James Shanahan is a mass media effects researcher. He holds a Ph. D. in Communication from the University of Massachusetts at Amherst. His research interests focus on cultural indicators, cultivation theory, media effects and public opinion. Special areas of focus are communication in relation to science and the environment. He has co-authored several books, including *Television and its Viewers* (with Michael Morgan, 1999), *Nature Stories* (with Katherine McComas, 1999) and *Democracy Tango* (with Michael Morgan, 1995). He has published numerous articles and chapters on topics related to media effects. His most recent book is *Living with Television Now: Advances in Cultivation Research and Theory* (co-edited with Michael Morgan and Nancy Signorielli) He has served as the editor of the journal *Mass Communication and Society*, and is an editorial board member of *Communication Quarterly; Environmental Communication: A Journal of Nature and Culture; Learning, Media & Technology;* and the *Journal of Communication.*