

Frederic R. Hopp

Amsterdam School of Communication Research • Amsterdam Brain and Cognition

University of Amsterdam

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RESEARCH AREAS

Moral Psychology • Natural Language Processing • Network Analysis • Machine Learning • fMRI

ACADEMIC POSITIONS

Assistant Professor (tenured, 2022), University of Amsterdam	2021–Present
Amsterdam School of Communication Research	

EDUCATION

Ph.D. in Communication, University of California, Santa Barbara (with René Weber, Ph.D., M.D., Scott Grafton, M.D., Scott Reid, Ph.D.)	2021
M.A. in Communication, University of California, Santa Barbara (with René Weber, Ph.D., M.D.)	2018
B.A. in Media and Communication Studies, University of Mannheim (with Peter Vorderer, Ph.D.)	2016

RECOGNITIONS & AWARDS

• Cover Feature <i>Nature Human Behavior</i> <i>Moral reasoning in the brain – Volume 7, Issue 12</i>	2023
• Top Poster (Blitz) Award <i>Social and Affective Neuroscience Society</i>	2023
• Annie Lang Dissertation Award <i>International Communication Association – Information Systems Division</i>	2022
• James J. Bradac Award for Outstanding Graduate Student Research <i>University of California, Santa Barbara</i>	2021
• George D. McCune Dissertation Fellowship <i>University of California, Santa Barbara</i>	2020
• Top Poster (Blitz) Award <i>Social and Affective Neuroscience Society</i>	2022
• Top Paper Award <i>International Communication Association – Communication Science & Biology</i>	2021
• Top Paper Award <i>National Communication Association – Mass Communication Division</i>	2020

- **Top Paper Award** 2020
International Communication Association – Computational Methods Interest Group
- **Top Paper Award** 2020
International Communication Association – Communication Science & Biology
- **Top Paper Award** 2019
National Communication Association – Communication and Social Cognition
- **Top Paper Award** 2019
International Communication Association – Computational Methods Interest Group
- **Article of the Year Award** 2018
Communication Methods and Measures
- **Top Paper Award** 2018
National Communication Association – Mass Communication Division
- **Top Paper Award** 2018
International Communication Association, Communication Science & Biology
- **PROMOS Scholarship** 2015
German Academic Exchange Service (DAAD)

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

1. **Hopp, F. R.**, Amir, O., Fisher, J.T., Grafton, S., Sinnott-Armstrong, W., & Weber, R. (2023). Moral foundations elicit shared and dissociable cortical activation modulated by political ideology. *Nature Human Behavior*.
2. **Hopp, F. R.**, Fisher, J., Cornell, D., Huskey, R., & Weber, R. (2020). The extended moral foundations dictionary (eMFD): Development and applications of a crowd-sourced approach to extracting moral intuitions from text. *Behavior Research Methods*.
3. **Hopp, F. R.**, Fisher, J., & Weber, R. (2020). A graph-learning approach for detecting moral conflict in movie scripts. *Media and Communication*, 8(3), 164–179.
4. **Hopp, F. R.**, Fisher, J., & Weber, R. (2020). Dynamic transactions between news frames and sociopolitical events: An integrative, hidden markov model approach. *Journal of Communication*, 70(3), 335–355.
5. **Hopp, F. R.**, Schaffer, J., Fisher, T., Cornell, D., & Weber, R. (2019). iCoRe: The GDELT interface for the advancement of communication research. *Computational Communication Research*, 1(1), 13–44.
6. **Hopp, F. R.**, & Weber, R. (2021). Reflections on extracting moral foundations from media content. *Communication Monographs*, 88(3), 371–379.

7. **Hopp, F. R.**, & Weber, R. (2021). Rejoinder: How methodological decisions impact the validity of moral content analyses. *Communication Monographs*, 88(3), 371–379.
8. Mokhberian, N., **Hopp, F. R.**, Harandizadeh, B., Morstatter F., & Lerman, K. (2022). Noise audits improve moral foundation classification. *IEEE/ACM International Conference on Social Networks Analysis and Mining*.
9. Malik, M., **Hopp, F. R.**, Chen, Y., & Weber, R. (2021). Does regional variation in pathogen prevalence predict the moralization of COVID-19 in online news? *Journal of Language and Social Psychology*.
10. Weber, R., Mangus, J., M., Huskey. R., **Hopp, F. R.**, Amir, O., Swanson, R., Gordon, A., Khooshabeh, P., Hahn, L., Tamborini, R. (2018). Extracting latent moral information from text narratives: Relevance, challenges, and solutions. *Communication Methods and Measures*, 2(2-3), 119–139.
11. Fisher, J.T., **Hopp, F.R.**, & Weber, R. (2023). Cognitive and perceptual load have opposing effects on brain network efficiency and behavioural variability in ADHD. *Network Neuroscience*.
12. Chen, Y., **Hopp, F. R.**, Malik, M., Wang, P. T., Woodman, K., Youk, S., & Weber, R. (2022) Reproducing FSL's fMRI Data Analysis via Nipype: Relevance, Challenges, and Solutions. *Frontiers in Neuroimaging*.
13. Malik, M., **Hopp, F. R.**, & Weber, R. (2022). Representations of racial minorities in popular movies: A content-analytic synergy of computer vision and network science. *Computational Communication Research*.
14. Youk, S., Malik, M., Chen, Y., **Hopp, F.R.**, & Weber, R. (2023). Measures of argument strength: A computational, large-scale analysis of effective persuasion in real-world debates. *Communication Methods and Measures*.
15. Fisher, J.T., **Hopp, F.R.**, Chen, Y., & Weber, R. (2023). Uncovering the structure of media multitasking using network analytic techniques. *Computers in Human Behavior*.
16. Schneider, F. M., Rieger, D., **Hopp, F.R.**, (2023). First aid in the pocket: the psychosocial benefits of smartphones in self-threatening situations. *Computers in Human Behavior*.
17. Fisher, J.T., **Hopp, F.R.**, & Weber, R. (2022). Mapping attention across multiple media tasks. *Media Psychology*.
18. Rohm, S., **Hopp, F. R.**, & Smit, E.G. (2021). Exposure to serial audiovisual narratives increases empathy via vicarious interactions. *Media Psychology*.

19. Fisher, J. T., **Hopp, F. R.**, & Weber, R. (2020). A practical introduction to network neuroscience for communication researchers. *Communication Methods and Measures*, 1–20.
20. Fisher, J., **Hopp, F. R.**, & Weber, R. (2019). Modality-specific effects of perceptual load in multimedia processing. *Media and Communication*, 7(4), 149–165.
21. Weber, R., Fisher, J.T., **Hopp, F. R.**, Lonergan, C. (2017). Taking messages into the magnet: Method-theory synergy in media neuroscience research. *Communication Monographs*, 84, 1–22.
22. Weinmann, C., Roth, F. S., Schneider, F. S., Krämer, T., **Hopp, F. R.**, & Vorderer, P. (2017). I don't care about politics, I just like that guy! Affective disposition and political attributes in information processing of political talk shows. *International Journal of Communication*, 11, 3118–3140.
23. Schneider, F. M., Zwillich, B., Bindl, M., **Hopp, F. R.**, Vorderer, P., Reich, S. (2017). Social media ostracism: The effects of being excluded online. *Computers in Human Behavior*, 73, 385–393.
24. Roth, F. S., Weinmann, C., Schneider, F. S., **Hopp, F. R.**, Bindl, M. J., & Vorderer, P. (2017). Curving entertainment: The curvilinear relationship between hedonic and eudaimonic experiences while watching a political talk show and its implications for information processing. *Psychology of Popular Media Culture*, 6, 1–19.
25. Roth, F., Weinmann, C., Schneider, F., **Hopp, F. R.**, & Vorderer, P. (2014). Seriously entertained: Antecedents and consequences of hedonic and eudaimonic entertainment experiences with political talk shows on TV. *Mass Communication and Society*, 17(3), 379–399.

CHAPTERS

1. **Hopp, F.R.** & Bos, L. (forthcoming). Moral appeals. *Encyclopedia of Political Communication*.
2. **Hopp, F. R.** & Bakker, B.N. (forthcoming). Media exposure and neurobiological theories & methods. *Media Exposure*.
3. Bos, L., **Hopp, F.R.**, & Sheets, P. (forthcoming). Populist moralization of foreign policy issues. In Lacatus, C., Löffmann, G., & Maibauer, G. (Eds.). *Populism, Political Communication and Performative Leadership in International Politics*.
4. Weber, R., **Hopp, F. R.**, & Fisher, J. (2020). The moral narrative analyzer (MoNA): A platform for extracting moral emotions and conflict from messages at scale. In *Neuromarketing Yearbook 2020*. Neuromarketing Science & Business Association (NMSBA).
5. Fisher, J.T., Lonergan, C., **Hopp, F. R.**, & Weber, R. (2022) Media entertainment, flow experiences, and the synchronization of audiences. In P., Vorderer, & C., Klimmt (Eds.), *Oxford Handbook of Entertainment Theory*.

6. **Hopp, F. R., & Weber, R.** (2020) The state-of-the-art and future of fMRI methodology in communication research. In R., Weber & K., Floyd (Eds.), *Handbook of Communication Science and Biology*. New York, NY: Routledge.

UNDER REVIEW // IN PREPARATION

Hopp, F.R. & Jargow, B. & Kouwen, S., (R&R). The Dutch moral foundations stimulus database: A validation of standardized vignettes and images.

Weber, R., **Hopp, F.R.**, Eden, A., & Lee, H.E. (R&R) Punishment of moral norm violations in drama narratives predicts viewer engagement.

Hopp, F.R., Ho, J. C., & Weber, R. (under review). Strong alignment between humans and GPT-4 in multimodal moral perception.

Malik, M., Youk, S., **Hopp, F.R.**, Curry, S., Cheong, M., Alfano, M., & Weber, R. (under review). The extended morality as cooperation (eMAC) dictionary: A crowd-sourced approach via the Moral Narrative Analyzer platform.

Hamdan, M., Scholte, H.S., Schuhmacher, G., & **Hopp, F.R.** (under review). Political ideology predicts individual variations in neural dynamics when watching non-political movies.

Hopp, F.R., Youk, S., Armstrong, W., & Weber R., (in prep). A stable and generalizable fMRI-based signature for moral judgment.

RESEARCH GRANTS

- **PI**, *Moral dilemmas in politics: How moral conflict shapes discourse and decision-making* (with Co-PIs Bos, L. & Hameleers, M., Starter Grant, €300,000,-)
- **Co-PI**, *A multi-modal, multi-platform investigation into political moral appeals* (with Co-PI Bos, L., Digicomlab, €6,000,-)
- **Co-I**, *Moral compass: how moral language of Dutch politicians and journalists guides audiences* (with PI: Bos, L., SSH NWO-M, € 395,858,-)
- **Co-I**, *Under pressure: How citizens respond to threats and adopt the attitudes and behaviours to counter them* (NWO VI.Vidi.211.055 awarded to Bakker, B.N.)
- **Co-I**, *Moral Foundations of Movies: Examining the Virtuous Content and Financial Performance of Films* (PI: Weber, R. & Smith, S., \$234,800,-)

SOFTWARE PACKAGES

- The GDELT interface for Communication Research (iCoRe; <http://icore.mnl.ucsb.edu>)
- The Moral Narrative Analyzer (MoNA; <https://mnl.ucsb.edu/mona/>)
- eMFDscore (<https://github.com/medianeuroscience/emfdscore>)

PRESENTATIONS

INVITED TALKS

- **Royal Netherlands Academy of Arts and Sciences (KNAW)**, Workshop: Advances in the study of Affect and Politics (April, 2022). *Media and the Moral Brain*.
- **University of Amsterdam**, Psychology Forum (February, 2022). *Morally Polarized Perception Current Efforts to Examine Neural Patterns of Political Polarization*
- **Heinrich Heine University**, Heine Center for Artificial Intelligence and Data Science, (December, 2021). *Morality in the Age of AI and Data Science*.
- **University of Amsterdam**, Hot Politics Lab (December, 2021). *Morality in Media, Society, and the Brain*.
- **University of Amsterdam**, Digital Communication Methods Lab (March, 2021). *Moralized Communication in the Digital Age*.
- **Screen Stories & Moral Understanding** (March, 2021). *Moral Conflict, Screen Stories, and Narrative Appeal*
- **University of California at Santa Barbara**, Center for Information Technology and Society (February, 2021). *Workshop on Moral Sentiment Mining*
- **University of California at Davis**, Department of Communication (April, 2020). *Computational Modelling of Moral Belief Systems*.
- **Neuromarketing World Forum (NMWF; 2020)**. *A good story involves moral conflict – sure, but what exactly is moral conflict?* Keynote Speaker. Los Angeles, CA, USA.

CONFERENCES ORGANIZED

- Hopp, F.R.***, Lukito, J.*, & TeBlunthuis, N*. (2019). Expanding computational communication: Towards a Pipeline for Graduate Students and Early Career Scholars. Pre-conference at the International Communication Association. (*contributed equally)
- Hopp, F.R.***, Fisher, J.*, Löcherbacher, F., & Lukito, J. (2022). ICA 2022 Hackathon: Opening Computational Communication. Pre-conference at the International Communication Association (*contributed equally)

SELECTION OF PRESENTED PAPERS

1. **Hopp, F.R.**, Chen, Y., & Weber, R. (2022, May). *Neural signatures of moral judgment across increasingly naturalistic narratives*. International Communication Association (ICA), Paris, France.
2. **Hopp, F.R.**, Youk, S., Chen, Y., & Weber, R. (2021, May). *Sweet Arguments (Are Made of These): A computational content analysis of arguments*. International Communication Association (ICA), Denver, CO.
3. **Hopp, F.R.**, Fisher, J.T., & Weber, R. (2021, May). *Narrative graph learning*. International Communication Association (ICA), Denver, CO.
4. **Hopp, F.R.**, Rajan, S., Chen, Y., Malik, M., & Weber, R. (2021, May). *Disposition theory at scale: A computational pipeline linking character morality and story performance*. International Communication Association (ICA), Denver, CO.
5. **Hopp, F. R.**, Fisher, J.T., & Weber, R. (2020, November). *The neurophysiology of affective disposition theory*. National Communication Association (NCA)
6. **Hopp, F. R.**, Fisher, J.T., & Weber, R. (2020, November). *Predicting movie performance from latent moral values in movie scripts*. National Communication Association (NCA)
7. Weber, R., **Hopp, F. R.**, Fisher, J., Chen, Y., & Eden, A. (2020). *Punishment of moral norm violations in drama narratives predict viewer engagement*. Social and Affective Neuroscience Society (SANS), Santa Barbara, USA.
8. **Hopp, F. R.**, Malik, M., Fisher, J., Chen, Y., & Weber, R. (2020). *What drives news sharing across the globe? A large-scale, cross-national comparison of news sharing*. International Communication Association (ICA), Gold Coast, Queensland, Australia.
9. **Hopp, F. R.**, Fisher, J., & Weber, R. (2020). *A computational approach for learning moral conflicts from movie scripts*. International Communication Association (ICA), Gold Coast, Queensland, Australia.
10. **Hopp, F. R.**, Fisher, J. T., & Weber, R. (2019, February). *The moral narrative analyzer (MoNA): An integrated, spatio-temporal platform for monitoring, predicting, and countering global sociopolitical instability*. Naval Applications of Machine Learning (NAML)
11. **Hopp, F. R.**, Lonergan, C., Fisher, J., & Weber, R. (2019). *The joy of mediated punishments: Moral transgression in auditory narratives elicit cortical synchronization in listeners*. Social and Affective Neuroscience Society (SANS)
12. **Hopp, F. R.**, Barel, A., Fisher, J., Cornell, D., Lonergan, C., & Weber, R. (2019). *"I believe that morality is gone": A large-scale inventory of moral foundations in lyrics of popular songs*. International Communication Association (ICA)
13. **Hopp, F. R.**, Fisher, J., & Weber, R. (2019). *The dynamic relationship between news frames and real-world events: A hidden Markov model approach*. International Communication Association (ICA)

14. Hopp, F. R., Cornell, D., Fisher, J., Huskey, R., & Weber, R. (2018, November). *The Moral Foundations Dictionary for News (MFD-N): A crowd-sourced moral foundations dictionary for the automated analysis of news corpora*. National Communication Association (NCA)
15. Hopp, F. R., Fisher, J. T., Mangus, J. M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2018). *Mining the Global Database of Events, Language, and Tone: An introduction for communication researchers*. International Communication Association (ICA)
16. Hopp, F. R., Fisher, J. T., Mangus, J. M., Weber, R. (2018). *Combining computational content analysis with self-report data to predict news article sharing*. International Communication Association (ICA)

OUTREACH

- Krapp, C. (2023). Welche Hirnareale für Moral zuständig sind. Moralische Überzeugungen von Menschen sind im Gehirn messbar. *Scinexx.de*.
<https://www.scinexx.de/news/psychologie/welche-hirnareale-fuer-moral-zustaendig-sind/>
- Tasoff, H. (2023). Moral reasoning displays characteristic patterns in the brain, with distinctions between moral categories *The Current UC Santa Barbara*.
<https://news.ucsb.edu/2023/021196/moral-reasoning-displays-characteristic-patterns-brain-distinctions-between-moral>
- Heim, M. & Domahidi, E. (2023). Where is our moral compass pointing? *Computational Communication Science Podcast*. <https://podcasters.spotify.com/pod/show/ccs-pod/episodes/Where-is-our-moral-compass-pointing-e25kd85/a-aa04rai>
- Fazio, L. (2021). The Extended Moral Foundations Dictionary: A new resource for coding moral content. *Psychonomic Society*. <https://featuredcontent.psychonomic.org/the-extended-moral-foundations-dictionary-a-new-resource-for-coding-moral-content/>
- Leetaru, K. (2020). Examining Trends in Moral News Framing Across a Decade of Television Coverage. *The GDELT Project Blog*. <https://blog.gdeltproject.org/examining-trends-in-moral-news-framing-across-a-decade-of-television-coverage/>
- Tasoff, H. (2019). The moral mind: Researcher blazes the way in our understanding of moral sensibilities. *The Current UC Santa Barbara*. <https://www.news.ucsb.edu/2019/019588/moral-mind>
- Koenig, S. (2019). Is the psychology of Greta Thunberg's climate activism effective? *Nautilus*.
<http://nautil.us/blog/is-the-psychology-of-greta-thunbergs-climate-activism-effective>

TEACHING

University of Amsterdam
Psychology of Political Communication
Data Journalism
Statistical Modelling Communication Research
Citizens and Public Opinion

University of California, Santa Barbara
Media Effects on the Individual
Introduction to Communication
Statistical Analysis of Communication
Research Methods
Theories of Communication

University of Mannheim*Introduction to Media- and Communication Studies**Theories of Media- and Communication Studies**Scientific Working Routines***UC-wide online course "Computational Social Science"**

(CMN 150V, UC Davis)

SERVICE**University of Amsterdam**

2021–Present

Organization of Research Lunches

PhD Club Convener

PhD Mentorship

- Delaney Peterson (2023–Present)
- Linda Boom (2023–Present)

University of California, Santa Barbara

NSF IGERT Research Internship Student Mentor

2018

Graduate Scholars Program Student Mentor

2020–2021

Ad-hoc Reviewer

Proceedings of the National Academy of Sciences, Science Advances, Social Cognitive and Affective Neuroscience, Computational Communication Research, Communication Studies, Communication Methods & Measures, Media and Communication, Information, Communication, & Society, International Journal of Communication, Journalism Studies, Journal of Communication, Journal of Media Psychology

Languages

German (native)

English (fluent)

Spanish (intermediate)

Python (10+ years)

R (10+ years)

JASP (5+ years)