

VITA

Michael J. Cody, Professor
326C Annenberg Building
School of Communication
Annenberg School for Communication
University of Southern California
3502 Watt Way
Los Angeles, CA 90089-0281
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Professional Experience

Professor, University of Southern California, 1991-present
Associate Professor, University of Southern California, 1984-91
Assistant Professor, University of Southern California, 1982-84
Visiting Assistant Professor, SUNY, Albany, 1980-81
Assistant Professor, Texas Tech University, 1977-81
Doctoral Candidate, Michigan State University, 1973-1977

Teaching Experience

Advanced Undergraduate Seminars (Honors Seminars), Campaign Communication, Entertainment Education, Interpersonal Communication, Nonverbal Behavior, Persuasion, Research Methods, MA Practicum class

Special Reports

Murphy, S.T., & Cody, M.J. (2003). Summary Report: Developing a Research Agenda for Entertainment Education and Multicultural Audiences. Printed by the Centers of Disease Control and Prevention.

Editorships

Editor, Journal of Communication, 2009-2011

Editor, Communication Theory, 1999-2002

Books

Ritterfeld, Ute, Cody, M.J. & Vorderer, P. (2009). **Serious Games: Mechanisms and Effects**. New York: Routledge Press.

Canary, D.J., Cody, M.J., & Manusov, V. (2008). **Interpersonal Communication: A Goal-based Approach** (4th edition). New York: St. Martin's/Bedford Press.

Singhal, A., Cody, M.J., Rogers, E.M., & Sabido, M. (Eds.)(2004). **Entertainment-Education and Social Change: History, Research, and Practice**. Mahwah, NJ: Lawrence Erlbaum Associates.

Kalbfleisch, P.J., & Cody, M.J. (Eds.)(1995). **Gender, Power, and Communication in Human Relationships**. Hillsdale, NJ: Erlbaum.

Bettinghaus, E.P., & Cody, M.J. (1994). **Persuasive Communication** (5th ed.). Fort Worth, Texas: Harcourt Brace.

McLaughlin, M.L., Cody, M.J., & Read, S.J. (Eds.)(1992). **Explaining the Self to Others**. Hillsdale, NJ: Erlbaum.

Cody, M.J., & McLaughlin, M.L. (Eds.)(1990). **The Psychology of Tactical Communication**. Clevedon, England: Multilingual Matters.

Book Chapters

Ritterfeld, U., Cody, M.J. & Vorderer, P. (2009). Serious games: A challenge for the social sciences. In U. Ritterfeld, M.J. Cody and P. Vorderer, P. (Eds). **Serious Games: Mechanisms and Effects**. NY: Routledge Press.

Murphy, S. T., Wilkin, H. A., Cody, M. J. & Huang, G. C. (2009). Health Messages in Primetime Television. In Dale Kunkel, Amy Jordan, Jennifer Maganello and Martin Fishbein (Eds.) **Media Messages and Public Health: A Decisions Approach to Content**. Mahwah, NJ: Lawrence Erlbaum Associates.

Cody, M.J. & Sabido, M. (2008). Entertainment-Education. In Wolfgang Donsbach, (Ed.), **The International Encyclopedia of Communication**, Oxford, England: Blackwell Publishing.
http://www.communicationencyclopedia.com/public/tocnode?query=Entertainment+Education&widened=1&result_number=1&from=search&id=g9781405131995_chunk_g978140513199510_ss29-1&type=std&fuzzy=0&slop=1

Cody, M.J., & Dunn, D. (2007). Accounts. In B.B. Whaley and W. Samter (Eds.) **Explaining**

Communication: Contemporary Theories and Exemplars. (237-256). Mahwah, New Jersey: Lawrence Erlbaum Associates.

Seiter, J.S. & Cody, M.J. (2004). Social influence in selling contexts. In J. S. Seiter and R. H. Gass (Eds.) **Perspectives on persuasion, social influence, and compliance gaining** (pp. 353-371). Boston, CA: Pearson Publishing.

Cody, M.J., Fernandes, S., & Wilkin, H. (2004). Entertainment-Education Programs of the BBC and BBC World Service Trust. In A. Singhal, M.J. Cody, E.M. Rogers and M. Sabido Eds., **Entertainment-Education and Social Change: History, Research, and Practice** (pp. 243-260). Mahwah, NJ: Lawrence Erlbaum Associates.

Cody, M.J., & Seiter, J. (2001). Compliance principles in retail sales. In W. Wosinska, R. Cialdini, J. Reyskowski and D.W. Barrett (Eds.) **The Practice of Social Influence in Multiple Cultures** (pp. 325-341) Mahwah, New Jersey: Lawrence Erlbaum Associates.

Cody, M.J., Seiter, J. & Montagne-Miller, Y. (1995). Men and women in the marketplace. In P.J. Kalbfleisch and M.J. Cody, (Eds.) **Gender, power, and communication in human relationships** (pp. 305-337). Hillsdale, NJ: Erlbaum.

Miller, L.C., Cody, M.J., & McLaughlin, M.L. (1994). Goals and situations as fundamental constructs in interpersonal communication research. In M.L. Knapp and G.R. Miller (Eds.), **Handbook of interpersonal communication** (pp. 162-198). Newbury Park, California: Sage.

O'Hair, H.D., & Cody, M.J. (1994). Everyday deception. In W.R. Cupach and B. Spitzberg (Ed.), **The dark side of interpersonal communication** (pp. 181-213). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M.J., Canary, D.J., & Smith, S.W. (1994). Compliance-gaining goals: An inductive analysis of actor's goal types, strategies, and successes. In J.A. Daly and J. Wiemann (Eds.), **Communicating strategically** (pp. 33-90). Hillsdale, NJ: Lawrence Erlbaum Associates.

Koeppel, L., Montagne-Miller, Y., O'Hair, H.D., & Cody, M.J. (1993). Friendly? Flirting? Wrong? In P. Kalbfleisch (Ed.), **Interpersonal communication: Evolving interpersonal relationships** (pp. 19-45). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M.J., & Braaten, D.O. (1992). The social-interactive aspects of account-giving. In M.L. McLaughlin, M.J. Cody and S. Read (Eds.), **Explaining the self to others** (pp. 225-244). Hillsdale, NJ: Lawrence Erlbaum Associates.

McLaughlin, M.L., Cody, M.J., Dickson, R., & Manusov, V. (1992). Explanations for failing to

comply: Good reasons versus good explanations. In M.L. McLaughlin, M.J. Cody, and S. Read (Eds.), **Explaining the self to others** (pp. 281-294). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M.J., Kersten, L., Braaten, D.O., & Dickson, R. (1992). Coping with relational dissolutions: Attributions, account credibility, and plans for resolving conflicts. In J.H. Harvey, T.L. Orbuch, and A.L. Weber (Eds.), **Attributions, accounts, and close relationships** (pp. 93-115). New York: Springer-Verlag.

Cody, M.J., & McLaughlin, M.L. (1990). Interpersonal accounting. In H. Giles and P. Robinson (Eds.), **Handbook of language and social psychology** (pp. 227-255). London: Wiley and Sons.

Goldzwig, S., & Cody, M.J. (1990). Legal communication: An introduction to rhetorical and communication theory perspectives. In H.D. O'Hair and G. Kreps (Eds.), **Applied communication: Theory and research** (pp. 245-267). Hillsdale, NJ: Lawrence Erlbaum Associates.

McLaughlin, M.L., Cody, M.J., & French, K. (1990). Account giving and the attribution of responsibility: Impressions of traffic offenders. In M.J. Cody and M.L. McLaughlin (Eds.), **The psychology of tactical communication** (pp. 244-267). Clevedon, England: Multilingual Matters.

Smith, S.W., Cody, M.J., LoVette, S., & Canary, D.J. (1990). Self-monitoring, gender, and compliance-gaining goals. In M.J. Cody and M.L. McLaughlin (Eds.), **The psychology of tactical communication** (pp. 91-135). Clevedon, England: Multilingual Matters, Ltd.

Cody, M.J., Lee, W.S., & Chao, E. (1989). Telling lies: Correlates of deception among Chinese. In J. Forgas and M. Innes (Eds.), **Recent advances in social psychology: An interactional perspective** (pp. 359-368). N. Holland: Elsevier Science Publishers B.V.

Cody, M.J., & McLaughlin, M.L. (1988). Accounts on trial: Oral arguments in traffic court. In C. Antaki (Ed.), **Analysing everyday explanation: A casebook of methods** (pp. 113-126). London: Sage.

Knapp, M.L., Cody, M.J., & Reardon, K. (1987). Viewing nonverbal signals from multi-level perspectives. In C. Berger and S. Chaffee (Eds.), **Handbook of communication sciences** (pp. 385-418). Newbury Park, California: Sage.

Cody, M.J., & McLaughlin, M.L. (1985). Models for the sequential construction of accounting episodes. In R. Street and J. Cappella (Eds.), **The sequential nature of social interaction: A functional approach** (pp. 50-69). London: Edward Arnold.

Cody, M.J., & McLaughlin, M.L. (1985). The situation as a construct in interpersonal communication research. In M.L. Knapp and G.R. Miller (Eds.), **Handbook of interpersonal communication** (pp. 263-312). Beverly Hills, California: Sage.

Journal Articles

Hall, J. A., Cody, M. J., Jackson, G. L., & Flesh, J. O. Beauty and the flirt: Male physical attractiveness and approaches to relationship initiation. Under review at **Sex Roles**.

Hall, J. A., Park, N., Song, H., & Cody, M. J. (in press). Strategic misrepresentation in online dating: The effects of gender, self-monitoring, and personality traits. **Journal of Social and Personal Relationships**.

Hall, J. A., Carter, S., & Cody, M. J. (in press). Individual differences in the communication of romantic interest: Development of the flirting styles inventory. **Communication Quarterly**.

Jung, Y., Peng, W., Moran, M., Jin, S., Jordan-Marsh, M., McLaughlin, M. L., Albright, J., Cody, M., & Silverstein, M. (in press). Low-income minority seniors' enrollment in a Cyber Café: Psychological barriers to crossing the digital divide. **Educational Gerontology**.

Murphy, S.T., Cody, M.J., Frank, L., Glik, D., & Ang, A. (2009). Predictors of Preparedness and Compliance in Natural Disasters and Terrorist Attacks. **Disaster Medicine and Public Health Preparedness**, Volume 3, Supplement 2, S1-S9.

Morgan, S., Movius, L., & Cody, M.J. (2009). The power of narratives: The effect of organ donation storylines on the attitudes, knowledge, and behaviors of donors and non-donors. **Journal of Communication**, 59, 135-151.

Jordan-Marsh, M., Cody, M.J., Silverstein, M., Chin, S.Y., & Garcia, R. (2008). SF-36 Health Survey: Issues in a trial for older immigrants. **Research on Social Work Practice**, 18 55-65.

Wilkin, H.A., Valente, T.W., Murphy, S.T., Cody, M.J., Huang, G., Beck, V., Carrasquillo, M. & Slan, L. (2007). The effects of a telenovelas storyline on breast cancer knowledge and behaviors among Hispanic/Latino audiences. **Journal of Health Communication**, 12, 455-469.

Movius, L., Cody, M., Morgan, S., Huang, G., & Berkowitz, M. (2007). Motivating television viewers to become organ donors. Cases in public health communication and marketing. Available: http://www.casesjournal.org/volume1/peer-reviewed/cases_1_08.cfm

Pang, E.C., Silverstein, M., Jordan-Marsh, M., & Cody, M.J. (2003). Health-seeking behaviors of elderly Chinese Americans: shifts in expectations. **The Gerontologist**, 43: 864-874.

Bryant, J.A., Cody, M.J., & Murphy, S.T. (2002). Online Sales: Profit without Question. **Tobacco Control**, 11, 226-227.

Reagan, K.A. Hong, T., Cohen, E.L. & Cody, M.J. (2002). Blocking access to online tobacco sales sites. **Tobacco Control**, 11, 164-165.

Hong, T., & Cody, M.J. (2002). Presence of Pro-tobacco Messages on the Web. **Journal of Health Communication**, 7, 273-307.

Dunn, D., & Cody, M.J. (2000). Account credibility and public image: Excuses, justifications, denials, and sexual harassment. **Communication Monographs**, 67, 372-391

Cody, M.J., Dunn, D., Hoppin, S., & Wendt, P. (1999). Silver Surfers: Assessing the consequence of Internet connectivity among adult learners, **Communication Education**, 48, 269-286.

Pratt, L., Wiseman, R.L., Cody, M.J., & Wendt, P.F. (1999). Interrogative strategies and information exchange in computer-mediated communication. **Communication Quarterly**, 47, 46-66.

Dickson, R., Manusov, R., Cody, M.J., & McLaughlin, M.L. (1996). When hearing's not believing: Perceived differences between public and private explanations for two compliance failures. **Journal of Language and Social Psychology**, 15, 27- 39.

Manusov, V., Cody, M.J., Donohue, W. & Zappa, J. (1994). Accounts in child custody mediation sessions. **Journal of Applied Communication**, 22, 1-15.

Braaten, D.O., Cody, M.J. & Bell, K. (1993). Account episodes in organizations: Remedial work and impression management. **Management Communication Quarterly**, 6, 219-250.

O'Hair, M.J., Cody, M.J., & O'Hair, H.D. (1991). The impact of situational dimensions on compliance-resisting strategies: A comparison of methods. **Communication Quarterly**, 39, 226-240.

Brown, W.J., & Cody, M.J. (1991). The effects of a pro-social soap opera in India to change the image of woman in society. **Human Communication Research**, 18, 114-142.

O'Hair, H.D., Cody, M.J., Wong, X., & Chao, E.Y. (1990). Vocal stress among Chinese liars and truth tellers. **Communication Quarterly**, 38, 1-12.

Canary, D.J., Cunningham, E.M., & Cody, M.J. (1988). Goal types, gender, and locus of control in managing interpersonal conflict. **Communication Research**, 15, 426-446.

O'Hair, H.D., Cody, M.J., Goss, B., & Krayner, K. (1988). Effects of gender, deceit orientation, and communicator style on macro-assessments of honesty. **Communication Quarterly**, 36, 77-93.

Wolfe, C.S., & Cody, M.J. (1988). Perspectives on legal interviewing and counseling. **The Southern Speech Communication Journal**, 53, 360-384.

Banks, S., Altendorf, D., Greene, J.O., & Cody, M.J. (1987). An examination of relational disengagement. **Western Journal of Speech Communication**, 51, 19-41.

- O'Hair, H.D., & Cody, M.J. (1987). Gender and vocal stress differences during truthful and deceptive information sequences. **Human Relations**, 40, 1-14.
- O'Hair, H.D., & Cody, M.J. (1987). Machiavellian beliefs and the social influence process. **Western Journal of Speech Communication**, 51, 279-303.
- Canary, D.J., Cody, M.J., & Marston, P.J. (1986). Goal types, compliance-gaining, and locus of control. **Journal of Language and Social Psychology**, 5, 249-303.
- Cashion, J., Cody, M.J., & Erickson, K.V. (1986). You'll love this one...: An exploration of joke prefacing devices. **Journal of Language and Social Psychology**, 5, 303-312.
- Cody, M.J., Greene, J.O., Marston, P.J., O'Hair, H.D., Baaske, K.T., & Schneider, M.J. (1986). Situation perceptions and message strategy selection. In M.L. McLaughlin (Ed.), **Communication Yearbook 9** (pp. 390-420). Beverly Hills, CA: Sage.
- Greene, J.O., & Cody, M.J. (1985). On thinking and doing: Cognitive science and the production of social behavior. **Journal of Language and Social Psychology**, 4, 157-170.
- Greene, J.O., O'Hair, H.D., Cody, M.J., & Yen, C. (1985). Planning and control of behavior during deception. **Human Communication Research**, 11, 335-364.
- O'Hair, H.D., Cody, M.J., & Behnke, R. (1985). Communication apprehension and vocal stress as indices of deception. **Western Journal of Speech Communication**, 49, 286-300.
- Cody, M.J., Marston, P.J., & Foster, M. (1984). Deception: Paralinguistic and verbal leakage. In R. Bostrom (Ed.), **Communication Yearbook 8** (pp. 464-490). Beverly Hills, CA: Sage.
- Cody, M.J., & O'Hair, H.D. (1983). Nonverbal communication and deception: Differences in deception cues due to gender and communicator dominance. **Communication Monographs**, 50, 175-192.
- Cody, M.J., Woelfel, M.L., & Jordan, W.J. (1983). Dimensions of compliance-gaining situations. **Human Communication Research**, 9, 99-113.
- McLaughlin, M.L., Cody, M.J., & O'Hair, H.D. (1983). The management of failure events: Some contextual determinants of accounting behavior. **Human Communication Research**, 9, 208-224.
- McLaughlin, M.L., Cody, M.J., & Rosenstein, N.E. (1983). Account sequences in conversations between strangers. **Communication Monographs**, 50, 102-125.
- Cody, M.J. (1982). A typology of disengagement strategies and an examination of the role of

perceived intimacy, reactions to inequity and relational problems play in strategy selection. **Communication Monographs**, 49, 148-170.

McLaughlin, M.L., & Cody, M.J. (1982). Awkward silences: Antecedents and consequences of the conversational lapse. **Human Communication Research**, 8, 299-316.

Cody, M.J., McLaughlin, M.L., & Schneider, M.J. (1981). The impact of relational consequences and intimacy on the selection of interpersonal persuasion tactics: A reanalysis. **Communication Quarterly**, 29, 91-106.

O'Hair, H.D., Cody, M.J., & McLaughlin, M.L. (1981). Prepared lies, spontaneous lies, Machiavellianism and nonverbal communication. **Human Communication Research**, 7, 325-339

McLaughlin, M.L., Cody, M.J., Kane, M., & Robey, C.S. (1981). Sex differences in story receipt and story sequencing behaviors in dyadic conversations. **Human Communication Research**, 7, 99-116.

Cody, M.J. (1980). The validity of experimentally induced motions of public figures in multidimensional scaling configurations. In D. Nimmo (Ed.), **Communication Yearbook 4** (pp. 315-339). New Brunswick, NJ: Transaction.

Cody, M.J., & McLaughlin, M.L. (1980). Perceptions of compliance-gaining situations: A dimensional analysis. **Communication Monographs**, 47, 132-148.

Cody, M.J., McLaughlin, M.L., & Jordan, W.J. (1980). A multidimensional scaling of three sets of compliance-gaining strategies. **Communication Quarterly**, 28, 34-46.

McLaughlin, M.L., Cody, M.J., & Robey, C.S. (1980). Situational influences on the selection of strategies to resist compliance-gaining attempts. **Human Communication Research**, 7, 14-36.

Woelfel, J., Cody, M.J., Gillham, J., & Holmes, R. (1980). Basic premises of multidimensional attitude change theory: An experimental analysis. **Human Communication Research**, 6, 153-167.

Schneider, M., Jordan, W., McLaughlin, M.L., Deethardt, J., & Cody, M.J. (1979). An assessment of the communication needs of international students. **Speech Education: The Communication Journal of the Pacific**, 7, 13-20.

Serota, K., Cody, M.J., Barnett, G., & Taylor, J. (1977). Precise procedures for optimizing campaign communication. In B.D. Rubin (Ed.), **Communication Yearbook 1** (pp. 475-491). New Brunswick, NJ: Transaction Press.

Convention Papers

I have presented over 100 papers since 1977. I no longer list them.

Professional Activities

Editorial Board Member:

Journal of Health Communication, 2001 to present

Social Influence, 2005 to 2008

Western Journal of Speech Communication, 2004-2007

Service

School of Communication:

Promotion Committee, 2007

MA Admissions and Curriculum committee, 2002-2007

Ph.D. Admissions and Curriculum committees, 2002-2004

Ph.D. Admissions committee, 2007-2009

Ad Hoc Committee, 2003-2004

Associate Director, School of Communication, 2002-2003

Director of Doctoral Studies, 2003-2004

Chair of Faculty Search Committees, 1989/90, 1997/98, 2002-2003

Honor's Program Advisor, 1989-1999

Faculty Council, School of Communication, 1995-1996

Curriculum Committee, 1983-1997

MA Admissions and Curriculum Committee, 2002-present

Adviser, Lambda Pi Eta, 1996-1998

Coordinator, Lambda Pi Eta Spring Honor's Conference, 1998

University:

Faculty in Residence, Sierra Apartments, 2003-2005

Faculty in Residence, London Program, Spring, 2002

Faculty in Residence, Annenberg House (Kerckhoff Apartments), 1992-1997

Member of the Academic Senate, 1995-1997

Provost's Committee on Graduation and Retention Rates, 1995-1997

Faculty representative to the Board of Trustee's Alumni Relations Committee, 1998-1999

Recognized as "Faculty of the Month" by Mortar Board, April, 1999

Academic Senate Committee on Retirement programs, 1996-1999

Provost's Committee, Faculty Accountability, 1997-98

Provost's Committee to Select Valedictorian, 1996 Graduation Ceremony;

Chaired the Committee, 1997, 1998

Recognized as "Faculty of the Month" by Mortar Board, April, 1993