



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

IVAN L. PRESTON RESEARCH COLLOQUIUM



“**Harnessing Hope: How Media-Induced Hope Can Save the World (or at least do some good)**”

Robin Nabi

Professor of Communication

University of California at Santa Barbara

FRIDAY, SEPTEMBER 13, 2019, 1:00 TO 2:15 PM
VILAS 2195 (James L. Hoyt Multimedia Classroom)
821 UNIVERSITY AVENUE, MADISON, WI

In contrast to the overwhelming focus of media and persuasion research on negative emotions, this talk explores the untapped potential of hope. Drawing from multiple theoretical perspectives, evidence for the positive impact of message-based hope arousal in contexts ranging from health behaviors, climate change support, trust in news and science, stress mitigation, and goal pursuit and achievement is presented. Paths forward to harness the benefits of hope to maximize social good are explored.

Robin Nabi is a professor of communication at the University of California, Santa Barbara. She received her A.B. from Harvard and her MA/PhD from the Annenberg School for Communication, U. Pennsylvania. Her research focuses primarily on discrete emotions' influence on media message processing and decision making. She has published over 70 articles and book chapters in these areas and co-edited the SAGE Handbook of Media Processes and Effects. She has served as a managing editor of Media Psychology, associate editor of the Journal of Communication, and chair of the ICA's Mass Comm Division. She is a Fellow of the International Communication Association. Her current work focused on better understanding the interplay between media use and stress responses.