

## **Dr. Ross W. Buck**

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### **Biography**

Dr. Buck received his doctorate in Social Psychology from the University of Pittsburgh in 1970. He is author of *Human Motivation and Emotion* and *The Communication of Emotion*. He currently teaches courses in Motivation and Emotion, Nonverbal Communication, and Nonverbal Communication and Persuasion. Areas of interest and expertise include: rational/cognitive and emotional factors in persuasion; evolution of human behavior, communication, and social structure; social development of emotion expression and regulation (overt, nonverbal, cognitive, and physiological aspects) including relationships of emotion expression/suppression, stress, immune system functioning, and disease; nonverbal sending accuracy (expressiveness) and receiving ability (empathy); gender and personality differences in emotion communication; and brain mechanisms of emotion experience, expression, and communication, especially right vs. left hemisphere brain differences in humans.

### **Current Research Interests**

Dr. Buck's research interest lies in emotion communication and its interaction with reason in persuasion: specifically nonverbal/emotion communication factors in safe sex persuasion. The Affect-Reason-Involvement (ARI) model developed with Arjun Chaudhuri is a general model of how emotion and reason interact in generating involvement, and is widely relevant to persuasion and marketing applications. This model is being applied to safe-sex communication via the Safe Sex Communication Scale (SAFECOMM), and is relevant to understanding the uneven success of purely rational approaches to safe-sex persuasion. Another major research interest involves brain mechanisms of emotion expression and empathy—particularly prosocial emotions—and how these relate to social/emotional competence and morality.