. Paper presented to the *International Communication Association* annual convention, Seattle, WA.

Ryan, A. & Hamilton, M., A. (2012, May). Audience Exposure and Motivation: Conveying and Consuming the Contemporary Celebrity in Entertainment Media. Paper presented to the *International Communication Association*, Phoenix, AZ.

Hamilton, M., A., MacNeil, T. & Tafoya, M. A. (2012, May). Adult Sibling Conflict: A Test of the Conflict Management Strategies Scale. Paper presented to the *International Communication Association*, Phoenix, AZ.

Hamilton, M., A., Tafoya, M. A., & Veksler, A. E. (2011, May). The Contribution of Stress to Verbal and Physical Aggression: Testing a Personality Dynamics Model. Paper presented to the *International Communication Association*, Boston, MA.

Stokes, D., Lagoe, C., Hamilton, M., A. (2011, May). The NuVal Nutritional Scoring System: An Application of the Theory of Reasoned Action to Explain Purchase Behaviors of Health-Promotion Products. Paper presented to the *International Communication Association*, Boston, MA.

Tafoya, M. A. & Hamilton, M., A. (2010, July). A Relational Orienting Typology for Sibling Dyads: Biological Relatedness, Identity, and Parenting Practices as Predictors. Paper presented to the *International Communication Association*, Singapore.

Hamilton, M., A. & Nowak, K.L. (2009, November). The Role of Realism and Anthropomorphism in the Selection of Avatars. Presented Presence 2009 Conference. Los Angeles, CA. November 2009.

Hamilton, M., A. (2009, May). The Effect of Identity on the Use of Social and Personal Media: Marginalization, Motivation, and the Internet. Paper presented to the *International Communication Association*, Chicago, IL.

Nowak, K.L., Hamilton, M. A., Hammond, C. C., (2008). The Effect of Viewer Perceptions of Avatar Anthropomorphism and Realism on Judgments of Credibility and Homophily, and Avatar Choice. Presented at Presence 2008 Conference. Padua, Italy. October 2008.

Hamilton, M. A. & Patrylak, L. A. (2008, May). Individualistic and Cooperative Affect Systems as Determinants of Usage of Hawaiian Pidgin. Paper presented to the *International Communication Association*, Montreal, CA.

Kalnova, S. & Hamilton, M. A. (2008, May). The Effect of Image Features on the Activation of Archetypes. The *International Communication Association*, Montreal, CA.

Hamilton, M. A. & Patrylak, L. A. (2007, May). The Effect of Imperative Mood Position Statements on Attitude Change in Associative Networks. Paper presented to the *International Communication Association*, San Francisco, CA.

Nowak, K. L., Hamilton, M. A., Hammond, C. C., Krishnan, A. (2007, May). Evaluations of Avatars: Anthropomorphic, Realistic and Gendered Imagery as Triggers of Charisma Effects. Paper presented to the *International Communication Association*, San Francisco, CA.

Hamilton, M. A. & Patrylak, L. A. (2006, June). Motivation, Social Context, and Cognitive Processing as Evolving Concepts in Persuasion Theory. Paper presented to the *International Communication Association*, Dresden, Germany.

Hamilton, M. A. & Strizhakova, Y. (2004, May). Suggestive advertising imagery: The effect of prejudice on advertising processing. Paper presented to the *International Communication Association*, New Orleans, LA.

Hamilton, M. A. & Strizhakova, Y. (2004, May). Homosexuality and homophobia: Toward a causal model of asexuality. Paper presented to the *International Communication Association*, New Orleans, LA.

Kang, Y. & Hamilton, M.A. (2003, May). The effect of sex appeal on believability, attitude toward the advertisement and brand, and purchase intention. Paper presented to the *International Communication Association*, San Diego, CA.

Hamilton, M.A. (2003, May). Innovations in Variance-Centered Meta-Analysis. Paper presented to the *International Communication Association*, San Diego, CA.

Hunter, J. E. & Hamilton, M. A. (2002, July). The advantages of using standardized scores in causal analysis. Paper presented to the *International Communication Association*, Seoul, Korea.

Edwards, J. E. & Hamilton, M. (2002, July). Processes underlying the evaluation of websites. Paper presented to the *International Communication Association*, Seoul, Korea.

Hamilton, M. A., Mineo, P. J., Hunter, J. E. (2001, May). A model of belief divergence: Self-worth, negative affect, and the authoritarian justification of political conservatism and resistance to belief change. Paper presented to the *International Communication Association*, Washington, DC.

Hamilton, M.A. & Edwards, J.E. (2000, May). The effect of verbal aggression and violence on the cycle of belief divergence. Paper presented to the *International Communication Association*, Acapulco, Mexico.

Hamilton & Mineo (1999, May). Argumentativeness and its effect on verbal aggressiveness: A meta-analytic review. Paper presented to the *International Communication Association*, San Francisco, CA

Hamilton & Mineo (1999, May). A meta-analysis of the relationship between achievement motivation and task anxiety: Implications for the study of argumentativeness. Paper presented to the *International Communication Association*, San Francisco, CA

Snyder, L. B., Hamilton, M. A., Mitchell, E. W., Kiwanuka-Tondo, J., Fleming-Milici, F., Proctor, D., & Freimuth, V. (1999, May). Meta-analysis of health communication campaigns to change behavior: Methodological and behavioral factors affecting success. Paper presented to the *International Communication Association*, San Francisco, CA

Hamilton & Mineo (1998, July). Personality and Persuasibility II: Testing a Multidimensional Model of Belief Systems. Paper presented to the *International Communication Association*, Jerusalem, Israel.

Anderson, E. B. & Hamilton, M. A. (1998, July). The Relationships between communicator apprehension, self-perceived communication competence and self-esteem: A meta-analysis. Paper presented to the *International Communication Association*, Jerusalem, Israel.

Hamilton, M. A. (1998, July). Missed communication and equivocation in conflict

situations. Paper presented to the *International Communication Association*, Jerusalem, Israel.

Edwards, R. & Hamilton, M. A. (1998, July). You just don't understand my gender role: An empirical test of Tannen's theory of gender conflict. . Paper presented to the *International Communication Association*, Jerusalem, Israel.

Hamilton, M. A. (1997, May). The phase interfaced omnistructure of persuasion: Further empirical evidence. Paper presented to the *International Communication Association* annual convention, Montreal, Canada.

Hamilton, M. A., Mineo, P.J., Pulaski, M. & Min, E. (1997, May). The effect of vivid language on receiver evaluations of message, source, and topic: A meta-analysis. Paper presented to the *International Conference on Language and Social Psychology*, Ottawa, Canada.

Hamilton, M. A., Min, E.J., Zhao, H.Y. & Kukunoor (1996, May). Evidence of the Omnistructural Model of Persuasion. Paper presented to the *International Communication Association* annual convention, Chicago, IL.

Tyson, B., Hamilton, M. A., Snyder, L. B. (1996, May). Evidence of the Omnistructural Model of Persuasion. Paper presented to the *International Communication Association* annual convention, Chicago, IL.

Hamilton, M. A. (1995, May). A model of emotional intensity effects. Paper presented to the *International Communication Association* annual convention, Albuquerque, NM.

Snyder, L.B., Hamilton, M.A. & Blood, D. J. (1995, May). It's Exciting! The appeal of alcohol advertisements and warnings to young adults. Paper presented to the *International Communication Association* annual convention, Albuquerque, NM.

Hamilton, M. A., Spadevechia, G. & Buck, R. (1993, May). Sender motivation and receiver deception detection. Paper presented to the *International Communication Association* annual convention, Washington, D.C.

Hamilton, M. A., Hunter, J. E. (1993, May). The heterogeneity of the Marlowe-Crowne need for approval scale. Paper presented to the *International Communication Association* annual convention, Washington, D.C.

Hamilton, M. A., Thompson, W. L., Daly, T., & Kukendoor, K. (1992, May). Paper presented to the *International Communication Association* annual convention, Miami, FL.

Hamilton, M. A., Hunter, J. E., Stewart, B. & Zhao, H. Y. (1991, May). Message centered persuasion theory: three more empirical investigations. Paper presented to the *International Communication Association* annual convention, Chicago.

Rouse, R. A. & Hamilton, M. A. (1990, May). Dentist's technical competence, communication and personality as predictors of dental patient anxiety. Paper presented to the

International Communication Association annual convention, Dublin Ireland.

Hamilton, M. A. & Hunter, J. E. (1989, May). Mathematical models of the elaboration likelihood model. Paper presented to the *International Communication Association* annual convention, San Francisco.

Hamilton, M. A. (1988, July). Manipulating television viewers' frame of reference as a persuasive tool. Paper presented to the *International Association Mass Communication Research* annual convention, Barcelona.

Hamilton, M. A., Anderson, K. & Pineo, S. (1988, May). Type of conscious thought and the effectiveness of rational-and rule-oriented appeals. Paper presented to the *International Communication Association* convention, New Orleans, LA.

Hamilton, M. A. & Hunter, J. E. (1987, July). Language intensity norms for males and female. Paper presented to the *International Conference on Language and Social Psychology* conference, Bristol England.

Hamilton, M. A. & Mineo, P. J. (1987, July). Toward an alternative view of meaning and language effects. Paper presented to the *International Conference on Language and Social Psychology* conference, Bristol England.

Hamilton, M. A. & Hunter, J. E. (1987, May). A test of two accounts of language intensity effects. Paper presented to the *International Communication Association* annual convention, Montreal Canada.

Hunter, J. E., Hamilton, M. A. & Allen, M. (1987, May). Evaluating designs for messages research. Paper presented to the *International Communication Association* annual convention, Montreal Canada.

Hamilton, M. A. & Young, K. A. (1986, May). The home computer as innovative medium: predicting adoption. Paper presented to the *International Communication Association* annual convention. Chicago.

Hamilton, M. A. & Hunter, J. E. (1985, May). Selecting the correct analysis when utterances are the observational unit. Paper presented to the *International Communication Association* annual convention, Honolulu.

Hamilton, M. A. & Burgoon, M. (1984, May). Observers' perceptions of ingratiation strategies and contexts. Paper presented to the *International Communication Association* annual convention, San Francisco.

Ellis, D. G. & Hamilton, M. A. (1982, May). Studies in discourse coherence: conversation reconstruction. Paper presented to the *International Communication Association* annual convention, Boston.

National Conferences

Hamilton, M. A. & Nowak, K. A. (2013, November). Mapping visual semantic space: Avatars as creative self expression on a thumbnail canvas. Paper presented to the *National Communication Association*, Washington, DC.

Hamilton, M. A., Veksler, A. E. & Tafoya, M. A. (2013, November). Aggression and affection in personal relationships: Bitter antagonists or strange bedfellows? Paper presented to the *National Communication Association*, Washington, DC.

Hamilton, M., A., Veksler, A. E., & Tafoya, M. A. (2012, November). Effects of Stress on Verbal Attitudes and Behavior: The Mediating Role of Deteriorated Self-concept and Temperament. Presented to the *National Communication Association*, Orlando, FL.

Hamilton, M., A., Veksler, A. E., & Tafoya, M. A. (2011, November). Stress and Personality as Antecedents to Verbal and Physical Aggression: Verbal Collaboration and Social Distancing as Compensatory Strategies. Presented to the *National Communication Association*, New Orleans, LA.

Hamilton, M., A., Tafoya, M. A. & Veksler, A. E., & (2011, November). New Directions in the Measurement of Affectionate Communication. Presented to the *National Communication Association*, New Orleans, LA.

Kurtin, K., Lagoe, C., Farrar, K. M. & Hamilton, M., A. (2011, November). The Impact of Parasocial Interaction on Disordered Eating Behaviors. Presented to the *National Communication Association*, New Orleans, LA.

Bilgen, V. & Hamilton, M., A. (2011, November). The Depth and Breadth of Relationship Development in Online Social Networks. Presented to the *National Communication Association*, New Orleans, LA.

Hamilton, M.A. & Hample, D. (2010, November). Testing Hierarchical Models of Argumentativeness and Verbal Aggressiveness. Presented to the *National Communication Association*, San Francisco, CA.

Tafoya, M.A. & Hamilton, M.A. (2010, November). Heterogeneity in Scales Measuring Sibling Relationships: Strength of Sibling Bond, Assertion of Power, and Verbal Aggressiveness as Hierarchical Latent Constructs. Presented to the *National Communication Association*, San Francisco, CA.

Tafoya, M.A., MacNeil, T., & Hamilton, M.A. (2010, November). Sibling Conflict: Development of the Conflict Management Strategies Scale (CMSS). Presented to the *National Communication Association*, San Francisco, CA.

Hamilton, M., A. & Tafoya, M. A. (2009, November). Development of a Scale to Measure Relational Negativism and Optimism. Presented to the *National Communication Association*, Chicago, IL.

Sharkey, W. & Hamilton, M., A. (2009, November). The Proclivity to Intentionally Embarrass Scale (PIE Scale): An Initial Validation and Causal Model. Presented to the *National Communication Association*, Chicago, IL.

Hamilton, M., A. (2009, November). A Pan-Cultural Model of Pervasive Festering Malice: The Downward Spiral toward Belief Divergence, Verbal Aggression, and Source Derogation. Paper presented to the *National Communication Association*, Chicago, IL.

Hamilton, M., A. (2009, November). Identity, Marginalization, and the Internet: Differentiating Traditional and Social Media Use. Paper presented to the *National Communication Association*, Chicago, IL.

Hamilton, M. A. & Nowak, K. L. (2008, November). Identity, social contact, and motivation as antecedents to media choice. Paper presented to the *National Communication Association* annual convention, San Diego, CA.

Hamilton, M. A. & Patrylak, L. A. (2008, November). Effects of imperative mood position statements on attitudes: The synthesis of message discrepancy and polarization models. Paper presented to the *National Communication Association* annual convention, San Diego, CA.

Kiwanuka-Tondo, J., Hamilton, M., & Jameson, J. (2008, August). AIDS Communication Campaigns in Uganda: Organizational factors and campaign planning as predictors of successful campaign execution. Paper presented at *Association for Education in Journalism and Mass Communication* Convention, Chicago, IL.

Sun, X. L. & Hamilton, M. A. (2007, November). Viewer Processing of Emotionally Intense Anti-Smoking Advertisements. Paper presented to the *National Communication Association* annual convention, Chicago, IL.

Patrylak, L. A. & Hamilton, M. A. (2007, November). Lay Theories of Personality Development Based on Observations of Children's Narratives and Interactions with Adults. Paper presented to the *National Communication Association* annual convention, Chicago, IL.

Hamilton, M. A., Buck, R. W., Chory-Assad, R. M., Levine, T. R., Beatty, M. J., Limon, M. S. (2005, November). Selfish Individualism and Prosocial Cooperation: Treating Verbal Aggressiveness as a Bi-dimensional Construct. Paper presented to the *National Communication Association* annual convention, Boston, MA.

Hamilton, M. A. & Cornetto, K. (2004, November). The relationship between verbal aggressiveness and argumentativeness. Paper presented to the *National Communication Association* annual convention, Chicago, IL.

Hamilton, M. A. & Triantis, G. (2003, November). The effect of gender and depression on hostility and verbal aggression. Paper presented to the *National Communication Association* annual convention, Miami, FL.

Hamilton, M. A. & Hunter, J. E. (2002, November). Should Researchers Use Standardized Score Analysis or a Raw Score Analysis to Detect Casual Patterns Among Social Cognition Processes? *National Communication Association* annual convention, New Orleans, LA.

Hamilton, M. A. (2002, November). Social Cognition as the defining Feature of Communication Process. Paper presented to the *National Communication Association* annual convention, New Orleans, LA.

Edwards, J. E. & Hamilton, M. A. (2002, November). Distractions and Web Source Credibility. Paper presented to the *National Communication Association* annual convention, New Orleans, LA.

Snyder, L.B., Hamilton, M., Fleming-Milici, F., & Slater, M. (2002, June). The effects of exposure to liquor and other alcohol advertising on youth drinking. Poster session presented at the annual meeting of the *Research Society on Alcohol*, San Francisco, CA.

Snyder, L.B., & Hamilton, M.A. (2001, August). The role of alcohol advertising in the formation of ideal drinking scenarios among underage youth. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C., August. (Winner of Top Three Paper Award, Theory & Methodology Division.)

Hamilton, M. A. (2001, November). The physiological structures underlying the processes of source and message evaluation. Paper presented to the *National Communication Association* annual convention, Atlanta, GA.

Hamilton, M. A., Mineo, P. J., Edwards, J.R. (2001, November). Crusaders in the digital age: Personality and social antecedents to cultural conservatism, resistance to belief change, and verbal aggression. Paper presented to the *National Communication Association* annual convention, Atlanta, GA.

Snyder, L. B. & Hamilton, M. A. (2000, November). A Meta-Analysis of U.S. Health Campaign Effects on Behavior: The Impact of Message Factors, Exposure, Control Group Trends, and Campaign Length. *American Public Health Association* annual convention, Boston, MA.

Hamilton, M. A. & Mineo, P. J. (1999, November). A Meta-Analysis of the Relative Influence and Influenceability of Men and Women. Paper presented to the *National Communication Association* annual convention, Chicago, IL.

Hamilton, M. A. & Mineo, P. J. (1999, November). Personality Antecedents of Verbal Aggression, Passive Aggression, Relational Negativism, and Assault. Paper presented to the

National Communication Association annual convention, Chicago, IL.

Mineo, P. J. & Hamilton, M. A. (1999, November). Does Argumentation Training Inhibit Verbal Aggressiveness? Paper presented to the *National Communication Association* annual convention, Chicago, IL.

Snyder, L. B. & Hamilton, M. A. (1999, November). A Meta-Analysis of U.S. Health Campaign Effects on Behavior: The Impact of Message Factors, Exposure, Control Group Trends, and Campaign Length. Paper presented to the *National Communication Association* annual convention, Chicago, IL.

Snyder, L. B. & Hamilton, M. A. (1999, November). Meta-analysis of U.S. health campaign effects on behavior: Media, message, and audience characteristics. *American Public Health Association* annual convention, Chicago, IL.

Snyder, L. B. & Hamilton, M. A. (1999, August). Meta-analysis of U.S. health campaign effects on behavior: Media, message, and audience characteristics. Paper presented to the *Association of Educational Journalists and Mass Communication Researchers*, annual convention, New Orleans.

Hamilton, M. A. & Mineo, P. J. (1998, November). Beliefs about alcohol: Test of an hierarchical model. Paper presented to the *National Communication Association* annual convention, San Francisco.

Hamilton, M. A. & Snyder, L. B., Min, E. & Yu, Yuan. (1997, November). Beliefs about alcohol: Test of a hierarchical model. Paper presented to the *National Communication Association* annual convention, Chicago.

Hamilton, M. A. & Mineo P. M. (1997, November). Latent variables in the elaboration likelihood model of persuasion. Paper presented to the *Speech Communication Association* annual convention, Chicago.

Hamilton, M. A. & Mineo P. M. (1996, November). Personality and persuasibility: Developing a multidimensional model of belief systems. Paper presented to the *Speech Communication Association* annual convention, San Diego.

Hamilton, M. A. (1995, November). Orienting toward equivocation. Paper presented to the *Speech Communication Association* annual convention, San Antonio.

Hamilton, M.A. (1994, November). The impact of performance heuristics and message intensity on receiver perceptions of source. Paper presented to the *Speech Communication Association* annual convention, New Orleans.

Hamilton, M.A. (1992, November). Verbal hallucination and ego-alien mental constructs. Paper presented to the *Speech Communication Association* annual convention, Chicago.

Hamilton, M. A. (1991, November). A process model of verbal hallucination. Paper presented to the *Speech Communication Association* annual convention, Atlanta.

Hamilton, M. A. & Rouse, R. A. (1990, November). The decision to seek dental treatment. Paper presented to the *Speech Communication Association* annual convention, Chicago.

Hamilton, M. A. & Costa, C. (1988, November). The effect of opinionation in language. Paper presented to the *Speech Communication Association* annual convention, New Orleans.

Hamilton, M. A. (1988, November). Self/extended-self interaction as intrapersonal communication. Paper presented to the *Speech Communication Association* annual convention, New Orleans.

Hamilton, M. A. & Rendino, S. (1987, November). Lexical precision effects. Paper presented to the *Speech Communication Association* annual convention, Boston.

Hamilton, M. A. (1986, November). Applications of frame analysis in the mass media. Paper presented to the *Speech Communication Association* annual convention, Chicago.

Hamilton, M. A. & Hunter, J. E. (1985, November). Multivariate analyses when utterances are the observational unit. Paper presented to the *Speech Communication Association* annual convention, Denver.

Ellis, D. G. & Hamilton, M. A. (1984, November). Syntactic and pragmatic code usage in interpersonal communication. Paper presented to the *Speech Communication Association* annual convention, Chicago.

Regional Conferences

Hamilton, M. A. (1989, April). Inner dialogue as intrapersonal communication. Paper presented to the *Northeast Communication Conference*, New Britain.

Rouse, R. A. & Hamilton, M. A. (1989, April). Dentist patient communication as a correlate of patient anxiety. Paper presented to the *Northeast Communication Conference*, New Britain.

Hamilton, M. A. (1988, April). Pragmatic analyses of nonverbal acts. Paper presented to the *Eastern Communication Association* convention, Baltimore.

Ellis, D. G. & Hamilton, M. A. (1982, April). Coherence and reconstructed text. Paper presented to the *Michigan Linguistic Society*, Ann Arbor.

MAJOR INVITED PRESENTATIONS

Hamilton, M. A. (2008, March). Confirmatory factor analysis. University of Hawaii,

Manoa.

Hamilton, M. A. (2008, April). Causal modeling. University of Hawaii, Manoa.

Hamilton, M.A. (2007, March). Multiple Regression and Correspondence Analysis. Natural Marketing Institute. Philadelphia, PA

Hamilton, M.A. (1997, June). Causal models in marketing. Burke Marketing, Inc. Cincinnati, OH

Hamilton, M.A. (1995, June). Path modeling applications. The Gallup Organization. Lincoln, NE.

Hamilton, M.A. (1995, June). Working with causal models. The Gallup Organization. Lincoln, NE.

Hamilton, M.A. (1994, January). Causal process and mathematical prediction models of attitude change. Department of Psychology, Hebrew University.

Hamilton, M. A. (1992, January). The practicality of the multiple-message design. Department of Communication, Stanford University.

Hamilton, M. A. (1991, December). Message strength, language intensity and attitude change: Bush declares war. Department of Psychology, Yale University.

Hamilton, M. A. (1984, March). Multiple groups cluster analysis as a survey research technique. United States Information Agency, Washington D.C.

Hamilton, M. A. (1984, November). Methods of estimating Voice of America listener rates. United States Information Agency, Washington D.C.

OFFICES IN MAJOR PROFESSIONAL ORGANIZATIONS

Chair, Information Systems Division, International Communication Association, 2002-2003.

Vice-Chair, Information Systems Division, International Communication Association, 2001-2002.

Chair, Communication and Social Cognition Communication Division, *National Communication Association*, 1999-2000.

Vice Chair, Communication and Social Cognition Division, *National Communication Association*, 1998-1999.

Second Vice-Chair, Communication and Social Cognition Division, *National*

Communication Association, 1997-1998.

Secretary, Information Systems Division, *International Communication Association*, 1996-1998.

Chair, Communication and Social Cognition Commission, *Speech Communication Association*, 1991-1992.

First Vice-Chair, Communication and Social Cognition Commission, *Speech Communication Association*, 1990-1991.

Second Vice-Chair, Communication and Social Cognition Commission, *Speech Communication Association*, 1989-1990.

ACTIVITIES IN PROFESSIONAL ORGANIZATIONS

Respondent, Communication and Social Cognition Division, *National Communication Association*, annual convention in New Orleans, 2011

Respondent, Communication and Social Cognition Division, *National Communication Association*, annual convention in San Francisco, 2010

Wandering Scholar, Communication and Social Cognition Division, *National Communication Association*, annual convention in Chicago, 2009

Chair and Panel organizer, Relational Conflict and Aggressive Communication: Edgy Concepts, Methods, and Measures. Interpersonal Communication Division, National Communication Association, November, 2009, Chicago, IL.

Chair and Panel organizer, Communication, Social Networks, and Changes in Attitude Structures: Paths towards Belief Convergence, Divergence, and Equilibrium. Social Cognition and Communication Division, National Communication Association, November, 2009, Chicago, IL.

Respondent, Communication and Social Cognition Division, *National Communication Association*, annual convention in San Diego, 2008

Respondent, Information Systems Division, *International Communication Association*, annual convention in New Orleans, May 2004

Discussant, Communication and Social Cognition Division, *National Communication Association*, November, 2003, Miami, FL.

Chair and Panel organizer, Concepts Made Elegant and Theories Made Graceful through Quantification: A Memorial Celebration of John E. Hunter's Contribution to Communication. Information Systems Division, International Communication Association, May, 2003, San

Diego, CA.

Chair, Top Four Papers, Information Systems Division, *International Communication Association*, annual convention in San Diego, May 2003.

Panel organizer, The role of argumentation in society: The causal antecedents and consequences of argumentativeness and verbal aggressiveness. Communication and Social Cognition Division, *National Communication Association*, November, 1999, Chicago, IL.

Panel organizer, The Effect of Alcohol Advertisements on Adolescents and Young Adults. Co-Sponsors: Health Communication Division, Mass Communication Division, and Communication Division and Social Cognition Division, *National Communication Association*, November, 1999, Chicago, IL.

Discussant, Communication and Social Cognition Division, *National Communication Association*, November, 1999, Chicago, IL.

Discussant, Communication and Social Cognition Division, *National Communication Association*, November, 1999, New York, NY.

Discussant, Information Systems Division, Top Four Papers. *International Communication Association*, July, 1998, Jerusalem, Israel.

Discussant, Communication and Social Cognition Division, *National Communication Association*, November, 1997, Chicago, IL.

Panel organizer, The Slick, the Deft, and the Teflon-coated: Analyzing the motives and effects of equivocal communication. Communication and Social Cognition Commission, *Speech Communication Association*, November, 1995.

Chair and panel organizer, Cognitive Processing of Messages, *International Communication Association*, annual convention in Miami, May 1992.

Discussant, Information Systems Division, *International Communication Association*, annual convention in Chicago, May 1990.

Chair, Intrapersonal communication division, *Speech Communication Association*, annual convention in Chicago, November 1990.

Chair and panel organizer, The elaboration likelihood model of persuasion: an evaluation of theory and research evidence. Communication Theory and Rhetoric division, *Speech Communication Association*, annual convention in Chicago, November 1990.

Discussant, information systems division, *International Communication Association*, annual convention in Dublin, June, 1990.

Chair, interpersonal division, *International Communication Association*, annual

convention in San Francisco, May 1989.

Chair and program organizer, Modeling persuasion: elaborations on the elaboration likelihood model. Information systems division, *International Communication Association*, annual convention in San Francisco, May 1989.

Discussant, information systems division, *International Communication Association*, annual convention in San Francisco, May 1989.

Chair, interpersonal division, *International Communication Association*, annual convention in New Orleans, May 1988.

Discussant, interpersonal division, *International Communication Association*, annual convention in New Orleans, May 1988.

Panel organizer, The treatment of language in experimental design. Sponsor: Information Systems and Interpersonal Communication Divisions, *International Communication Association* annual convention in Montreal, May 1987.

MEMBERSHIPS

Association of Educational Journalists and Mass Communication Researchers
International Communication Association
International Society on Language and Social Psychology
National Communication Association

UNIVERSITY AND DEPARTMENTAL SERVICE

1999-2000, 2001-2002	Member of the Graduate Faculty Council
1992-1999, 2001-2005, 2006-2007	Promotion, Tenure, Review Committee, Department of Communication Sciences
1997-1998	Chair, Promotion, Tenure, Review Committee, Department of Communication Sciences
1997-1998	Member of Academic Planning Committee for Thai University Project
1994-1995	Chair, Social Sciences Review Panel, University of Connecticut Graduate School
1993-1995	Member, Social Sciences Review Panel, University of Connecticut Graduate School

PhD and MA ADVISING

Current major advisor for PhD students: 1

Current major advisor for MA students: 1

Major advisor for the following completed PhD students:

<u>Name of advisee</u>	<u>Year admitted</u>	<u>Year degree awarded</u>
Svetlana Kalnova	2002	2011
James Edwards	2002	2008
Linda Patrylak	2004	2007
Xiaolan Sun	2002	2007
Steve Sohn	2002	2006
Eunjou Min	1996	2005
Ruby Rouse	1990	1993

Major advisor for the following completed MA students:

<u>Name of advisee</u>	<u>Year admitted</u>	<u>Year degree awarded</u>
Victor Bilgen	2008	2010
Alissa Ryn	2007	2009
Christopher Kasker	2007	2007
Nancy-Pat Dire	2004	2006
Jeffery Kotz	2003	2005
Derrick Ellis	2001	2005
Sofia Sanrantakow	2002	2004
Yuhui Kang	2001	2003
Heather Knowles	2001	2003
James Edwards	1999	2001
Roni Burns	1998	2000
Sailaja Kowta	1997	1999
Day Mercer Boswell	1994	1996
Sharon Eve Shuffitt	1992	1994
Kavita Kukunoor	1991	1993
Gregory Spadevechia	1991	1993
Hong Yu Zhao	1990	1992

Xiaolan Sun	1989	1991
Ric Dube	1988	1990
Namita Rao	1987	1989
Debra Young	1986	1988

MEDIA INTERVIEWS

Hamilton, M. A. (2002, October). Analysis of the 2002 Gubernatorial Debates. *The Hartford Courant*.

Hamilton, M. A. (1992, November). Analysis of the 1992 Presidential Election Campaigns, UCTV.

Hamilton, M. A. (1992, August). Tom Cruise in Plymouth? Maybe yes. Probably No. *The Hartford Courant*.

Hamilton, M. A. (1991). Drill Your Dentist, *Gentleman's Quarterly*, 61, 60.