

CLARE GRALL

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APPOINTMENTS & EDUCATION

- 2022-Present* Research Scientist, StoryFit
Austin, TX
- 2020-2022* Postdoctoral Fellow, Dartmouth College, Hanover, NH
Department of Psychological and Brain Sciences
Mentor: Dr. Emily Finn, Ph.D.
- 2015-2020* Ph.D., Michigan State University, East Lansing, MI
Communication, awarded May 2020
Advisor: Dr. Ralf Schmäzle, Ph.D.
All University Excellence-in-Teaching Citation
- 2014-2015* M.A., Michigan State University, East Lansing, MI
Communication, awarded December 2015
Advisor: Dr. Ron Tamborini, Ph.D.
- 2010-2014* B.A., Miami University, Oxford, OH
Psychology & Mass Communication, minor in Marketing

PEER-REVIEWED PUBLICATIONS

***Grall, C.**, & Finn, E. S. (2022). Leveraging the power of media to drive cognition: a media-informed approach to naturalistic neuroscience. *Social Cognitive and Affective Neuroscience*, 17(6), 598-608. <https://doi.org/10.1093/scan/nsac019>

***Grall, C.**, Tamborini, R., Weber, R., & Schmäzle, R. (2021). Stories Collectively Engage Listeners' Brains: Enhanced Intersubject Correlations during Reception of Personal Narratives. *Journal of Communication*. <https://doi.org/10.1093/joc/jqab004>

Hahn, L., Tamborini, R., Prabhu, S., **Grall, C.**, Novotny, E., & Klebig, B. (in press). Narrative media's emphasis on distinct moral intuitions alters early adolescents' judgments. *Accepted at Journal of Media Psychology*.

*† Schmäzle, R. & **Grall, C.** (2020). The coupled brains of captivated audiences: How suspense in a movie modulates collective brain dynamics. *Journal of Media Psychology*. 32(4), 187-199. <https://doi.org/10.1027/1864-1105/a000271>

† denotes shared lead authorship

Huskey, R., Couture Bue, A., Eden, A., **Grall, C.**, Meshi, D., Prena, K., Schmaelzle, R., Scholz, C., Turner, B., & Wilcox, S. (2020). Marr's Tri-Level Framework Integrates Communication Science Across Disciplinary Subfields. *Journal of Communication*, 70, 356-378. <https://doi.org/10.1093/joc/jqaa007>

*Tamborini, R., **Grall, C.**, Hofer, M., Prabhu, S., Novotny, E., Hahn, L., & Klebig, B., Kryston, K., Baldwin, J., Aley, M., & Sethi, N. (2018). Using attribution theory to explain the affective dispositions of tireless moral monitors toward narrative characters. *Journal of Communication*, 68, 842-871. <https://doi.org/10.1093/joc/jqy049>

Hahn, L., Tamborini, R., Novotny, E., **Grall, C.**, & Klebig, B. (2018). Applying moral foundations theory to identify terrorist group motivations. *Political Psychology*, 40, 507-522. <https://doi.org/10.1111/pops.12525>

Hahn, L., Tamborini, R., Klebig, B., Novotny, E., **Grall, C.**, Hofer, M., & Lee, H. (2018). The representation of altruistic and egoistic motivations in popular music over 60 years. *Communication Studies*, 70, 59-78. <https://doi.org/10.1080/10510974.2018.1447493>

Tamborini, R., Novotny, E., Prabhu, S., Hofer, M., Bente, G., **Grall, C.**, Klebig, B., Hahn, L., Slaker, J., Ratan, R. (2018). The effect of behavioral synchrony with a virtual agent on outgroup trust. *Computers in Human Behavior*, 83, 176-183. <https://doi.org/10.1016/j.chb.2018.01.037>

Tamborini, R., Hofer, M., Prabhu, S., **Grall, C.**, Novotny, E., Hahn, L., & Klebig, B. (2017). The impact of terror attack news on moral intuitions and moral behavior towards outgroups. *Mass Communication and Society*, 20, 800-824. <https://doi.org/10.1080/15205436.2017.1342130>

Hahn, L., Tamborini, R., Prabhu, S., Klebig, B., **Grall, C.**, & Pei, D. (2017). The importance of altruistic versus egoistic motivations: A content analysis of conflicted motivations in children's television programming. *Communication Reports*, 30, 67-79. <https://doi.org/10.1080/08934215.2016.1251602>

Tamborini, R., Hahn, L., Prabhu, S., Klebig, B., & **Grall, C.** (2017). The representation of altruistic and egoistic motivations in children's television programming. *Communication Research Reports*, 34, 58-67. <https://doi.org/10.1080/08824096.2016.1227312>

Tamborini, R., Bowman, N., Prabhu, S., Hahn, L., Klebig, B., **Grall, C.**, & Novotny, E. (2016). The effect of moral intuitions on decisions in video-game play: The role of temporary and chronic intuition accessibility. *New Media and Society*, 20, 557-583. <https://doi.org/10.1177/1461444816664356>

* denotes available OSF or Github repository with data and analyses

MANUSCRIPTS UNDER REVIEW or IN PREPARATION

***Grall, C.**, Equita, J., & Finn, E. (2022). Neural unscrambling of temporal information during a nonlinear narrative. *Under review*.

* denotes available OSF or Github repository for data and analyses

BOOK CHAPTERS

Grall, C., & Schmäzle, R. (2020). Neurocinematics. In J. Van den Bulck (Ed.), *The International Encyclopedia of Media Psychology*. Wiley.

Schmäzle, R., Wilcox, S., & **Grall, C.** (submitted). Neuroimaging in Environmental Communication Research. In Takahashi, B. (Ed.), *The Encyclopedia of Environmental Communication*.

Schmäzle, R. & **Grall, C.** (2020). Psychophysiological Methods: Options, Uses, and Validity. In J. Van den Bulck (Ed.), *The International Encyclopedia of Media Psychology*. Wiley.

Schmäzle, R. & **Grall, C.** (2020). Mediated messages and synchronized brains. In K. Floyd & R. Weber (Eds.), *Handbook of Communication Science and Biology*. New York, NY: Routledge.

PEER-REVIEWED CONFERENCE PROCEEDINGS

Sava-Segal, C., **Grall, C.**, Bartolino, K., Equita J., Benson T., Finn, E. S. (2023). *Narrative 'twists' shift neural representations*. Talk presented to the 29th Annual Meeting of the Organization for Human Brain Mapping, Montreal, Canada.

***Grall, C.**, Equita, J., & Finn, E. (2022). *The brain unscrambles temporal information during an out-of-order narrative*. Talk presented to the 28th Annual Meeting of the Organization for Human Brain Mapping, Glasgow, Scotland.

Grall, C & Finn, E. (2021, June). *The neural dynamics of affective valence processing in a full-length feature film*. Abstract presented to the 27th Annual Meeting of the Organization for Human Brain Mapping, virtual conference.

***Grall, C.**, Eden, A., & Schmäzle, R. (2020, May). *Personal stories inspire alignment of audience brain responses*. Paper accepted to the 70th Annual Meeting of the International Communication Association, Gold Coast, Australia.

Huskey, R., Couture Bue, A., Eden, A., **Grall, C.**, Meshi, D., Prena, K., Schmaelzle, R., Scholz, C., Turner, B., & Wilcox, S. (2019, Nov.). *Marr's Tri-Level Framework Integrates*

Communication Science Across Disciplinary Subfields. Paper presented to the 105th Annual Meeting of the National Communication Association, Baltimore, MD.

Grall, C., Jahn, N., & Schmälzle, R. (2019, Nov.). *The relationship between collective brain dynamics and audience perceptions of suspense in response to narrative media*. Paper presented to the 105th Annual Meeting of the National Communication Association, Baltimore, MD.

Schmälzle, R. & **Grall, C.** (2019, May). *Can we decode the polarity of subjective evaluative reactions from fMRI data? Not yet*. Abstract presented to the 69th Annual Meeting of the International Communication Association, Washington, DC.

*Schmälzle, R. & **Grall, C.** (2019, May). *The coupled brains of captivated audiences: How suspense in a movie modulates collective brain dynamics*. Paper presented to the 69th Annual Meeting of the International Communication Association, Washington, DC.

Grall, C. & Schmälzle, R. (2018, May). *The coupled brains of captivated audiences: How suspense in a movie modulates collective brain dynamics*. Abstract presented at the 11th Annual Meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

***Grall, C.** & Schmälzle, R. (2018, May). *From pixels to media effects: A study of 600 brains watching a suspenseful movie*. Paper presented at the 68th Annual Meeting of the International Communication Association, Prague, CZ.

Tamborini, R., **Grall, C.**, Hofer, M., Novotny, E., Aley, M., Baldwin, J., Sethi, N., & Kryston, K. (2018, May). *Testing an Attribution-Based Adaptation of Affective Disposition Theory on Narratives Featuring Various Character Types*. Paper presented at the 68th Annual Meeting of the International Communication Association, Prague, CZ.

Eden, A., **Grall, C.**, Lee, J., & Schmälzle, R. (2017, Nov.). *Examining inspirational stories: Effects of linguistic characteristics and relationship with receiver variables*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

*Tamborini, R., Eden, A., Prabhu, S., Hahn, L., **Grall, C.**, Novotny, E., & Reinecke, L. (2017, Nov.). *Depleted enough to laugh? Effects of ego depletion on the enjoyment and recovery potential of tendentious and non-tendentious humor*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Hahn, L., Tamborini, R., Novotny, E., **Grall, C.**, & Klebig, B. (2017, Nov). *Applying moral foundations theory to identify terrorist motivations*. Paper presented at the 103rd annual meeting of the National Communication Association, Dallas, TX.

Hahn, L., Tamborini, R., Prabhu, S., **Grall, C.**, Novotny, E., & Klebig, B. (2017, May). *Testing the model of intuitive morality and exemplars in children*. Paper presented at the 67th annual meeting of the International Communication Conference, San Diego, CA.

Hahn, L., Tamborini, R., Klebig, B., Novotny, E., **Grall, C.**, Hofer, M., & Lee, H. (2017, May). *The representation of altruistic and egoistic motivations in popular music over 60 years*. Paper presented at the 67th annual meeting of the International Communication Conference, San Diego, CA.

Tamborini, R., Novotny, E., Prabhu, S., Hofer, M., Bente, G., **Grall, C.**, Klebig, B., Hahn, L., Slaker, J., Ratan, R. (2017, May). *The effect of behavioral synchrony with a virtual agent on outgroup trust*. Paper presented at the 67th annual meeting of the International Communication Conference, San Diego, CA.

Hofer, M., Tamborini, R., Prabhu, S., **Grall, C.**, Hahn, L., Novotny, E., & Klebig, B. (2016, Nov.). *The impact of news coverage of the Paris terror attacks on moral intuitions and moral behavior towards outgroups*. Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

*Tamborini, R., **Grall, C.**, Prabhu, S., Hofer, M., Novotny, E. R., Hahn, L., & Klebig, B. (2016, Nov.). *Miserly but still mindful: Applying attribution theory to explain the appeal of imperfect heroes within an affective disposition theory framework*. Paper presented at the 102nd annual meeting of the National Communication Association, Philadelphia, PA.

Tamborini, R., Bowman, N., Hahn, L., Klebig, B., **Grall, C.**, Novotny, E., & Prabhu, S. (2016, June). *The effect of moral intuitions on decisions in video-game play: The role of temporary and chronic intuition accessibility*. Paper presented at the 66th annual meeting of the International Communication Conference, Fukuoka, Japan.

Grall, C., Tamborini, R., Prabhu, S., Hahn, L., Klebig, B., & Novotny, E. (2016, June). *Why do we like morally ambiguous characters? The ability of causal attributions to mediate character morality's impact on character appeal*. Paper presented at the 66th annual meeting of the International Communication Conference, Fukuoka, Japan.

Tamborini, R., Hahn, L., Klebig, B., **Grall, C.**, & Prabhu, S. (2015, Nov). *The representation of altruistic and egoistic motivations in children's television programming*. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.

Prabhu, S., Tamborini, R., Klebig, B., **Grall, C.**, & Hahn, L. (2015, Nov). *Correlating the salience of intuitive motivations detected in the content TV series and viewers of those series: A test of the MIME*. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.

Tamborini, R., Hahn, L., Prabhu, S., Klebig, B., **Grall, C.**, & Pei, D. (2015, May). *The importance of altruistic versus egoistic motivations: A content analysis of conflicted motivations in children's television programming*. Paper presented at the 65th annual meeting of the International Communication Association, San Juan, Puerto Rico.

* denotes top papers

ADDITIONAL TRAINING (*competitive fellowships*)

- 2019 Kavli Summer Institute in Cognitive Neuroscience
 University of California, Santa Barbara, CA
 Big Data Neuroscience Workshop
 University of Michigan, Ann Arbor, MI
- 2018 Summer School in Social Neuroscience and Neuroeconomics
 Duke University, Durham, NC
- 2017 Training Course in fMRI
 University of Michigan, Ann Arbor, MI
 Summer School on Synchronization in Communication Systems
 Department of Communication, Michigan State University, East Lansing, MI
- 2016 Living with Media Summer School
 Wee Kim Wee School of Communication and Information, NTU, Singapore
- 2015 Living with Media Summer School
 University of Cologne, Germany

ADDITIONAL PRESENTATIONS

Grall, C. & Schmäzle, R. (2018, April). *The coupled brains of captivated audiences: How suspense in a movie modulates collective brain dynamics*. Presented at the MSU Cognitive Science of Communication Symposium.

Grall, C. (2016, June). *The role of dispositional attribution cues and intentionality in shaping the appeal of imperfect heroes*. Presented at the 2nd annual meeting of the Living with Media Summer School, Singapore, Singapore.

Grall, C. (2015, July). *Why do we like morally ambiguous characters? The ability of attributions to mediate character morality's impact on character appeal*. Presented at the 1st annual meeting of the Living with Media Summer School, Cologne, Germany. [**Top Poster Award**]

TEACHING

Communication Research II (Graduate Course), Michigan State University
Teaching Assistant: Spring 2020

Mass Communication & Public Health (Graduate Course), Michigan State University
Teaching Assistant: Fall 2019

Communication Campaign Design and Analysis, Michigan State University
Teaching Assistant: Fall 2018, Fall 2019

Audience Response to Media Entertainment, Michigan State University

Teaching Assistant: Fall 2018

Effects of Mass Media, Michigan State University
Summer Instructor: Summer 2018

Methods of Communication Inquiry (methods & statistics), Michigan State University
Teaching Assistant: Spring, 2018

Introduction to Organizational Communication, Michigan State University
Instructor: Summer 2015
Teaching Assistant: Fall 2014, Spring 2015, Fall 2016, Fall 2017, Spring 2019

Gender Communication, Michigan State University
Co-Instructor: Spring 2016

Introduction to Communication, Michigan State University
Teaching Assistant: Summer 2016

INSTITUTIONAL & COMMUNITY SERVICE

<i>January 2021–Present</i>	Mentor , Project SHORT (Students for Higher-Ed Opportunities and Representation in Training)
<i>May 2018–August 2020</i>	Representative , Student & Early Career Advisory Committee (SECAC), International Communication Association <ul style="list-style-type: none"> - Raised \$2,000+ for Student & Early Career Community - Created dedicated online space for promotion of ICA members on the job market & open positions
<i>Oct 2017–June 2020</i>	Student Representative , Communication Science & Biology Interest Group (CSaB), International Communication Association
<i>Aug 2018–Aug 2019</i>	President , Association for Graduate Students of Communication (AGSCOM), Michigan State University
<i>Aug 2017–May 2018</i>	Vice President , Association for Graduate Students of Communication (AGSCOM), Michigan State University
<i>Aug 2016–May 2017</i>	Graduate student representative , Council of Graduate Students, Michigan State University
<i>Aug 2016–May 2017</i>	Graduate student representative , Dean's Advisory Committee, Michigan State University
<i>Aug 2014–Aug 2016</i>	Graduate student representative , Search Committee, Michigan State University
<i>Aug 2014–August 2020</i>	Member , Association for Graduate Students of Communication (AGSCOM), Michigan State University

ADDITIONAL ACADEMIC APPOINTMENTS

January 2017 – May 2020	Research Assistant to Dr. Ralf Schmäälzle Lab Manager: Neuroscience of Messages Lab Department of Communication Michigan State University
August 2014 – August 2017	Research Assistant to Dr. Ron Tamborini Department of Communication Michigan State University

AWARDS

2020	Excellence-in-Teaching Citation awarded by Michigan State University's All-University award committee (\$1000).
2019	Travel funding awarded by Michigan State University's Graduate School (\$350).
2019	Fellowship awarded for attendance of the 2019 Kavli Summer Institute in Cognitive Neuroscience, University of California, Santa Barbara.
2019	Top Paper Award presented by the Communication Science and Biology Interest Group of the International Communication Association.
2018	Top Paper Award presented by the Communication Science and Biology Interest Group of the International Communication Association.
2018	Travel Funding Award presented by the Communication Science and Biology Interest Group of the International Communication Association (\$200).
2018	Fellowship awarded for attendance of the Summer School in Social Neuroscience and Neuroeconomics, Duke University, Durham.
2017	Fellowship awarded for attendance of the Training Course in fMRI, University of Michigan, Ann Arbor.
2017	Top Paper Award presented by the Mass Communication Division of the National Communication Association.
2016	Travel Funding Award presented by Mass Communication Division of the International Communication Association (\$400).
2016	Graduate Office Fellowship presented by College of Communication Arts and Sciences at Michigan State University.
2015	Top Poster Award presented at the 1 st annual meeting of the Living with Media Summer School, Cologne, Germany (\$300).
2015	International Travel Grant presented by the Department of Communication at Michigan State University to present original research (\$2200).

2015 Rasmussen Memorial Fellowship presented by the Department of
Communication at Michigan State University (\$3750).

PROFESSIONAL MEMBERSHIPS

International Communication Association
Social and Affective Neuroscience Society
Organization for Human Brain Mapping
National Communication Association
Phi Beta Kappa