HAYDEN BARBER

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My research uses experimental design and other methodologies to focus on the perception and impact of emotion in messages, especially in sociotechnical contexts. My current primary research project is my dissertation regarding attributions of cause to happy and angry messages in human-computer interactions with an Amazon Alexa. Future studies will build on these themes with a focus on social inferences about features of emotional content in relational and sociotechnical contexts.

Education

PhD, Purdue University
Expected: May 2022
- Communication Studies
- Advisor: Dr. Torsten Reimer
- Committee: Dr. Torsten Reimer, Dr. Melanie Morgan, Dr. Felicia Roberts, Dr. Julia Rayz

M.S., Purdue University
August 2017
- Communication Studies
- Advisor: Dr. Torsten Reimer
- Committee: Dr. Torsten Reimer, Dr. Melanie Morgan, Dr. Felicia Roberts

B.A., University of Wisconsin – Stevens Point
May 2015
- Communication, Interpersonal and Organizational Communication emphasis | Sociology

Publications

Peer-Reviewed Journal Articles

Barber, H. & Reimer, T. (2021). The influence of speaker pitch on inferring semantic valence. *Metaphor & Symbol 36*(2), 63-73. 10.1080/10926488.2021.1875322

Mikucki-Enyart, S. L., Wilder, S. E., & **Barber, H.** (2016). "Was it all just smoke and mirrors?": Applying the relational turbulence model to adult children's experience of late-life parental divorce. *Journal of Social and Personal Relationships*, *34*(2), 1-26. 10.1177/026540751669226

Book Chapters

Reimer, T., Dolick, K., **Barber, H.**, & Oh, J. (in press). What methodologies are needed to study group communication? A bounded-rationality perspective. In S. Beck, J. Keyton, & S. Poole (Eds.), *The Handbook of Group and Team Communication Research* (pp. xxx-xxx). Routledge.

Reimer, T., **Barber, H.**, & Dolick, K. (2020). The bounded rationality of groups and teams. In R. Viale (Ed.), *Handbook on Bounded Rationality* (pp. 535-547). Routledge.

Conference Presentations

Reimer, T., Dolick, K., **Barber, H.**, & Oh, J. (2021, November 18–21). *What methodologies are needed to study group communication? A bounded-rationality perspective.* [conference session]. National Communication Association (NCA) 2021 Convention, Seattle, WA, United States.

Barber, H. & Reimer, T. (2020, November 19–22). *Emotional displays and attributions in a human-computer interaction* [paper presentation]. National Communication Association (NCA) 2020 Convention, Indianapolis, IN, United States.

Reimer, T., **Barber, H.** & Dolick, K. (2020, November 19–22). *The bounded rationality of groups and teams* [conference session]. NCA 2020 Convention, Indianapolis, IN, United States.

Reimer, T., Dolick, K., **Barber, H.** & Russell, T. (2020, November 19–22). *When Natural beverages have more calories: Do health and nutrition labels on beverages reflect actual differences in nutritional content* [paper presentation]. NCA 2020 Convention, Indianapolis, IN, United States.

Barber, H. & Reimer, T. (2020, March 20-21*). *How Attributions are Impacted by Alexa's Use of Vocal Emotion Displays* [paper presentation]. Purdue IDIS Digital Humanities Symposium, West Lafayette, IN, United States. *cancelled due to COVID-19

Barber, H. & Reimer, T. (2018, May 24-28). *How it was said: Pitch and the perceived valence of words* [paper presentation]. ICA 2018 Conference, Prague, Czech Republic.

Barber, H., Dolick, K., Eversole, K., & Ballmer, E. (2018, February 18). *Rock, paper, scissors: Teaching regression to the mean* [paper presentation]. CGSA 2018 Conference, West Lafayette, IN, United States.

Reimer, T., Roland, C., Banerji, D., **Barber, H.**, & Dolick, K.N. (2017, November 16-19). *Bounded, Ecological, and Social Rationality: Egon Brunswik's Lens Model.* [conference session]. NCA 2017 Convention, Dallas, TX.

Barber, H. (2017, February 26). *Indirect emotion in the theory of motivated information management* [paper presentation]. CGSA 2017 Conference, West Lafayette, IN, United States.

Barber, H. (2016, February 24). *A social network analysis of Inuktitut language vitality* [paper presentation]. CGSA 2016 Conference, West Lafayette, IN, United States.

Barber, H. (2015, May 5). *Social effects of the tobacco ban on student smokers at UWSP* [paper presentation] Community Lecture Series, Stevens Point, WI, United States.

Barber, H. (2015, April 24). *Effects of a tobacco ban on campus smoking at UWSP* [poster presentation] Milwaukee Undergraduate Symposium, Milwaukee, WI, United States.

Awards and Grants

Charles J. Stewart Doctoral Fellowship Award
Purdue University | Brian Lamb School of Communication – 2020

Cassandra Book Scholarship
Purdue University | Brian Lamb School of Communication – 2019

Research Assistantships

National Science Foundation | Smart and Connected Communities Project (Supervised by Torsten Reimer) – Spring 2018, 2019, 2020; Fall 2021

Graduate Teaching Assistantships

Purdue University | Brian Lamb School of Communication – 2015-2017, 2019- 2021

Andrews Fellowship

Purdue University | College of Liberal Arts – 2017- 2019

PROMISE award

Purdue University | College of Liberal Arts – 2016, 2018

Service-Learning Grant

Purdue University | College of Liberal Arts – 2017

Research Positions

Research Participation System Administrator

Brian Lamb School of Communication | Communication and Cognition Lab (Director: Torsten Reimer)
2019-2020

- Managed an online system for in-lab and online studies.
- Managed database of students participating in research projects.
- Worked with instructors to recruit students.
- Worked to develop COVID-19 prevention procedures for lab.

Research Assistantship

National Science Foundation (NSF) Smart and Connected Communities Project (Supervised by Torsten Reimer)
Spring 2018, 2019, 2020; Fall 2021

- Worked with faculty members and graduate students to develop sociotechnical feedback systems for residential energy use.
- Attended weekly meetings collaborating with faculty and students from a variety of engineering, technology, and social studies backgrounds.
- Assisted in designing studies assessing use of virtual assistant technology, psychometric measures of sustainable behavior, beliefs, and attitudes; and representation of numeric values in messages.
- Collected data for studies via Amazon's Mechanical Turk program, in-person small group sessions with students utilizing tablets for a group prisoner's dilemma task, and online studies Presented research projects to both faculty team members and graduate students.
- Assisted in reporting to grant managers on research activities.

Communication and Cognition Lab Member

Brian Lamb School of Communication | Communication and Cognition Lab
2015-present

- Collaborated with Dr. Torsten Reimer on research related to ecological rationality and communication.
- Co-mentored two undergraduate students participating in Purdue's Discovery Park paid internship program (DURI).
- Co-mentored two undergraduate students for independent studies.
- Attended meetings on research protocols and ecological rationality.
- Assisted in designing quantitative experimental designs following literature searches for developing research projects.
- Assisted in collecting and organizing environmental data for studies on nutrition labels.

Teaching

Philosophy

My task as a teacher is to show students how to study communicative behaviors and how to apply that knowledge in practice. A starting condition for this task is to recognize that students come from diverse intellectual and cultural backgrounds, and thus student progress is both collaborative and multi-faceted. I approach teaching through three levels of analysis. On a macro level, this task is to encourage students to think about the practical and theoretical concerns that drive learning about communication. On a meso level, the task is to show students how experts and practitioners have approached challenges relevant to our field. On a micro level, I work with students to think about what resources and tools can be used to approach those problems, how to develop robust intellectual workflows, and how to plan out their work over time.

Reported ratings below consist of two measures for instructor ability. The assessment items are the reported mean from a five item 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) assessing instructor efficacy and classroom climate. Instructor ratings come from a single item 5-point Likert scale ranging from 1 (very poor) to 5 (excellent) assessing overall perception of the instructor, which was taken out of the questionnaire in 2020.

COM 217: Science Writing and Presentation

Instructor of Record (Course Director: Jen Hall)
Spring, 2021

- Sec 11 Instructor rating: N/A, Assessment items: 4.71(.63)
- Sec 15 Instructor rating: N/A, Assessment items: 4.69(.47)

Fall, 2020 (hybrid course)

- Sec 31 Instructor rating: N/A, Assessment items: 4.97(.15)
- Sec 19 Instructor rating: N/A, Assessment items: 4.65(.61)

Summer, 2020 (online course)

- Sec 315 Instructor rating: 4.50(.82), Assessment items: 4.54(.25)

Spring, 2020

- Sec 005 Instructor rating: 4.90(.40), Assessment items: 4.95(.05)

COM 320: Small Group Communication

Instructor of Record (Course Director: Torsten Reimer)

Spring, 2017

- Sec 002 Instructor rating: 4.70(.48), Assessment items: 4.92(.25)

Fall, 2016

- Sec 006 Instructor rating: 4.50(.66), Assessment items: 4.45(.18)

Summer, 2016 (online course)

- Sec 302 Instructor rating: 4.80(.94), Assessment items: 4.97(.05)

COM 212: Interpersonal Communication

Instructor of Record (Course Director: John Greene)

Fall, 2021

- Sec 007 Instructor rating: *In progress*, Assessment items: *In progress*

Spring, 2017

- Sec 004 Instructor rating: 4.30(.70), Assessment items: 4.40(.15)

COM 114: Presentational Speaking

Instructor of Record (Course Director: Jen Hall)

Summer, 2017

- Sec 323 Instructor rating: 4.90(.33), Assessment items: 4.55(.43)

Fall, 2016 (online course)

- Sec Y01 Instructor rating: 4.30(.61), Assessment items: 4.57(.08)

Spring, 2016

- Sec 525 Instructor rating: 4.40(.70), Assessment items: 4.17(.20)
- Sec 528 Instructor rating: 4.70(.48), Assessment items: 4.65(.14)

Instructor of Record (Course Director: Jane Natt)

Fall, 2015

- Sec 652 Instructor rating: 4.30(.62), Assessment items: 4.65(.15)
- Sec 653 Instructor rating: 4.80(.46), Assessment items: 4.82(.08)

COM 489: Independent Study

Voluntary TA (Course Director: Torsten Reimer)

Fall, 2019

- Mentored an undergraduate student on a continuing project.

COM 491: Independent Study

Voluntary TA (Course Director: Torsten Reimer)

Fall, 2018; Spring, 2019

- Mentored two undergraduate students on a nutrition communication study over two semesters.

EDCI 627: Current Topics in Learning Design and Technology

Voluntary TA (Course Director: Marisa Exter)

Spring, 2017

- Lectured and consulted on small group communication for a graduate course.

Professional Service

Interpersonal Communication: Being Understood, Self-Disclosure, Support, and Sympathy Panel Chair

National Communication Association (NCA) Social Cognition Division & Interpersonal Communication Division – 2020

Emotion and Cognition Panel Chair

National Communication Association (NCA) Social Cognition Division – 2018

Nomination Committee Member

NCA Group Communication Division – 2019

Paper Reviewer

NCA Social Cognition Division – 2015-2020

Paper Reviewer

NCA Group Communication Division – 2019

University Service

DURI (Discovery Park Undergraduate Research Internship) Mentor

DURI | Smart Energy Consumption Project (Director: Torsten Reimer) – 2019

Collaboration with COM 320 and Celery Bog Nature Center, West Lafayette

Purdue University | College of Liberal Arts – 2017

PGSG (Purdue Graduate Student Government) Representative, Purdue

Purdue Graduate School Government | Communication Graduate Student Association – 2016

Departmental Service

Prospective Student Recruiter

Brian Lamb School of Communication – 2016-2020

Paper Reviewer

Brian Lamb School of Communication | Communication Graduate Student Association – 2016-2020

Study Abroad Recruiter

Brian Lamb School of Communication | Study Abroad Directed by Dr. Torsten Reimer – 2019-2020

Lab Tour Guide

Brian Lamb School of Communication – 2019

Graduate Student Representative, BLSC Social Media/Interpersonal Faculty Search Committee

Brian Lamb School of Communication | Communication Graduate Student Association – 2019

Professional Development Committee Member

Brian Lamb School of Communication | Communication Graduate Student Association – 2016

"Ask a PhD Student" Panel Moderator

Brian Lamb School of Communication | Communication Graduate Student Association – 2016

References

Torsten Reimer

Full Professor | Brian Lamb School of Communication, Purdue University

treimer@purdue.edu

765-496-2765

Melanie Morgan

Full Professor & Associate Dean of the Graduate School | Brian Lamb School of Communication & The Graduate School, Purdue University

morgan3@purdue.edu

765-496-3306

Felicia Roberts

Full Professor & Associate Head of School | Brian Lamb School of Communication & Department of Linguistics, Purdue University

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