

The Department of **Media & Information** presents:

# **Robert LaRose, Leaving Lecture** **The Challenge of Media Habits**

**April 4 • 1:30PM • Room 145**

Media habits, defined as instances of automaticity in media consumption, contend with active, thoughtful influences on media and information behavior. Habits often dominate the conscious mind, challenging conventional theories of media attendance, information technology adoption, and media effects. We will review contributions by my research team that challenge Uses and Gratifications, Diffusion of Innovations, Protection Motivation Theory, and Internet effects research. We will review what is known, and what is not known, about media habits in light of recent developments in media and information studies, social psychology, and neuroscience. Hallowed concepts including behavioral intentions, needs, ritualistic gratifications, personality, perceived usefulness, perceived ease of use, and intrinsic motivation will be deconstructed. Then we will challenge popular paradigms preferred by the people present including Social Cognitive Theory, Mood Management Theory, Self Determination Theory, the Elaboration Likelihood Model, the General Aggression Model, and the Technology Acceptance Model. Or, give me the media habit challenge: bring your favorite theory, hum me a few bars, and I'll try to break it.

BIO >> Dr. LaRose's research interests are the uses and effects of new media. His current foci are the role of habits in media behavior and the adoption of broadband Internet among vulnerable populations. He is the co-author of a popular introductory textbook, *Media Now*.

