

Frederic R. Hopp

Prepared 03/01/2020

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Media Neuroscience Lab
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EDUCATION

The University of California, Santa Barbara PhD in Communication (Expected June, 2021) Advisors: Rene Weber, PhD, MD, Scott Grafton, MD, Scott Reid, PhD	Santa Barbara, USA Fall '18 – Spring '21
The University of California, Santa Barbara Master of Arts in Communication Advisors: Rene Weber, PhD, MD, Daniel Linz, PhD, Scott Reid, PhD	Santa Barbara, USA Fall '16 – Fall '18
The University of Mannheim Bachelor of Arts in Media and Communication Studies Advisor: Peter Vorderer, PhD	Mannheim, Germany Fall '12 – Spring '16

RESEARCH AFFILIATION

The University of California, Santa Barbara Graduate Student Researcher Media Neuroscience Lab Principal Investigator: René Weber, PhD, MD	09/2016 – Present
The University of California, Santa Barbara Graduate Student Researcher Institute for Collaborative Biotechnologies Research Project: Moral Foundations of Movies: Examining the Virtuous Content and Financial Performance of Popular Films	04/2017 – Present
The University of California, Santa Barbara Associate Researcher NSF IGERT Network Science Program	09/2016 – Present

Hopp-Vitae

The University of Mannheim 02/2015 – 08/2016
Research Assistant
Research Project: Permanently Online, Permanently Connected
Principal Investigator: Peter Vorderer, PhD

The University of Mannheim 2013 – 2016
Research Assistant
Research Project: Political Talkshows for Entertainment
Funded by the German Research Foundation (DFG)
Principal Investigator: Peter Vorderer, PhD

The University of California, Santa Barbara 01/2015 – 03/2015
Research Assistant
Orfalea Center for Global & International Studies Research Project:
Orfalea Center Framing Terrorism Project
Principal Investigator: Michael Stohl, PhD

REFEREED PUBLICATIONS

(<https://scholar.google.com/citations?user=JHcPqTAAAAAJ&hl=de>)

10. **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).
9. Weber, R., & **Hopp, F.R.** (2020). Moral emotions and conflict motivate actions. *Insights – Consumer Neuroscience in Business*, 30, 12–13.
8. Fisher, J., **Hopp, F.R.**, & Weber, R. (2019). Modality-specific effects of perceptual load in multimedia processing. *Media and Communication*, 7(4), 149–165.
7. **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. 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.

5. 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.
4. 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.
3. 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.
2. 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.
1. 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.

MANUSCRIPTS UNDER REVIEW

- Hopp, F.R.**, Fisher, J., Cornell, D., Huskey, R., & Weber, R. (under review). The extended moral foundations dictionary (eMFD): Development and applications of a crowd-sourced approach to extracting moral intuitions from text. *Behavior Research Methods*.
- Hopp, F.R.**, Fisher, J., & Weber, R. (under review). A graph-learning approach for learning moral conflicts from movie scripts. *Media and Communication*.
- Fisher, J., **Hopp, F.R.**, & Weber, R. (under review). Of primary importance? Motivation drives resource allocation across concurrent tasks during multimedia processing. *Communication Research*.
- Fisher, J. T., **Hopp, F. R.**, & Weber, R. (under review). A practical introduction to network neuroscience for communication researchers. Manuscript submitted for publication. *Communication Methods and Measures*.
- Rohm, S., **Hopp, F.R.**, & Smit, E.G. (under review). Exposure to serial audiovisual narratives increases empathy via vicarious interactions. *Media Psychology*.

MANUSCRIPTS IN PREPARATION

Hopp, F.R., Fisher, J., & Weber, R. (in prep). *Moral Foundations News Corpus: A Collection of 60k Crowd-Sourced Moral Sentiment Annotations in Online News*. To be submitted to *Social Psychological and Personality Science*.

Hopp, F.R., Fisher, J., & Weber, R. (in prep). *Narrative Network Science: Graph-Theoretical Applications for Narrative Analysis*. To be submitted to *Communication Methods and Measures*.

Hopp, F.R., Fisher, J., Amir, O., Huskey, R., & Weber, R. (in prep). *The Representational Geometry of Moral Judgments*. To be submitted to *Trends in Cognitive Science*

BOOK CHAPTERS

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).
3. Fisher, J.T., Lonergan, C., **Hopp, F.R.**, & Weber, R. (in press) Media entertainment, flow experiences, and the synchronization of audiences. In Vorderer, P, & Klimmt, C., (Eds.) *Oxford Handbook of Entertainment Theory*.
2. **Hopp, F.R.**, & Weber, R. (in press) The state-of-the-art and future of fMRI methodology in communication research. In Weber, R. & Floyd, K. (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge
1. Roth, F., Weinmann, C., Schneider, F., **Hopp, F.R.**, & Vorderer, P. (2016). Seriously entertained: Antecedents and consequences of hedonic and eudaimonic entertainment experiences with political talk shows on TV. In *Entertainment Media and Politics* (pp. 85-105). New York, NY: Routledge

AWARDS AND HONORS

Santa Fe Institute Complex Systems Summer School (CSSS) 2021
Santa Fe Institute, Santa Fe, New Mexico

Top Paper Award 2020
International Communication Association – Computational Methods Interest Group
Hopp, F.R., Fisher, J., & Weber, R. (2020). A computational approach for learning moral conflicts from movie scripts.

Top Paper Award 2019
National Communication Association – Communication and Social Cognition
Fisher, J., **Hopp, F.R.**, & Weber, R. (2019). Modality-specific effects of perceptual load

in multimedia processing.

Top Paper Award 2019

International Communication Association – Computational Methods Interest Group

Hopp, F.R., Fisher, J., & Weber, R. (2019). The dynamic relationship between news frames and real-world events: A hidden Markov model approach.

Article of the Year Award 2018

Communication Methods and Measures

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.

Top Paper Award 2018

National Communication Association – Mass Communication Division

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.

Top Paper Award 2018

International Communication Association, Communication Science & Biology

Fisher, J. **Hopp, F.R.**, & Weber, R. (2018). "Look harder!" ADHD, media multitasking, and the effects of cognitive and perceptual load on resource availability and processing performance.

PROMOS Scholarship 2015

German Academic Exchange Service (DAAD)
€1,600

GRANT ACTIVITY

John Templeton Foundation • \$234,800 2018

Moral Foundations of Movies: Examining the Virtuous Content and Financial Performance of Popular Films

Collaborator, co-wrote wrote proposal with PI, René Weber,

SOFTWARE PACKAGES

3. *The GDELT interface for Communication Research* (iCoRe; <http://icore.mnl.ucsb.edu>), UC Santa Barbara – Media Neuroscience Lab

2. *The Moral Narrative Analyzer* (MoNA; <https://mnl.ucsb.edu/mona/>), UC Santa Barbara – Media Neuroscience Lab

1. *eMFDscore* (<https://github.com/medianeuroscience/emfdscore>),
UC Santa Barbara – Media Neuroscience Lab

PRESS COVERAGE

- Tasoff, H. (2019). The moral mind: Researcher blazes the way in our understanding of moral sensibilities. *The Current UC Santa Barbara*.
- Tha, S. H. (2019). UCSB professor and team creates moral-centric software. *Santa Barbara News Press*.
- Koenig, S. (2019). Is the psychology of Greta Thunberg's climate activism effective? *Nautilus*.

INVITED TALKS

- Neuromarketing World Forum (NMWF; 2020). A good story involves moral conflict – sure, but what exactly is moral conflict? *Keynote Speaker*. Los Angeles, CA, USA.

CONFERENCE PRESENTATIONS

39. **Hopp, F. R.**, Fisher, J., & Weber, R., (2020). *Neural correlates of individual differences in moral judgment*. Paper submitted to the annual meeting of the Social and Affective Neuroscience Society (SANS), Santa Barbara, USA
38. Weber, R., Hopp, F. R., Fisher, J., Chen, Y., & Eden, A. (2020). *Punishment of moral norm violations in drama narratives predict viewer engagement*. Paper submitted to the annual meeting of the Social and Affective Neuroscience Society (SANS), Santa Barbara, USA
37. Fisher, J., **Hopp, F. R.**, Weber, R. (2020). *Cognitive and perceptual load differentially influence brain network topology during a naturalistic task*. Paper submitted to the annual meeting of the Social and Affective Neuroscience Society (SANS), Santa Barbara, USA
36. **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*. Paper submitted to the International Communication Association (ICA), Gold Coast, Queensland, Australia.

35. **Hopp, F. R.**, Fisher, J., & Weber, R. (2020). *A computational approach for learning moral conflicts from movie scripts*. Paper submitted to the International Communication Association (ICA), Gold Coast, Queensland, Australia.
34. Fisher, J., Chen, Y., **Hopp, F. R.**, & Weber, R. (2020) *Uncovering the structure of media multitasking and attention problems using network analytic techniques*. Paper submitted to the International Communication Association (ICA), Gold Coast, Queensland, Australia.
33. Fisher, J., **Hopp, F. R.**, & Weber, R. (2020) *Of primary importance? Motivation drives resource allocation across concurrent tasks during multimedia processing*. Paper submitted to the International Communication Association (ICA), Gold Coast, Queensland, Australia.
32. Fisher, J., **Hopp, F. R.**, & Weber, R. (2020) *Cognitive load and perceptual load during video game play correspond to differing brain network topologies*. Paper submitted to the International Communication Association (ICA), Gold Coast, Queensland, Australia.
31. Lukito, J., Van Der Velden, M., **Hopp, F.R.**, & Fisher, J. (2020). *Opening Communication Science: ICA 2020 Hackathon*. Pre-conference proposal submitted to the International Communication Association (ICA), Gold Coast, Queensland, Australia.
30. **Hopp, F.R.**, Fisher, J., Prabhu, S., Tamborini, R., & Weber, R. (2019). *Beyond self-reports: Challenges and solutions for the implicit measurement of moral intuition*. Paper presented at the fourth annual meeting of the Morality and Media Mini-Conference, East Lansing, MI, USA.
29. Fisher, J., **Hopp, F.R.**, & Weber, R. (2019) *Modality-specific effects of perceptual load in multimedia processing*. Paper submitted to the 105th Annual Convention of the National Communication Association, Baltimore, Maryland, USA
28. Fisher, J., **Hopp, F.R.**, Prabhu, S., Tamborini, R., & Weber, R. (2019) *Developing best practices for the implicit measurement of moral foundation salience*. Paper submitted to the 105th Annual Convention of the National Communication Association, Baltimore, Maryland, USA
27. **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*. Paper presented at the Workshop on Naval Applications of Machine Learning (NAML), San Diego, CA.
26. **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*. Paper submitted to the annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, USA

25. Fisher, J., **Hopp, F.R.**, Lonergan, C., & Weber, R. (2019). *Brain network topology and dynamics in ADHD individuals during video game play*. Paper submitted to the annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, USA
24. Lukito, J., TeBlunthuis, N., & **Hopp, F.R.** (2019). *Expanding computational communication: Towards a pipeline for graduate students and early career scholars*. Pre-conference proposal submitted to the Computational Communication Research Interest Group of the International Communication Association (ICA), Washington, DC.
23. Fisher, J.T., Lonergan, C., **Hopp, F.R.**, Grall, C., Pandey, P., Scholz, C., Najera, C.J., & Wilcox, S. (2019). *Best practices in training and mentoring research assistants and new graduate students*. Workshop submitted to the annual meeting of the International Communication Association (ICA), Washington, DC.
22. **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*. Paper submitted to the annual meeting of the International Communication Association (ICA), Washington DC, USA.
21. **Hopp, F.R.**, Fisher, J., Prabhu, S., Cornell, D., Tamborini, R., & Weber, R. (2019). *Revisiting the Moral Foundations-Affect Misattribution Procedure (MF-AMP): An extended, open-source tool for measuring the accessibility of moral intuitions*. Paper submitted to the annual meeting of the International Communication Association (ICA), Washington DC, USA.
20. **Hopp, F.R.**, Fisher, J., & Weber, R. (2019). *The dynamic relationship between news frames and real-world events: A hidden Markov model approach*. Paper submitted to the annual meeting of the International Communication Association (ICA), Washington DC, USA.
19. Fisher, J.T., **Hopp, F.R.**, Lonergan, C., & Weber, R. (2019). *Brain network topology and network dynamics in ADHD individuals during video game play*. Extended abstract submitted to the annual meeting of the International Communication Association (ICA), Washington, DC.
18. Fisher, J.T., **Hopp, F.R.**, Lonergan, C., & Weber, R. (2019). *All load is not equal: Disentangling the roles of reward and process type on resource allocation in an interactive task*. Paper submitted to the annual meeting of the International Communication Association (ICA), Washington, DC.
17. **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*. 104th Annual Convention of the National Communication Association, Salt Lake City, UT, USA.

16. **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*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
15. **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*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
14. **Hopp, F.R.**, Mangus, J. M., Swanson, R., Gordon, A., Khooshabeh, P., Weber R. (2018). *Developing and validating the moral foundations dictionary for news narratives: A crowd-sourced approach*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
13. Weber, R., **Hopp, F.R.**, Mangus, J. M., Choueiti, M., Pieper, K., Smith, S. (2018). *The Moral Narrative Analyzer for Movies: A hybrid content analytical platform for extracting moral content from movie scripts*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
12. Fisher, J. **Hopp, F.R.**, & Weber, R. (2018). *"Look harder!" ADHD, media multitasking, and the effects of cognitive and perceptual load on resource availability and processing performance*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
11. Fisher, J., Cornell, D., **Hopp, F.R.**, Weber, R. (2018). *But how are they talked about?" : A novel measure of entity framing in online news*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
10. Schneider, F. M., Rieger, D., **Hopp, F.R.**, Rothmond, T. (2018). *First aid in the pocket the psychosocial benefits of smartphones in self-threatening situations*. Paper submitted to the annual meeting of the International Communication Association (ICA), Prague, CZ.
9. **Hopp, F.R.**, Fisher, J. T., Mangus, J. M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2017). *Examining online news reporting using the Global Database of Events, Language, and Tone: Challenges, opportunities, and future directions*. 103rd Annual Convention of the National Communication Association, Dallas, TX, USA.
8. Schneider, F. M., Rieger, D., **Hopp, F.R.**, Rothmund, T. (2017). *First aid in the pocket—The psychosocial benefits of smartphones in self-threatening situations*. 10th Conference of the Media Psychology Division (German Psychological Society, DGPs) Landau.
7. Reich, S., Reinecke, L., Hefner, D., Winkler, J., **Hopp, F.R.**, Knop-Huelss, K., Chan, M., Owen, B., & Vorderer, P. (2017). *Self-construal cultural values and everyday*

life with a smartphone – Intercultural differences in being permanently online and connected. 67th Annual Conference of the International Communication Association (ICA), San-Diego, CA, USA.

6. Roth, F. S., Weinmann, C., Schneider, F. S., **Hopp, F.R.**, Bindl, M. J., & Vorderer, P. (2016). *Curving entertainment: The curvilinear relationship between hedonic and eudaimonic entertainment experiences while watching a political talk show and its implications for information processing.* Annual Conference of the Fachgruppe Rezeptions- und Wirkungsforschung (Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft, DGPK), Amsterdam.
5. Schneider, F.S., Zwillich, B., Bindl, M., **Hopp, F.R.**, & Vorderer, P. (2015). *Being excluded in the online world: Investigating the detrimental effects of cyberostracism with the ostracism online paradigm.* 9th Conference of the Media Psychology Division (German Psychological Society, DGPs) Tübingen.
4. Weinmann, C., Roth, F. S., Schneider, F. S., Krämer, T., **Hopp, F.R.**, & Vorderer, P. (2015). *I don't care about politics, I just like that guy! Affective disposition and political attributes in information processing of political talk shows.* Annual Conference of the Fachgruppe Rezeptions- und Wirkungsforschung (Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft, DGPK), Bamberg.
3. Roth, F. S., Weinmann, C., Schneider, F. M., Krämer, T., **Hopp, F.R.**, & Vorderer, P. (2014). *Political talk shows as instances for political agency.* 60th Annual Conference of the German Association for Communication (Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft, DGPK), Darmstadt.
2. Roth, F. S., Weinmann, C., Schneider, F. M., **Hopp, F.R.**, & Vorderer, P. (May, 2014). *Seriously entertained: Antecedents and consequences of hedonic and eudaimonic entertainment experiences with political talk shows.* 64th Annual Conference of the International Communication Association (ICA), Seattle, WA, USA.
1. Vorderer, P., Roth, F. S., Weinmann, C., & **Hopp, F.R.** (2013, September). *Connecting media psychology and political communication: An exploratory telephone survey about how and why people use political talk shows.* 8th Conference of the Media Psychology Division (German Psychological Society, DGPs), Würzburg.

TEACHING

The University of California, Santa Barbara

Teaching Assistant

Introduction to Communication

Fall '16

Statistical Analysis of Communication
(Assisted with Lecturing)

Winter '17, '19

Research Methods

Fall '17, Winter '18

Theories of Communication

Spring '18, Summer '18, Spring '19

Associate Teacher

Media Effects on the Individual

Summer '20

UC-wide online course "Computational Social Science"

Fall '17

(CMN 150V, UC Davis)

Contributing lecturer

Collaborative online course sponsored by the UC Office
of the President's Innovative Learning Technology Initiative

The University of Mannheim

Teaching assistant

Introduction to Media- and Communication Studies

Fall '13

Theories of Media- and Communication Studies

Spring '14

Scientific Working Routines

Fall '16

DISCIPLINARY SERVICES

International Communication Association	2016 – Present
Reviewer	
Co-organizer preconference: Expanding computational communication	2019
Co-organizer preconference: Opening Communication Science: ICA 2020	
Hackathon	2020
National Communication Association	2016 – Present
Reviewer	

PROFESSIONAL AFFILIATIONS

International Communication Association	2013 – Present
National Communication Association	2017 – Present
American Association for the Advancement of Science	2017 – Present

LANGUAGES

German, English, Spanish
Python, R, MATLAB, SQL & NoSQL, Spark, SPSS, JS , LaTeX