

## **\*\*CURRICULUM VITA\*\***

**Nicholas David Bowman, Ph.D.**

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(Current as of 3 April 2017)\*

\*for the most up-to-date vita information, visit <http://ndbowman.info>

## **ACADEMIC POSITIONS**

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### **West Virginia University**

- Associate Professor of Communication Studies, Eberly College of Arts and Sciences, May 2015 – present
- Assistant Professor of Communication Studies, Eberly College of Arts and Sciences, (tenure-track), Summer 2011 – May 2015
- Regular member, Graduate Faculty, Eberly College of Arts and Sciences, appointed Fall 2011 – present
- Affiliate Faculty, Center for Applied Coaching & Sport Sciences @ West Virginia University, Spring 2015 – present
- Corporate M.A. Faculty, Spring 2012 – present
- Instructional M.A. Faculty, Summer 2012 – 2015

### **Universität Erfurt [University of Erfurt] (Germany)**

- Visiting Professor, Summer 2012 – present (annual summer appointment)
- Visiting Researcher, Summer 2011

### **Young Harris College**

- Assistant Professor of Communication Studies (tenure-track), Fall 2009 – Spring 2011
- Instructor, Institute for Continued Learning (Adult Learning), Summer 2010
- Honor's Faculty, Division of Humanities, Fall 2009

### **Michigan State University**

- Visiting Instructor of Communication, Fall 2008 – Spring 2009
- Teaching Assistant and Instructor, Fall 2005 – Summer 2008

### **University of Missouri – St. Louis**

- Senior Lecturer of Communication, Spring 2005
- Graduate Teaching Assistant, Summer & Fall, 2004

### **St. Louis Community College – Meramec**

- Adjunct Faculty of Communications, Spring 2005

## **EDUCATION**

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### **Michigan State University (May, 2010)**

*Ph.D., Department of Communication*

Major Areas of Study: Entertainment Media, Human-Computer Interaction, Computer-Mediated Communication, Health Campaigns, Quantitative Methods

Dissertation: “The effect of task demand on mood repair and selective exposure to video games” (Dissertation Abstracts International, [UMI No: 3417694](#))

Major Advisor: Dr. Ron Tamborini

Preliminary research study: “Facilitating game play: How others affect performance and enjoyment of video games”

Major Advisor: Dr. John Sherry

*Certification in College Teaching*

Major Areas of Study: Technology in the Classroom, Adults as Learners, Student Assessment

Major Advisor: Dr. Kevin Johnston

### **Institute of Social Research, University of Michigan (July, 2007)**

Major Areas of Study: Experimental and Quasi-Experimental Design, Mixed Research (Qualitative + Quantitative) Methodology

### **University of Missouri - St. Louis (December, 2004)**

*M.A., Department of Communication*

Major Areas of Study: Quantitative Research Methodology, Organizational Communication, Media Studies

Major Advisor: Dr. Alan Heisel

### **University of Missouri - St. Louis (August, 2003)**

*B.A., magna cum laude, Department of Communication*

Major Areas of Study: Journalism, Mass Communication, Communication Theory & Rhetoric, American History

### **University of Missouri - St. Louis (August, 2003)**

Writing Certificate (Creative + Technical), Department of English

## **Achievements, Awards, and Honors**

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Nominated for Merit Foundation of West Virginia, West Virginia Professor of the Year 2017

Broadcast Education Association, Keynote Speaker and Chair for Research Symposium “Video Games: A Medium That Demands Your Attention.” April 2017, Las Vegas.

Keynote address, West Virginia Higher Education and Technology Conference, “Where we’re going, we don’t need pencils: Using social media to foster student engagement.” September 2016, Morgantown, WV.

WVU Foundation Outstanding Teacher Award, 2015-2016.

Eberly College of Arts & Sciences, Outstanding Teacher Award, 2015-2016.

Editor-Elect, *Communication Research Reports*, Vols 34-36 (2016-2018).

Keynote address, National Communication Association Pre-Conference “Gaming as, with, through Communication,” November 18, 2016.

WVU Faculty Senator, Fall 2015 – Spring 2018.

WVU McNair Scholar Student Mentor, West Virginia University (May 2015)

Outstanding Journal Reviewer, *Journal of Media Psychology* (2014).

NCA Doctoral Honor’s Seminar, Faculty Leader (Mass Media), University of Maryland – College Park (July, 2014).

Invited presenter, [Mary Junck Research Colloquium Series](#), University of North Carolina (November, 2012).

Young Harris College, Upsilon Delta Sigma Student Appreciation (September, 2010).

Michigan State University, Certificate in College Teaching Award (April, 2009).

Michigan State University, Excellence-in-Teaching Award (November, 2009).

Michigan State University, Dissertation Completion Fellowship (September, 2008).

Michigan State University Research Excellence Fellowship (Summer 2008).

NCA Doctoral Honor’s Seminar, University of Alabama (June, 2008).

Doctoral Honor’s Seminar, Wayne State University (June, 2006).

Michigan State University Rasmussen Graduate Fellowship (Fall 2005).

University of Missouri - St. Louis, Distinguished University Service, College of Fine Arts & Communication (Spring 2004).

## **PUBLICATIONS & SCHOLARLY WORKS**

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[click [here](#) for a Google Scholar Boolean search "author: Bowman author: N.D."]  
[click [here](#) for Google Scholar author profile]

### **Published Manuscripts**

#### **Refereed Journals**

**Bowman, N. D.**, Liebold, B., & Pietschmann, D. (in press). The Golden (Hands) Rule: Exploring user experiences with gamepad and natural-user interfaces in popular video games. Manuscript forthcoming in *Journal of Gaming and Virtual Worlds*.

Shensa, A., Escobar-Viera, C.G., Sidani, J. E., **Bowman, N. D.**, Marshal, M. P., & Primack, B. A. (in press). Problematic social media use and depressive symptoms among U.S. young adults: A nationally-representative study. Manuscript forthcoming in *Social Science & Medicine*.

**Bowman, N. D.**, Hallett, J., Boyan, A. B., & Groskopf, J. (2017). Squid or Chalkie? The role of self-identity and selective perception in processing tendentious "Hillbilly" humor. Manuscript forthcoming in *Ohio Communication Journal*. 55, 16-28

Breuer, J., Velez, J., **Bowman, N. D.**, Wulf, T., & Bente, G. (2017). "[Drive the lane; together, hard!](#)" An examination of the effects of supportive co-playing and task difficulty on prosocial behavior. *Journal of Media Psychology*, 29, 31-41. doi: 10.1027/1864-1105/a000209

Akcaoglu, M., & **Bowman, N. D.** (2016). [Using instructor-led Facebook groups to enhance students' perceptions of course content](#). *Computers in Human Behavior*, 65, 582-590. doi: 10.1016/j.chb.2016.05.029

Banks, N. D., & **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. doi: 10.1016/j.chb.2015.07.030

Banks, J. & **Bowman, N. D.** (2016). [Avatars are \(sometimes\) people too: Linguistic indicators of parasocial and social ties in player-avatar relationships](#). *New Media & Society*, 18(7), 1257-1276. doi: 10.1177/1461444814554898

**Bowman, N. D.**, Banks, J. D., & Westerman, D. K. (2016). [Through the Looking Glass: The impact of Google Glass on perceptions of face-to-face interaction](#). *Communication Research Reports*, 33(4), 332-340. doi: 10.1080/08824096.2016.1224168

**Bowman, N. D.**, Oliver, M. B., Rogers, R., Sherrick, B. I., Woolley, J., & Chung, M-Y. (2016). ["In control or in their shoes": How character attachment differentially influences video game enjoyment and appreciation](#). *Journal of Gaming & Virtual Worlds*, 8(1), 83-99. doi: 10.1386/jgvw.8.1.83\_1

- Cranmer, G., **Bowman, N. D.**, & Goldman, Z. (2016). [“Big run, or smart gun”: how racially-based frames within sports media influence audience members’ subsequent behaviors and attitudes towards athletes.](#) *Communication Research Reports*, 34(1), 78-83, doi: 10.1080/08824096.2016.1224165
- Joeckel, S., Dogruel, L., **Bowman, N. D.** (2016). [The reliance on recognition and majority vote heuristics over privacy concerns when selecting smartphone apps among German and US consumers.](#) *Information, Communication, and Society*. doi: 10.1080/1369118X.2016.1202299
- Rogers, R., Woolley, J., Oliver, M. B., **Bowman, N. D.**, Sherrick, B. (2016). Fun vs. Meaningful videogame experiences. A qualitative analysis of user responses. *Computer Games Journal*. doi: 10.1007/s40869-016-0029-9
- Schumann, C., **Bowman, N. D.**, & Schultheiss, D. (2016). Quality in video games: Subjective quality assessments as predictors of self-reported presence in first-person shooters and role-playing games. *Journal of Broadcasting & Electronic Media*, 60(4), 547-566. doi: 10.1080/08838151.2016.1234473
- Segool, N. K., Goforth, A. N., **Bowman, N. D.**, & Pham, A. (2016). [Social networking practices in school psychology: Have moral panic concerns been overstated?](#) *Journal of Applied School Psychology*, 32(1), 66-81. doi: 10.1080/15377903.2015.1121194
- Tamborini, R., Prabhu, S., **Bowman, N. D.**, Hahn, L., Klebig, B., Grall, C., & Novotny, E. (2016). [The effect of moral intuitions on decisions in video-game play: Temporary and chronic intuition accessibility.](#) *New Media & Society*. doi: 10.1177/1461444816664356
- Westerman, D., Daniel, E. S., & **Bowman, N. D.** (2016). [Learned risks and experienced rewards: Exploring the potential sources of students' attitudes toward social media and face-to-face communication.](#) *Internet and Higher Education*, 31, 52-57. doi: 10.1016/j.iheduc.2016.06.004.
- Ahn, H. & **Bowman, N. D.** (2015). [Two faces of narcissism on SNS: The distinct impacts of vulnerable and grandiose narcissism on SNS privacy concerns.](#) *Computers in Human Behavior*, 45, 375-381. doi: 10.1016/j.chb.2014.12.032
- Bowman, N. D.**, Kowert, R., & Cohen, E. (2015). [When the ball stops, the fun stops too: The impact of social inclusion on video game enjoyment.](#) *Computers in Human Behavior*, 53, 131-139. doi: 10.1016/j.chb.06.036
- Bowman, N. D.**, Joeckel, S., & Dogruel, L. (2015). [“The app market has been Candy Crushed”: Observed and rationalized processes for selecting smartphone games.](#) *Entertainment Computing*, 8(1). doi:10.1016/j.entcom.2015.04.001
- Bowman, N. D.**, & Tamborini, R (2015). [“In the mood to game”: Selective exposure and mood management processes in computer game play.](#) *New Media & Society*, 17(3), 375-393 doi: 10.1177/1461444813504274 (version 3, original published online in 2013)

- Boyan, A., Grizzard, M., & **Bowman, N. D.** (2015). "[A massively moral game? Mass Effect as a case study to understand the influence of players' moral intuitions on adherence to hero or antihero play styles.](#)" *Journal of Gaming and Virtual Worlds*. doi: 10.1386/jgvw.1.41\_1.
- Cohen, E, **Bowman, N. D.**, & Lancaster, A. (2015). [R U with Some1? Using text message experience sampling to examine television coviewing as a moderator of emotional contagion effects on enjoyment.](#) *Mass Communication & Society*, 19(2), 149-172. doi: 10.1080/15205436.2015.1071400.
- Dogrueel, L., Joeckel, S., & **Bowman, N. D.** (2015). [Choosing the right app: An exploratory perspective on heuristic decision processes for smartphone app selection.](#) *Mobile & Media Communication*, 3(1), 125-144. doi: 10.1177/2050157914557509.
- Dogrueel, L., Joeckel, S., & **Bowman, N. D.** (2015). [The use and acceptance of entertaining new media technology by elderly users. Development of an expanded technology acceptance model.](#) *Behaviour and Information Technology*, 34(11), 1052-1063. doi: 10.1080/0144929x.2015.1077890
- Oliver, M. B., **Bowman, N. D.**, Woolley, J. K., Rogers, R., Sherrick, B., & Chung, M-Y. (2015). [Video games as meaningful entertainment experiences.](#) *Psychology of Popular Media and Culture*, 5(4), 390-405. doi: 10.1037/ppm0000066
- Rogers, R., **Bowman, N.D.**, & Oliver, M. B. (2015). [It's not the model that doesn't fit, it's the controller! The role of cognitive skills in understanding the links between natural mapping, performance, and enjoyment of console video games.](#) *Computers in Human Behavior*, 49, 588-596. doi: 10.1016/j.chb.03.027
- 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
- Paul, H., **Bowman, N. D.**, Banks, J. D. (2015). [The enjoyment of grieving in online games.](#) *Journal of Gaming and Virtual Worlds*, 7(3), 243-258. doi: 10.1386/jgvw.7.3.243\_1
- Shensa, A., Sidani, J.E., Lin, L., **Bowman, N. D.**, & Primack, B.A. (2015). [Social media use and perceived emotional support among US young adults.](#) *Journal of Community Health*, 41(3), 541-549. doi: 10.1007/s10900-105-0128-8
- Westerman, D. K., Tamborini, N. D., & **Bowman, N. D.** (2015). [The effects of static avatars on impression formation in different contexts.](#) *Computers in Human Behavior*, 53, 111-117. doi: 10.1016/j.chb.2015.06.026.
- Bowman, N.D.**, & Akcaoglu, M. (2014). "[I see smart people!": Using Facebook to supplement the University mass lecture](#)". *Internet & Higher Education*, 23. doi: 10.1016/j.iheduc.2014.05.003
- Bowman, N. D.**, Lewis, R., & Tamborini, R (2014). [The morality of May 2, 2011: A content analysis of US headlines regarding the death of Osama bin Laden.](#) *Mass Communication & Society*, 17(5), 639-664. doi: 10.1080/15205436.2013.822518

- Cohen, E. L., **Bowman, N. D.**, & Borchert, K. (2014). [Private flirts, public friends: Understanding romantic jealousy responses to an ambiguous social network site message as a function of message access exclusivity](#). *Computers in Human Behavior*, 35, 535-541. doi: 10.1016/j.chb.2014.02.050
- Cranmer, G. A., Brann, M., & **Bowman, N. D.** (2014). [Male athletes, female aesthetics: The continued ambivalence toward female athletes in ESPN's the Body Issue](#). *International Journal of Sport Communication*, 7(2), 145-165. doi: 10.1123/IJSC.2014-0021.
- Cranmer, G., **Bowman, N. D.**, Chory, R., & Weber, K. (2014). [Race as an Antecedent Condition in the Framing of Heisman Finalists](#). *Howard Journal of Communication*, 25(2), 171-191.
- Bowman, N. D.**, Weber, R., Tamborini, R., & Sherry, J. L. (2013). [Facilitating game play: How others affect performance at and enjoyment of video games](#). *Media Psychology*, 16(1), 39-64. doi: 10.1080/15213269.2012.742360
- Jensen, R., **Bowman, N. D.**, Wang, Y., & Larson, B. (2013). [Looking at shirt sponsorships from both sides of the pond: Comparing global trends versus America's major league soccer](#). *Soccer & Society*, 14(4), 515-524. doi: 10.1080.14660970.2012.753532
- Joeckel, S., **Bowman, N. D.**, & Dogruel, L. (2013). [The influence of adolescents' moral salience on actions and entertainment experience in interactive media](#). *Journal of Children and Media*, 7(4), 480-506. doi: 10.1080/17482798.2013.781513
- Limperos, A., Downs, E., Ivory, J., & **Bowman, N. D.** (2013). Leveling up: A review of current and emerging areas of interest in video games and future research directions. *Communication Yearbook* 37, 349-377.
- Tamborini, R., Eden, A., **Bowman, N. D.**, Grizzard, R., Weber, R., & Lewis, R. J. (2013). [Predicting media appeal from instinctive moral values](#). *Mass Communication & Society*, 16(3), 325-346. doi: 10.1080/15205436.2012.703285.
- Tamborini, R., Weber, R., **Bowman, N. D.**, Eden, A., & Skalski, P. (2013). ["Violence is a many-splintered thing:" The importance of realism, justification, and graphicness in understanding perceptions of and preferences for violent films and video games](#). *Projections: The Journal for Movies and Mind*, 7(1), 100-118. doi: 10.3167/proj.2013.070108
- Bowman, N.D.**, Dogruel, L., & Joeckel, S. (2012). [A question of morality? Moral salience and nationality on media preferences](#). *Communications: The European Journal of Communication Research*, 37(4), 345-369. doi: 10.1515/commun-2012-0020
- Bowman, N. D.**, Schultheiss, D., Schumann, C. (2012). ["I'm Attached, And I'm A Good Guy/Gal!": How Character Attachment Influences Pro- and Anti-Social Motivations To Play MMORPGs](#). *CyberPsychology, Behavior, and Social Networking*, 15(3), 169-174. doi: 10.1089/cyber.2011.0311



- Bowman, N. D.**, & Tamborini, R. (2012). [Task demand and mood repair: The intervention potential of computer games](#). *New Media & Society*, 14(8), 1339-1357. doi: 10.1177/1461444812450426
- Bowman, N.D.**, Westerman, D. K., & Claus, C. J. (2012). [How demanding is social media? Understanding social media diets as a function of perceived costs and benefits - a rational actor perspective](#). *Computers in Human Behavior*, 28(6), 2298-2305. doi: 10.1016/j.chb.2012.06.037
- Jensen, R., **Bowman, N. D.**, Wang, Y., & Larson, B. (2012). [New league, new market, new sponsorship: An exploratory study of attitudes towards shirt sponsorship in Major League Soccer](#). *Soccer & Society*, 13(4), 536-554. doi: 10.1080/14660970.2012.677227.
- Joeckel, S., & **Bowman, N. D.** (2012). [Graphics and gratification: Exploring the link between technology and enjoyment in video games](#). *Journal of Gaming and Virtual Worlds*, 4(1), 25-44. doi: 10.1386/jgvwm.4.1.25\_1
- Joeckel, S., **Bowman, N. D.**, & Dogruel, L. (2012). [Gut or game: The influence of moral intuitions on decisions in virtual environments](#). *Media Psychology*, 15(4), 460-485. doi: 10.1080/15213269.2012.727218
- Joeckel, S., Dogruel, L., & **Bowman, N. D.** (2012). [Elderly people and morality in virtual worlds](#). *New Media & Society*. doi: 10.1177/1461444812451571
- Reinecke, L., Tamborini, R., Grizzard, M., Lewis, R., Eden, A., & **Bowman, N. D.** (2012). [Characterizing behavioral affinity as needs satisfaction: Predicting selective exposure to video games and resultant mood repair](#). *Journal of Communication*, 62(2), 437-453. doi: 10.1111/j.1460-2455.2012.01649.x
- Tamborini, R., Eden, A., **Bowman, N.D.**, Grizzard, M., & Lachlan, K. (2012). [The influence of morality subcultures on the acceptance and appeal of violence](#). *Journal of Communication*, 62(1), 136-157. doi: 10.1111/j.1460-2466.2011.01620.x
- Larson, B., Jensen, R., & **Bowman, N. D.** (2011). Developing international sport markets: Professional sports selling to new segments with new promotions. *Journal of International Business Disciplines*, 6(2), 9-24.
- Neuberger, L. B., Silk, K. J., Yun, D., **Bowman, N. D.**, & Anderson, J. (2011). [Concern as motivation for protection: An investigation of mothers' concern about their daughters' breast cancer risk](#). *Journal of Health Communication*, 16(10), 1055, 1071. doi: 10.1080/10810730.2011.571339.
- Jensen, R., Larson, B., Wang, Y., & **Bowman, N. D.** (2011). International Strategic Marketing: Sports Promotions Aimed at New Segments. *The International Academy of Business Research Yearbook*, 28, 352-358.

Shao, G., Zhang, G., & **Bowman, N. D.** (2011). [What is most important for my country is not most important for me: agenda setting effects in China.](#) *Communication Research*, 39(5), 662-678. doi: 10.1177/0093650211420996

Tamborini, R., Grizzard, M., **Bowman, N. D.**, Reinecke, L., Lewis, R., & Eden, A. (2011). [Media enjoyment as need satisfaction: The contribution of hedonic and non-hedonic needs.](#) *Journal of Communication*, 61(6), 1025-1042. doi: 10.1111/j.1460-2466.2011.01593.x

**Bowman, N. D.**, & Groskopf, J. (2010). [Appalachia: Where the Squids hate the Chalkies.](#) *KBJournal*, (7)1.

Eden, A., Maloney, E., & **Bowman, N. D.** (2010). [Gender attribution in video games.](#) *Journal of Media Psychology*, 22(3), 114-124. doi: 10.1027/1864-1105/a000016

Tamborini, R., **Bowman, N. D.**, Eden, A., Grizzard, M., & Organ, A. (2010). [Defining media enjoyment as the satisfaction of intrinsic needs.](#) *Journal of Communication*, 60(4), 758-777. doi: 10.1111/j.1460-2466.2010.01513.x

Tamborini, R., Weber, R., Eden, A., **Bowman, N. D.**, & Grizzard, M. (2010). [Repeated exposure to daytime soap opera and shifts in moral judgment toward social convention.](#) *Journal of Broadcasting and Electronic Media*, 54(4), 621-640. doi: 10.1080/08838151.2010.519806

Yun, D., Silk, K., **Bowman, N. D.**, Neuberger, L., & Atkin, C. (2009). [Mothers' Intentions to Teach Adolescent Daughters about Breast Cancer Risk Reduction Activities: The Influence of Self-Efficacy, Response Efficacy, and Personal Responsibility.](#) *Communication Research Reports*, 26(2), 134-145. doi: 10.1080/08824090902861606.

**Bowman, N. D.** (2008). A [PAT on the back: Media flow theory revis\(it\)ed.](#) *Rocky Mountain Communication Review*, 4(1), 27-39.[online only]

Huh, S. & **Bowman, N. D.** (2008). [Perception and addiction of online games as a function of personality traits.](#) *Journal of Media Psychology*, 13(2). [online only]

Lewis, M. L., Weber, R., & **Bowman, N. D.** (2008). ["They may be pixels, but they're MY Pixels": Developing a metric of character attachment in role-playing video games.](#) *CyberPsychology and Behavior*, 11(4). 515-518. doi: 10.1089/cpb.2007.0137

### Invited journal publications

**Bowman, N. D.** & Freberg, K. [EDITORIAL: Advancing the study of social media in the college classroom.](#) *Communication Teacher*, 30(4), 184. doi: 10.1080/17404622.2016.1219011

**Bowman, N. D.** (2016). [EDITORIAL: Research Reports as the „Nuts and Bolts“ of Communication Research.](#) *Communication Research Reports*, 33(2), 87-88. doi: 10.1080/08824096.2016.1174536

### Textbooks, subject matter books, and edited volumes

**Bowman, N. D.**, Spinda, J. S., & Sanderson, J. (2016). [\*Fantasy Sports and the Changing Sports Media Industry\*](#). Lanham, MD: Rowman & Littlefield. ISBN: 978-1-4985-0488-1

Westerman, D., **Bowman, N. D.**, & Lachlan, K. (2014). [\*Introduction to Computer-Mediated Communication: A Functional Approach\*](#). Dubuque, Iowa: Kendall-Hunt. ISBN: 978-0-75759-822-7

**Bowman, N. D.**, Westerman, D., & Weber, K. D. (2012). *Introduction to Mass Mediated Communication, 3<sup>rd</sup> Edition*. Littleton, MA: Tapestry Press, Ltd. ISBN: 978-1-59830-539-5

### Invited book chapters

**Bowman, N. D.** (in press). Extraneous Variables. In M. Allen (Ed.), *SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: SAGE.

**Bowman, N. D.** (in press). Grand Theft Auto: Sex, drugs, Satire. In J. Banks, R. Mieja, & A. Adams (Eds.), *100 greatest video game franchises*. Lanham MD: Lexington Press.

**Bowman, N. D.** (in press). GoldenEye: This rime I won't miss. In J. Banks, R. Mieja, & A. Adams (Eds.), *100 greatest video game franchises*. Lanham MD: Lexington Press.

**Bowman, N. D.** (in press). Life: one of many billions of lifeforms. In R. Mieja, J. Banks, & A. Adams (Eds.), *100 greatest video game characters*. Lanham MD: Lexington Press.

**Bowman, N. D.** (in press). Pentadic Analysis. In M. Allen (Ed.), *SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: SAGE.

**Bowman, N. D.** (in press). Psycho Mantis: Memory (card) reader. In R. Mieja, J. Banks, & A. Adams (Eds.), *100 greatest video game characters*. Lanham MD: Lexington Press.

**Bowman, N. D.** (in press). Research, Inspiration for. In M. Allen (Ed.), *SAGE Encyclopedia of Communication Research Methods*. Thousand Oaks, CA: SAGE.

**Bowman, N. D.** (in press). Sonic the Hedgehog: Does what Nintendon't. In R. Mieja, J. Banks, & A. Adams (Eds.), *100 greatest video game characters*. Lanham MD: Lexington Press.

**Bowman, N. D.** (in press). Selectivity: Selective exposure effects. In P. Roessler (Ed.), *International encyclopedia of media effects*. Hoboken, NJ: Wiley-Blackwell.

**Bowman, N. D.** (in press). Wolfenstein 3D: The (Nazi) grandfather of 3D shooters. In J. Banks, R. Mieja, & A. Adams (Eds.), *100 greatest video game franchises*. Lanham MD: Lexington Press.

Ferguson, C. J., **Bowman, N. D.**, & Kowert, R. (2017). Is the link between games and aggression more about the player, less about the game? In P. Sturmey (Ed.), *The Wiley handbook of violence and aggression. Volume 1: Definition, Conception, and Development*. New York: Wiley.

Sherry, J. L., & **Bowman, N. D.** (in press). Computer games and child development (2<sup>nd</sup>ed.). In W. Donsbach (Ed). *International encyclopedia of communication, Vol. 3*. Oxford: Blackwell.

Tamborini, R., **Bowman, N. D.**, Eden, A., Lewis, R. J., Grizzard M., & Prabhu, S. (in press). Morality and media effects. In P. Roessler (Ed.), *International encyclopedia of media effects*. Hoboken, NJ: Wiley-Blackwell.

**Bowman, N. D.** & Boyan, A. (2017). Sports and gaming studies: Video games as an arena for sport communication scholarship. In A. C. Billings (Ed.), *Defining Sport Communication* (pp. 297-311). New York: Routledge.

**Bowman, N. D.**, & Banks, J. (2016). Playing the zombie author: Machinima through the lens of Barthes. In K. Kenney, *Philosophy for multisensory communication*. (pp. 214-218). New York: Peter Lang.

Anderson, S. & **Bowman, N. D.** (2016). The Origin of Fantasy Sports. In Bowman, N. D., Sanderson, J., & Spinda, J. S. W. (Eds.), *Fantasy Sports and the Changing Sports Media Industry* (pp. 3-18). Lanham, MD: Littleton.

Baldwin, S., Jones, J., & **Bowman, N. D.** (2016). Game/Write: Gameplay as a Factor in College-Level Literacy and Writing Ability. In K. Valentine and L. Jensen (Eds.), *Examining the Evolution of Gaming and Its Impact on Social, Cultural, and Political Perspectives* (pp. 272-291). Hershey, PA: IGI Global. doi: 10.4018/978-1-5225-0261-6.ch013

**Bowman, N. D.** (2016). Video Gaming as Co-Production. In R. Lind (Ed.), *Producing 2.0: The intersection of audiences and production in a digital world* (Vol. 2, pp. 107-123). New York: Peter Lang Publishing

**Bowman, N. D.** (2016). The Rise (and Refinement) of Moral Panic. In R. Kowert and T. Quandt (Eds), *The Video Game Debate: Unraveling the physical, social, and psychological effects of digital games* (pp. 22-38). New York: Routledge.

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**Bowman, N. D.** (2014). Grand Theft Auto. In M. Eastin (Ed.), *Encyclopedia of media violence* (pp. 189-191). Thousand Oaks, CA: SAGE.

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Jöckel, S.; Dogruel, L. & **Bowman, N.D.** (2011): Moralische Fundierung und unterhaltsame Mediennutzung. Die Übertragung einer US-amerikanischen Moralitätsskala nach Deutschland [Moral Foundation an Entertaining Media. The Transfer of an English Morality Scale to Germany]. In: Stark, B., & Magnin, M. (Eds.): *Methodische Herausforderungen komparativer Forschungsansätze* [Methodological challenges in comparative designs] (pp. 320-343). Köln: von Halem.

Tamborini, R., & **Bowman, N. D.** (2010). Presence in Video Games. In C. Bracken & P. Skalski (Eds.) *Immersed in Media* (pp. 87-109). New York: Routledge.

Sherry, J. L., & **Bowman, N. D.** (2008). History of the Internet. In H. Bidgoli (Ed.), *The handbook of computer networks, Volume I: Key concepts, data transmission, digital and optical networks*. Hoboken, NJ: John Wiley & Sons.

Sherry, J. L., & **Bowman, N. D.** (2008). Computer games and child development. In W. Donsbach (Ed.) *International encyclopedia of communication, Vol. 3* (pp. 280-293). Oxford: Blackwell.

### Conference proceedings

Ahern, T., Anderson, M. & **Bowman, N.** (2017). Mapping the instructional event. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference 2017* (pp. 1121-1124). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

**Bowman, N. D.**, Banks, J., & Downs, E. P. (2016). The duo is in the details: Game genre differences in player-avatar relationships. *Selected Papers in Internet Research, 6*.

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*.

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

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*.

Jöckel, S., Dogruel, L. & **Bowman, N.D.** (in press): *Die Übertragung einer Moralitätsskala für die Unterhaltungsforschung nach Deutschland [Transferring a morality scale for entertainment research to Germany]*. Conference Proceedings for the Annual Meeting of the Methods Section for the German Association for Media and Communication (DGPUK).

Schultheiss, D., **Bowman, N.D.**, Schumann, C. (2008). Community vs. solo-playing in multiplayer internet games. In Mosberg-Iverson, S. (Ed.), *IT University of Copenhagen. Proceedings of the [Player] Conference 2008* (pp. 452-471).

### Invited book reviews

**Bowman, N. D.** (2016). How journalists use Twitter: The changing landscape of US newsrooms, by Alecia Swasy. Lexington Press, 2016. CHOICE Magazine.

**Bowman, N. D.** (2016). Social media archeology and poetics, ed. by Judy Malloy. MIT Press, 2016. CHOICE Magazine.

**Bowman, N. D.** (2016). How fantasy becomes reality: Information and entertainment in everyday life, by Karen Dill-Shackleford. Oxford Press, 2015. CHOICE Magazine.

- Bowman, N. D.** (2016). Social media and social movements: The transformation of communication patterns, ed. By Baris Coban. Lexington Books, 2016. CHOICE Magazine.
- Bowman, N. D.** (2016). Friendened at the front: Social media in the American war zone, by Lisa Ellen Silvestri, University Press of Kansas, 2015. CHOICE Magazine.
- Bowman, N. D.** (2016). Social media in Iran: Politics and society after 2009, ed. By David M. Faris & Babak Rahimi, SUNY Press, 2015. CHOICE Magazine.
- Bowman, N. D.** (2015). Social media and living well, ed. by Berrin A. Beasley & Mitchell R. Haney, Lexington, 2015. CHOICE Magazine.
- Bowman, N. D.** (2015). The networked young citizen, ed. by Brian D. Loader, Ariande Vromen, & Michael A. Xenos, Taylor & Francis, 2014. CHOICE Magazine.
- Bowman, N. D.** (2015). Twitter and society, by Katrin Weller, Axel Bruns, Jean Burgess, Merja Mahrt, and Cornelius Puschmann, Peter Lang, 2014. CHOICE Magazine.
- Bowman, N. D.** (2015). Excommunication: three inquiries in media and mediation, by Alexander R. Galloway, Eugene Thacker, and McKenzie Wark, Chicago, 2014. CHOICE Magazine.
- Bowman, N. D.** (2014). Blogging (2<sup>nd</sup> ed), by Jill Walker Rettberg. Polity, 2014. CHOICE Magazine.
- Bowman, N. D.** (2014). Cyberpsychology and new media: A thematic reader, ed. by Andrew Power and Grainne Kirwan. Psychology Press, 2014. CHOICE Magazine.
- Bowman, N. D.** (2014). Review of *A cognitive psychology of mass communication (6<sup>th</sup> Ed.)*, by Richard Jackson Harris and Fred W. Sanborn, Routledge, 2014. CHOICE Magazine.
- Bowman, N. D.** (2014). Review of *Medical visions: producing the patient through film, television, and imaging technologies*, by Kirsten Ostherr, Oxford, 2013. CHOICE Magazine.
- Bowman, N. D.** (2013) Review of *Youth and media*, by Andy Ruddock, SAGE, 2013. CHOICE Magazine.
- Bowman, N. D.** (2013). Review of *The Oxford handbook of media psychology*, ed. by Karen E. Dill, Oxford, 2013. CHOICE Magazine.
- Bowman, N. D.** (2012). [What are video games, anyways?](#) [A review of Ian Bogost, How to Do Things with Videogames. Minneapolis: University of Minnesota Press, 2011, 180 pp. and Judd Ethan Ruggill and Ken S. McAllister, Gaming Matters: Art, Science, and the Computer Game Medium. Tuscaloosa, AL: The University of Alabama Press, 2011, 155 pp.] *International Journal of Communication*, 6(1), 36-42.

### **Conference Paper Awards**

Banks, J., Pietschmann, D., Lin, J-H, & **Bowman, N. D.** (2017, May). *Expansion and Cross-Cultural Validation of the Common Player-Avatar Interaction Scale (cPAX)*. Top Faculty Paper in Game Studies, International Communication Association, San Diego.

Clark-Gordon, C., Watts, E., **Bowman, N. D.**, & Banks, J. (2017, April). *“As good as your word”: Face-threat mitigation and the use of instructor pictures on students’ perceptions of digital instructor feedback*. Top papers in Instructional Communication, Eastern Communication Association, Boston.

Banks, J., **Bowman, N.D.**, & Wasserman, J. (2016, November). *A bard in the hand: The role of materiality in player-character relationships*. Top papers in Game Studies Division, National Communication Association, Philadelphia.

Lancaster, A., Martin, M., **Bowman, N. D.**, Cohen, E., Weber, K. D., & Westerman, D. K. (2016, November). *Cop talk: Message framing, compliance, and perceptions of law enforcement*. Top papers in Applied Communication Division, National Communication Association, Philadelphia.

Ahn, H., **Bowman, N. D.**, & Kwolek, E. (2013, November). *Generally concerned, but not specifically: General vs. situational influences of vulnerable narcissism on social network privacy concerns*. Top papers in Human Communication and Technology Division, National Communication Association, Washington D.C.

Cohen, E., **Bowman, N. D.**, & Lancaster, A. (2013, November). *Are u with some1? Using text message experience sampling to examine the relationship between co-viewing, enjoyment, and eudaimonia*. Top four papers in Mass Communication, National Communication Association, Washington D.C.

**Bowman, N. D.**, Rogers, R., & Sherrick, B. I. (2013, April). *“In control or in their shoes”: How character attachment differentially influences video game enjoyment and appreciation*. Top paper in “Media and the Self” research category, Broadcast Education Association Research Symposium “Media and Social Life: The Self, Relationships, and Society.”

**Bowman, N. D.**, Westerman, D., & Claus, C. J. (2012, April). *How demanding is social media: Understanding social media diets as a function of perceived costs and benefits – a Rational Actor Perspective*. Top three papers in Communication and Technology, Eastern Communication Association, Cambridge, MA.

Joeckel, S., Dogruel, L., & **Bowman, N. D.** (2011, November). *Adolescents, morality and interactive entertainment: The influence of moral salience on actions and entertainment experience in interactive media*. Top five papers in Mass Communication, National Communication Association, New Orleans.

**Bowman, N. D.**, & Tamborini, R. (2010, June). *User demand and mood repair: The intervention potential of video game interactivity*. Top two faculty papers in Game Studies, International Communication Association, Singapore.



Tamborini, R., Eden, A., **Bowman, N. D.**, Grizzard, M., & Lachlan, K. (2009, May). *Moral subcultures in dispositional formation: The acceptance and appeal of violence*. Top four papers in Mass Communication, International Communication Association, Chicago.

**Bowman, N. D.** (2008, June). *In the mood to game: The extension of mood management theory to video games*. Paper presented at the National Communication Association Doctoral Honor's Seminar, Tuscaloosa, AL. [one of 12 papers invited for presentation]

**Conference Papers/Posters/Demonstrations\***  
**\*presentation type marked in citation**

**Bowman, N. D.**, Wasserman, J., & Banks, J. (2017, May). *The Video Game Demand Scale: Developing a metric to assess the cognitive, emotional, physical, and social demands of video game play*. Paper to be presented at the annual convention of the International Communication Association, San Diego.

Breuer, J., Velez, J., Wulf, T., & **Bowman, N. D.** (2017, May). *The effects of coplayer supportiveness and difficulty in a sports video game on prosocial behavior*. Paper to be presented at the annual convention of the International Communication Association, San Diego

Hemenover, S., & **Bowman, N. D.** (2017, May). *Video games, emotion, and emotion regulation: bridging the gap*. Paper to be presented at the annual convention of the International Communication Association, San Diego.

Lin, J-H. **Bowman, N. D.**, Lin, S-F., & Chen, S. (2017, May). *Setting the digital stage: defining game streaming in the scope of game studies*. Paper to be presented at the annual convention of the International Communication Association, San Diego.

**Bowman, N. D.**, Anderson, M, Atkinson, J. & Ahern, T. (2017, March). *Reflecting on learners, or reflecting on lessons? The impact of first-person and third-person video recordings on education students' reflections of their teaching practice*. Paper to be presented at the Annual Meeting of the Eastern Communication Association, Boston.

Escobar-Viera, C. G., Shensa, A., **Bowman, N. D.**, Knight, J. James, A. E., & Primack, B. A. (2017, March), *Passive and Active Social Media Use and Depressive Symptoms among Online Recruited Young Adults*. Poster Presentation. Society of Behavioral Medicine Annual Meeting, San Diego.

Knight, J. **Bowman, N. D.**, Primack, B., Shensa, A., & Colditz, J. (2017, April). *"Oh Snap(chat)! I need your help!" Perceptions of Social Support as a Function of One's Preferred Social Network*. Paper to be presented at the annual convention of the Eastern Communication Association, Boston.

Schlue, L., & **Bowman, N. D.** (2017, April). *Music Videos as Meaningful Entertainment? Psychological Responses to Audio-Visual Presentations of Song Narratives*. Paper to be presented at the annual convention of the Eastern Communication Association, Boston.

**Bowman, N.D.**, Banks, J., Downs, E. (2016, November). *The dyad is in the details: Polythetic identification as a function of player-avatar relationships*. Paper presented at the annual convention of the National Communication Association, Philadelphia, PA.

**Bowman, N. D.,** Lin, J-H., Lin, S-F., & Chen, S. (2016, November). *"They're watching you!" Expanding social facilitation theory to game streaming.* Poster (single-slide) presented at the National Communication Association, Game Studies Pre-Conference "Call of Duty: A Call to Action – Video Games and Civic Engagement." Philadelphia, PA.

Watts, E. R., Clark-Gordon, C., **Bowman, N. D.,** & Banks, J. (2016, November). *"(Gender) Bend it like Beckham": The influence of gender cue salience on fandom towards women's sports.* Poster (single-slide) presented at the National Communication Association, Game Studies Pre-Conference "Call of Duty: A Call to Action – Video Games and Civic Engagement." Philadelphia, PA.

**Bowman, N. D.,** Banks, J., & Downs, E. P. (2016, October). *The duo is in the details: Game genre differences in player-avatar relations.* Paper presented at the Association of Internet Researchers, Berlin.

Anderson, M., **Bowman, N. D.,** Ahern, T., & Atkinson, J. (2016, September). *How Can (Wearable) Technology Change the Game for Student Performance Assessment?* Abstract presented at the West Virginia Higher Education Technology Conference, Morgantown, WV.

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

**Bowman, N. D.,** Dogruel, L., & Joeckel, S. (2016, June). *Locked down, shielded from danger: Developing mobile app icons to prime privacy and security thoughts.* Poster presented at the International Communication Association, Fukuoka, Japan.

Breuer, J., **Bowman, N. D.,** Kieslich, K., Elson, M., Kowert, R, Kneer, J., Quandt, T., Lange, A., & Lange, R. (2016, June). *Grand Theft Morals: The role of cultural differences and moral views for the evaluation of violent and sexual content in video games.* Poster (single-slide) presented at the International Communication Association pre-conference "Just Games? Considering Games as More than Entertainment," Tokyo.

Downs, E. P., **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 International Communication Association, Fukuoka, Japan.

Liebold, B., Peitschmann, D., & **Bowman, N. D.** (2016, June). *It's New, but is it improved? Novelty and learning effects in the use and enjoyment of naturally mapped video game controllers.* Paper presented at the International Communication Association, Fukuoka, Japan.

Tamborini, R., Prabhu, S., **Bowman, N. D.,** Hahn, L., Klebig, B., Grall, C., & Novotny, E. (2016, June). *The effect of moral intuitions on decisions in video-game play: Temporary and chronic intuition accessibility.* Poster presented at the International Communication Association, Fukuoka, Japan.

**Bowman, N. D.,** Anderson, M., Ahern, T., & Atkinson, J. (2016, May). *Reflecting on learners, or reflecting on lessons? Using wearable technologies to gain new perspective in the classroom: Impacts on teacher*

*immediacy recognition*. Poster presented at the West Virginia University Teaching and Learning Commons “Celebrate: Teaching, Learning, and Research.” Morgantown, WV.

**Bowman, N. D.** (2016, April). *Advances in Media Communication: Social Media as Tools – For Good and Evil*. Keynote address to [R]evolutions in Communication Courses: Theory, Research, Pedagogy, and Assessment, Baltimore.

Lancaster, A. L., **Bowman, N. D.**, & Martin, M. M. (2016, April). Taking back our University: Students’ responses to a University President’s crisis message. Paper presented at the Eastern Communication Association, Baltimore.

Shensa, A., **Bowman, N.D.**, Sidani, J.E., Marshal, M.P., & Primack, B. A. (2016, April). *Social Media Use, Social Media Addiction, and Depression among US Young Adults*. Poster Presentation. Society of Behavioral Medicine Annual Meeting. Washington, DC.

Segool, N., Goforth, A., **Bowman, N.**, & Politikos, N. (2016, February). *Perception matters: Factors that influence our beliefs about school psychologists*. Paper to be presented at the 48th Annual Meeting of the National Association of School Psychologists, New Orleans, LA.

Anderson, S., **Bowman, N. D.**, & Larson, B. (2015, October). *Soaring for success: Fan avidity and stadium facilities on fans' satisfaction with live game attendance*. Paper presented at the Sport Marketing Association, Atlanta.

**Bowman, N. D.**, Kowert, R., Breuer, J., Elson, M., Kieslich, K., Kneer, J., Quandt, T., Lange, A., & Lange, R. (2015, November). *“It’s too dirty for me, so it’s too dirty for the kids”:* A cross-comparison of German and US gamers’ differential reactions to an explicitly sexual or violent video game. Paper presented at the National Communication Association, Las Vegas.

**Bowman, N. D.**, Baldwin, C., & Jones, J. (2015, November). *Virtual tensions fuel narrative tensions: The impact of leisurely video game experience on first-year college students’ observed composition writing ability*. Poster presented at the National Communication Association, Las Vegas.

Lancaster, A. L., **Bowman, N. D.**, & Harvell, L. A. (2015, November). *Flying blind to safety: Mortality salience, efficacy, and message recall of airline safety demonstration videos*. Paper presented at the annual meeting of the National Communication Association, Las Vegas, NV.

Shao, G., **Bowman, N. D.**, Lu, J. & Xu, L. (2015, November). *Media consumption and political socialization in China: Comparing news and entertainment media effects*. Paper presented at the National Communication Association, Las Vegas.

Westerman, D., Daniel, S. E., & **Bowman, N. D.** (2015, November). *“Let’s talk about ‘techs’”:* Exploring the environmental, personal, and behavioral correlates with students’ attitudes toward social media. Poster presented at the National Communication Association, Las Vegas.

Anderson, M., & **Bowman N. D.** (2015, October). *Wearable Tech is Now and it’ll change how you see and work with students*. Presentation at West Virginia Higher Education Technology Conference, Morgantown, WV.

Rogers, R., Woolley, J., Sherrick, B., Oliver, M. B., & **Bowman, N. D.** (2015, August). *Fun versus Meaningful Video Game Experiences: A Qualitative Analysis of User Responses*. Paper presented at the Association of Education in Journalism and Mass Communication, San Francisco.

Breuer, J., Elson, M., Kieslich, K., **Bowman, N. D.**, Kowert, R., Quandt, T., Lange, A., & Lange, R. (2015, September). *Moral Kombat – Moral foundations and the evaluation of violent and sexual content in video games*. 9th Conference of the Media Psychology Division, September 9th - 11th, 2015, Tübingen, Germany.

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

Zhang, G., **Bowman, N. D.**, Shao, G., & Guan, D. (2015, May). *“The people dissent, or The People’s consent?” Comparing news agendas of traditional and new media surrounding a large-scale Chinese political event*. Poster presented at the International Communication Association, Puerto Rico.

Paul, H., **Bowman, N. D.**, Banks, J. D. (2015, April). *The enjoyment of grieving in online games*. Paper presented at the Eastern Communication Association, Philadelphia.

Anderson, M., & **Bowman N. D.** (2015, July). *Wearable Tech is Now and it’ll change how you see and work with students*. Presentation at West Virginia Statewide Technology Conference 2015, Morgantown, WV.

Segool, N., Goforth, A., **Bowman, N. D.**, & Politikos, N. (2015, February). *School Psychologists’ Social Networking Use and Perceptions of Professionalism*. Paper to be presented at the Annual Meeting of the National Association of School Psychologists, Orlando, FL.

**Bowman, N. D.**, Kowert, R., & Cohen, E. (2014, November). *When the ball stops, the fun stops too: The impact of social inclusion on video game enjoyment*. Paper presented at the National Communication Association, Chicago.

**Bowman, N. D.**, Roman, A., & Knoster, K. (2014, November). *“Web-sling to save or shoot to kill?” The impact of dissonant origin and antiheroic action on disposition polarization and enjoyment*. Paper presented at the National Communication Association, Chicago.

Cohen, E., **Bowman, N. D.**, & Borchert, K. (2014, November). *Understanding romantic jealousy responses to an ambiguous social network site message as a function of message access exclusivity*. Paper presented at the National Communication Association, Chicago

Rogers, R., **Bowman, N.D.**, & Oliver, M. B. (2014, November). *It’s not the model that doesn’t fit, it’s the controller! The role of cognitive skills in understanding the links between natural mapping, performance, and enjoyment of console video games*. Poster presented at the National Communication Association, Chicago

Dogruel, L. D., Joeckel, S., & **Bowman, N. D.** (2014, May). *“There’s (a lot of) apps for that!”: An exploratory perspective on media choice processes for smartphone apps*. Paper presented at the annual meeting of the International Communication Association, Seattle.

Kahn, A., & **Bowman, N. D.** (2014, May). *With tough work comes tough responsibility: The association between perceived task demand and transactive memory in video game teams*. Paper presented at the annual meeting of the International Communication Association, Seattle.

Rieger, D., **Bowman, N. D.**, & Frischlich, L., & Bente, G. (2014, May). *"I'm pumped, but I don't feel like it!" The differential effects of affect and arousal regulation on mood repair and recovery*. Paper presented at the annual meeting of the International Communication Association, Seattle.

Borchert, K., Cohen, E., & **Bowman, N. D.** (2014, April). *Relationship Threatening Interpretations of an Ambiguous Facebook Message as a Function of Message Exclusivity and Dimensions of Jealousy*. Paper presented at the annual meeting of Eastern Communication Association, Providence, Rhode Island.

Cranmer, G. A., **Bowman, N. D.**, & Brann, M. (2013, November). *Male athletes and female aesthetics: the systematic deathification of female athletes in ESPN's the Body Issue*. Paper to be presented at annual meeting of National Communication Association, Washington D.C.

Ahn, H. & **Bowman, N. D.** (2013, October). *The influence of brand propinquity on complaining behavior via social media*. Paper presented at the annual meeting of Association for Consumer Research, Chicago.

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

Cranmer, G., **Bowman, N. D.**, & Goldman, Z. (2013, June). *"Big run, or smart Gun": How racially-based sports frames influence subsequent audience behaviors and attitudes of audiences towards athletes*. Paper presented at the Annual Meeting of the International Communication Association, London.

Oliver, M. B., **Bowman, N. D.**, Woolley, J. K., Rogers, R., Sherrick, B. I., & Chung, M-Y. (2013, June). *Video games as meaningful entertainment experiences*. Poster presented at the Annual Meeting of the International Communication Association, London. [[pdf](#)]

Schumann, C., **Bowman, N. D.**, & Schultheiss, D. (2013, June). *Studying the Pleasures of the Discerning Gamer: Subjective Quality Judgments as Predictors of Good Video Game Experiences*. Paper presented at the Annual Meeting of the International Communication Association, London.

Cranmer, G., **Bowman, N. D.**, Chory, R., & Weber, K. (2013, April). *Color-Blind: Race as an antecedent condition in brawn and brain framing of Heisman finalists in newspaper coverage*. Paper presented at the Annual Meeting of the Eastern Communication Association, Pittsburgh.

Goldman, Z., Westerman, D., **Bowman, N. D.**, & Cranmer, G. (2013, April). *Communication Privacy Management Theory and Message Perception: Exploring the Role of Public and Private Spheres on Facebook*. Paper presented at the Annual Meeting of the Eastern Communication Association, Pittsburgh.

Goldman, Z., **Bowman, N. D.**, & Westerman, D. (2013, April). *"You need to back off:" Utilizing communication privacy management theory to explore responses to public and private interpersonal disclosures on Facebook*. Poster presented at the Broadcast Education Association Research Symposium "Media and Social Life: The Self, Relationships, and Society," Las Vegas. [[pdf](#)]

**Bowman, N. D.** (2012, November). *"Gaming bad is gaming good!": Alternative Player Responses to Anti-Social Content in Gaming*. Panel presentation at the Annual Meeting of the National Communication Association, Orlando, FL.

**Bowman, N. D.,** Bryand, M., & Carr, L. M. (2012, November). *Six points for six posts: Cognitive and affective learning benefits of using Facebook to supplement the mass lecture in an undergraduate curriculum*. Paper presented at the Annual Meeting of the National Communication Association, Orlando, FL.

Cranmer, G., **Bowman, N. D.,** & Brann, M. (2012, November). *Nude but equal: Gender-based portrayals of sexuality of male and female athletes in ESPN's Body Issue*. Paper presented at Annual Meeting of the National Communication Association, Orlando, FL.

**Bowman, N. D.,** Lewis, R., & Bryand, M. (2012, May). *The morality of May 2, 2011: A content analysis of US headlines regarding the death of Osama bin Laden*. Paper presented at the Annual Meeting of the International Communication Association, Phoenix.

Dogrue, L., Joeckel, S., & **Bowman, N. D.** (2012, May). *Analyzing influencing factors on elderly people's perceived usability of interactive media*. Paper presented at the Annual Meeting of the International Communication Association, Phoenix.

Mastro, D. Enriquez, M, Tamborini, R., **Bowman, N. D.** & Prabhu, S. (2012, May). *A content analytic examination of morality displays in Spanish and English language television programming*. Paper presented at the Annual Meeting of the International Communication Association, Phoenix.

**Bowman, N. D.,** Hallett, J, & Boyan, A. (2012, April). *Squid or Chalkie? The role of selective perception in processing Hillbilly humor*. Paper presented at the Annual Meeting of the Eastern Communication Association, Cambridge, MA.

Jones, D. F., **Bowman, N. D.,** Muigai, n. a., Wanderi, P., Thairu, M. (2011, December). *Integrated Model of Smart phone Infrastructure in Sports; Proposed as a Platform for advancing the Marathon Industry in East Africa*. Paper presented at African Sport Management Association conference, Kampala, Uganda.

**Bowman, N. D.,** Crawford, M., & Walters, D. J. (2011, November). *Washed out of the Sun Belt: The fall (and rise?) of intercollegiate sports at post-Katrina University of New Orleans*. Paper presented at the Annual Meeting of the National Communication Association, New Orleans.

**Bowman, N. D.,** Schultheiss, D., & Schumann, C. (2011, November). *"I'm attached, and I'm a good guy!": How character attachment influences (pro-social and anti-social) usage motivations*. Paper presented at the Annual Meeting of the National Communication Association, New Orleans.

Shao, G., Zhang, G., & **Bowman, N. D.** (2011, November). *What is most important for my country is not most important for me: agenda setting effects in China*. Paper presented at the Annual Meeting of the National Communication Association, New Orleans.

**Bowman, N. D.** & Vela, L. (2011, November). *When is a metropolis a village? Social media and the demise of Gessellschaft*. Paper presented at Urban Communication Foundation, New Orleans.

**Bowman, N. D.,** Joeckel, S., & Dogruel, L. (2011, August). *The implications of cross-cultural differences in moral salience on media uses and effects research*. Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication, St. Louis.

**Bowman, N.D.,** Dogruel, L., & Joeckel, S. (2011, May). *Binding Americans and separating Germans: The influence of moral salience and nationality on media choices*. Paper presented at the Annual Meeting of the International Communication Association, Boston.

Dogruel, L., **Bowman, N. D.,** & Joeckel, S. (2011, May). *Elderly people and morality in virtual worlds: a cross-cultural analysis of elderly people's morality in interactive media*. Paper presented at the Annual Meeting of the International Communication Association, Boston.

**Bowman, N. D.,** Joeckel, S., & Dogruel, L. (2011, April). *Uphold morality, or finish the game? The influence of moral intuitions on decisions in virtual environments*. Paper presented at the Media and Morality Symposium of Broadcast Education Association, Las Vegas.

Lewis, R., Grizzard, M., **Bowman, N. D.,** Eden, A., & Tamborini, R. (2011, April). *Intuitive Morality and Reactions to News Events: Responding to News of the Lockerbie Bomber's Release*. Paper presented at the Media and Morality Symposium of Broadcast Education Association, Las Vegas.

Wang, Y., **Bowman, N. D.,** Jensen, R. W., & Larson, B. (2011, April). *A comparative study of fan behaviors between non-sports fans and avid sports fans*. Paper presented at the Northeastern Recreation Research Symposium, Lake George, NY.

Schultheiss, D., **Bowman, N.D.,** Schumann, C. (2011, March). *"Me, myself and my Avatar?" - Cultural differences of character attachment and usage motivation in MMORPGs*. Presented at General Online Research (GOR) conference, Duesseldorf, Germany.

**Bowman, N. D.,** & Tamborini, R. (2010, November). *The effect of user demand and mood state on selective exposure to video games*. Paper presented at the Annual Meeting of the National Communication Association, San Francisco.

**Bowman, N. D.,** Schultheiss, D., & Schumann, C. (2010, October). *The influence of character attachment on Internet video game play motivations: A pilot study*. Poster presented at the Third European Communication Conference (ECCREA), Hamburg.

Schultheiss, D., Schumann, C., & **Bowman, N. D.** (2010, October). *Silvergammers: Elderly video gaming and the Internet*. Paper presented at the Third European Communication Conference (ECCREA), Hamburg.

Tamborini, R., Grizzard, M., **Bowman, N. D.,** Lewis, R., Reinecke, L., & Eden, A. (2010, June). *Defining media enjoyment in functional terms*. Paper presented at the Annual Meeting of the International Communication Association, Singapore.

**Bowman, N. D.** (2010, April). *Appalachia: Where the Squids hate the Chalkies: A Burkeian analysis of The Squidbillies animated series*. Paper presented at the Annual Meeting of Southern States Communication Association, Memphis.

Isaacson, T., **Bowman, N. D.**, & Atkin, C. (2010, April). *Generating buzz or driving attendance? The influence of story type and source on university sports fan attitudes and behavioral intentions*. Paper presented at the Scholarly Conference on College Sport, Chapel Hill, NC.

Jensen, R., & **Bowman, N. D.** (2010, April). *Will sports fans revolt if advertisements are placed on uniforms of their favorite teams?* Paper presented at the Annual Meeting of International Academy of Business Disciplines, Las Vegas.

**Bowman, N. D.**, Bryant, T., Campbell, R., & Mauldin, L. (2010, March). *Pantry partners: Using media studies students to program and promote community events*. Paper presented at the Gulf Shores Summit on Service-Learning and Civic Engagement through Higher Education, Athens, GA.

**Bowman, N. D.**, Sherry, J. L., & Harp, S. (2010, March). *The Michigan State University School of Rock: Partnering communication students with communities in need of (communication) expertise*. Poster presented at the Gulf Shores Summit on Service-Learning and Civic Engagement through Higher Education, Athens, GA.

**Bowman, N. D.** (2010, March). *Towns County Food Pantry and Media Studies Partnership*. Paper presented at the Annual Meeting of the Appalachian Studies Association, Dahlonega, GA.

Jensen, R., **Bowman, N. D.**, Sosa, J., Wang, W., & Larson, B. (2010, January). *Preliminary results of a Web-based pilot study to gauge public opinions about advertisements in Major League Soccer jerseys*. Paper presented at the Fourth Summit on Communication & Sport, Cleveland.

Silk, K. J., Neuberger, L., Hamel, L. M., & **Bowman, N. D.** (2009, November). *The role of social norms in increasing blood donation behavior*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Tamborini, R., Eden, A., **Bowman, N. D.**, Grizzard, M., & Weber, R. (2009, November). *Predicting appeal from instinctive moral values*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Joeckel, S., & **Bowman, N. D.** (2009, July). *Technological innovations in the video game industry: Improvements in game play visuals and its effect on game enjoyment*. Paper presented at the International Association for Media and Communication Research, Mexico City, Mexico.

Eden, A., **Bowman, N. D.**, Maloney, E. (2009, May). *Gender attribution in video games*. Paper presented at the Annual Meeting of the International Communication Association, Chicago.

Neuberger, L. B., Silk, K. J., Yun, D., **Bowman, N. D.**, & Anderson, J. (2009, May). *Concern as motivation for protection: An investigation of mothers' concern about their daughters' breast cancer risk*. Paper presented at the Annual Meeting of the International Communication Association, Chicago.

**Bowman, N. D.**, Eden, A., & Grizzard, M. (2008, November). *A funny thing happened at the arcade: A mixed-method approach to video game preferences and enjoyment*. Paper presented at the Annual Meeting of the National Communication Association, San Diego.



Silk, K., Yun, D., **Bowman, N. D.**, Neuberger, L., & Atkin, C. (2008, November). *"Is it all in the Message?": The role of perceived control, responsibility, and efficacy in women's responses to breast cancer messages*. Paper presented at the Annual Meeting of the National Communication Association, San Diego.

Tamborini, R., Eden, A., Weber, R., **Bowman, N. D.**, & Grizzard, M. (2008, November) *Variance in disposition and morality predicted by repeated exposure to daytime soap opera*. Paper presented at the Annual Meeting of the National Communication Association, San Diego.

Sherry, J. L., Boyan, A., & **Bowman, N. D.** (2008, August). *Why games are not fun*. Paper presented at the Annual Convention of the American Psychological Association, Boston, MA.

Schultheiss, D., **Bowman, N. D.**, & Schumann, C., (2008, August). *Community vs. soloplayering in multiplayer internet games*. Paper presented at The [Player] Conference, Copenhagen, Denmark.

**Bowman, N. D.**, & Boyan, A. B. (2008, May). *Cognitive skill as a predictor of flow and presence in naturally-mapped video games*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

**Bowman, N. D.**, Tamborini, R., & Sherry, J. L. (2008, May). *Facilitating game play: How others affect performance at and enjoyment of video games*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

Eden, A., **Bowman, N. D.**, & Maloney, E. (2008, May). *"That dude is good!": Gender-bias in on-line video games*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

Silk, K., Yun, D., **Bowman, N. D.**, Neuberger, L., Atkin, C. (2008, May). *Investigating the impact of breast cancer messages on women's perceptions: Results of a message testing pilot study*. Paper presented at the Annual Meeting of the International Communication Association, Montreal.

**Bowman, N. D.** (2008, March). *In the mood to game: The extension of mood management theory to video games*. Paper presented at the Media Entertainment Summit, Michigan State University, East Lansing, MI.

**Bowman, N. D.**, & McCabe, J. (2007, November). *"I'm a die-hard fan, but...": How fantasy sports play affects fandom*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Boyan, A. C., & **Bowman, N. D.** (2007, November). *A semiotic analysis of video games*. Poster presented at the Annual Meeting of the National Communication Association, Chicago.

Skalski, P., **Bowman, N. D.**, Eden, A., Maloney, E., Lange, R. (2007, November). *The appeal of violence in films and video games*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Silk, K., Atkin, C., Yun, D., **Bowman, N. D.**, Osuch, J., & Pierce, K. (2007, November). *The effect of message source, message type, and involvement on mothers' decision-making in breast cancer: The application of the precautionary principle*. Paper presented at the 4<sup>th</sup> Annual Early Environmental Exposures Meeting, Cincinnati, Ohio.

Weber, R., Mathiak, K., Tamborini, R., **Bowman, N. D.**, Westerman, D., Lange, R. (2007, November). *Neurophysiology of entertainment: Neural signatures of humor enjoyment*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Westerman, D., Tamborini, R., & **Bowman, N. D.** (2007, November). *The effects of avatars on impression formation in different contexts*. Paper presented at the Annual Meeting of the National Communication Association, Chicago.

Huh, S. & **Bowman, N. D.** (2007, May). *Perception and addiction of online games as a function of personality traits*. Paper presented at the Annual Meeting of the International Communication Association, San Francisco.

Lewis, M. L., **Bowman, N. D.**, & Weber, R. (2007, May). *The creation of character attachment in role-playing games*. Paper presented at the Annual Meeting of the International Communication Association, San Francisco.

**Bowman, N. D.**, & Sherry, J. L. (2006, November). *The negative outcomes of flow: a test of media flow theory*. Paper presented at the Annual Meeting of the National Communication Association, San Antonio, Texas.

Tamborini, R., Lachlan, K., **Bowman, N. D.**, & Eden, A. (2006, November). *Justifying violence: The influence of perpetrator motive and dispositions on the acceptability of violent reprisal*. Paper presented at the Annual Meeting of the National Communication Association, San Antonio, Texas.

Sherry, J. L., Rosaen, S., **Bowman, N. D.**, & Huh, S. (2006, June). *Cognitive skill predicts video game ability*. Paper presented at the Annual Meeting of the International Communication Association, Dresden, Germany.

Weber, R., Lewis, M., & **Bowman, N. D.** (2006, June). *The creation of character attachment in video games*. Paper presented at the Annual Meeting of the International Communication Association, Dresden, Germany.

## **Other conference participation**

### **Panel/Roundtable Discussant**

#### ECREA

- “Turning the Lens on Digital Games Research: A Sociology of Media Research Approach?” (2014)

#### AoIR

- “Augmented Reality Rules! New Agendas, Collaborations, and Best Practices for Conducting Augmented Reality Research” (2016 panel)

- “One Shining (Virtual) Moment: The Social Facilitation Hypothesis Extended to Video Game Performance” (eSports, 2013 panel)

#### DiGRA

- “Defragging the Methodology of Game Studies” (Panel track, 2013)

#### ECA

- “Freedom To and Freedom From Social Media ... Ethical and Legal Dilemmas” (2017, Communication Law and Ethics)
- “Ready Player One: Using science fiction to teach communication technology theory - a Freedom to learn from fiction” (2017, Communication and Technology)
- “MySpace as My First Digital Space” (2016, Communication and Technology)
- “The Surprising Convenience of Crowdsourcing: Understanding the Mechanics of Recruiting Representative Online Samples” (2016, Theory and Methodology)
- “Revolution or Evolution? A Roundtable Deliberation on Social Media Law and Ethics” (2016, Communication Law and Ethics)
- “The Convention Panel: A Public or a Private Affair?” (2015, Sponsored Panel)
- “I am so mad that Facebook toyed with my emotions!': Deliberating the ethical, methodological, and practical implications of the Facebook mood study” (2015, Communication Theory and Methodology Division)
- “Pedagogy 2.0: The Evolving Discourse over Social Media in Education” (2015, Instructional Communication Division)
- “(Social) Deliberations from social media data: ECA 2014 as a case study on social media marketing, management, organization and pedagogy” (2015, Communication and Technology Division)
- “Communication and Technology: Where are We Going, Where Have We Been?” (2014, Communication and Technology Division)
- “Four Respond to 228, Responding to the APA: Theoretical and Empirical-Based Dissent Within the Academy Regarding Media Violence Research (is a good thing).” (2014, Media Communication Interest Group)
- “The Language of Our MassPersonal Selves” (2013, Communication and Technology Division)

#### MCA (Maryland Communication Association)

- “Masspersonal Communication: Negotiating the Personal, Political, and Civil” (2011)

#### NCA

- “(Gander) Bend it like Beckham: The influence of gender cue salience on fandom towards women’s sports” (2016, Game Studies Division pre-conference)
- “They’re watching you! Expanding social facilitation theory to game streaming” (2016, Game Studies Division pre-conference)
- “Keeping it under control: The role of interactivity in the capacity of video games for mood repair” (2015, Game Studies Division pre-conference)

- “Death is coming, but I am too scared to think about it”: Defining and distinguishing the roles of death and fear as motivators to cognitive, affective, and behavioral change” (2015, Social Cognition Division)
- “Those aren’t my morals! The case for cross-cultural research on moral intuitions.” (2015, Mass Communication Division)
- “Psycho/biological considerations for human interactions within video games” (2014, Social Cognition Division)
- “Three dimensions of video games: The influence agency, demand, and perspective on performance at, presence in, and enjoyment of video games.”(2012, Human Communication and Technology Division)
- “Community Engagement and Experiential Learning: Combining the Benefits of Learning from Direct Experience with Engaging in Charitable Works to Facilitate Student Learning and Help Our Communities” (2011, Experiential Learning Division)
- “Character attachment: When you are your avatar” (2011, Mass Communication Division)

#### SSCA

- “Immoral, or distasteful? Audience fragmentation and media content” (2012, Pop Culture Division)

#### SxSw Interactive

- “Let’s Interface: Connecting Social Research to UXD” (2016)

#### SxSWedu

- “Plunging the Perils and Pearls of a Social Classroom” (2015, Social and Mobile Learning)

### Respondent

#### AEJMC

- Judge, “[Best of the Web](#)” newspaper competition, 2011
- Main session respondent for Entertainment Studies research presentations (2009, 12 total papers)

#### ECA

- “Instagram, memes, media portrayals, and the future of mass media” (2016, James C. McCroskey & Virginia Richmond Undergraduate Scholars Conference)
- “Top Student Papers in Media Communication” (2016, Media Communication Interest Group)
- “Everything Old is New Again” (2014, Communication and Technology Interest Group)
- “Top Three Competitive Papers in Media Communication” (2013, Media Communication Interest Group)

NCA

- “Digital Self-disclosure effects, Characteristics, and Norms” (2014, Human Communication and Technology Division)
- “Dynamics Models of Communication in an Online Friendship Network” (2012, Human Communication and Technology Division)
- “The Heart of the ‘Media and Morality’ Kingdom” (2012, Mass Communication Division)
- “A Test Track for Scholarship in Audience Motives and Emotions” (2012, Mass Communication Division)
- “The Magical World of Gamers and Avatars in Online Environments” (2012, Mass Communication Division)
- “Cultivating New Kinds of Mediated Reality: A Fresh Look at Cultivation Theory Research” (2011, Mass Communication Division)
- “Top Four Student Papers in Mass Communication” (2010, Mass Communication Division)

ICA

- “Top Papers in Sport Communication” (2016, Sport Communication Interest Group)
- “Constraint Removal Effects in Social Media” (2014, Communication and Technology Division)

**Session/Panel Chair**

AEJMC

- “The case for morality and media: Overviewing, reviewing, and previewing our understanding of morality in media uses and effects” (2011, ESIG & Media Ethics Division)

ECA

- “Aging Gracefully Beneath the Cape and Cowl: Reflections on the Future of the Comic Book Industry” (2015, Media Communication Interest Group)
- “News Coverage, Misinformation, Sensationalism, Elitism and Civility” (2013, Media Communication Division)
- “Top Papers in Communication and Technology” (2013, Communication and Technology Division)

ICA

- “Top Papers in Game Studies” (2016, Game Studies Division)
- “Global Sports Events as Platforms for Innovation” (2015, Sport Division)
- “[Extended Session] The Dark Cloud of Video Game Effects (and an Emerging Silver Lining): Can Games Have a Place In a Good Life?” (2014, Game Studies Interest Group)
- “Breaking boundaries: Conversation and participation through the media” (2011, Mass Communication Division)
- “Media Entertainment” (2010, Mass Communication Division)

- “Players and Market Forces” (2010, Game Studies Interest Group)
- “Reactions to Bad Things Happening” (2009, Mass Communication Division)

#### NCA

- “Psycho/biological Considerations for Human Interactions with Video Games” (2014, Communication and Social Cognition)
- “Not Just Social Networking: Self and Other in Online Communication” (2011, Human Communication and Technology Division)
- “Watch Me as I Fall: Mass Media Analysis of the “Fallen Sports Hero” (2010, Mass Communication Division)  
“Frames, Fans, and the Olympics: Sports and the Mass Media” (2009, Mass Communication Division)
- “Analyzing the New Media Landscape: From Blogs to YouTube” (2008, Mass Communication Division)

## TEACHING & ADVISING

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### **Courses Taught**

[click [here](#) for updated teaching evaluations and course syllabi]

#### **Universität Erfurt**

COM416: International Culture and Communication (Germany)  
COM492-001: Directed Readings in German Culture and Communication  
COM493-001: Media Psychology and Influence

#### **West Virginia University**

**#WVUCommMOOC ([www.wvucommmooc.org](http://www.wvucommmooc.org))**  
“Learning to Cope with our Robot Overlords” [[personal reflection](#)]

#### **Graduate Courses**

COM625: Computer-Mediated Communication  
COM693D: Experiments and Causality  
COM693I: New Media and Society  
COM691W: Social and Digital Media Management (Corporate MA Program)  
COM693K: Social Media in 2012 (Instructional MA Special Course)  
COM693K: Social Media in the Workplace (Corporate MA Program)  
COM693N: Effects of Entertainment Media

#### **Undergraduate Courses**

COM105: Introduction to Mass Media  
COM105: Introduction to Mass Media (online)  
COM105: Introduction to the Mass Media (WVU K-12 online course)  
COM105 (Honors): Introduction to Mass Media  
COM293 (Honors): Social Media in the Workplace

COM335: Social Media in the Workplace  
COM335: Social Media in the Workplace (online)  
COM405: Advanced Mass Media (Entertainment Media Uses and Effects)  
COM425: Computer-Mediated Communication  
COM494: Internship Supervisor – Editorial Manager for communicationstudies.wvu.edu  
COM495: Independent Study – Communication Technology and Media Psychology

### **Institute for Continued Learning @ Young Harris College**

Summer 2010: Blogging, Tweeting, and Facebooking: An Introduction to Social Media

### **Young Harris College**

COMM3950&3951: Editing and Newspaper Production I - II, Primary Instructor  
COMM3400: Organizational Communication, Primary Instructor  
COMM2980-4980: Independent Study, Coordinator  
COMM2900: Reporting I, Primary Instructor  
COMM2700: Introduction to Media Effects Research, Primary Instructor  
COMM2050: Communication Theory, Co-Instructor  
COMM1181-4181: Newspaper I-IV, Primary Instructor  
COMM1100: Introduction to Public Speaking, Primary Instructor  
COMM1051: Practicum in Journalism and Newspaper Production, Primary Instructor  
COMM1050: Introduction to Media Communication, Primary Instructor  
HONR1101 (Honors): Managing Your Virtual Identity, Primary Instructor

### **Michigan State University**

COM490: Independent Study, Coordinator  
COM399: Music Management and Promotion, Primary Instructor  
COM402: Music Management and Promotion<sup>#</sup>, Primary Instructor  
COM375: Audience Response to Media Entertainment, Primary Instructor  
COM275: Effects of Mass Communication, TA & Primary Instructor  
COM200: Methods of Communication Inquiry, Teaching Assistant  
COM240: Organizational Communication, Teaching Assistant  
COM100: Human Communication, Teaching Assistant  
*<sup>#</sup>denotes special topics course, taught as part of the PR Specialization Program*

### **University of Missouri – St. Louis**

COMM2231: Organizational Communication, Primary Instructor  
COMM1135: Communication Theory, Graduate Teaching Assistant  
COMM1040: Introduction to Public Speaking, Primary Instructor  
COMM1030: Interpersonal Communication, GTA & Associate Instructor

### **St. Louis Community College – Meramec**

COM101: Introduction to Communication, Primary Instructor

### **Student Advisees**

### **Ph.D. Committees**

Advisor/Chair, Jennifer Knight, 2016 to present (defending expected Spring 2018)

Content area – Media. Alexander L. Lancaster (2013-present; defended Spring 2015)  
Content area – Methods. Hailey Gillen (2013-2014)

### **M.A. Committees**

Chair, Lea Schlue. Successfully defended, May 2016. Thesis title: “Music Videos as Meaningful Entertainment?: Psychological Responses to Audio-Visual Presentations of Song Narratives”

Chair, Gregory A. Cranmer. Successfully defended, May 2012. Thesis title: “The Use of Brawn and Brain Frames in the Framing of White and Black Heisman Candidates”

### **Other Graduate Student Committees**

Outside member, Kaitlyn Davis (M.S.J., Reed College of Media, WVU)

Outside member, Kelly Williams (M.S.J., Reed College of Media, WVU). Successfully defended, Spring 2016.

Outside member, Maria Cipollone, (Ph.D. Communication, Temple University). Successfully defended, Fall 2016.

Outside member, Laura Conlin (Ph.D. Communication, University of Alabama). Successfully defended, January 2015.

Outside member, Brittany Furbee (M.S.J., Reed College of Media, WVU). Successfully defended, April 2015

Outside member, Matthew McNally (Ph.D. Psychology, WVU). Successfully defended, Spring 2014

Outside member, Brett Wilson (Ph.D. Political Science, WVU). Successfully defended May 2014

Outside member, Allison Schenk (Ph.D. Psychology, WVU). Successfully defended, March 2014

Outside member, Elizabeth Delon-Kwolek (M.S.J., P.I. Reed School of Journalism, WVU). Successfully defended, May 2013

Outside member, Maggie Matsko (M.S.J., P.I. Reed School of Journalism, WVU). Successfully defended, May 2013.



## Undergraduate Advising

James Abdallah, McNair Scholars Program, 2014-2015  
Poster presentation accepted at Undergraduate Research Day at the Capitol (WV)  
Poster presentation, University of Maryland McNair Scholars Program  
Poster presentation, Eastern Communication Association 2015

## Certifications & Training

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### WVU Committee on Student Rights & Responsibilities (27 October 2016)

Annual training

### Quality Matters (September, 2014)

Certification: Applying the QM Rubric (to online courses)

## GRANTS & EXTERNAL FUNDING

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### *Received*

October 2016	University of Pittsburgh, Center for Research on Media and Technology, \$2000
September 2016	West Virginia University, Faculty Travel Grant, T1-17-137, \$900
January 2016	National Chung Cheng University/National Chiao Tung University (Taiwan), research expenditures grant, 150000 NTD (~\$4500, as of January 2016)
October 2015	West Virginia University, Faculty Travel Grant, T1-165-243, \$800
May 2015	West Virginia University, Classroom Technology (w/Dr. Matthew Anderson), "Wearable Technology", \$2000
May 2015	West Virginia University, Classroom Technology, Discretionary Grant, \$1000
September 2014	West Virginia University, Faculty Travel Grant, T1-15-045, \$600
Spring 2014	West Virginia University, Faculty Travel Grant, T3-14-011, \$1279.22 (includes \$879.22 in matching funds from Eberly College of Arts and Sciences)
October 2012	West Virginia University, Faculty Travel Grant T1-13-063, \$1050 (includes \$450 in matching funds from Eberly College of Arts and Sciences)
May-June 2010	Universität Erfurt (Germany). Adolescence, Moral Development, and Media. Serving as a Visiting Professor/Scholar, €2000

- November 2008** Michigan State University. Excellence-in-Teaching Citation, **\$1000**
- September 2008** Michigan State University. College of Communication Arts and Sciences Dissertation Completion Fellowship, **\$6000**
- April 2008** Michigan State University. College of Communication Arts and Sciences Research Excellence Grant, **\$5000**
- March 2008** Michigan State University. Travel Grant, **\$500**
- Fall 2007** Breast Cancer and the Environment Research Center. Funded by the National Institute of Environmental Health Sciences and the National Cancer Institute, # 610493(Fall 2003 to current), **\$35,000,000\***  
*\*Served as a research assistant for the communication core. Assisted with message design, online survey development, data analyses, and research write-ups for refereed journals.*
- May 2007** Michigan State University. Travel Grant, **\$1000**
- Fall 2005** Michigan State University. Rasmussen Fellowship, **\$3750**
- Not Funded**
- September 2015** Microsoft Research, HoloLens for Research, **\$100,000 + equipment**
- April 2015** Google Faculty Research Grant (co-applicant, with Dr. Clayton Kuklick & Roch King), **\$43,499**  
*Project title: The Efficacy and Utility of Wearable Technology on Teaching and Learning of Sport Performance*
- December 2014** STEM Education Flash Funding Grant (co-applicant with Dr. Sandy Baldwin and Dr. John Jones), **\$10000**
- November 2014** Google Faculty Research Grant (co-applicant, with Dr. Jaime Banks and Dr. David Westerman), **\$43,499**
- January 2014** Max Kade Foundation, New York, NY, **\$25000**  
*Grant to support SPICE Study Abroad program in Germany*
- Spring 2012** United States Department of State, Bureau of Educational and Cultural Affairs, Sports United Division. U.S.-Kenya Collaboration for Youth Sport Engagement, **\$225,000**

## **PROFESSIONAL ORGANIZATIONS/SERVICE**

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**Advances in Computer Entertainment**  
Manuscript reviewer, 2010

**Appalachian Studies Association**

Member, 2009 – 2010

**Asia-Pacific Education Review**

Manuscript reviewer, 2014 – present

**Association for Education in Journalism and Mass Communication**

Graduate Student Liaison, Entertainment Studies Interest Group, 2008 – 2009

Research Director, ESIG Mid-Winter Conference, University of Oklahoma, March 2009

Manuscript reviewer, 2008 - present

Member since 2008

**Association for Psychological Science**

Member, 2009 – 2010

**Bloomsbury Publishers**

Book proposal reviewer, 2012

**Clinical Neuropsychiatry**

Guest reviewer, 2012

**CHOICE (Library Magazine)**

Manuscript Reviewer, 2013 – present

**College Sport Research Institute**

Member, 2009 – 2011

**Computers and Human Behavior**

Manuscript Reviewer since 2012

**Communication Research Reports**

Editor, 2017-2019 (Vol. 34-36)

Editorial Board, 2012 to present

Manuscript reviewer since 2011

**Communication and Sport**

Manuscript Reviewer since 2014

**Communication Teacher**

Guest Co-Editor, *30*(4) October 2016, “Assessing the Impact of Social Media for the (Social) Classroom: Uses, Processes, and Consequences”

Editorial Board, 2013 to present

Manuscript reviewer since 2011

**Communication Yearbook 38**

Manuscript reviewer

**Continuum Publishing**

Ad-hoc book proposal reviewer, 2010

**Criminal Justice and Behavior**

Guest reviewer, 2011

**CyberPsychology, Behavior, and Social Networking**

Manuscript reviewer, 2010 – present

**Digital Games Research Association**

Manuscript reviewer, 2012 – present

**Eastern Communication Association**

Committee of Scholars, 2016 – 2017

Finance Committee, 2016 – present

Publications Committee, 2016 – present

Task Force on Branding, 2014 – present

Social and Digital Media Director, 2014 – present

Interim Social Media Director, 2013

Manuscript reviewer, 2011 – present

Visual Image Task Force, 2011 – 2014

**Electronic Journal of Communication**

Manuscript reviewer, 2012 – present

**Extending Play Conference**

Manuscript reviewer, 2016

**Foundations of Digital Games**

Manuscript reviewer, 2012

**Game Studies**

Editorial board member, 2014 – present

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

Editorial board member, 2013 – present

**Georgia College Press Association**

Student newspaper critique expert, 2010

**International Communication Association**

Task Force, ICA Community, 2017

Task Force, Sponsorship, 2016

Task Force, Conference Paper/Panel Review Process, 2015

Sport Interest Group, Social Media Chair, 2014 – present

Game Studies Interest Group, Vice-Chair, 2013 – present

Pre-Conference organizer, Game Studies Interest Group, 2011 Phoenix

“*It’s more than just a game: Best practices in video game research design and methodology*”  
Session chair/panel respondent, Mass Communication Division, 2009 – present  
Manuscript reviewer, 2006 – present  
Member since 2006

**Information, Communication, and Society**

Manuscript reviewer, 2016 – present

**International Information and Library Review**

Manuscript reviewer, 2015 – present

**Health Promotion International**

Manuscript reviewer, 2014 – present

**Human Communication Review**

Manuscript reviewer, 2010 – present

**International Journal of Human-Computer Studies**

Manuscript reviewer, 2015 – present

**Journal of Applied Social Psychology**

Manuscript reviewer, 2016 – present

**Journal of Broadcasting and Entertainment Media**

Editorial Board, 2015 – present

**Journal of Children and Media**

Manuscript reviewer, 2011 – present

**Journal of Computer-Mediated Communication**

Manuscript reviewer, 2010 – present

**Journal of Media Psychology**

Associate Editor, 2015 – present

Editorial Board, 2012 – present

Manuscript reviewer, 2010 – present

**Journal of Personality and Social Psychology**

Manuscript reviewer, 2014– present

**Lambda Pi Eta Honor Society**

Member since 2006

**Lambda Pi Eta Undergraduate Research Journal**

Inaugural Editorial Board Member, 2012 – present

**Mass Communication & Society**

Editorial Board, 2015 – present

### **Media Psychology**

Editorial Board, 2012 – present  
Manuscript reviewer, 2009 – present

### **Mobile Media and Communication**

Manuscript reviewer, 2013 – present

### **National Communication Association**

#### *General NCA Service*

Planning Committee, Technology and Communication series, 2015  
Task Force Committee Chair, Digital Divide Position Statements, 2012  
Spokesperson, National Free Speech Week, 2012  
Manuscript reviewer, 2005 – present  
Member since 2004

#### *Game Studies Division*

Vice-Chair/Chair, 2017 – 2019  
Chair, 2017 Pre-Conference on eSports and Game Streaming  
Co-Chair, 2016 Pre-Conference “[“Call of Duty: A Call to Action”: Video Games and Civic Engagement](#)”

#### *Human Communication and Technology Division*

Article/Book of the Year nominations committee, 2014 – present

#### *Mass Communication Division*

Web & Publications editor, 2009 – 2015 ([www.ncamass.org](http://www.ncamass.org))  
Graduate Student Representative, 2007 – 2008

### **New Media & Society**

Editorial Board member, 2015 – present

### **Pediatrics**

Guest reviewer, 2013

### **Political Psychology**

Guest reviewer, 2014

### **Psychology of Popular Media Culture**

Editorial Board member, 2014 – present  
Manuscript reviewer, 2011 – present

### **Research Foundation Flanders (Belgium)**

External grant reviewer, 2013

### **Rocky Mountain Communication Review**

Editorial Board Member, 2007 – 2009

**Routledge Publishing**

Book proposal reviewer, 2014

**SAGE Publishing**

Book proposal reviewer, 2014

**Social Psychology Bulletin**

Manuscript reviewer, 2014 – present

**Social Science Quarterly**

Manuscript reviewer, 2013 – present

**Societies**

Editorial Board – 2014 to present

Manuscript reviewer, 2014 – present

**Southern States Communication Association**

Member, 2010-2011

**Springer Press**

Book proposal reviewer, 2010

**Western Journal of Communication**

Editorial Board member, 2014

Manuscript reviewer, 2013 – present

**EXTERNAL EVALUATOR**

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Tenure evaluation letters written for: **Duquesne University, Illinois State University, University of Alabama – Huntsville, University of Baltimore, University of Oklahoma, and Oklahoma State University**

**Fonds Wetenschappelijk Onderzoek Vlaanderen (Belgian Grant Organization)**

Grant reviewer, 2013 – present

Ad Hoc member, “expert panel G&M4: Social, Political and Communication Sciences,”  
October 2016

Steering committee, “Basic Social Research,” 2016-2019

**Louisiana State University Board of Regents**

External grant reviewer, Fall 2011

## **GUEST SPEAKING ENGAGEMENTS**

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### **Research**

- 24 November 2016** Invited speaker, National Chiao Tung University (Taiwan)  
*“Who are these People? The potential impact of digital audiences on game performance”*
- 21 November 2016** Invited speaker, National ChengChi University (Taiwan)  
*“Current Trends in Game Studies: Demanding, Pixelated People!”*
- 29 January 2016** Invited speaker, Global Game Jam 2016 (West Virginia University)  
*“The Demanding Nature of Video Game Play”*
- 18 November 2015** Keynote address, National Communication Association Game Studies Pre-conference, Las Vegas  
*“Games as, with, through Communication”*
- 29 October 2015** Guest speaker, Cleveland State University  
*“Connectivity, at (Demanding?) Cost”*
- 10 September 2015** Research seminar, Michigan State University  
*Reconciling divergent epistemologies to understand complex media phenomena: Finding PAX in the player-avatar relationship.*
- 22 July 2015** Research workshop, Universität Köln (Germany)  
*Morality 2.0: Interactivity and Moral Agency*
- 30 June – 1 July 2015** Research workshop, Technische Universität Chemnitz (Germany)  
*Conceptualizing Interactivity in Video Games [tentative title]*
- 4 June 2015** Invited speaker, National Chiao Tung University (Taiwan)  
*The Demanding Nature of Video Game Play*
- 14 October 2014** Guest speaker, Albion College  
*Avatars are people too ... and they need you!*
- 06 October 2014** Guest speaker, Ohio University  
*The (not so) secret lives of avatars*
- 24 July 2014** Colloquium Speaker (co-led with Dr. Jaime Banks), Westfälische Wilhelms-Universität Münster  
*You say data, I say data: Harnessing the friction of competing epistemologies to better understand social phenomenon - the case of the player-avatar relationship*
- 28 June 2014** Guest speaker, Universität Erfurt  
*Game Studies roundtable*



- 02 April 2014** Guest speaker, University of Tennessee, UT Social Media Week  
*Using social media to engage students inside and outside the classroom*
- 05 March 2014** Colloquium Speaker, University of Utah  
*Who's that behind the screen? Understanding the "squishy thing" – a player-focused perspective*
- 24 January 2014** Colloquium Speaker, Indiana University  
*What is the Meaning of this? Understanding the contentious(?) relationship between videogame play and videogame narrative*
- 31 July 2013** Colloquium Speaker, Westfälische Wilhelms-Universität Münster  
*Communication and Media Psychology: Understanding Processes to Understand Processing [[.ppt](#)]*
- 08 November 2012** Guest Speaker, Mary Junck Research Colloquium Series, University of North Carolina – Chapel Hill  
*Colloquium on Media Psychology [[YouTube](#)]*
- 02 November 2012** Guest Speaker, Albion (Michigan) College  
*Colloquium on Media Psychology*
- May 2010** Guest lecturer, Universität Erfurt (Germany)  
*"Moral Foundations and Entertainment Media/Moralischen Grundlagen und Unterhaltungsmedien"*
- June 2008** Guest lecturer, CAS992, Michigan State University  
*"Using WebSurveyor to conduct online experiments"*
- June 2007** Guest lecturer, CAS992, Michigan State University  
*"Using WebSurveyor to conduct online experiments"*

### **Teaching**

- 9 December 2016** Guest Lecture, University of Rhode Island  
*Fake News, Understood (Dr. Jerry Jalette)*
- 25 November 2016** Guest Workshop, National Chiao Tung University (Taiwan)  
*Understanding and Applying the Complexities of Player-Avatar Relationships (w. Dr. Jaime Banks)*
- 27 September 2016** Guest Lecture, North Dakota State University  
*Ethics of Research Publication*
- 11 August 2016** Panelist, "Engaging Students for Deeper Learning"  
West Virginia University, New Faculty Orientation 2016

- 18 July 2016** Guest Lecture, University of Duisburg-Essen  
*Morality and the Media (Dr. German Neubaum)*
- 21 June 2016** Guest Lecture, Technology University of Chemnitz (w/Dr. Jaime Banks)  
*Player-Avatar Relationships (Dr. Peter Ohler)*
- 11 May 2016** Panel Discussion, WVU Celebrate (Teaching)  
*Outstanding Teaching from Outstanding Teachers*
- 19 April 2016** Research Discussion (w/Dr. Anthony Limperos)  
*Leveling up Gaming Research (Dr. Meghan Sanders)*
- 28 January 2015** Guest Lecture, University of Kentucky (w/Dr. Jaime Banks)  
*Player-Avatar Relationships (Dr. Patric Spence)*
- 03 December 2015** Guest Lecture, University of Rhode Island  
*Fandom, Understood (Dr. Jerry Jalette)*
- 10 November 2015** Guest Lecture, West Virginia Wesleyan College  
*All my Circuits – Computers and You (Jessica Fabbricatore)*
- 22 July 2015** Workshop co-host, Univerität Cologne  
*Media, Morality and Social Norms (w. Dr. Allison Eden)*
- 16 June 2015** Guest Lecture, Universitat Erfurt  
*Children and Media (Prof. Dr. Sven Joeckel)*
- 05 June 2015** Guest workshop, National Chiao Tung University (Taiwan)  
*Designing (Interactive) Research on Interactive Media*
- 06 October 2014** Guest Lecture, Ohio University  
*“Media niche theory and social media (non)-competition” (Dr. Parin Jain)*
- 25 June 2014** Guest Lecture, Universitat Erfurt  
*Demonstrating a test of Moral Foundations Theory (Prof. Dr. Sven Joeckel)*
- 08 April 2014** Guest Lecture, Boston University  
*Novel approaches to Mass Communication Research (Dr. Jerry Jalette)*
- 20 February 2014** Guest Lecture, West Virginia University PI Reed School of Journalism  
*“Introduction to survey research” (Dr. Hongmin Abn)*
- 5 February 2014** Guest Lecture, West Virginia University PI Reed School of Journalism  
*“Using social media in the research process” for SCTM421 (Dr. Rita Colistra)*

- 30 September 2013** Guest Lecturer, University of Toronto  
*"The player, playing the play"* for undergraduate CCT385 (Dr. Jaime Banks)
- 02 July 2013** Guest lecturer, Universität Erfurt  
*Media, Morality and Values* for graduate course in Seminar für Medien und Kommunikationwissenschaft/Seminar for Media and Communication Research (Dr. Sven Joeckel)
- 1x Semester (ongoing since 2011)** Guest Lecturer, West Virginia University  
*"Computer-Mediated Communication"* for undergraduate COM100 (Dr. Matthew Martin)
- 16 April 2013** Guest Lecturer, West Virginia University PI Reed School of Journalism  
*"Social Media"* for undergraduate JRN101 (Dr. Oliver Street)
- 05 March 2013** Guest Lecturer, University of Kentucky  
*"Careers in Social Media"* for graduate Communication course (Dr. Patric Spence)
- 08 November 2012** Guest Lecturer, University of North Carolina- Chapel Hill  
*"Psychology of Digital Games"* for graduate Human/Technology Interaction course (Dr. Sriram Kalyanaraman)
- 30 August 2012** Guest Lecturer, Louisiana State University  
*"Applying and extending Social Cognitive Theory to media research"* for graduate Communication Theory course (Dr. Meghan Sanders)
- 03 November 2011** Invited lecturer, Advertising 287 "Principles of Advertising", West Virginia University  
*What can be social about capitalism?: Using social media to reach new markets* (Dr. HongminAhn)
- 29 September 2011** Invited lecturer, Sports Management 487 "Contemporary Issues in Sports Management", West Virginia University  
*"That's what Ochocinco said!": The role of social media in connecting fans to the athletes they love (and what management should do about it)*(Dr. Floyd Jones)
- March 2011** Guest Lecturer, Louisiana State University  
*"Applying and extending Social Cognitive Theory to media research"* for graduate Communication Theory course (Dr. Meghan Sanders)
- 31 March 2011** Invited lecturer, Introduction to Human Communication, Young Harris College  
*"How do we use media?"*(Dr. Joy Goldsmith)

**Spring 2010** Invited lecturer, Introduction to Psychology, Young Harris College  
*“Early childhood development”* (Dr. David Brackin)

**February 2009** Invited presenter, Michigan State University  
*“Being a CAS teaching assistant: An interactive discussion”*

### **Service**

**20 September 2016** Invited presenter, West Virginia University (Office of International Programs)  
*Long Term Collaboration & Faculty-led Programming*

**23 January 2011** Invited lecturer, Equipping Spiritual Leaders Conference, Waynesville District Leadership Conference, United Methodist Church  
*“New media = new members: Using new technologies to reach, form, and sustain new communities of faith”*

**18 October 2010** Invited presenter, Young Harris College (Office of Student Life)  
*“Improving communication leadership skills”*

**11 October 2010** Invited presenter, Mountain Computer User Group  
*“Understanding the Facebook phenomenon”*

**23 September 2010** Invited presenter, Young Harris College (Religious Life)  
*“New media = new members: Using new technologies to reach, form, and sustain new communities of faith”*

**July 2010** Invited presenter, Young Harris College (Visitation)  
*“To err is human, to study is Humanity: Lessons for incoming freshman”*

**April 2009** Invited presenter, Michigan State University  
*“Finding a job in academics”*

**March 2008** Invited presenter, State University of New York College at Geneseo  
*“Life as a graduate student – Ph.D. and beyond”*

**Spring 2007** Invited presenter, Bailey Scholars Program, Michigan State University  
*“Innovations in college teaching methods”*

**Spring 2006** Guest lecturer, National Schizophrenia Foundation  
*“Public speaking: Effective communication by connection”*

**Spring 2005** Guest lecturer, National Schizophrenia Foundation  
*“Public speaking: Effective communication by connection”*

## **MEDIA APPEARANCES**

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### West Virginia University

- 21 December 2016** *The Christian Science Monitor*  
Expert opinion, "[Google updates algorithm to filter out Holocaust denial and hate sites](#)"
- 20 December 2016** *Times Higher Education*  
Research brief, "[Facebook groups 'may help students enjoy their course'](#)"
- 27 October 2016** *MarketingFacts.nl*  
Research spotlight, "[How consumers choose in the app store / Hoe consumenten kiezen in de app-store](#)"
- 27 October 2016** *WDTV.com*  
Expert opinion, "[Instagram aiming to prevent suicide?](#)"
- 18 October 2016** Scientific Foundation Research of Commercial Communication / Stichting Wetenschappelijk Onderzoek Commerciële Communicatie  
Research spotlight, "[How consumers choose in the app store / Hoe consumenten kiezen in de app-store](#)"
- 11 October 2016** *UX Booth*  
Op-ed, "[Player and Avatar: Video Game Interactions for Web UX Designers](#)"
- 27 September 2016** WBOY-TV  
"[Teachers Use Technology To Stay Connected With Students Through Annual Conference](#)"
- 22 September 2016** *UX Booth*  
Op-ed, "[Replacing dog as Man's best friend](#)"
- 26 August 2016** *WWVU - U92 FM*  
Expert opinion, "[Social Media and Terrorism](#)"
- 24 August 2016** *The Conversation*  
Guest author, "[Playing at torture, a not so trivial pursuit](#)"
- 4 August 2016** *Broadly.com*  
Expert opinion, "[Athletes Absolutely Party!: Sex, Sports, and Social Media at the Rio Olympics](#)"
- 10 July 2016** *WDTV.com*  
Expert opinion, "[Facebook's Modern Role in News](#)"

- April 2016** *Communique: National Association of School Psychologists*  
Research spotlight, “How views of professionalism are impacted by social networking sites”
- 28 April 2016** *MassiveOp.com*  
Research spotlight, “[Massively Op’s Guide To Understanding Video Game Research](#)”
- 19 April 2016** *Dominion Post*  
Expert opinion, “Emoji mania: Little pictures in nonverbal communication”
- 6 April 2016** *Reuters UK*  
Research spotlight, “[Addiction may explain the link between social media and depression](#)”
- 25 January 2016** *MMOGames.com*  
Research spotlight, “[MMO’s aren’t art; they’re experiences](#)”
- 22 January 2016** *Cliquist.com*  
Research spotlight, “[Games as sublime art](#)”
- Winter 2015** *Eberly Magazine*  
Research spotlight, “How did we get here: The age of digital micro-aggressions”
- 28 December 2015** *Cliquist.com*  
Expert opinion, “[Undertale: Player presence, morality, and self](#)”
- 1 December 2015** *Arizona Big Media*  
Expert opinion, “[Arcade bar growth turns Valley into multiplayer arena](#)”
- 15 November 2015** *U92FM (WVU Radio)*  
Expert opinion, “[Social Movements](#)”
- 5 November 2015** *WVU Today*  
Research spotlight, “[WVU Communication Studies professor gives talk at Cleveland State University Oct. 29](#)”
- 3 November 2015** *WDTV.com*  
Expert opinion, “[Part One: Wearable Technology and Personal Communications](#)”

- 30 October 2015** *Massiveop.com*  
Research spotlight, “Exploring ‘The Video Game Debate’: Moral Panic and Online Griefing”  
<http://massivelyop.com/2015/10/30/exploring-the-video-game-debate-moral-panic-and-online-griefing/>
- 15 September 2015** *WVU Today*  
Research spotlight, “[WVU Communication Studies professors showcase player/avatar relationship studies, research methods at Michigan State lecture](#)”
- 03 September 2015** *U92FM (WVU Radio)*  
Expert opinion, “21<sup>st</sup> Century communication”
- 1 September 2015** *UX Booth*  
Op-ed, “[Preparing Users for a Future of Wearables \(Part 2\)](#)”
- 25 August 2015** *UX Booth*  
Op-ed, “[Preparing Users for a Future of Wearables \(Part 1\)](#)”
- 05 May 2015** *WDTV.com*  
Expert opinion, “[Study: More Small Children Using Touchscreens](#)”
- 29 April 2015** *WDTV.com*  
Expert opinion, “[New Email Government Can't Even Read](#)”
- 28 April 2015** *Psychology of Games (Blog)*  
Research spotlight, “[Why we hate \(some\) motion controls](#)”
- 27 April 2015** *Reddit.com*  
AMA (Ask Me Anything), “[Meaningfulness in Video Games](#)”
- 29 March 2015** *From the Grapevine.com*  
Expert opinion, “[Periscope challenges Meerkat in live video-streaming department](#)”
- 17 March 2015** *From the Grapevine.com*  
Expert opinion, “[Meerkat is the biggest hit at SXSW](#)”
- 09 March 2015** *WVU Today*  
Expert opinion, “[WVU's Bowman tries to quiet higher ed social media angst at hub of digital world](#)”
- 03 March 2015** *WDTV.com*  
Expert opinion, “[Google to Re-brand Their Social Network](#)”

- 27 February 2015 *WDTV.com*  
Expert opinion, "[FCC Approves of Net Neutrality](#)"
- 23 February 2015 *Seelio blog*  
Guest commentary, "[Considering Using Social Media With Students? Read this.](#)"
- 21 February 2015 *Pittsburgh Tribune-Review*  
Expert opinion, "[Alcohol abuse celebrated in online videos, Pitt, Brown University researchers find](#)"
- 05 February 2015 *WDTV.com*  
Expert opinion, "[Smartphone App Could Help Kids Get to Class](#)"
- 27 January 2015 *WDTV.com*  
Expert opinion, "[Drone crash at White House raises questions](#)"
- 16 January 2015 *WDTV.com*  
Expert opinion, "[Fingerprints in the Cloud?](#)"
- 08 January 2015 *WDTV.com*  
Expert opinion, "[Does Violent Media Lead to Real World Violence?](#)"
- 02 January 2015 *WDTV.com*  
Expert opinion, "[Lawsuit filed against Apple over storage space 'misrepresentation'](#)"
- 26 December 2014 *WDTV.com*  
Expert opinion, "[Xbox and Playstation Hacked?](#)"
- 17 December 2014 *WDTV.com*  
Expert opinion, "[Video Games Causing Nintendonitis?](#)"
- 16 December 2014 *UX Booth*  
Op-ed, "[Uncanny Valley is Uncanny](#)"
- 4 December 2014 *WDTV.com*  
Expert opinion, "[Twitter Fighting CyberBullying](#)"
- 12 November 2014 *WDTV.com*  
Expert opinion, "[With Public Wi-Fi, Experts Say Americans Could Ditch Cell Phone Providers](#)"
- 12 November 2014 *WVU Today*  
[Climb Higher](#) spotlight



- 13 October 2014 *The Open Standard*  
Expert opinion, "[Why Video Games Are an Incubator for Amazing Cybersecurity](#)"
- 26 September 2014 *WDTV.com*  
Expert opinion, "[Can Smartphone Usage Hurt Your Brain?](#)"
- 19 September 2014 *WDTV.com*  
Expert opinion, "[iOS: Locked, Even for Police](#)"
- 04 September 2014 *WDTV.com*  
Expert opinion, "[New App Lets Parents Secretly Monitor Children's Phones](#)"
- 27 August 2014 *WDTV.com*  
Expert opinion, "[Using technology to control teen drivers](#)"
- 26 August 2014 *UX Booth*  
Op-ed, "[The Ethics of UX Research](#)"
- 26 August 2014 *The Hero Archetype*  
Research spotlight, "[Can we use games to control our moods?](#)"
- 06 August 2014 *Eberly News Blog*  
Faculty mention, "[Student Summer Update: Stephen Scott](#)"
- 28 June 2014 *PBS Game/Show*  
Research spotlight, "[Will Twitch TV make you better or worse at video games?](#)"
- 22 May 2014 *The Hero Archetype*  
Research spotlight, "[Are skilled players more likely to experience flow?](#)"
- 05 May 2014 *WDTV.com*  
Expert opinion, "[White House Asks Congress for More Privacy Laws](#)"
- 20 April 2014 *Clarksburg Exponent-Telegram*  
Expert Opinion, "[Social media's effects on mental health depend on their context](#)"
- 04 April 2014 *Tennessee Journalism*  
"[Social Media Week addresses online faculty, student interactions](#)"

- 04 April 2014 *Pacific Standard*  
Expert opinion, "[Why Don't We Have Ads on Sports Uniforms Yet?](#)"
- 13 March 2014 *WDTV.com*  
Expert opinion, "[NSA Using Facebook to Spy on Intelligence Targets](#)"
- 24 February 2014 *WDTV.com*  
Expert opinion, "[Apple Security Flaw Puts Private Information at Risk](#)"
- 13 January 2014 *The Psychology of Video Games (blog)*  
*Research report*, "[Twitching and Choking: The Audience Effect in Games](#)"
- 06 January 2014 *WDTV.com*  
Expert opinion, "[Thousands of Yahoo Users Malware Attack Victims](#)"
- 27 December 2013 *WDTV.com*  
Expert opinion, "[Websites Cracking Down on Negative Comments](#)"
- 09 December 2013 *WDTV.com*  
Expert opinion, "[Police Participating in Cellphone Data Spying](#)"
- 04 December 2013 *WDTV.com*  
Expert opinion, "[Millions of Social Media Accounts Hacked](#)"
- 02 December 2013 *WDTV.com*  
Expert opinion, "[131 Million Online Shoppers Expected for Cyber Monday](#)"
- 06 November 2013 *WDTV.com*  
Expert opinion, "[Blockbuster Closings: Death for Disc Rentals?](#)"
- 28 October 2013 *Yahoo! Shine*  
Expert opinion, "[7 signs that we're too dependent on technology](#)"  
(MNN reprint)
- 30 September 2013 *Mother Nature Network*  
Expert opinion, "[7 signs we are too dependent on technology](#)"
- 04 August 2013 *BBC World Service*  
Expert opinion, "[The Why Factor: Media Violence](#)"

- June 2013** *WVU Center for Women's & Gender Studies*  
Mentor spotlight, "[Alumni Spotlight, Jennifer Seifert](#)"
- May/June 2013** *Social Work Today*  
Expert opinion, "[Social media and interpersonal communication](#)"
- March 2013** *Spectra (NCA's official magazine)*  
Guest column, "And LO, We Have Contact: The influence of digital communication technology on the research process"
- 13 February 2013** *WDTV-5 News [Weston/Clarksburg/Fairmont]*  
Expert opinion, "[Report: Facebook creating an app that would track you 24/7](#)"
- 31 January 2013** *Charleston (WV) Daily Mail*  
Expert opinion, "[WVU tapping into movement of free open online courses](#)"
- 05 December 2012** *Mother Nature Network*  
Expert opinion, "[Why are video games addictive?](#)"
- 17 October 2012** *Mother Nature Network*  
Expert opinion, "[How teachers use social media in the classroom to beef up instruction](#)"
- 22 August 2012** *Clarksburg (WV) Exponent-Telegram*  
Expert opinion, "[College profs OK with text messages, for the most part](#)"
- 10 August 2012** *WVUTodayPresswire*  
"[WVU professor publishes a trio of studies on new media's impact on human behavior](#)"
- Spring 2012** *Eberly [WVU Eberly College Magazine]*  
Scholarly spotlight, "[Does Bad Blood in Baseball Equal Bigger Ratings?](#)"
- 12 April 2012** *WVU News [Morgantown, WV; student broadcast news]*  
Expert interview, "[Social Media and Politics](#)"
- 13 March 2012** *WDTV-5 News [Weston/Clarksburg/Fairmont]*  
Expert interview, "[Facebook in the College Classroom](#)"
- 05 February 2012** *Dominion Post [Morgantown, WV]*  
"Comm. Studies offers nine-week Germany trip"

- 29 January 2012 *Daily Athenaeum* [WVU student newspaper]  
“[University offers nine-week program in Germany](#)”
- 24 January 2012 *WVUTodayPresswire*  
“[WVU Comm. Studies offers nine-week summer study abroad trip to Germany](#)”
- 23 January 2012 *WVUTodayPresswire*  
“[WVU Department of Communication Studies receives top paper honors at national conference](#)”
- 27 October 2011 *InMediaRes @ Georgia State University*  
Guest curator, “[Major League Brouhaha: Boosting ratings with bad blood?](#)”
- 26 October 2011 *WVUTodayPresswire*  
“[WVU professor discusses effects of "bad blood" on marketing America's pastime](#)”
- 05 July 2011 *Clarksburg (WV) Exponent-Telegram*  
Expert opinion, “[Experts in psychology emphasize benefits of in-person interaction](#)”
- Young Harris College**
- 29 October 2010 *Christian Science Monitor*  
Expert opinion, “[Wi-Fi, Hulu, DVR, and the end of the tube as we know it](#)”
- August 2010 *Young Harris College main web page* [introductory video]  
“About the Division of Humanities/Department of Communication Studies”
- 05 August 2010 *United Press International (UPI-U)*  
Expert opinion, “[One-day J-training with YHC](#)”
- 19 March 2010 *North Georgia NOW Today* [ETCTV3-Ellijay, GA]  
Live interview Segment on Young Harris College Department of Communication Studies
- 19 October 2009 *Wisconsin Badger-Herald* [UW-Madison student newspaper]  
Op-Ed, “[Leave Archuleta fans alone](#)”
- August 2009 *Enotab Echoes* [Young Harris College student newspaper]  
“New Faculty Profiles, 2009-2010”

## Michigan State University

- February 2009**      *MSU News* [Michigan State University internal newsletter]  
 “[2008 – 2009 All-University Awards recipients](#)”
- July 2008**      *The Gatekeeper* [NCA Mass Communication Division newsletter]  
 “[Future of Media Entertainment Represented at NCA DHS](#)”
- 28 July 2008**      *State News* [Michigan State University student newspaper]  
 “[New MSU music class strictly business](#)”
- 2007 – 2008**      *Red Cedar Log* [Michigan State University yearbook]  
 “Overview, College of Communication Arts & Sciences”

## UNIVERSITY SERVICE

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- 2016 – 2017**      Eberly College Outstanding Teacher Award Committee
- 2016 – present**      Research Coordinator, Department of Communication Studies, West Virginia University
- 2015 – 2018**      Faculty Senate, West Virginia University  
 Research and Scholarship Committee, (2016 to present)  
 Students Rights and Responsibilities Committee, Chair-Elect (2016 to present)
- 2014-2016**      Curriculum and Academic Quality Committee, Eberly College of Arts and Sciences, West Virginia University
- Spring 2012**      New Faculty Orientation committee (ad hoc), Department of Communication, West Virginia University
- Fall 2011 – present**      Content manager, [communicationstudies.wvu.edu](http://communicationstudies.wvu.edu)
- Fall 2010**      Public Speaking Tutor, *Rhetorica Center @* Young Harris College
- Fall 2010**      Member, Faculty Search Committee, Young Harris College  
*Department of Communication Studies, Director of Speaking Center search*
- Spring 2010**      Outside member, Faculty Search Committee, Young Harris College  
*Department of Theatre*
- Fall 2009**      Honor’s College Faculty, Young Harris College
- Fall 2009**      Chair, Faculty Search Committee, Young Harris College  
*Department of Communication Studies, Media Studies search*

- Fall 2009 – 2011      Experiential Learning Committee, Young Harris College
- Fall 2009 – 2011      Technology Vision Committee, Young Harris College
- Fall 2009              Learning Management System Committee, Young Harris College

## **CONSULTING & COMMUNITY SERVICE**

- Spring 2017            Professional Communication workshop, Fay-Penn Economic Council
- May 2016 – present   Board of Advisors, Yellowbrick.me.
- February 2012        Statistical analysis consultation, New School of New York clinical psychology  
Doctoral student (Pro-Bono)
- December 2011       Public relations consultant, Future Well-Being of Deep Creek Lake (Garrett  
County, Maryland)
- July 2011              Graphic design consultant, 2011 State of West Virginia Burden of Injury  
Report
- Spring 2011            Presentation Judge, Youth Leadership Development Scholarship Program  
(Towns County, GA)
- Fall 2010              Statistical analysis consultation, Fordham University clinical psychology  
Doctoral student
- September 2010      Experimental design and statistical analysis consultation, Mindfulness  
Intervention Grant, Lehman College psychology faculty
- Summer 2010         Survey design and data analysis, Institute of Continued Learning, Young  
Harris College (pro-bono)
- Summer 2010         Storyline consultant, R. Michael Elrod, graphic novelist (pro-bono)
- Spring 2010            Marketing consultant/advisor (data analysis), Young Harris College  
rebranding team (pro-bono)
- August 2005 –  
August 2010          Consulting Editor, *CNS News* ([www.courthousenews.com](http://www.courthousenews.com)), Western  
Michigan Office, Lansing, MI
- 2003 – 2004            Public Relations Committee, Legal Advocates for Abused Women, St. Louis,  
MO (pro-bono)

## **OTHER PROFESSIONAL EXPERIENCE**

- Fall 2014 – present    Content contributor, UX Booth Magazine

- Fall 2010** Radio and television announcer and color commentator, Young Harris College Varsity Basketball, Young Harris, GA
- Spring 2010** Radio announcer and color commentator, Young Harris College Varsity Baseball, Young Harris, GA
- Fall 2009 – 2015** Editor, *The Gatekeeper*, Mass Communication Division of the National Communication Association (<http://ncamass.org/gatekeeper.shtml>)
- Fall 2009 – 2015** Webmaster, Mass Communication Division of the National Communication Association ([www.ncamass.org](http://www.ncamass.org))
- 2008 – 2015** Founder, *On Media Theory...* [Media research blog] (<http://onmediatheory.blogspot.com/>)
- November 2003 – August 2005** Eastern Missouri Editor, *CNS News (Courthouse News)*, St. Louis, MO
- Spring 2004** Founding editor, *Communication Journal*, University of Missouri – St. Louis, St. Louis, MO
- Fall 2003** Crisis Communications Intern, Fleishman-Hillard, St. Louis, MO
- Spring 2003** Legislative Intern/Lobbyist, Associated Students of the University of Missouri, Columbia, MO
- 2002 – 2003** Founding editor, *Sigma Pi Offline*, University of Missouri – St. Louis, St. Louis, MO
- 2000 – 2003** Freelance reporter, Pulitzer Publishing Company  
*St. Louis Post-Dispatch*, St. Louis, MO (Sports desk)  
*Suburban Journals*, St. Louis, MO (Sports desk)
- Fall 1999 – Spring 2002** Editorial staff, *The Current*, University of Missouri – St. Louis, St. Louis, MO  
Editor-in-Chief, Summer 2001 – Spring 2002  
Sports Editor, Fall 2000 – Spring 2001  
Sports Writer, Fall 1999 – Summer 2000
- Summer/Fall 1999** Sports Director, *Arnold-Imperial Rock*, Arnold, MO