

Shelby Wilcox

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Education

Michigan State University
Ph.D. in Communication
Advisor: Ralf Schmälzle, 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

Additional Training

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.

Kavli Summer Institute of Cognitive Neuroscience

SUM 2022

- Two-week program supported by NIMH, NIDA and the Kavli Foundation, that advances the cognitive neurosciences by training the next generation of researchers in emerging information, methods and theoretical perspectives in mind-brain science. Emphasis on addressing mental health related issues.

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.

Awards

2022 Kavli Summer Institute of Cognitive Neuroscience Fellowship.

2021 Research Excellence Award. Department of Communication, Michigan State University, \$4,300.

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 Research Excellence Award. Department of Communication, Michigan State University, \$3,700.

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.

2017 The Ohio State Conference Travel and Research Grant.

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.

External Grant Activity

Submitted

2021 NIH/NCI-R03: *Leveraging Intimate Partner Communication to Reduce Cancer Risk Behaviors: Message Characteristics, Reactance, and Brain Reactions*, \$150,000. Role in project: Collaborator.

Internal Grant Activity

Funded

2021 Sandi Smith Research Fellowship for Health and Risk Communication in the Michigan State University College of Communication Arts and Sciences, \$1,000. Role in project: Principal investigator.

2019 Trifecta Initiative Facilitating Funds Award, *Face-Threatening Health Behavior Change Messages from Intimate Partners: Message Characteristics, Brain Reactions, and Outcomes*. \$7,980. Role in project: Collaborator.

2017 The Ohio State University School of Communication Miller Research Award, *Does media content contribute to neurocognitive markers associated with positive clinical health outcomes?*. \$25,000. Role in project: Research assistant.

Publications (*N* = 9)

1. Schmälzle, R., **Wilcox, S.**, Jahn, N. (in press). Identifying moments of peak audience engagement from brain responses during story listening. *Communication Monographs*.
2. Schmälzle, 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., Schmälzle, 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., Schmälzle, 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. Schmäzle, 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.

Manuscripts Under Review

1. Holmstrom, A. J., Dorrance Hall, E., **Wilcox, S.**, & Schmäzle, R. [title blinded]. Health Communication.
2. **Wilcox, S.**, Dorrance Hall, E., Holmstrom, A. J., & Schmäzle, R. [title blinded]. Journal of Social and Personal Relationships.

Manuscripts In Prep

1. **Wilcox, S.**, & Schaaf, A. *Understanding publication pressure effects on graduate students in communication*. [Final writing stages]
2. **Wilcox, S.**, & Schaaf, A. *Stressors and resiliency factors in navigating communication PhD programs*. [Final writing stages]
3. **Wilcox, S.**, Schmäzle, R. Neural patterns during message exposure and reimagining
4. of The Real Cost Campaign Ads. [Final writing stages]
5. Schmäzle, R., **Wilcox, S.**, Jahn, N., Lim, S., Ye, Q. *Common story-induced brain responses across languages: How 'Le Petit Prince' connects the brains of French, Chinese, and English listeners*. [Final writing stages]
6. **Wilcox, S.**, Jahn, N., Lim, S., Ye, Q., Schmäzle, R. Measuring neural responses and reactance to threatening anti-electronic cigarette messages and subsequent message recall. [Pre-registered on AsPredicted, Data collection]
7. **Wilcox, S.**, Jahn, N., Lim, S., Ye, Q., Schmäzle, R. Predicting changes in conversations and behavior following psychological reactance to anti-electronic cigarette messages. [Data collection]

Peer Reviewed Conference Presentations (N = 16)

1. Holmstrom, A. J., Dorrance Hall, E., **Wilcox, S.**, & Schmäzle, R. (Nov, 2022) *Confirmation, Disconfirmation, and Communal Coping for Joint Physical Activity in Romantic Dyads*. Annual Meeting of the National Communication Association, New Orleans.

2. **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.
3. Schmälzle, 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.
4. **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.
5. Holmstrom, A. J., Dorrance Hall, E., **Wilcox, S.**, & Schmälzle, 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.
6. Schmälzle, 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.
7. Dorrance Hall, E., **Wilcox, S.**, Holmstrom, A. J., McGraw, J., & Schmälzle, 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.
8. 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**
9. 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.
10. **Wilcox, S.**, Holmstrom, A., Dorrance-Hall, E., & Schmälzle, R. (2020). *Promoting Shared Understanding between Interpersonal Communication and Neuroscience*. Annual Meeting of the International Communication Association Conference, Virtual Conference.
11. **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.**
12. 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.

13. Fisher, J.T., Lonergan, C., Hopp, F.R., Grall, C., Pandey, P., Scholz, C., Najera, C., & **Wilcox, S.** (2019). *Best practices in training and mentoring research assistants and new graduate students*. Panel presented at the 69th annual meeting of the International Communication Association, Washington, DC.
14. 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.
15. 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**
16. 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 (N = 6)

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.

Teaching Experience

COMMUNICATION CAMPAIGN DESIGN AND ANALYSIS (W):

Michigan State University

Instructor

AUT 2022

METHODS OF COMMUNICATION INQUIRY:

Michigan State University

Section Leader

AUT 2021 - SPR 2022

INTRODUCTION TO ORGANIZATIONAL COMMUNICATION:

Michigan State University

Section Leader

Instructor

SPR 2021

SUM 2022

HUMAN COMMUNICATION:

Michigan State University

Section Leader

Instructor

AUT 2019- AUT 2020

SUM 2020, 2021

PERSUASIVE COMMUNICATION:

The Ohio State University

Instructor

SPR 2019

INTRODUCTION TO COMMUNICATION TECHNOLOGY:

The Ohio State University

Teaching Assistant

AUT 2018

MASS COMMUNICATION AND SOCIETY:

The Ohio State University

Teaching Assistant

SUM 2018

SOCIAL IMPLICATIONS OF COMMUNICATION TECHNOLOGY:

The Ohio State University

Teaching Assistant

SPR 2018

INTERCULTURAL COMMUNICATION:

The Ohio State University

Teaching Assistant

AUT 2017

Invited Lectures

- Best practices in data analysis using SPSS (March, 2022). Methods of Communication Inquiry, Michigan State University.
- 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.

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 and 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 2022-2024

AD-HOC REVIEWER:

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

Research Experience

NEUROSCIENCE OF MESSAGES LAB: Research Assistant

Principal Investigator: Ralf Schmälzle, Ph.D.

AUG 2019- CURRENT

COGNITIVE COMMUNICATION SCIENCE LAB: Research Assistant

Principal Investigator: Richard Huskey, Ph.D.

AUG 2017- MAY 2019

GEWIRTZ AFFECTIVE NEUROSCIENCE LAB: Research Assistant

Principal Investigator: Jonathan Gewirtz, Ph.D.

FEB 2016- JAN 2017

REACH LAB: Research Assistant

Principal Investigator: Lynn Borden, Ph.D.

MAY 2015- JAN 2017

FEDERICO LAB: Research Assistant

Principal Investigator: Christopher Federico, Ph.D.

JAN 2015- JAN 2016

BRAIN AND BEHAVIORAL PROCESSES LAB: Research Assistant

Principal Investigator: Monica Luciana, Ph.D.,

SEPT 2014- MAY 2015

Software Programming Languages

- LaTeX
- Python
- R