

## Ball State University Center for Media Design

The Center for Media Design (CMD) at Ball State University is a research and development facility focused on the creation, testing and practical application of digital technologies for business, classroom, home and community.

The CMD is engaged in multidisciplinary, digital media research and content development projects that explore how digital technology will touch the way we live, learn, work and play. Through collaborations with business, government and academics, this vision helps define our digital future by:

- generating a national model for innovative education in the digital media arts and sciences
- establishing a national digital media research and consultation agenda
- stimulating media-related industry growth in the state of Indiana through partnerships that create new products and business opportunities.

These goals are being accomplished through new immersive learning institutes, the center's ongoing media research and outreach and business development opportunities involving digital media.

CMD advances in media research have generated international attention, leading MediaPost to note: "It's beginning to rival such ivory media towers as Syracuse's Newhouse School, NYU's Tisch School, and MIT's Media Lab as an academic authority about media" ("We're keeping our eye on the ball," 2004).

CMD's **Insight and Research** unit focuses on three key areas:

*The evolving patterns of media behavior and consumption across all media and how they are likely to develop in the future.*

In exploring media behaviors, Insight and Research has refined a brand of naturalistic, cross-platform media measurement research that uses custom-programmed data collection software and a team of observers. This work has attracted significant attention and been defined as the new gold standard of media consumption research — especially with regard to concurrent media use.

Since the first Middletown Media Study in 2004, in subsequent Middletown studies and other client-specific projects, the CMD has extended the method's application for a range of media behaviors and contexts. The culmination of these efforts has been the completion of the largest and most complex observational project, the Video Consumer Mapping Study with the Council for Research Excellence (CRE).

*The form and function of emerging media:*

To explore the form and function of emerging media, Insight and Research uses unique eye tracking and advanced usability research methods for interfaces, devices and content across platforms. The CMD is among the very few organizations anywhere to be equipped to conduct eye tracking research in the 2-foot (computer), 10-foot (TV) and mobile (outdoor, location specific, in-car etc.) settings.

### *The media of health:*

Insight and Research has an expanding interest in the ways in which media and technology impact and can be used to impact health-related behaviors and information-seeking. Specifically, interests in this sphere include the relationship between gaming and health, health literacy and usability for health and wellness interfaces and applications.

In all instances, work with industry partners is intended to better inform an understanding of design, functionality or communications and deliver insight to the drivers and inhibitors of the adoption of digitally delivered propositions. Insight and Research works closely with clients from advertisers, advertising agencies, media buying firms, content developers, television networks, industry associations and others.

## **Insight and Research Leadership**

### *Mike Bloxham, Director, Insight and Research*

Mike Bloxham has worked in media research and consulting for 19 years, advising multinational corporations, media owners and government agencies on strategic marketing and communications issues on an international basis. His clients have included Microsoft, Cablevision, BSkyB, Le Monde, Procter & Gamble, MTVEurope and the British government.

Bloxham has extensive attitudinal and behavioral research experience, and he has worked on key projects in iTV, interactive marketing and advertising, user segmentation, usability and media lifestyle profiling. He has been a featured speaker at marketing, new media and research conferences internationally. He also writes regularly for Media magazine and MediaPost's TV Board blog.

In 2003, Bloxham became director of Insight and Research at Ball State University's Center for Media Design, a consumer and content-oriented digital media research and development facility. He and the Insight and Research team have become known for groundbreaking work in observational research into consumer media consumption and measurement and are currently working in mobile media research, eye tracking and advanced usability testing.

### *Michael Holmes, Associate Director, Insight and Research*

Michael Holmes is professor of communication studies and associate director of Insight and Research. Holmes is one of the principal investigators for the Middletown Media Studies and is former interim dean of Ball State's College of Communication, Information, and Media, one of the nation's 10 largest colleges of communication.

His research has appeared in a diverse range of publications including *Behavior Research Methods, Instruments & Computers; Management Science; The Police Chief* and *Human Communication Research*. He is co-author of the award-winning book *Organizational Change and Innovation Processes, Theory and Methods for Research* (Oxford University Press, 2000). He has more than 20 years experience in observational studies of human behavior, including research on conversational structure in computer-mediated communication, bargaining processes in hostage negotiations, interaction patterns in small-group decision making, gaze paths in Web and TV viewing and consumer exposure to media.

## **Ball State University**

Ball State University is redefining education by providing relevant immersive learning experiences that engage high-caliber students in intense interdisciplinary projects both in and out of the classroom. Its expert, collaborative faculty members mentor students and encourage innovation and creativity in education. Located in Muncie, Ind., Ball State's vibrant campus is home to about 20,000 undergraduate and graduate students from across the country and abroad.

Ball State's Emerging Media Initiative is a planned \$17.7 million investment in focusing the university's historic strengths in this area, accelerating benefits to the state of Indiana with media-savvy human capital. Learn more at [www.bsue.edu](http://www.bsue.edu).