



Mary Beth Oliver



Robin Nabi

# Ivan L. Preston Symposium on Media Psychology

**FRIDAY, SEPTEMBER 13, 2019**

VILAS 2195  
(JAMES L. HOYT MULTIMEDIA CLASSROOM)  
SECOND FLOOR  
821 UNIVERSITY AVENUE, MADISON, WI

Join us for a day of cutting-edge research presentations, discussion of persuasion and inspiration in media messages, and their positive impacts for personal and social change.



**School of Journalism  
and Mass Communication**  
UNIVERSITY OF WISCONSIN-MADISON

## **SYMPOSIUM FEATURES**

**Using Inspiring Media for Social Good: Complexities and Potentials**  
**10:30-11:45 AM**

**MARY BETH OLIVER**

Professor of Media Studies, Penn State Donald P. Bellisario College of Communications

Feeling inspired, moved, or touched by media messages has generated considerable research within the last several years. This talk will provide a model under development to capture the processes and complexities of using inspiring media for purposes of well-being and social good.

**Harnessing Hope: How Media-Induced Hope Can Save the World (or at least do some good)**  
**1:00-2:15 PM**

**ROBIN NABI**

Professor of Communication  
University of California at Santa Barbara

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.

**Roundtable Panel Discussion**  
**2:30-3:45 PM**

**CHAIR:** Doug McLeod  
**PANELISTS:** Karyn Riddle,  
Chris Cascio, Kate Christy,  
Sijia Yang