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- Groups, Organizations, and Communities
- Health Communication
- Interactive Media Design
- Media Psychology
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- Risk and Environmental Communication
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People

Michael Shapiro

Michael Shapiro



Professor

319 Kennedy Hall

(607) 255-6356

Email: mas29@cornell.edu

Media psychology including: psychology of narrative, psychology of entertainment media, and, psychology of narrative particularly the role of realism, emotion, and empathy in processing story characters and in attitude change and perception.

Research Focus

My current focus is on the psychological processes involved in understanding characters in stories across a broad spectrum of health messages, commercial messages and entertainment. Other scholarly work is aimed at the role of theory in creating effective communication.

Teaching Focus

Psychology of Entertainment Media (Comm 4220), Advanced Communication Theory (Comm 6810), and Seminar in Communication Theory (Comm 7220).

Additional Links

- [Research](#)

Awards and Honors

- Top Paper Panel (First Author Jeff Niederdeppe) (2010) Health Communication Division of the International Communication Association
- Top Paper Panel (First Author Hyo Pak), Mass Communication Division (2008) International Communication Association
- Top Paper (2005) Information Systems Division of the International Communication Association
- Top Paper (2004) Information Systems Division of the International Communication Association
- Top Paper (2002) Information Systems Division of the International Communication Association

Selected Publications

Journal Publications

- Lee, T., & Shapiro, M. A. The interaction of affective dispositions, moral judgments, and intentionality in assessing and intuitionist sequences. *Communication Theory*.
- Lee, T., Shapiro, M. A., & Niederdeppe, J. (2013). Deeper processing is associated with support for policies to regulate the food industry. *Health Communication*, 28(1), 1-11.
- Shapiro, M. A., & Kim, H. (2012). Realism judgments and mental resources: A cue processing model of media narrative. *Journal of Experimental Psychology: Applied*, 18(1), 93-119.
- Shapiro, M. A., Porticella, N., Jiang, L. C., & Gravani, R. B. (2011). Predicting intentions to adopt safe home food storage practices: A theory of planned behavior. *Appetite*, 56(1), 96-103.
- Shapiro, M. A., Barriga, C., & Beren, J. (2010). Causal attribution and perceived realism of stories. *Media Psychology*, 13(1), 1-15.
- Barriga, C. A., Shapiro, M. A., & Fernandez, M. L. (2010). Science Information in Fictional Movies: Effects of Coreference. *Journal of Experimental Psychology: Applied*, 16(1), 3-24.

Book Chapters

- Shapiro, M. A., & Peña, J. (2009). Generalizability and validity in digital game research. p. 389-403 *Serious Games: Applications and Methods*. Ritterfeld, M. Cody & P. Vorderer (ed.), Routledge,
- Shapiro, M. A., Peña-Herborn, J., & Hancock, J. T. (2006). Realism, imagination, and narrative video games. p. 2-15 *Realism, Imagination, and Narrative Video Games: Motives, Responses, and Consequences*. P. Vorderer & J. Bryant (ed.), Lawrence Erlbaum Publishers, Mahwah, NJ

Presentations and Activities

- Processing media story characters: A 'Theory of Mind' model. 2013. London.
- Empathy as a mediator of the relationship between emotion and credibility. 2011. Boston.

Departments

- Communication

Concentrations

- Psychology Of Narrative

- Psychology Of Attitude
- Communication Theory
- Media Psychology
- Psychology Of Entertainment
- Psychology Of Communication

Education

- Doctorate
University of Wisconsin--Madison
1987
 - Master's Degree
University of Michigan
1976
 - Bachelor of Arts
Wayne State University
1971
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