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EDUCATION

- 2012 **Ph.D. in Mass Communications**, Pennsylvania State University
- 2006 **M. S. in Journalism & Mass Communication**, Iowa State University
- 2002 **M. A. in Journalism & Mass Communication**, University of Mysore, India
- 2000 **B. A. in Journalism, Literature & Psychology**, Bangalore University, India

ACADEMIC APPOINTMENT

Associate Professor: Department of Communication, UConn (2019 – present)

Assistant Professor: Department of Communication, UConn (2012 – 2019)

Visiting Research Scholar, Center for Information Technology and Society, University of California, Santa Barbara (Fall 2019)

RESEARCH AFFILIATIONS

- Associate Director: Human-Computer Interaction Lab, UConn, (2012 – present)
- Affiliate, Institute for Collaboration on Health, Intervention & Policy (InCHIP) UConn, (2012 – present)
- Affiliate, e-Health/m-Health Research Interest Group, UConn (2013 – present)
- Affiliate, Connecticut Institute for the Brain & Cognitive Sciences, UConn (2018—present)
- Media Effects Research Lab Coordinator and Graduate Assistant, Donald P. Bellisario College of Communications, The Pennsylvania State University (2006 – 2012)
- Physio Media Lab Coordinator and Graduate Assistant, Greenlee School of Journalism & Communication, Iowa State University, (2004 – 2006)

SCHOLARSHIP AND CREATIVE ACCOMPLISHMENTS

REFEREED JOURNAL ARTICLES

Park, S., Xu, X., Rourke, B., & **Bellur, S.** (2019). Do you enjoy TV, while Tweeting? Effects of multitasking on viewer's transportation, emotions and enjoyment. *Journal of Broadcasting and Electronic Media*, 63(2), 231-249. Doi: <https://doi.org/10.1080/08838151.2019.1622340>

Bellur, S., & DeVoss, C. (2018). Apps and Autonomy: Perceived interactivity and autonomous regulation in mHealth applications. *Communication Research Reports*, 35(4), 314-324. Doi: <https://doi.org/10.1080/08824096.2018.1501672>.

- Oh, J., **Bellur, S.**, & Sundar, S. S. (2018). Clicking, assessing, immersing and sharing: An empirical model of user engagement with interactive media. *Communication Research*, 45(5), 737-763. Doi: 10.1177/0093650215600493
- Bellur, S.**, & Sundar, S. S. (2017). Talking health with a machine: How does message interactivity affect attitudes & cognitions? *Human Communication Research*, 43(1), 25-53. Doi:10.1111/hcre.12094
- Sundar, S. S., **Bellur, S.**, Oh, J., Jia, H., & Kim, H. S. (2016). Theoretical importance of contingency in human-computer interaction: Effects of message interactivity on user engagement. *Communication Research*, 43(5), 595-625. Doi:10.1177/0093650214534962
- Bellur, S.**, Nowak, K. L., & Hull, K.S. (2015). Make it our time: In class multitaskers have lower academic performance. *Computers in Human Behavior*, 53, 63-70. Doi:10.1016/j.chb.2015.06.027
- Dardis, F. E., Schmierbach, M., Ahern, L., Fraustino, J., **Bellur, S.**, Brooks, S., & Johnson, J. (2015). Effects of in-game Virtual Direct Experience (VDE) on reactions to real-world brands. *Journal of Promotion Management*, 21, 313–334. Doi:10.1080/10496491.2015.1021503
- Kim, K., Schmierbach, M. G., **Bellur, S.**, Chung, M-Y., Fraustino, J. D., Dardis, F., & Ahern, L. (2015). Is it a sense of autonomy, control, or attachment? Exploring the effects of in-game customization on game enjoyment. *Computers in Human Behavior*, 48, 695-705. <http://dx.doi.org/10.1016/j.chb.2015.02.011>.
- Bellur, S.**, & Sundar, S. S. (2014). How can we tell when a heuristic has been used? Design and analysis strategies for capturing the operation of heuristics. *Communication Methods and Measures*, 8(2), 116-137. Doi:10.1080/19312458.2014.903390
- Sundar, S. S., **Bellur, S.**, Oh, J., Xu, Q., & Jia, H. (2014). User experience of on-screen interaction techniques: An experimental investigation of clicking, sliding, zooming, hovering, dragging, and flipping. *Human-Computer Interaction*, 29(2), 109-152. Doi:10.1080/07370024.2013.789347
- High, A. C., Oeldorf-Hirsch, A., **Bellur, S.** (2014) Misery rarely gets company: The influence of emotional bandwidth on supportive communication on Facebook. *Computers in Human Behavior*, 34, 79-88. Doi: <http://dx.doi.org/10.1016/j.chb.2014.01.037>
- Xu, Q., Schmierbach, M., **Bellur, S.**, Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2012). The effects of “friend” characteristics on evaluations of an activist group in a social networking context. *Mass Communication and Society*, 15(3), 432–453. Doi:10.1080/15205436.2011.583862
- Geske, J., & **Bellur, S.** (2008). Differences in brain information processing between print and computer screens: Bottom-up and top-down attention factors. *International Journal of Advertising*, 27(3), 399–423. <https://doi.org/10.2501/S0265048708080049>

BOOK CHAPTER

Sundar, S. S., & **Bellur, S.** (2011). Concept explication in the Internet age: The case of political interactivity. In E. P. Bucy & R. L. Holbert (Eds.), *Sourcebook for political communication research: Methods, measures and analytical techniques* (pp. 485-504). New York: Routledge.

REFEREED CONFERENCE PROCEEDINGS

Sundar, S. S., **Bellur, S.**, & Jia, H. (2012, June). Motivational technologies: A theoretical framework for designing preventive health applications. In M. Bang & E. L. Ragnemalm (Eds.), *Proceedings of the 7th International Conference on Persuasive Technology (Persuasive 2012)*, LNCS 7284, 112- 122. Doi:10.1007/978-3-642-31037-9_10

Sundar, S. S., Oh, J., **Bellur, S.**, Jia, H., & Kim, H. S. (2012). Interactivity as self-expression: A field experiment with customization and blogging. *Proceedings of the 2012 Annual Conference on Human Factors in Computing Systems (ACM SIGCHI)*, ACM Press, 395-404. Doi: 10.1145/2207676.2207731.

Sundar, S. S., **Bellur, S.**, Oh, J. & Jia, H. (2011). Calls for interaction: The more the better? User experience of 3D carousel and additional interaction techniques. *Proceedings of the 13th IFIP Conference on Human-Computer Interaction, INTERACT 2011*, 487–490. Doi: 10.1007/978-3-642-23768-3_64.

Sundar, S. S., Xu, Q., **Bellur, S.**, Oh, J., & Jia, H. (2011). Beyond pointing and clicking: How do newer interaction modalities affect user engagement? *Proceedings of the 29th of the International Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA'11)*, 1477-1482. Doi: 10.1145/1979742.1979794.

Sundar, S. S., Xu, Q., & **Bellur, S.** (2010, April). Designing interactivity in media interfaces: A communications perspective. *Proceedings of the 28th International Conference on Human Factors in Computing Systems (ACM SIGCHI)*, ACM Press, 2247-2256. Doi:10.1145/1753326.1753666.

Sundar, S. S., Xu, Q., **Bellur, S.**, Oh, J., & Jia, H. (2010, April). Modality is the message: Interactivity effects on perception and engagement. *Proceedings of the 28th International Conference on Human Factors in Computing Systems (ACM SIGCHI)*, 4105-4110. Doi: 10.1145/1753846.1754110.

REFEREED CONFERENCE PAPERS (* Student supervised projects)

Bellur, S. (2018, November). *Heuristics and health: Role of mental shortcuts in health and risk information processing*. Paper to be presented at the 104th annual conference of the National Communication Association, Salt Lake City, UT.

Bellur, S. (2018, May). *Promoting interactivity and user engagement in online vaccine message boards*. Paper presented at the Digital Health at the Intersection of Academia and Industry 2nd annual conference of the UConn Center for mHealth and Social Media, Storrs, CT.

- Bellur, S.** (2018, May). *Contingency as key: Exploring the role of contingency in human machine communication*. Paper presented at the Communicating with Machines: Theory and Practice pre-conference of the 68th annual conference of the International Communication Association, Prague, Czech Republic.
- ***Bellur, S.** & Devoss, C. (2017, August). *Self-tracking with cell phones: Exploring the effects of self-monitoring and perceived control in mHealth applications*. Paper presented at the 99th annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- ***Bellur, S.** & Devoss, C. (2017, May). *Does interactivity make users autonomous? Role of perceived interactivity and self-determination in mHealth applications*. Paper presented at the 67th annual conference of the International Communication Association, San Diego, CA.
- *Devoss, C. & **Bellur, S.** (2016, November). *Self-health: Self-determination theory, technology acceptance and mHealth applications*. Paper presented at the 102nd annual conference of the National Communication Association, Philadelphia, PA.
- Rourke, B., L., Nowak, K. L., & **Bellur, S.** (2016, February). *The role of Autism and multitasking on classroom performance and GPA*. Paper presented at the 87th annual convention of the Western States Communication Association in San Diego, CA.
- *Nowak, K. L., Hamilton, M., A., Hull, K. H. & **Bellur, S.** (2015, May). *Are virtual embodiments perceived distinctly from sources? The bifurcation of visual and verbal processing during viewer evaluation of online messages*. Paper presented at the 65th annual conference of the International Communication Association, San Juan, PR.
- ***Bellur, S.**, Nowak, K. L., & Hull, K. (2014, November). *Take your time: In-class multitaskers require more time studying to maintain academic performance*. Paper presented in the **Top Paper Panel** of the Human Communication and Technology Division, at the 100th annual conference of the National Communication Association, Chicago, IL.
- Sundar, S. S., Jia, H., **Bellur, S.**, Oh, J., & Kim, H. S. (2014, August). *News informatics: Engaging individuals with data-rich news content through interactivity in source, medium, and message*. Paper presented at the 96th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- Bellur, S.**, & Sundar, S. S. (2013, June). *Interactivity as Conversation: Can back and forth interactions affect user cognitions and attitudes?* Paper presented at the 63rd annual conference of the International Communication Association, London, UK.

- Sundar, S. S., **Bellur, S.**, Oh, J., Jia, H., & Kim, H. S. (2012, May). *The importance of message contingency: An experimental investigation of interactivity in an online search site*. Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.
- Bellur, S.** (2011, October). *Designing interactive health risk assessments via friendly “small talk”*. Poster presented at the Workshop on Interactive Systems in Healthcare (WISH) in the AMIA 2011 Annual Symposium, Washington D.C.
- Sundar, S. S., **Bellur, S.**, & Jia, H. (2011, September). *Designing motivational technology for inspiring preventive health behaviors*. Paper presented in the Workshop on Promoting and Supporting Healthy Living by Design (WS15) at the 13th IFIP TC13 Conference on Human-Computer Interaction (INTERACT '11), Lisbon, Portugal.
- Bellur, S.** (2011, May). *Conveying health risks with “interactive warmth”*. Proposal presented at the Doctoral Consortium at the 61st annual conference of the International Communication Association, Boston, MA.
- Sundar, S. S., **Bellur, S.**, & Constantin, C. (2010, October). *Processing interactivity: Is it automatic or controlled?* Paper presented at the 50th annual conference of the Society for Psychophysiological Research, Portland, OR.
- Sundar, S. S., & **Bellur, S.** (2010, June). *Measuring media use as affordances: A heuristics approach to interactivity*. Paper presented at the 60th annual conference of the International Communication Association, Singapore.
- Oh, J., **Bellur, S.**, & Sundar, S. S. (2010, June). *A conceptual model of user engagement with media*. Paper presented at the 60th annual conference of the International Communication Association, Singapore.
- Sundar, S. S., Xu, Q., **Bellur, S.**, Jia, H., Oh, J., & Khoo, G-S. (2010, June). *Click, drag, flip, and mouse-over: Effects of modality interactivity on user engagement with web content*. Paper presented at the 60th annual conference of the International Communication Association, Singapore.
- Bellur, S.**, & Sundar, S. S. (2010, June). *How can we tell when a heuristic has been used? Models for measurement of heuristics*. Paper presented at the 60th annual conference of the International Communication Association, Singapore.
- Bellur, S.**, & Sundar, S. S. (2010, April). *Psychophysiological responses to media interfaces*. Paper presented at the Brain, Body and Bytes: Psychophysiological User Interaction workshop in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

- Sundar, S. S., Marathe, S., Kang, H., & **Bellur, S.** (2010, April). *Agency-enhancing technologies for motivating preventive health actions*. Paper presented at the Workshop on Interactive Systems in Healthcare (WISH) in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.
- Sundar, S. S., & **Bellur, S.** (2009, May). *This is your brain on interactivity: Alpha-blocking while processing online news*. Paper presented at the 59th annual conference of the International Communication Association, Chicago, IL.
- Schmierbach, M., Xu, Q., **Bellur, S.**, Ash, E., Oeldorf-Hirsch, A., & Kegerise, A. (2009, August). *What do your friends say about you? Activist group evaluations in a social networking context*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Sundar, S. S., **Bellur, S.**, Oeldorf-Hirsch, A., & Xu, Q. (2008, July). *The Facebook paradigm for studying concepts and testing theories of communication*. Paper presented at the Summer Conference of the National Communication Association, College Park, MD.
- Bellur, S.**, High, A., & Oeldorf-Hirsch, A. (2008, May). *Misery doesn't love company: An exploration of emotional bandwidth on online social networks*. Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada.
- Bellur, S.**, Obar, J., Xu, Q. & Seo, K. W. (2007, February) *Will you show your Face-book? Self-disclosure in an online social network*. Paper presented at the annual conference of the Mid-Winter Association for Education in Journalism and Mass Communication, Reno, NV.
- Bellur, S.** (2006, February). *Physiological measures of bottom-up attention to faces and objects*. Paper presented at the annual conference of the Mid-Winter Association for Education in Journalism and Mass Communication, Bowling Green, OH.
- Geske, J. C., & **Bellur, S.** (2006, February). *Measuring attention differences of color and black and white photography: Using electroencephalograms*. Paper presented at the annual conference of the Mid-Winter Association for Education in Journalism and Mass Communication, Bowling Green, OH.
- Geske, J. C., & **Bellur, S.** (2006, August). *Krugman revisited: Brain wave measures of media involvement for print and television*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Geske, J. C., & **Bellur, S.** (2006, October). *A comparison of reading on computer screen and print media: Measurement of attention patterns using EEG*. Paper presented at the annual conference of the Society for Psychophysiological Research, Vancouver, British Columbia, Canada.

INVITED TALKS

- Bellur, S. (Fall, 2019). *Interactivity and contingency effects in interactions with human and machine systems*. Gateway Technology and Society Colloquium, Center for Information Technology and Society (CITS), University of California, Santa Barbara.
- Bellur, S. (Fall, 2018). *Studying interactivity and user engagement in new media*. Invited presentation to Graduate Seminar in Computer Mediated Communication (ACOM 659), at the Department of Communication, University at Albany, State University of New York.
- Bellur, S. (Fall, 2018). *Psychology of interactive media effects*. Invited presentation to the Social Psychology Speaker Series, Department of Psychological Sciences, UConn.
- Bellur, S. (Spring, 2017). *Psychophysiology in media effects*. Invited presentation to Graduate Seminar in Mass Communication Research (COMM 5310), Department of Communication, UConn.
- Bellur, S. (Fall, 2014). *Role of interactive media in health interventions*. Invited guest presentation to the members of Laboratory for Aging, Population Health, Disparities and Intervention Research, University of Rochester Medical Center, School of Medicine & Dentistry.
- Bellur, S. (Spring, 2013). *Designing interactivity*. Invited presentation to Graduate Seminar on Communication Technology and Society (COMM 5650), Department of Communication, UConn.
- Bellur, S. (Fall, 2013). *Human Computer Interaction and human-centered design*. Invited presentation to Graduate Seminar on Computer Mediated Communication (COMM 5660), Department of Communication, UConn.
- Bellur, S. (Fall, 2011). *Psychophysiological approaches in media effects*. Invited presentation to the University Park Deans' Assistants Brown Bag Meeting, The Pennsylvania State University.
- Bellur, S. (Summer, 2011). *Media Effects approach in communication studies*. Invited presentation to Gaming and Interactive Media (COMM 190), College of Communication, The Pennsylvania State University.
- Bellur, S. (Spring, 2011). *From presentation to publication: Turning your conference paper into a journal article*. Invited panelist on the Graduate Student Forum, College of Communications, The Pennsylvania State University.
- Bellur, S. (Fall 2007-2009). *Psychophysiological approaches to studying responses to media*. Supervised and conducted training workshops, demonstrations and presentations to graduate and undergraduate students at the Media Effects Research Laboratory, The Pennsylvania State University.
- Bellur, S. (Spring, 2007). *Advertising and marketing communications*. Invited presentation to an undergraduate course on Media Effects (COMM 518), College of Communications, The Pennsylvania State University.
- Bellur, S. (Spring, 2005). *International communications and Asian media systems* (Spring 2005). Invited presentation to a course on World Communications Systems (JIMC 479/597), Greenlee School of Journalism and Communication, Iowa State University.

FELLOWSHIP

The University Graduate Fellowship, College of Communications, Penn State University, 2006–2007.

PROFESSIONAL HONORS & AWARDS

- 2017 -- Provost's Office Excellence in Teaching Recognition, UConn
- 2016 -- Provost's Office Excellence in Teaching Recognition, UConn
- 2015 -- Provost's Office Excellence in Teaching Recognition, UConn
- 2014 -- Provost's Office Excellence in Teaching Recognition, UConn
- 2014 -- Top Paper, Human Communication & Technology Division, National Communication Association.
- 2009 -- Dean Douglas Anderson and Claudia Anderson Communications Scholarship, The Pennsylvania State University.
- 2009 -- Dissertation & Teaching Award, The Pennsylvania State University.
- 2009 -- Member of Golden Key International Honor Society (GKIHS).
- 2006 -- Member of Kappa Tau Alpha (KTA) National Honor Society.
- 2006 -- University Graduate Fellowship, The Pennsylvania State University.
- 2005 -- Peter Meehan Graduate Student Scholarship, Greenlee School of Journalism and Communication, Iowa State University.
- 2002 -- Gold Medalist in Journalism and Mass Communication, University of Mysore, India.
- 2000 -- Gold Medalist in Journalism and Mass Communication, Bangalore University, India.

PROFESSIONAL AFFILIATIONS & SERVICE

- Member, International Communications Association (ICA)
- Member, National Communications Association (ICA)
- Member, Association for Education in Journalism and Mass Communication (AEJMC)
- Member, Association for Computing Machinery (ACM)
- Conference Reviewer and Discussant: International Communication Association, National Communication Association, Association for Education in Journalism & Mass Comm.
- Ad hoc Reviewer: *Journal of Computer Mediated Communication*, *Journal of Communication*, *Media Psychology*, *Computers in Human Behavior*, *Journalism and Mass Communication Quarterly*, *Oxford Research Encyclopedia of Communication*, *Health Communication*, *Quality & Quantity: International Journal of Methodology*, *Asian Journal of Communication*.

MEDIA MENTIONS

- Tweeting while watching TV makes show less enjoyable, study finds. (Today.com, July 10, 2019) <https://www.today.com/health/tweeting-while-watching-tv-makes-show-less-enjoyable-study-finds-t158064>
- It's harder to enjoy a TV show while tweeting about it, UConn study says (Hartford Courant, July 5, 2019) <https://www.courant.com/news/connecticut/hc-news-tweeting-while-watching-tv-uconn-study-20190705-52xbidw4yjcqleuy47pubefixm-story.html>

- Tweeting While Watching TV Diminishes Enjoyment (UConn Today, July 2, 2019) <https://today.uconn.edu/2019/07/tweeting-watching-tv-diminishes-enjoyment/>
- Engaging with interactive media may be a sequence of actions, assessments (Penn State News, July 31, 2018). <https://news.psu.edu/story/529542/2018/07/31/research/engaging-interactive-media-may-be-sequence-actions-assessments>
- mHealth Tools Can Effectively Convey Beneficial Behaviors (The American Journal of Pharmacy Benefits, March 10, 2017). <http://www.ajpb.com/news/mhealth-tools-can-effectively-convey-beneficial-behaviors>
- Study looks at how interactivity, tone affect engagement with digital health tools (Mobi Health News, February 27, 2017). <http://www.mobihealthnews.com/content/study-looks-how-interactivity-tone-affect-engagement-digital-health-tools>
- Online interactive health apps which use certain style of phrases may not actually improve health (The Free Press Journal, February 27, 2017). <http://www.freepressjournal.in/health/online-interactive-health-apps-which-use-certain-style-of-phrases-may-not-actually-improve-health/1025819>
- Interactive health apps good but watch the tone (The Statesman, February 25, 2017). <https://www.thestatesman.com/technology/science/interactive-health-apps-good-but-watch-the-tone-1488019299.html>
- Interactive health apps may inspire healthy behaviors, but watch the tone (Penn State News, February 23, 2017) <http://news.psu.edu/story/452536/2017/02/23/research/interactive-health-apps-may-inspire-healthy-behaviors-watch-tone>
- Websites with history can be just as conversational as chatting with a person (Science Daily, July 26, 2016). <https://www.sciencedaily.com/releases/2016/07/160728125032.htm>
- Player's performance in video games can steer attitudes about brands (Penn State News, September 29, 2015) <http://news.psu.edu/story/372358/2015/09/29/research/players-performance-video-games-can-steer-attitudes-about-brands>
- When smartphones go to school (Science News for Students, March 3, 2016). <https://www.sciencenewsforstudents.org/article/when-smartphones-go-school>
- Multitasking increases study time, lowers grades (UConn Today, July 23, 2015) <http://today.uconn.edu/2015/07/multitasking-increases-study-time-lowers-grades/>
- Certain interactive tools click with web users (Penn State News, April 21, 2015) <http://news.psu.edu/story/353856/2015/04/21/research/certain-interactive-tools-click-web-users>
- Interaction history beats interactive chat for website engagement (Penn State News, October 10, 2014) <http://news.psu.edu/story/329848/2014/10/10/research/interactive-history-beats-interaction-chat-website-engagement>
- Sharing our sorrow via Facebook (3 Quarks Daily, March 31, 2014) <http://www.3quarksdaily.com/3quarksdaily/2014/03/sharing-our-sorrow-via-facebook.html>

- Focus on Research | Studies tout the benefits of using engaging websites to assess risks (Centre Daily Times, July 21, 2013)
<http://www.centredaily.com/living/article42823491.html>
- Best websites balance self-expression and functionality (Penn State News, May 7, 2012)
<http://news.psu.edu/story/149072/2012/05/07/best-websites-balance-self-expression-and-functionality#rssCommunications>
- When interactivity goes overboard (Futurity, September 14, 2009)
<http://www.futurity.org/when-interactivity-goes-overboard/>
- NSF grant allows researchers to study interactivity in digital media (Penn State News, September 3, 2009).
<http://news.psu.edu/story/174563/2009/09/03/nsf-grant-allows-researchers-study-interactivity-digital-media>