

# RESEARCH AT GRADY COLLEGE

We invite you to review our areas of expertise and see how we can collaborate on your next project. Faculty and graduate students at Grady College are recognized for their innovative research, critical thinking and thought leadership. From global communication studies and press freedom, to communicating with virtual reality, eye tracking and social media listening, we are leaders in pursuing effective messages and stories that have a broad impact.

## AREAS OF EXPERTISE

Crisis communications

Health & risk communications

Message testing

Social media analytics and emerging technologies

Virtual reality and augmented reality

### NEW MEDIA INSTITUTE

Our NMI team develops interactive digital media projects focused on design, development and digital storytelling. They are leaders in UGA's new Innovation District. How can they help you?

### WANT TO COLLABORATE?

Contact Glen Nowak, associate dean of research and graduate studies at 706-583-8268 or email [gnowak@uga.edu](mailto:gnowak@uga.edu)



### OTHER AREAS OF STUDY

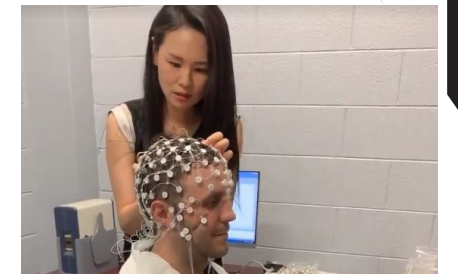
- Advertising effects and engagement
- College sports
- Communication law
- Cross-cultural media and communication
- Deception in media interviews
- Diversity and cross-cultural journalism
- First Amendment and press freedom studies
- Gender/Identity studies in media, television and gaming
- Media history
- Media in emerging democracies
- Media industry labor
- Media trust
- Native advertising
- Newsroom leadership and entrepreneurship
- Newsroom sociology
- Participatory culture and fandom
- Political satire in television
- Public memory
- Public relations leadership
- Social networks and analytics
- Visual communication
- Women's sports

# LABS & CENTERS

### BBAM (Brain, Body And Media) lab

Features facial electromyography and electrocardiography equipment that measures activity in the heart and face, and electroencephalography (EEG) equipment that measures brain wave activity

- Evaluates mediated messages through psychophysiological research
- Investigates cognitive and affective messages



### Center for Health and Risk Communications

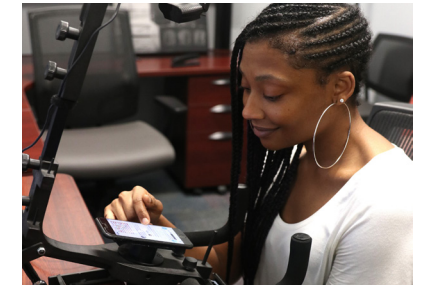
Features nearly 30 faculty members across campus focused on effective health-related communications

- Research focuses on how target audiences make health-related decisions and factors that influence people to adopt health advice and recommendations, including vaccine acceptance and hesitancy.

### DMAC (Digital Media Attention and Cognition Lab)

Features sophisticated eye tracking and facial expression analysis equipment

- Studies how consumers consume and verify news
- Evaluates the connection of emotion with social media and advertisements



### GAVEL (Games And Virtual Environments Lab) & VERGE (Virtual Environment Room and Gaming Experience) labs:

More than 17 stations to experience virtual reality.

- Evaluates how the effects of virtual and mixed-reality environments shape the way people think and behave in the physical world.
- Studies include how virtual environments impact healthy attitudes and environmental risk.

### Peabody Media Center

Features studies around the third largest audiovisual media archive in the world

- Studies how and why stories matter and the impact on media, culture and society
- Research includes cultural memory projects and what stories contribute to current social discourse



### SEE Suite

Features 20 computer stations with Crimson-Hexagon software and large screens for social media listening and analytics.

- Researches engagement and strategic insights
- Analyzes big data and theory building