

# J A I M E B A N K S

DEPARTMENT OF COMMUNICATION STUDIES, WEST VIRGINIA UNIVERSITY  
108 ARMSTRONG HALL, P.O. BOX 6293, MORGANTOWN, WV 26506  
JABANKS@MAIL.WVU.EDU | @AMPERJAY

## CURRICULUM VITAE

- ACADEMIC POSITIONS**
- West Virginia University** July 2014 – Present  
Assistant Professor  
Graduate/undergraduate appointment: Department of Communication Studies
- University of Toronto** July 2013 – June 2014  
Assistant Professor  
Graduate appointment: iSchool/Faculty of Information  
Undergraduate appointment: Institute for Communication, Culture, & Information Technology
- Colorado State University** March 2011 – May 2013  
CYCLES Study (IARPA Sirius Program): Research Assistant  
Facilitated dimensions of a federally funded, multi-year, multi-university research project to develop and experimentally test a serious video game that trains adults to identify and mitigate cognitive biases.
- Colorado State University** May 2010 – Dec 2012  
SCRIBE Study (IARPA Reynard Program): Senior Research Assistant  
Managed, designed, and led dimensions of a large federally funded, multi-year, multi-university research project examining relationships among embodied/physical attributes and communication/behavior in online games.
- Colorado State University** January 2009 – Dec 2012  
Department of Journalism & Technical Communication: Instructor August 2003 – Dec 2004  
Department of Journalism & Technical Communication: Teaching Assistant
- EDUCATION**
- Ph.D.**, Public Communication and Technology July 2013  
Colorado State University, Fort Collins, CO  
Dissertation: "Human-technology relationality and Self-network organization: Players and avatars in World of Warcraft"  
Supervisor: Dr. Rosa Mikeal Martey  
Committee: Drs. Joseph Champ, Donna Rouner, Eric Aoki, and James Folkestad
- Master of Science**, Technical Communication Dec 2004  
Colorado State University, Fort Collins, CO  
Concentration: Public Relations  
Thesis: "Face value: Individual differences in responses to wordmark visual-verbal incongruity"  
Supervisor: Dr. Donna Rouner
- Bachelor of Arts**, Mass Communication May 2002  
Mesa State College, Grand Junction, CO

## REFEREED JOURNAL ARTICLES & PROCEEDINGS

**Banks, J., & Martey, R.M.** (in press). Put on your game face: Designing the researcher presence in immersive digital environments. *Journal of Virtual Worlds Research*.

**Banks, J.** (in press). Of beard physics and worldness: The (non-) effect of enhanced anthropomorphism on player-avatar relations. *Psychology of Popular Media Culture*.

**Banks, J., & Martey, R.M.** (in press). Put on your game face: Reconceptualizing the presence of the researcher in online studies. *Journal of Virtual Worlds Research*.

**Banks, J., & Bowman, N.D.** (2016). Emotion, anthropomorphism, realism, control: Validation of a merged metric for player–avatar interaction (PAX). *Computers in Human Behavior*, 54, 215-223. [online in advance of print] doi: 10.1016/j.chb.2015.07.030

**Banks, J.** (2015). Multimodal, multiplex, multispatial: A network model of the Self. *New Media & Society*. [Online in advance of print] doi: 10.1177/1461444815606616

Paul, H., Bowman, N.D., & **Banks, J.** (2015). The enjoyment of grieving in online games. *Journal of Gaming & Virtual Worlds*, 7(3), 243-258. doi: 10.1386/jgvw.7.3.243\_1

**Banks, J. & Bowman, N.D.** (2015). From toy and tool to partner and person: Phenomenal convergence/divergence among game avatar metaphors. *Selected Papers in Internet Research*, 5.

Lange, R., Bowman, N.D., **Banks, J., & Lange, A.** (2015). Grand Theft Auto(mation): Travel mode habits and video games. *International Journal of Technology and Human Interaction*, 11(3), 35-50. doi: 10.4018/ijthi.2015070103

**Banks, J.** (2015). Object, Me, Symbiote, Other: A social typology of player-avatar relationships. *First Monday*, 20(2). doi: 10.5210/fm.v20i2

Martey, R.M., Stromer-Galley, J., Reene, K., Consalvo, M., Strzalkowski, T., Wu, J., **Banks, J., & Weihmann-Purcell, M.** (2015). Communicating age in Second Life: The contributions of textual and visual factors. *New Media & Society*, 17(1), 41-61. doi: 10.1177/1461444813504270

**Banks, J. & Bowman, N.D.** (2014). Avatars are (sometimes) people too: Linguistic indicators of parasocial and social ties in player-avatar relationships. *New Media & Society* (online in advance of print). doi: 0.1177/1461444814554898

**Banks, J.** (2014). Object-relation mapping: A method for analyzing phenomenal assemblages of play. *Journal of Gaming & Virtual Worlds*, 6(3), 235-254. doi: 10.1386/jgvw.6.3.235\_1

**Banks, J. & Bowman, N.D.** (2014). The win, the worth, and the work of play: Exploring phenomenal entertainment values in online gaming experiences. In *Proceedings of Meaningful Play 2014*. East Lansing, MI: Michigan State University. Available at: [http://meaningfulplay.msu.edu/proceedings2014/mp2014\\_submission\\_85.pdf](http://meaningfulplay.msu.edu/proceedings2014/mp2014_submission_85.pdf)

Martey, R.M., Stromer-Galley, J., **Banks, J., Wu, J., Consalvo, M.** (2014). The strategic female: Gender switching and player behavior in online games. *Information, Communication and Society*, 17(3), 286-300. doi: 10.1080/1369118X.2013.874493

**Banks, J.** & Bowman, N.D. (2013). Close intimate playthings? Understanding player-avatar relationships as a function of attachment, agency, and intimacy. *Selected Papers in Internet Research*, 3. Available at: <http://spir.aoir.org/index.php/spir/article/view/689/pdf>  
Martey, R.M., Stromer-Galley, J., **Banks, J.**, Wu, J., Consalvo, M., Castillo, D. (2013, October). Dwarf acts like a lady: The importance of gender roles in understanding gender switching and player behavior. *Selected Papers in Internet Research*, 3. Available at: <http://spir.aoir.org/index.php/spir/article/view/802/pdf>

## JOURNAL MANUSCRIPTS UNDER REVIEW

**Banks, J.**, & Martey, R.M. (revise/resubmit). Coping with [r]evolution in online games: Vulnerability and resilience responses to perceived risk in MMO game expansions.

Bowman, N.D., **Banks, J.**, & Westerman, D. Through the Looking Glass: The impact of Google Glass on perceptions of face-to-face interaction.

Stromer-Galley, J., Martey, R.M., **Banks, J.**, Wu, J.C., Lovaas, S. (revise/resubmit). Affording and constraining leadership online: Examining leadership traits, performance, and perception in virtual worlds.

## INVITED ARTICLES

**Banks, J.** (2015, May). Games as communication and culture. *Spectra* [National Communication Association magazine], 50(1).

**Banks, J.** (2013). Wirelessness and Hello, Avatar. [Books review]. *Journal of Broadcasting and Electronic Media*, 57(4), 620-622. doi: 10.1080/08838151.2013.845833

## BOOKS & CHAPTERS

**Banks, J.**, Mejia, R., & Adams, A. (Eds., in press). *The 100 Greatest Video Game Characters*. Washington, D.C.: Rowman & Littlefield.

Mejia, R., **Banks, J.**, & Adams, A. (Eds., in press). *The 100 Greatest Video Game Franchises*. Washington, D.C.: Rowman & Littlefield.

Bowman, N.D., **Banks, J.**, & Downs, E. (in press). My pixels or my friends? Game characters as a lens for understanding user avatars in social networks. In Wiederhold, B. K., Riva, G., & Cipresso, P. (Eds.), *The handbook of social networking*. Versita: Germany.

Bowman, N.D., & **Banks, J.** (in press). Playing with a zombie author? Machinima through the lens of Barthes [chapter sidebar]. In K. Kenney, *Philosophy for Multisensory Communication*. NY: Peter Lang.

## HONORED CONFERENCE PRESENTATIONS

**Banks, J.**, & Martey, R.M. (2016, March). Coping with [R]evolution in online games: Vulnerability and resilience responses to perceived risk in MMO game expansions. Paper presented at the annual convention of the Eastern Communication Association, Baltimore, MD. Top paper, Communication and Technology Division.

**Banks, J.** (2014, November). Multimodal, multiplex, multispatial: A network model of the Self. Paper presented at the annual convention of the National Communication Association, Chicago, IL. Top paper, Communication and the Future Division.

**Banks, J.** (2011, October). Examining player-avatar relationships as actor-networks. Association of Internet Researchers IR12 Doctoral Colloquium. Seattle, WA.

**Banks, J.** (2010, August). Screen name interpretation strategy as a corollary of social media experience: Toward a hierarchy of virtual needs. Paper presented at AEJMC: the annual convention of the Association for Education in Journalism and Mass Communication, Denver, CO. Jung-Sook Lee Award for top paper, Communication & Technology Division.

## CONFERENCE PRESENTATIONS

**Banks, J.** (2016, June). Assembling gender: Avatars, components, and liminal identity work. Paper presented at the Game Studies Division preconference to the annual convention of the International Communication Association, Tokyo, Japan.

**Banks, J.,** Malazita, J., & Bowman, N.D. (2016, June). Meta: An hidden-objects game to build empathy. Presentation/demonstration delivered at the Game Studies Division preconference to the annual convention of the International Communication Association, Tokyo, Japan.

Downs, E., Bowman, N.D., & **Banks, J.** (2016, June). The many faces of identification: Validating a polythetic metric for assessing player-avatar identification in video games. Paper presented at the annual convention of the International Communication Association, Fukuoka, Japan.

**Banks, J.** (2016, April). Digital games as social media. In: Evolution of social media: How our communication has evolved because of technology [with K.R. Wolfe, N.D. Bowman, D. Strahler, R. Carveth]. Panel presented at the annual convention of the Eastern Communication Association, Baltimore, MD.

**Banks, J.** (2015, November). Of beard physics and worldness: The (non) effect of enhanced anthropomorphism on player-avatar relations. Paper presented at the annual convention of the National Communication Association, Las Vegas, NV.

**Banks, J.,** Brooks, L.A., Westerman, D., Liao, A., McEwan, B., & Adams, A.S. (2015, November). "Good news, everyone! I've taught the toaster to feel love!": Embracing the future of relationships with/through technologies. Panel presented at the annual convention of the National Communication Association, Las Vegas, NV.

**Banks, J.** (2015, October). Design and development considerations in serious games [with A. Lange, S.G. Rey, & H. McDonald]. Panel presented at the Grace Hopper Celebration of Women in Computing, Houston, TX. [\[session notes\]](#)

**Banks, J.** (2015, May). Emotion, anthropomorphism, realism, control: Validation of a merged metric for player-avatar interaction (PAX). Paper presented at the annual convention of the International Communication Association, San Juan, Puerto Rico.

**Banks, J., & Martey, R.M.** (2015, May). Multiphrenic Mages? Examining assumptions of the postmodern self in an online gaming context. Paper presented at the annual convention of the International Communication Association, San Juan, Puerto Rico.

Bowman, N.D., **Banks, J.**, & Westerman, N.D. (2015, May). Through the Looking Glass (Self): The impact of Google Glass on perceptions of face-to-face interaction. Paper presented at the annual convention of the International Communication Association, San Juan, Puerto Rico.

Stromer-Galley, J., Martey, R.M., **Banks, J.**, Wu, J., & Lovaas, S. (2015, May). Communicating leadership online: Examining three facets of leadership in two virtual worlds. Paper presented at the annual convention of the International Communication Association, San Juan, Puerto Rico.

**Banks, J.**, & Bowman, N.D. (2014, October). The win, the worth, and the work of play: Exploring phenomenal entertainment values in online gaming experiences. Paper presented at Meaningful Play, East Lansing, MI.

**Banks, J.** (2014, May). Avatars are (sometimes) people too: Linguistic indicators of parasocial and social ties in player-avatar relationships. Paper presented at the annual convention of the International Communication Association, Seattle, WA.

**Banks, J.** (2014, May). Object, Me, Symbiote, Other: A social typology of player-avatar relationships. Paper presented at the annual convention of the International Communication Association, Seattle, WA.

**Banks, J.** (2014, May). Object-relation mapping: A method for analyzing phenomenal assemblages of play. Paper presented at the annual convention of the International Communication Association, Seattle, WA.

Lange, R., **Banks, J.**, & Lange, A. (2014, May). The influence of physical activity habits on observed video game travel mode decisions. Paper presented at the annual convention of the International Communication Association, Seattle, WA.

**Banks, J.** (2014, April). Enabled, empowered, enriched: Digital games as eudaimonic identity spaces. In a panel titled, "Four respond to 228, responding to the APA: Theoretical and empirical-based dissent within the academy regarding media violence research (is a good thing)." Presented at the annual convention of the Eastern Communication Association, Providence, RI.

**Banks, J.**, & Bowman, N. (2013, October). Close intimate playthings? Understanding player-avatar relationships as a function of attachment, agency, and intimacy. Paper presented at IR14, the annual conference of the Association of Internet Researchers, Denver, CO.

Martey, R.M., Stromer-Galley, J., **Banks, J.**, Wu, J., Consalvo, M., Castillo, D. (2013, October). Dwarf acts like a lady: The importance of gender roles in understanding gender switching and player behavior. Paper presented at IR14, the annual conference of the Association of Internet Researchers, Denver, CO.

**Banks, J.**, Martey, R.M., Champ, J., & Lovaas, S. (2012, October). The Shattering: Individual experience and social construction of a virtual world catastrophe. Paper presented at IR13, the annual conference of the Association of Internet Researchers, Salford, UK.

**Banks, J.** (2012). Leveraging existing MMO technology to craft an academic research game. Part of a panel titled *Intersections of Technological and Cultural Tools and Practices in Conducting Virtual World Research*, in cooperation with Martey, R.M., Wu, J., Stromer-Galley, J., Lovaas, S., & Akcam, Z. Paper presented at IR13, the annual conference of the Association of Internet Researchers, Salford, UK.

**Banks, J., & Martey, R.M.** (2012). Self as multimodal, multiplex, multispatial: Reframing the player Self as a network of personas. Paper presented at the annual conference of the International Communication Association, Phoenix, AZ.

**Banks, J.** (2011). Tag clouds as sensitizing heuristics: A visualization technique to augment qualitative analysis of textual data. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

Martey, R.M., Stromer-Galley, J., Reese, K., Consalvo, M. Weihmann-Purcell, M., Strzalkowski, T., Shiflett, K., Wu, J., **Banks, J.**, Small, S., & Ferguson, M. (2011). Acting your age online: Performing age through language and behavior in virtual worlds. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

**Banks, J., & Martey, R.M.** (2011, October). "The happiest day of my Second Life": Performances of romantic relationships in Second Life public profiles. Paper presented at IR12, the annual conference of the Association of Internet Researchers, Seattle, WA.

Shiflett, K., **Banks, J., & Martey, R.M.** (2011). Being Unit Nyn: Considerations in designing a self for online research. Paper presented at IR12, the Annual Conference of the Association of Internet Researchers, Seattle, WA.

Martey, R.M., Stromer-Galley, J., Reese, K., Consalvo, M. Weihmann-Purcell, M., Strzalkowski, T., Shiflett, K., Wu, J., **Banks, J.**, Small, S., & Ferguson, M. (2011, October). Gamer culture versus the culture of the game: An analysis of player behavior and gamer identity in Second Life. Paper presented at IR12, the annual conference of the Association of Internet Researchers, Seattle, WA.

Stromer-Galley, J., Martey, R.M., Reese, K., Consalvo, M. Weihmann-Purcell, M., Strzalkowski, T., Shiflett, K., Wu, J., **Banks, J.**, Small, S., & Ferguson, M. (2011, October). Identifying social conformists in a virtual world. Paper presented at IR12, the annual conference of the Association of Internet Researchers, Seattle, WA.

**Banks, J.** (2011, May). Manufacturing Monsters: The co-construction of Lady Gaga and her audiences on Twitter. Paper presented at the annual convention of the International Communication Association, Boston, MA.

**Banks, J.** (2011). Noms de guerre: A case of screen names as arms and armor on social identity battlefields. Paper presented at the Annual Convention of the International Communication Association, Boston, MA.

**Banks, J.** (2010). Screen name interpretation strategy as a corollary of social media experience: Toward a hierarchy of virtual needs. Paper presented at the Annual Convention of the Association for Education in Journalism & Mass Communication, Denver, CO.

**Banks, J.** (2010, April). An application of Kant's Four Moments of the judgments of taste to Second Life: The potential for unique aesthetic judgments in virtual environments. Paper presented at the Annual Convention of the Eastern Communication Association, Baltimore, MD.

**Banks, J.** (2010, March). Textualized bodies as possible selves: A case for examining screen name phenomena and directions for future research. Paper presented at the Annual Conference of the Western States Communication Association, Anchorage, AK.

**Banks, J.** (2006, June). "Gender Differences in Response to Wordmark Visual-Verbal Incongruity" Paper presented at the annual meeting of the International Communication Association, Dresden International Congress Centre, Dresden, Germany.

## GRANT/FUNDING EXPERIENCE

**Principal Investigator (under review)** Applied February 2016  
*National Institutes for Health: The Health of Sexual and Gender Minority (SGM) Populations (R01)*

The proposed project would seek to discover key factors in how SGM gamers use avatars to engage in identity work (identity construction, negotiation, expression), and then to evaluate the potential for the SGM population, more broadly, to engage avatars toward positive, productive identity work, and to facilitate ideally embodied social interactions. Further, the research program would evaluate the potentials for non-game virtual, augmented, and mixed-reality environments to further facilitate identity work and social interaction. Ultimately, based on these findings, a functional digital environment and avatar system will be deployed and tested.

**Principal Investigator (unfunded)** Applied September 2015  
*Microsoft: HoloLens for Research: "Psychological dimensions of mixed-reality social interaction"*

The potential for social interactions through mixed-reality computing raises the question: can we enjoy renewed social intimacy through holographic social agents? We propose three experiments that investigate mixed-reality social interaction across three materialities (face to face, screen-based, and holograms) at three interaction levels (cognitive, relational, and social). Study 1 addresses cognitive demand and subjective experience when interacting with physical, on-screen, and holographic social agents; Study 2 addresses variations in holographic anthropomorphism and its impact on sociality and self-evaluations; Study 3 addresses how holographic agents may reduce social biases (e.g., racism, sexism) and enhance altruistic attitudes. These studies will explain how users process holographic information, how this processing impacts holographic agent relations, and if these processes may be harnessed for social good.

Co-PIs: Nicholas David Bowman, Elizabeth Cohen

**Principal Investigator (unfunded)** Applied January 2015  
*WVU Faculty Senate Seed Grant: "Avatars and identity management among military gamers"*

The relationship between player and avatar is understood to moderate a player's sense of self as they take up alternate roles, personalities, and abilities. Thusly, avatars are thought to be important identity management tools for gamers whose lives are volatile or stressful. Although this dynamic has been observed among broad gamer populations, the proposed study sought to empirically examine nuances of avatar-supported identity management among a population with particularly volatile lifestyles: U.S. military servicemembers. A large-scale survey would examine intersections of military identity, player-avatar relations, and individual differences. Second, in-depth interviews would be conducted with military gamers. These investigations would foster deeper understandings of how gaming contributes to social/psychological welfare of servicemembers.

Co-PI: Jerry McCarthy

**Principal Investigator (unfunded)**

Applied October 2014

*Google Faculty Research Award: "Augmented sociality: Google Glass and human interaction"*

A formative study series exploring the dynamics of how wearable technology instigates "augmented sociality." Google Glass will be incorporated into social interactions at four levels: intra-personal (user+device), inter-personal (user+non-user), small-group (user in small team), and large-group (user in public space). The researchers will employ mixed social scientific methods (phenomenology/experimentation/observation/ ethnography) to a) generate a comprehensive understanding of how Glass's presence and function play a role in human sociality, and b) offer theoretically and practically actionable interpretations of these findings.

Co-PIs: Nicholas David Bowman &amp; David Westerman

**Research Assistant (funded)**

March 2011 – May 2013

Colorado State University/CYCLES Study (IARPA Sirius Program):

*"Mitigating Analytical Bias through CYCLES of Transformative Learning in Serious Games"*

A federally funded, multi-year, multi-university research project to develop and experimentally test serious video games training adults to identify and mitigate cognitive biases.

Funding value: \$2,104,000 (Colorado State portion); \$8,680,177 (total project)

PIs: Rosa Mikeal Martey, Tomek Strzalkowski, Jennifer Stromer-Galley, Kate Kenski

- Performed research game playtesting and QA
- Managed recruitment logistics and participant scheduling
- Assisted with development of video content analysis coding schemes
- Assisted with grant report writing and funders' reporting/accountability meetings.

**Senior Research Assistant (funded)**

May 2010 – December 2012

Colorado State University/SCRIBE Study (IARPA Reynard Program):

*"Virtual World to Real World Inferences: Multi-Variant Analysis of Leadership, Gender, and Related Player Characteristics through the Lens of Group Dynamics"*

A federally funded, multi-year, multi-university research project aimed at understanding communication and behavior in virtual worlds and online games.

Funding value: \$432,000 (Colorado State portion); \$2,000,000 (total project)

PIs: Rosa Mikeal Martey, Jennifer Stromer-Galley, Mia Consalvo, Kelly Reene, Tomek Strzalkowski (subcontract with Lockheed Martin)

- Research design: assisted with design of researcher presences, data collection protocols, game software development, instrument development and testing
- Data collection: led play sessions, conducted participant observation and interviews
- Analysis: led qualitative analysis of key indicators, developed coding schemes for visual/textual data, trained coders
- Recruitment: led multi-platform social media participant recruitment program
- Reporting: authored and co-authored scholarly papers for conferences and journals
- Administrative: managed 5 research assistants, assisted with writing results and accountability reports for the funding agency.

**Graduate Fellowship Recipient (funded)**

August 2003 – December 2004

Colorado State University Department of Journalism &amp; Technical Communication

Funding value: approximately \$35,000

## TEACHING EXPERIENCE

### WEST VIRGINIA UNIVERSITY

#### **COMM293B – Computer-Mediated Communication & Professional Identity**

This master's-level professional course focuses on leveraging theories of computer-mediated communication in crafting and managing a professional identity across digital spaces.

- Summer 2016: 25 students

#### **COMM4xx – Special Topics: Video Games as Communication**

Leveraging massively multiplayer online games as exemplars contemporary gaming, students explore intrapersonal, interpersonal, and cultural dimensions of video games through the lenses of communication theory.

- Spring 2016 (SPICE Study Abroad): 20 students

#### **COMM713: Qualitative Research Methods**

This course covers the theoretical and methodological foundations of qualitative social scientific inquiry, culminating in an original research design.

- Spring 2016: lecture, 15 students

#### **COMM335: Social Media in the Workplace**

As social media plays exponentially important roles in networking individuals and organizations to each other and the outside world, this course leverages communication theory to foster strategic social media use. Through class discussions, program demonstrations, case studies, meetings with industry professionals, this course teaches students the analytical skills necessary to productively use new communication technologies for individual and organizational goals.

- Fall 2014: lecture, 35 students
- Spring 2015: lecture, 35 students
- Fall 2015: lecture, 35 students
- Spring 2016: lecture, 35 students

#### **COMM122: Communication in Contemporary Society**

This course addresses various social issues faced by young adults in our society and how communication is often part of the problem and how it can be used to solve these problems.

- Summer 2015: lecture, 35 students

#### **COMM105: Introduction to the Mass Media**

This course focuses on critical examination of mass media with special emphasis on ways in which social, economic, and psychological factors influence the structure, functions, and effects of the media, especially from a computer-mediated communication perspective.

- Summer 2015: lecture, 100 students

#### **COMM693K: Special Topics: Identity and Technology**

From Facebook profiles to digital game avatars, communication technologies increasingly require users to create and consume self-(re)presentations. This course surveys modern and postmodern theories of the human self and identity in relation to interactive media and other communication technologies. Specific topics include historical perspectives and definitions of identity, specific phenomena impacting and impacted by human identities, intersections of the human and the technological, and methodological implications. Through these theories, students evaluate (in

relation to their own research programs) the role of technologies in how humans see themselves across communication contexts.

- Spring 2015: seminar, 5 students

## **University of Toronto**

### **CCT385: Introduction to Immersive Environments**

Through participatory learning, students are introduced to theories and practices of immersive digital environments, with an emphasis on the multi-user, persistent graphical spaces. Lectures, world participation, and assignments focus on critical analysis of how people participate in these spaces (e.g., embodiment, agency, movement) by drawing examining those dimensions through relevant theoretical lenses (e.g., dramaturgy, affordances and constraints, digital dualism).

- Fall 2013: lecture, 20 students

### **CCT308: Advanced Research Methodologies (research project supervision)**

As part of a larger course on empirical research approaches, students participate in faculty research projects. Knowledge gleaned from classroom lectures is translated to hands-on practice.

- Winter 2013/14: guided research assistance (visual/textual content analysis), 2 students

### **CCT375: Immersive Virtual Environments and Multimodal Interfaces**

Theoretical, methodological, empirical, and practical issues of interfacing with immersive communication environments are explored, with emphasis on non-traditional modalities (e.g., touch, wearable technology). Students learn to critique interface influences on human-computer interactions and user experience, and apply critiques to practical interface design.

- Spring 2014: lecture, 35 students

### **CCT395: Information Practice in Virtual Worlds**

Information seeking, provision, exchange, and manipulation are explored in the context of social, commercial, creative, entertainment spheres of virtual worlds. Students apply relevant theoretical frameworks to hands-on information tasks (e.g., marketing an event, building a learning space).

- Spring 2014: lecture, 48 students

## **Colorado State University**

### **JTC300 – Professional & Technical Communication**

Provided instruction and hands-on workshopping for professional writing and presentation skills, including ethics, best practices, and social media considerations. Majority of students are non-communication majors.

- Summer 2012: lecture/recitation combination, 25 students
- Summer 2011: lecture/recitation combination, 25 students
- Summer 2010: lecture/recitation combination, 25 students
- Fall 2010: lecture, 125 students, managing 5 teaching assistants

### **JTC300 - Professional & Technical Communication**

Provided hands-on project management mentoring and workshopping for professional writing and presentation skills, including ethics, best practices, and social media considerations. Majority of students are non-communication majors.

- Spring 2009: recitation, 25 students
- Fall 2004: recitation, 25 students

### **JTC211 - Computer-Mediated Visual Communication**

Provided hands-on guidance for theory-driven information design techniques with a focus on visual presentation of news, specialized, and technical information.

- Spring 2009: lab, 18 students
- Fall 2008: lab, two sections, 36 students total
- Fall 2004: lab, 18 students
- Spring 2004: lab, 18 students
- Fall 2003: lab, 18 students

## INVITED SPEAKING ENGAGEMENTS

<b>Western Michigan University</b> <i>Social relations with non-humans: From teddy bears and pets to avatars and robots (with N.D. Bowman)</i>	April 11, 2016
<b>Curry College</b> <i>Emotions in player-avatar relationships</i>	January 28, 2016
<b>Global Game Jam at West Virginia University</b> <i>Player-avatar relationships ... and what they mean for game design</i>	January 29, 2016
<b>University of Massachusetts Boston</b> <i>Love the one you've pix'ed: Player/Avatar Relationships (with N.D. Bowman)</i>	January 28, 2016
<b>Colorado State University</b> <i>Actor-network theory – A practical introduction for graduate students</i>	November 9, 2015
<b>Michigan State University</b> <i>Advancing interactive media theory through mixed-methods research (with N.D. Bowman)</i>	September 10, 2015
<b>Albion College</b> <i>Player-avatar relationships (a research love story) (with N.D. Bowman)</i>	October 14, 2014
<b>University of Muenster (Germany)</b> <i>You say dāta, I say dāta. Harnessing the friction of competing epistemologies to better understand social phenomena. (with N.D. Bowman)</i>	July 24, 2014
<b>Association of Internet Researchers Annual Conference</b> <i>Pixel-assassination: Protecting work and play in internet research</i>	Oct 26, 2013
<b>Virginia Tech Department of Communication</b> <i>Building/Breaking Monsters: Mapping brand-network landscapes for practice and research</i>	Feb 22, 2013

## AFFILIATIONS & SERVICE

### JOURNALS

#### **Journal of Broadcasting & Electronic Media**

- 2015 – Present: Editorial Board, Member
- 2014 – 2015: Manuscript reviewer

#### **Computers and Human Behavior**

- 2016 – Present: Manuscript reviewer

**Journal of Computer-Mediated Communication**

- 2014 – Present: Manuscript reviewer

**G|A|M|E Journal**

- 2013 – present: Board of Reviewers

**New Media & Society**

- 2013 – Present: Manuscript reviewer

**Psychology of Popular Media**

- 2014 – Present: Manuscript reviewer

**Information, Communication, & Society**

- 2014 – Present: Manuscript reviewer

**Communication Yearbook**

- 2015 – Present: Manuscript Reviewer

**Cyberpsychology, Behavior, & Society Networking**

- 2015 – Present: Manuscript Reviewer

**Journal of Language and Social Psychology**

- 2016 – Present: Manuscript Reviewer

**Journal of Mixed Methods Research**

- 2013 – Present: Manuscript reviewer

**ACADEMIC ASSOCIATIONS****National Communication Association**

- 2015 – present: Founding Chair, Game Studies Division
- 2010 – present: Member, manuscript reviewer

**International Communication Association**

- 2015: Pre-conference chair, Game Studies Interest Group
- 2012 – present: Social research gaming initiative leader, Game Studies Interest Group
- 2010 – present: Manuscript reviewer, Communication & Technology Division
- 2010 – present: Manuscript reviewer, Game Studies Interest Group
- 2010 – 2012: Manuscript reviewer, Popular Communication Division

**Association of Internet Researchers**

- 2010 – present: Manuscript reviewer, Game Studies & Digital Media topic areas
- 2012 – 2013: Conference site webmaster

**FDG (Foundations of Digital Games)**

- 2015 – FDG 2015 program committee, Doctoral Consortium reviewer

**CHI Play (Computers and Human Interaction)**

- 2014 – present: reviewer

**Digital Games Research Association, Member**

**National Science Foundation (NSF) Science, Technology, & Society Program**

- 2015 – grant application reviewer

## **INDUSTRY EXPERIENCE**

**Director of Marketing**

August 2009 – May 2010

HEIT, Inc. (managed IT services for the financial industry) – Fort Collins, CO

Designed and executed strategic marketing programs, chiefly through web channels, events, and publications; led post-acquisition brand-integration efforts; launched digital marketing program.

**Director of Marketing**

August 2005 – March 2008

3t Systems, Inc. (business technology consultancy) – Denver, CO

Developed and led the execution of integrated marketing and communication campaigns according to strategic messaging and sales objectives; led corporate rebranding initiative; led national coop marketing programs with IT vendors (e.g., Microsoft, Cisco).

**Marketing Coordinator**

February 2005 – August 2005

Hyde Park Jewelers, Denver, CO

Led and contributed to integrated marketing campaigns, including editorial and e-commerce web presences, loyalty programs, events, and print and electronic publication production; managed co-op advertising program with high-end jewelry vendors (e.g., Rolex, Mikimoto).