

# Shelby Wilcox

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East Lansing, Michigan | wilcox54@msu.edu | shelbywilcox.github.io

## Education

**Michigan State University**  
Ph.D. in Communication  
Advisor: Ralf Schmäzle, PhD.

East Lansing, MI  
Expected 2023

**The Ohio State University**  
Master of Arts in Communication  
Advisor: Richard Huskey, PhD.

Columbus, OH  
2019

**University of Minnesota Twin Cities**  
Bachelor of Science in Psychology

Minneapolis, MN  
2016

## Publications

1. Schmäzle, R., **Wilcox, S.**, Jahn, N. (in press). Identifying moments of peak audience engagement from brain responses during story listening. *Communication Monographs*.
2. Schmäzle, R., **Wilcox, S.** (in press). Harnessing AI for health message generation: The Folic Acid message engine. *Journal of Medical Internet Research*.
3. Dorrance Hall, E., **Wilcox, S.**, Holmstrom, A. J., McGraw, J., Schmäzle, R. (2021) Reactance to healthy eating and physical activity messages: face threat and face management strategies in memorable daily conversations among couples. *Health Communication*.
4. Huskey, R., Keene, J., **Wilcox, S.**, Gong, X., Adams, R., Najera, C. J. (2021) Flexible and modular brain network dynamics characterize flow experiences during media use: A functional magnetic resonance imaging study. *Journal of Communication*.
5. **Wilcox, S.**, Huskey, R. DeAndrea, D.C. (2021). Attitude consistent health messages about electronic cigarettes increase processing time; Perceiving message senders as socially close increases message recall. *Journal of Media Psychology*.
6. **Wilcox, S.**, Dorrance Hall, E., Holmstrom, A., Schmäzle, R. (2020) The emerging frontier of interpersonal communication and neuroscience: Scanning the social synapse. *Annals of the International Communication Association*.
7. Huskey, R., **Wilcox, S.**, Clayton, R., & Keene, J. (2020). The limited capacity model of motivated mediated message processing: A meta-analytic summary of two decades of research. *Annals of the International Communication Association*.
8. Huskey R., Couture Bue, A., Eden, A., Grall, C., Meshi, D., ... & **Wilcox, S.** (2020). Marr's Tri-Level Framework Integrates Biological Explanation with Communication Science. *Journal of Communication*.

9. Huskey, R., **Wilcox, S.**, & Weber, R. (2018). Network neuroscience reveals distinct neuromarkers of flow during media use. *Journal of Communication*, 68 (5), 872-895. doi:10.1093/joc/jqy043

## Book Chapters

1. Schmälzle, R., **Wilcox, S.**, & Grall, C. (in press). Neuroimaging in Environmental Communication Research. In. Takahashi, Metag, Thaker & Evans-Comfort: ICA-Routledge Handbook of International Trends in Environmental Communication.

## Awards

- **2021** Sandi Smith Research Fellowship for Health and Risk Communication in the Michigan State University College of Communication Arts and Sciences, \$1,000.
- **2021** Top 5 Paper Award. *Flexible and modular brain network dynamics characterize flow experiences during media use: A mechanistic inquiry into content dynamics and well-being*. International Communication Association Communication Science and Biology Interest Group.
- **2020** Top 4 Paper Award. *Social distance and attitudes effects*. International Communication Association Information Systems Division.
- **2019** Poster Award. *Flow Dynamics During Naturalistic Gameplay: Results from Behavioral and Functional Magnetic Resonance Imaging Studies*. Social and Affective Neuroscience Society, \$200.
- **2018** Top 6 Paper Award. *Are media induced flow experiences energetically optimized? A test of the synchronization theory of flow's optimality hypothesis*. International Communication Association Communication Science and Biology Interest Group.
- **2018** Poster Award Winner. *What are the brain network properties associated with flow experiences? Applying network neuroscience to a naturalistic behavioral task*. Social and Affective Neuroscience Society.
- **2018** Media2Inspire Symposium travel funding, \$350.
- **2018** International Communication Association Communication Science and Biology Interest Group Travel Award, \$300.
- **2016** First Place, Sharon Borine Award. *Investigating Sex Specific Differences in Empathy: The Interaction Between Oxytocin and Estrogen*. University of Minnesota Twin-Cities Psychology Department, \$1,500.
- **2016** Undergraduate Research Opportunity Award. University of Minnesota Twin-Cities, \$2, 500.

## Peer Reviewed Conference Presentations

1. **Wilcox, S.**, Dorrance Hall., E., Holmstrom, A. J., & Schmälzle, R. (May, 2022). *Exploring the Effects of Acceptance and Challenge on Face Threat in Conversations about Diet and*

- Physical Activity Goals, Choices, and Behavior Change Between Romantic Partners*. Annual Meeting of the International Communication Association, Paris.
2. Schmäzle, R., **Wilcox, S.**, Jahn, N., Lim, S., Ye, Q. (May, 2022). *Common Story-Induced Brain Responses Across Languages: How 'Le Petit Prince' Connects the Brains of French, Chinese, and English Listeners*. Annual Meeting of the International Communication Association, Paris.
  3. **Wilcox, S.**, & Schaaf, A. (Nov, 2021). *Understanding Publication Pressure and Who Gets Assistant Professors Jobs in Communication*. Annual Meeting of the National Communication Association, Seattle.
  4. Holmstrom, A. J., Dorrance Hall, E., **Wilcox, S.**, & Schmäzle, R. (Nov, 2021). *Yours, mine, or ours: Dyadic coping and confirmation for physical activity in romantic couples*. Annual Meeting of the National Communication Association, Seattle.
  5. Schmäzle, R., **Wilcox, S.**, & Jahn, N. (Nov, 2021). *Identifying moments of peak audience engagement from brain responses to a funny story in regions associated with audition, social cognition, and reward*. Annual Meeting of the National Communication Association, Seattle.
  6. Dorrance Hall, E., **Wilcox, S.**, Holmstrom, A. J., McGraw, J., & Schmäzle, R. (Nov, 2021). *Reactance to healthy eating and physical activity messages: Face threat and politeness strategies in memorable daily conversations among couples*. Annual Meeting of the National Communication Association, Seattle.
  7. Huskey, R., Keene, J. R., **Wilcox, S.**, Gong, X., Adams, R. B., & Najera, C. J. (May, 2021). *Flexible and modular brain network dynamics characterize flow experiences during media use: A mechanistic inquiry into content dynamics and well-being*. Annual Meeting of the International Communication Association, Virtual Conference. **Top 5 Paper, Communication Science and Biology Interest Group**
  8. Huskey, R., **Wilcox, S.**, Clayton, R. B., & Keene, J. R. (November, 2020). *The limited capacity model of motivated mediated message processing: A meta-analytic summary of two decades of research*. Annual Meeting of the National Communication Association, Virtual Conference.
  9. **Wilcox, S.**, Holmstrom, A., Dorrance-Hall, E., & Schmäzle, R. (2020). *Promoting Shared Understanding between Interpersonal Communication and Neuroscience*. Annual Meeting of the International Communication Association Conference, Virtual Conference.
  10. **Wilcox, S.**, Huskey, R. & Deandrea, D. (May, 2020). *Social Distance and Attitudes Effects*. Annual Meeting of the International Communication Association, Virtual Conference. **Top 4 Paper, Information Systems.**
  11. Huskey R., Couture Bue, A., Eden, A., Grall, C., Meshi, D., Prena, K., Schmalzle, R., Scholz, C., Turner, B., & **Wilcox, S.** (2019, November). *Is Communication Neuroscience Just Another Subfield in an Already Crowded Discipline?*. Annual Meeting of the National Communication Association, Baltimore, MD.
  12. Huskey, R., Keene, J., **Wilcox, S.**, Adams, R., Najera, C. J., & Petit, N. (2019, May). *Flow dynamics during naturalistic gameplay: Results from two behavioral and one fMRI studies*. Annual Meeting of the International Communication Association, Washington, DC.

13. Huskey, R., **Wilcox, S.**, & Weber, R. (2018, May). *Are media induced flow experiences energetically optimized? A test of the synchronization theory of flow's optimality hypothesis*. Annual Meeting of the International Communication Association, Prague, CZ. **Top 6 Paper, Communication Science and Biology**
14. Huskey, R., **Wilcox, S.**, & Weber, R. (2018, April). *Using network neuroscience to study flow experiences during media use*. Annual Meeting of the Media2Inspire Symposium, Tallahassee, FL.

## Peer-Reviewed Conference Posters

1. Huskey, R., Keene, J. R., **Wilcox, S.**, Gong, X., Adams, R., & Najera, C. J. (May, 2021). *A multi-layer network neuroscience investigation of the psychological state of flow*. Annual Meeting of the Social and Affective Neuroscience Society, Virtual Conference.
2. Huskey, R., Keene, J., **Wilcox, S.**, Adams, R., Najera, C. J., & Petit, N. (2019, May). *Flow Dynamics During Naturalistic Gameplay: Results from Behavioral and Functional Magnetic Resonance Imaging Studies*. Annual Meeting of the Social and Affective Neuroscience Society, Miami, FL. **Poster Award Winner.**
3. Huskey, R., Keene, J., **Wilcox, S.**, Adams, R., Najera, C., & Petit, N. (2019, March). *Using graph theory to uncover the brain network organization underlying flow experiences during a semi-naturalistic behavioral paradigm*. Annual Meeting of the Cognitive Neuroscience Society, San Francisco, CA.
4. Huskey, R., Keene, J., **Wilcox, S.**, Adams, R., & Petit, N. (2018, November). *Interpreting the effects of media content on flow dynamics during naturalistic gameplay*. Annual Meeting of the National Communication Association, Salt Lake City, UT.
5. Huskey, R., **Wilcox, S.**, & Weber, R. (2018, May). *What are the brain network properties associated with flow experiences? Applying network neuroscience to a naturalistic behavioral task*. Annual Meeting of the Social and Affective Neuroscience Society, Brooklyn, NY. Poster award winner.
6. Huskey, R., **Wilcox, S.**, & Weber, R. (2018, March). *Using graph theory to uncover the brain network organization underlying flow experiences during a semi-naturalistic behavioral paradigm*. Annual Meeting of the Cognitive Neuroscience Society, Boston, MA.

## Research Experience

### **NEUROSCIENCE OF MESSAGES LAB:** Research Assistant

Principal Investigator: Ralf Schmälzle, Ph.D.

AUG 2019- CURRENT

- Prepare materials for research protocol and IRB review
- Lead and manage a team of 3 graduate students on a \$1,000 funded project examining brain responses to reactance inducing health messages
- Develop trainings to teach various tools and packages in Python and R

### **COGNITIVE COMMUNICATION SCIENCE LAB:** Research Assistant

Principal Investigator: Richard Huskey, Ph.D.

AUG 2017- MAY 2019

- Write, edit, and assist with preparing manuscripts for conference and journal submission
- Investigate motivational and attentional shifts during media use using video game stimuli
- Organize and maintain participant recruitment information for lab studies
- Assisted with and independently conducted fMRI studies to determine brain behavior during media use

### **GEWIRTZ AFFECTIVE NEUROSCIENCE LAB:** Research Assistant

Principal Investigator: Jonathan Gewirtz, Ph.D.

FEB 2016- JAN 2017

- Explore sex specific differences in social and affective behavior with mouse models using social fear transference paradigms
- Collaborate with graduate students to assist in maintaining mouse colonies, immunoassays, and ongoing behavioral testing
- Design paradigms and techniques to assess female mouse social behavior throughout estrous then collecting, analyzing, and interpreting data to present to the lab members and University faculty

### **REACH LAB:** Research Assistant

Principal Investigator: Lynn Borden, Ph.D.

MAY 2015- JAN 2017

- Prepared research reports on youth development, and Service members psychological well-being for the Department of Defense
- Developed and edited online modules used in training programs for various military and youth organizations, and policy makers
- Updated data management systems in Mendeley, Excel, and Google Docs to improve lab efficiency and productivity

### **FEDERICO LAB:** Research Assistant

Principal Investigator: Christopher Federico, Ph.D.

JAN 2015- JAN 2016

- Managed participant information from past studies and maintained participant communication and survey responses in follow-up studies
- Used SPSS to analyze survey responses collected from previous online studies
- Administered online studies and collected data on moral ambivalence and political attitude
- Participated in weekly lab discussion on relevant findings in political and moral psychology while also giving feedback to assist fellow lab members in developing studies

**BRAIN AND BEHAVIORAL PROCESSES LAB:** Research Assistant

Principal Investigator: Monica Luciana, Ph.D.,

SEPT 2014- MAY 2015

- Assisted in battery tests administration to investigate intelligence, reasoning, and cognitive abilities, (i.e. impulse-control, language, and memory) in adolescents whom used alcohol and drugs and adolescents whom did not use alcohol or drugs
- Assisted with running fMRI experiments in human subjects to study questions of drug and alcohol use on prefrontal cortex development
- Participated in or lead lab meeting discussions on relevant findings of cognitive and development psychology

## Invited Lectures

- Identity and Impressions Online (March, 2019). Introduction to Communication Technology, School of Communication, Ohio State University.
- Identity and Impressions Online (Oct, 2019). Introduction to Communication Technology, School of Communication, Ohio State University.

## Teaching Experience

### Michigan State University

**METHODS OF COMMUNICATION INQUIRY:**

Michigan State University

Section Leader

AUT 2021 - SPR 2022

- 4 credit undergraduate course
- Nature and conduct of communication inquiry. Significant questions about communication and finding systematic answers. An introduction to social science research, empirical research design, and statistical data.

**INTRODUCTION TO ORGANIZATIONAL COMMUNICATION:**

Michigan State University

Section Leader

SPR 2021

- 4 credit undergraduate course
- Theories, systems, structures and processes of organizational communication. Organizational cultures. Communication in multinational organizations and in individual, leadership, supervisor-subordinate and small group situations.

**HUMAN COMMUNICATION:**

Michigan State University

Section Leader

AUT 2019- AUT 2020

Instructor

SUM 2020, 2021

- 3 credit undergraduate course
- Address theoretical and practical perspectives of human communication, including interpersonal, intercultural, health, and mass communication, in addition to developing communication skills that prepare for students for future professional experiences, like formal public speaking.

**The Ohio State University****PERSUASIVE COMMUNICATION:**

Instructor

SPR 2019

- 3 credit online undergraduate course
- Second-level writing course designed to increase student's understanding of persuasive communication, or messages intended to influence people's attitudes and behaviors.

**INTRODUCTION TO COMMUNICATION TECHNOLOGY:**

Teaching Assistant

AUT 2018

- 3 credit hybrid undergraduate course
- An introduction to major communication technologies and how people interact with and use them. Students consider and discuss the varying impact communication technologies have had on society, relationships, and individuals

**MASS COMMUNICATION AND SOCIETY:**

Teaching Assistant

SUM 2018

- 3 credit online undergraduate course
- Analysis of basic issues affecting media performance; especially social and cultural norms, organizational and occupational variables, and the assessment of the effects of the resulting performance.

## **SOCIAL IMPLICATIONS OF COMMUNICATION TECHNOLOGY:**

Teaching Assistant

SPR 2018

- 3 credit undergraduate course
- Advanced study of a current topic in telecommunication and electronic media industry structures.

## **INTERCULTURAL COMMUNICATION:**

Teaching Assistant

AUT 2017

- 3 credit undergraduate course
- Examination of the role of intercultural communication in organizational contexts and the attendant effects on the creation and transmission of cultural consciousness, knowledge, tradition, and practices

## **Service to the Department**

### **MICHIGAN STATE UNIVERSITY:**

- Association of Graduate Students in Communication,
  - President 2022-2023
  - Vice President 2021-2022
  - Council of Graduate Students representative 2019-2022
  - Colloquium committee 2019-2020
- University Council for the Library,
  - Open Access subcommittee 2019-2021
- University Committee of Student Affairs, 2021-2022

### **THE OHIO STATE UNIVERSITY:**

- Graduate Student Committee, Graduate student representative 2018-2019
- Graduate student mentor 2018-2019

## **Service to the Discipline**

### **INTERNATIONAL COMMUNICATION ASSOCIATION:**

- Communication Science and Biology Division,  
Student & Early Career Representative 2022-



**AD-HOC REVIEWER:**

- Conferences: International Communication Association, National Communication Association
- Journals: Health Communication, PlosOne

**Additional Training**

Neurohackademy

SUM 2021

- Neurohackademy is a summer school in neuroimaging and data science where participants learn about technologies used to analyze human neuroscience data and to make analysis and results shareable and reproducible. At the end of the two weeks, participants present a final project based on what they've learned.

Opening Communication Science

SUM 2022

- Opening Communication Science is a two day hands-on workshop/hackathon to encourage open, non-competitive collaboration across communication subfields utilizing computational and "big data" methods.

**Software Programming Languages**

- Bash
- LaTeX
- Python
- R