

Joe A. Wasserman

Department of Communication Studies, West Virginia University
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Education

- Ph.D.** West Virginia University May 2019 (anticipated)
Department of Communication Studies
Advisor: Jaime Banks
- M.A.** West Virginia University June 2016
Department of Communication Studies
Thesis: *Board out of Your Mind: Mapping Players' Mental Models of Game Systems and Potentials for Systems-Thinking Instruction*
Advisor: Jaime Banks
- B.A.** Reed College May 2009
Department of Anthropology
Thesis: *Literacy, Meritocracy, and the National Assessment of Educational Progress: the Problem of Standardized Testing in America*

Academic Appointments

- Arlen G. & Louise Stone Swiger Fellow, West Virginia University Aug. 2016 – Present
Graduate Teaching Assistant, West Virginia University Aug. 2015 – June 2016

Research Interests

I am interested in cognitive, social, and affective processes underlying gameplay and interactive media. My research is currently focused on understanding the mechanisms through which individuals learn by playing games, such as mental models, and the influence of game modality—e.g., analog, digital—on these processes. Particular learning outcomes I am interested in include understanding complex systems, learning transfer, and systems thinking ability.

Publications

- Wasserman, J. A.** (in press). Materially mediated: Boardgames as interactive media and mediated communication. In E. MacCallum-Stewart & D. Brown (Eds.), *Rerolling boardgames*. Jefferson, NC: McFarland Press.
- Bowman, N. D., **Wasserman, J. A.**, & Banks, J. (in press). Development of the Video Game Demand Scale. In N. D. Bowman (Ed.), *Video games: A medium that demands our attention*. New York, NY: Routledge.
- Banks, J., Bowman, N. D., & **Wasserman, J. A.** (2017). A bard in the hand: The role of materiality in player-character relationships. *Imagination, Cognition and Personality*. Advance online publication. doi:10.1177/0276236617748130

- Wasserman, J. A.**, & Banks, J. (2017). Details and dynamics: Mental models of complex systems in game-based learning. *Simulation & Gaming*, *48*, 603–624. doi:10.1177/1046878117715056
- Foley, K. F., & **Wasserman, J. A.** (2014). Are unexpected positive dipstick urine bilirubin results clinically significant? A retrospective review. *Laboratory Medicine*, *45*, 59–61. doi:10.1309/lml85xx1qbercirm
- Wright, A., Ash, J. S., Erickson, J. L., **Wasserman, J. A.**, Bunce, A., Stanescu, A., ... & Sittig, D. F. (2014). A qualitative study of the activities performed by people involved in clinical decision support: Recommended practices for success. *Journal of the American Medical Informatics Association*, *21*, 464–472. doi:10.1136/amiajnl-2013-001771
- McMullen, C. K., **Wasserman, J. A.**, Altschuler, A., Grant, M. L., Hornbrook, M. C., Liljestrang, P., ... & Krouse, R. S. (2011). Untreated peristomal skin complications among long-term colorectal cancer survivors with ostomies. *Clinical Journal of Oncology Nursing*, *15*, 644–650. doi:10.1188/11.cjon.644-650

Honored Conference Presentations

- Wasserman, J. A.**, & Bowman, N. D. (2018, June). *Bugs on the brain: A mental model matching approach to cognitive skill acquisition in a strategy game*. Paper presented at the International Communication Association 68th Annual Conference, Prague, Czech Republic. Top paper, Game Studies Division.
- Wasserman, J. A.**, & Banks, J. (2017, November). *Universal engagement: Fandom and need satisfaction in videogame-to-film transmedia experiences*. Paper presented at the National Communication Association 103rd Annual Convention, Dallas, TX. Top paper, Mass Communication Division.
- Wasserman, J. A.** (2017, May). *Game-based learning and mental models: Emerging research and methodological considerations*. Paper presented at the International Communication Association 67th Annual Conference, San Diego, CA. Honorable mention student paper, Game Studies Division.
- Banks, J., Bowman, N. D., & **Wasserman, J. A.** (2016, November). *A bard in the hand: The role of materiality in player-character relationships*. Paper presented at the National Communication Association 102nd Annual Convention, Philadelphia, PA. Top paper, Game Studies Division.

Conference Presentations

- Wasserman, J. A.**, & Bowman, N. D. (2018, June). *Bugs on the brain: A mental model matching approach to cognitive skill acquisition in a strategy game*. Paper presented at the International Communication Association 68th Annual Conference, Prague, Czech Republic. **Top paper, Game Studies Division.**

- Wasserman, J. A., & Rittenour, C. E.** (2018, June). *Who wants to play? Cueing sex-based stereotypes in games*. Paper presented at the International Communication Association 68th Annual Conference, Prague, Czech Republic.
- McGloin, R., **Wasserman, J. A.**, & Boyan, A. (2018, June). *Model matching theory: Presenting a predictive model for studying video game effects*. Paper presented at the International Communication Association 68th Annual Conference, Prague, Czech Republic.
- Wasserman, J. A.**, & Banks, J. (2018, June). *Feed-forward dynamics of psychological need satisfaction in transmedia narrative consumption*. Paper presented at the International Communication Association 68th Annual Conference Long-term Effects in Narrative Communication Research preconference, Prague, Czech Republic.
- Wasserman, J. A.**, & Myers, S. A. (2018, April). *Integrating game-based learning into classrooms: Clarity, framing, and cognitive orientation*. Paper presented at the 109th Annual Eastern Communication Association Convention, Philadelphia, PA.
- Wasserman, J. A.** (2018, April). *Give me the BITSTS: A battery of integrated tests of systems thinking skills*. Poster presented at the First Northeast Regional Conference on Complex Systems, Vestal, NY.
- Wasserman, J. A.**, & Banks, J. (2017, November). *Universal engagement: Fandom and need satisfaction in videogame-to-film transmedia experiences*. Paper presented at the National Communication Association 103rd Annual Convention, Dallas, TX. **Top paper, Mass Communication Division.**
- Wasserman, J. A.**, Bowman, N. D., Louk, E. B., & Ingersoll, R. (2017, November). *Game modality and mental model matching of game systems*. Paper presented at the National Communication Association 103rd Annual Convention, Dallas, TX.
- Wasserman, J. A.** (2017, June). *Mental model synchrony and team collaboration*. Poster presented at the 3rd Annual International Summer School – Synchronization in Communication Systems, East Lansing, MI.
- Wasserman, J. A.** (2017, May). *Game-based learning and mental models: Emerging research and methodological considerations*. Paper presented at the International Communication Association 67th Annual Conference, San Diego, CA. **Honorable mention student paper, Game Studies Division.**
- Bowman, N. D., **Wasserman, J. A.**, & Banks, J. (2017, May). *The Video Game Demand Scale: Developing a metric to assess cognitive, emotional, physical, and social demands of video game play*. Paper presented at the International Communication Association 67th Annual Conference, San Diego, CA.

- Wasserman, J. A., & Banks, J.** (2017, May). *Can learners identify complex relations in game systems?* Paper presented at the International Communication Association 67th Annual Conference Game Studies Division preconference, San Diego, CA.
- Wasserman, J. A.** (2017, April). *Sex-based stereotype threat and game modality.* Paper presented at the Broadcast Education Association 2017 Research Symposium – Video Games: A Medium that Demands Our Attention, Las Vegas, CA.
- Louk, E. B., **Wasserman, J. A.,** & Bowman, N. D. (2017, April). *Analyzing written descriptions to measure learning from games.* Poster presented at the First Annual WVU Undergraduate Spring Symposium, Morgantown, WV.
- Wasserman, J. A., & Banks, J.** (2016, November). *What's in a game? The subjective salience of the elements of a modern analog game.* Paper presented at the National Communication Association 102nd Annual Convention, Philadelphia, PA.
- Banks, J., Bowman, N. D., & **Wasserman, J. A.** (2016, November). *A bard in the hand: The role of materiality in player-character relationships.* Paper presented at the National Communication Association 102nd Annual Convention, Philadelphia, PA. **Top paper, Game Studies Division.**
- Wasserman, J. A.** (2016, November). *Materially mediated: Why games scholars should study analog games as media.* Paper presented at the National Communication Association 102nd Annual Convention Games Studies Division preconference, Philadelphia, PA.
- Wasserman, J. A.** (2016, March). *Exploratory investigation of the content and form of mental models of game systems.* Poster presented at the 107th Annual Eastern Communication Association Convention, Baltimore, MD.
- Wasserman, J. A.** (2015, November). *Investigating players' mental models of game rules systems.* Paper presented at the Game Studies Division preconference at the National Communication Association 101st Annual Convention, Las Vegas, NV.
- Ash, J. S., Sittig, D. F., McMullen, C. K., McCormack, J. L., Wright, A., Bunce, A., **Wasserman, J. A.,** ... & Middleton, B. (2011, October). *Studying the vendor perspective on clinical decision support.* Paper presented at the AMIA 2011 Annual Symposium, Washington, DC.

Panel Presentations

- Wasserman, J. A. (2018, April). *How students learn: Theoretical perspectives from educational psychology to incorporate into instructional communication research.* Panel presented at the 109th Annual Eastern Communication Association Convention, Philadelphia, PA.

Teaching Experience

Games & Learning (WVU: COMM 493A/593A)

Combined upper-level undergraduate/graduate course encouraged students to engage current theory and research on learning from playing games during seminar discussions and writing assignments. Course culminated with a final project in which small groups applied theory and research to the design of a boardgame for learning a communication concept.

Created curriculum and assignments, graded written assignments, and facilitated in-class discussions.

Persuasion (WVU: COMM 404)

Upper-level discussion course facilitated students' development of understanding and discussion of primary research and theory.

Developed curriculum and assignments, graded written assignments, and facilitated discussion.

Social Media in the Workplace (WVU: COMM 335; online) x 2

Course provided an empirical and theoretical foundation on social media for students to practically apply principles to their personal professional social media profiles and to a social media strategy plan for a small organization.

Developed curriculum and assignments, graded assignments, and provided constructive feedback on written assignments to students.

Introduction to Computer-Mediated Communication (WVU: COMM 105)

Course provided an introduction to computer-mediated communication research and theory.

Constructed and presented lectures and classroom activities.

Continued Professional Development

Agent-Based Modeling

Santa Fe Institute

William Rand

Item Response Theory

Statistical Horizons

Tenko Raykov

Regression and Mediation using Mplus

Johns Hopkins University

Bengt Muthén

WVU Teaching and Learning Commons Celebrate

May 2016, 2017

Invited Presentations

Banks, J., & Wasserman, J. A. (2017, October). *Real representations and liminal lessons: Considerations for games in learning*. West Virginia University Library, International Games Week lecture.

Wasserman, J. A. (2017, September). *On pursuing passions and service as a graduate fellow*. West Virginia University, Graduate Fellows Reception closing address.

Wasserman, J. A. (2017, March). *Survey item construction*. West Virginia University, Department of Communication Studies, Communication Research Methods guest lecture.

Wasserman, J.A. (2017, February). *Social capital, cultural capital, and Black Mirror*. West Virginia University, Department of Communication Studies, Advanced Social Media guest lecture.

Wasserman, J. A. (2016, November). *Video games and virtual worlds*. University of Pittsburgh, School of Computing and Information, Technology in the Lives of Children and Youth guest lecture.

Wasserman, J. A. (2016, April). *Media and gender*. West Virginia University, Department of Communication Studies, Introduction to Computer-Mediated Communication guest lecture.

Professional Service to Journals

Computers in Human Behavior
2018: Invited Reviewer

SAGE Open
2018: Invited Reviewer

International Journal of Gaming and Computer-Mediated Simulations
2017 – Present: Ad Hoc Reviewer

Communication Research Reports
2017: Invited Reviewer

Professional Service to Academic Associations

International Communication Association
2018 – 2019: Elected Graduate Student Representative, Game Studies Division
2018: Session Chair, Game Studies Division
2017 – Present: Reviewer, Game Studies Division (2018: Top Reviewer)
2017 – Present: Reviewer, Mass Communication Division

National Communication Association
2017: Session Chair, Game Studies Division
2016 – Present: Reviewer, Game Studies Division

Eastern Communication Association
2018: Reviewer, Undergraduate Scholars Conference
2016: Respondent, Communication and Technology Interest Group

Department Service

Lab Manager, Interaction Lab (#ixLab) West Virginia University June 2016 – Present

Community Service

Instructor of game-based enrichment Learning Options, Inc. October 2016 – Present
Developed workbooks and activities to supplement strategy boardgame play for students ages three to 18. Facilitated game-based enrichment and boardgame design classes. Learning objectives included computational thinking, probability, expected values, collaboration, and short-term and long-term planning.

Membership in Professional Organizations

International Communication Association

2017 – Present: Member and Reviewer, Game Studies Division

2017 – Present: Member and Reviewer, Mass Communication Division

2017 – Present: Member, Information Systems Division

National Communication Association

2015 – Present: Member and Reviewer, Game Studies Division

2017 – Present: Member, Mass Communication Division

2017 – Present: Member, Communication and Social Cognition Division

Eastern Communication Association

2016 – Present: Member

Broadcast Education Association

2017: Member