Robert LaRose, Ph.D.

Dr. LaRose is an Emeritus Full Professor from the Department of Media and Information at Michigan State University where he taught graduate courses in research methods and theory. His research interests are the uses and effects of new media. His focus is 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. He was presented with the Outstanding Article Award for 2011 by the International Communication Association. He retired from MSU in 2016 as a Distinguished Professor and continues his scholarly work and watercolor painting from his home in western Colorado. He holds a Ph.D. in Communication Theory and Research from the Annenberg School at the University of Southern California.