

## BIO

Dr. Sriram “Sri” Kalyanaraman (Ph.D., Penn State University) is Associate Professor and Director of the Media Effects Laboratory at the University of North Carolina’s School of Journalism and Mass Communication. His primary research interests pertain to examining the psychosocial aspects of new media and communication technologies, particularly as they inform persuasion and attitude change in online environments. Within this program of inquiry, his theoretical and empirical work has generally focused on examining various aspects of three focal technological variables, namely customization, interactivity, and navigability. His secondary areas of interest examine media effects of sexual and violent content in audio-visual media, and the effects of persuasive health messages. He has presented award-winning papers on the psychology of new media and human-computer interaction at numerous international conferences and has been published in leading interdisciplinary journals such as *Journal of Communication*, *Communication Research*, *Media Psychology*, *Journal of the American Society for Information Science and Technology*, *Journalism and Mass Communication Quarterly*, *Journal of Broadcasting and Electronic Media*, *Journal of Advertising*, and *Journal of Adolescent Health*. His research has been funded by both industry (e.g., Janssen Pharmaceutica) and government (e.g., National Cancer Institute), and he has been an invited speaker at various venues such as the National Institutes of Health, Harvard University, University of Texas, Ohio State University, among others.

Kalyanaraman is an alumnus of the National Institute of Engineering, Mysore, and his professional experience includes stints in engineering, marketing, and finance. He teaches courses on human-computer interaction (HCI), process and effects of mass communication, electronic information sources, e-commerce and digital marketing, quantitative research methods and experimental design and analysis, and psychology of communication technology.