

BRETT SHERRICK

Brian Lamb School of Communication
Purdue University
100 North University Street
West Lafayette, Indiana 47907-2098
Email: bsherrick@purdue.edu

EDUCATION

Ph.D., Mass Communications, The Pennsylvania State University, 2015

Dissertation: Immersive mediation: The roles of flow and narrative engagement in a persuasive health game*

Advisor: Dr. Frank Dardis

Committee members: Dr. Jim Dillard, Dr. Mike Schmierbach, Dr. Richard Taylor

*Top Dissertation Award, 2016, Mass Communication and Society Division, AEJMC

M.A., English, University of North Carolina at Wilmington, 2009

Thesis: Some disassembly required: Understanding the deaths of the player-character self in *Call of Duty 4*

Advisor: Dr. Nick Laudadio

B.A., Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2007

Concentration: News and Editorial Writing

Minor: English

ACADEMIC APPOINTMENTS

Associate Professor, August 2024-present

Brian Lamb School of Communication

College of Liberal Arts

Purdue University

Visiting Scholar, August 2024-May 2025

Hussman School of Journalism and Media

University of North Carolina at Chapel Hill

Assistant Professor, August 2018-May 2024

Brian Lamb School of Communication

College of Liberal Arts

Purdue University

Assistant Professor, January 2017-August 2018

Department of Journalism and Creative Media

College of Communication and Information Sciences

The University of Alabama

Full-Time Instructor, August 2015-December 2016
Department of Journalism and Creative Media
College of Communication and Information Sciences
The University of Alabama

PUBLICATIONS

Sherrick, B., Smith, C., Jia, Y., Kim, J., Woodland, S., & Fox, J. (2026). How voice chat, cooperativeness, and competitiveness impact prosocial and antisocial norms in multiplayer online video games. *Journal of Broadcasting and Electronic Media*, 70(1), 38-54. <https://doi.org/10.1080/08838151.2025.2603246>

Sherrick, B., Hoewe, J., & Rogers, R. (2025) How nature- and humanity-based awe experiences in video games can differentially lead to hedonic and eudaimonic outcomes. *Communication Monographs*, 92(2), 262-278. <https://doi.org/10.1080/03637751.2024.2397435>

Jia, Y., & **Sherrick, B.** (2024). When melody and graphics converge: Background music congruency as predictor of video game enjoyment and appreciation. *Media Psychology*, 28(5), 706-730. <https://doi.org/10.1080/15213269.2024.2441659>

Sherrick, B., Smith, C., & Hou, J. (2024) Predicting the financial and viewership success of livestreamers. *Journal of Media Business Studies*, 21(3), 248–267. <http://dx.doi.org/10.1080/16522354.2024.2324226>

Sherrick, B. (2023). The impact of casual gameplay on health attitudes and behaviors: Examining persuasion in a branded game about nutrition through narrative, gameplay, and flow. *Atlantic Journal of Communication*, 31(5), 404-419. <http://dx.doi.org/10.1080/15456870.2022.2123485>

Sherrick, B., Smith, C., Jia, Y., Thomas, B., & Franklin, S. B. (2023). How parasocial phenomena contribute to community health on Twitch. *Journal of Broadcasting and Electronic Media*, 67(1), 47-67. <http://dx.doi.org/10.1080/08838151.2022.2151599>

Sherrick, B., & Hoewe, J. (2022). The roles of congruity, narrative, and identification in sustainability messaging. *Communication Research Reports*, 39(2), 69-79. <http://dx.doi.org/10.1080/08824096.2022.2027751>

Ju, I., Lee, H., & **Sherrick, B.** (2022). Consumer responses to covert marketing communications: A case of native advertising disclosure in news contexts. *Journal of Promotion Management*, 28(7), 1107-1128. <http://dx.doi.org/10.1080/10496491.2022.2054899>

Sherrick, B., Hoewe, J., & Ewoldsen, D. (2022). Using narrative media to satisfy intrinsic needs: Connecting parasocial relationships, retrospective imaginative involvement, and self-determination theory. *Psychology of Popular Media*, 11(3), 266-274. <http://dx.doi.org/10.1037/ppm0000358>

- Velez, J. A., Schmierbach, M., **Sherrick, B.**, Chae, S. W., Tan, R., & Rosenberg, K. (2021). A recipe for success: The effect of dyadic communication and cooperative gameplay on subsequent non-gaming task performance. *Human Communication Research*, 47(4), 364-386. <http://dx.doi.org/10.1093/hcr/hqab008>
- Sherrick, B.** (2021) Empirically comparing flow and narrative engagement as responses to a computer game. *Atlantic Journal of Communication*, 29(4), 230-245. <http://dx.doi.org/10.1080/15456870.2020.1755289>
- Kao, D., Mousas, K., Magana, A. J., Harrell, D. F., Ratan, R., Melcer, E., **Sherrick, B.**, Parsons, P., & Gusev, D. (2020, September). Hack.VR: A programming game in virtual reality. *arXiv preprint arXiv:2007.04495*. <https://doi.org/10.48550/arXiv.2007.04495>
- Dardis, F. E., Schmierbach, M., **Sherrick, B.**, Luckman, B. (2019) How game difficulty and ad framing influence memory of in-game advertisements. *Journal of Consumer Marketing*, 36(1), 1-11. <http://dx.doi.org/10.1108/JCM-07-2016-1878>
- Sherrick, B.**, & Hoewe, J. (2018). The effect of explicit online comment moderation on three spiral of silence outcomes. *New Media & Society*, 20(2), 453-474. <http://dx.doi.org/10.1177/1461444816662477>
- Rogers, R., Woolley, J., **Sherrick, B.**, Oliver, M. B., & Bowman, N. D. (2017). Fun versus meaningful video game experiences: A qualitative analysis of user responses. *The Computer Games Journal*, 6(1-2), 63-79. <http://dx.doi.org/10.1007/s40869-016-0029-9>
- Sherrick, B.**, & Schmierbach, M. (2016). The effects of evaluative reviews on market success in the video game industry. *The Computer Games Journal*, 5(3-4), 185-194. <http://dx.doi.org/10.1007/s40869-016-0027-y>
- Sherrick, B.** (2016). The effects of media effects: Third-person effects, the influence of presumed media influence, and evaluations of media companies. *Journalism & Mass Communication Quarterly*, 93(4), 906-922. <http://dx.doi.org/10.1177/1077699016637108>
- Dardis, F. E., Schmierbach, M., **Sherrick, B.**, Waddell, F., Aviles, J., Kumble, S., & Bailey, E. (2016). Adver-where? Comparing the effectiveness of banner ads and video ads in online video games. *Journal of Interactive Advertising*, 16(2), 87-100. <http://dx.doi.org/10.1080/15252019.2016.1223572>
- Bowman, N. D., Oliver, M. B., Rogers, R., **Sherrick, B.**, 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 and Virtual Worlds*, 8(1), 83-99. http://dx.doi.org/10.1386/jgvw.8.1.83_1
- Oliver, M. B., Bowman, N. D., Woolley, J. K., Rogers, R., **Sherrick, B.**, & Chung, M.-Y. (2016). Video games as meaningful entertainment experiences. *Psychology of Popular Media Culture*, 5(4), 390-405. <http://dx.doi.org/10.1037/ppm0000066>

Hoewe, J., & **Sherrick, B.** (2015). Using the theory of reasoned action and structural equation modeling to study the influence of news media in an experimental context. *Atlantic Journal of Communication*, 23(5), 237-253.

<http://dx.doi.org/10.1080/15456870.2015.1090276>

Sherrick, B., Hoewe, J., & Waddell, T. F. (2014). The role of stereotypical beliefs in gender-based activation of the Proteus effect. *Computers in Human Behavior*, 38, 17-24.

<http://dx.doi.org/10.1016/j.chb.2014.05.010>

BOOK CONTRIBUTIONS

Sherrick, B., & Kim, J. (forthcoming). Serious gaming: Insights into social cognition from gaming studies. In T. Reimer, L. van Swol, & A. Florack (eds.), *The Routledge Handbook of Communication and Social Cognition*. Routledge/Taylor & Francis. [invited]

Sherrick, B., Fox, J., Kim, J., & Woodland, S. (2025). Addressing toxicity and promoting positive social behaviors in gaming. In L. M. Margues (ed.), *Social and Affective Neuroscience of Gaming: Insights from Fundamentals to Public Mental Health Applications* (pp. 235-253). Springer. <https://doi.org/10.1007/978-3-032-00325-6> [invited]

Schmierbach, M., Tan, R., & **Sherrick, B.** (2024). Difficulty and challenge in video games. In M. Powers (ed.), *Oxford Research Encyclopedia of Communication*. Oxford University Press. http://dx.doi.org/10.1093/acrefore/9780190228613.013.ORE_COM-01471.R1 [invited]

Brown, K., **Sherrick, B.**, & Smith, C. (2024). Gamers...they're just like us!! A uses and gratifications approach to understanding the parasocial relationships between esports competitors and their fans. In L. Farquhar & R. Rogers (eds.), *Esports Motivations: What's Driving the Fastest Growing Sports Phenomenon?* (pp. 5-20). Rowman & Littlefield. [invited]

George, J., & **Sherrick, B.** (2019). Competition formats in esports. In R. Rogers (Ed.), *Understanding esports: An Introduction to the Global Phenomenon* (pp. 45-56). Rowman & Littlefield. [invited]

Sherrick, B. (2018). The role of engagement in facilitating games-based persuasion. In N. Bowman (Ed.), *Video Games: A Medium That Demands Our Attention* (pp. 44-59). Routledge. [invited]

Sherrick, B. (2018). Video games and communication. In P. Moy (Ed.), *Oxford Bibliographies in Communication*. Oxford University Press. <http://dx.doi.org/10.1093/obo/9780199756841-0202> [invited and peer-reviewed]

GRANT FUNDING

Watson, W., Watson, S., Whittinghill, D., Mousas, C., Bennett, L., Pacheco, D., **Sherrick, B.**, & Janakiraman, S. (2023). *Joining Forces: Designing and developing an educational virtual reality game to teach socio-scientific topics*. Purdue Innovation Hub Teaching and Learning Innovation Grant. \$19,852.19.

Sherrick, B. (2020). *Characteristics of Live Streamers that Encourage Positive or Prosocial Communication among Audience Members*. Brian Lamb School of Communication Faculty Internal Grant Program. \$9,537.95

Sherrick, B., Kao, D., & Mousas, C. (2019). *Development of a Computer Game to Measure Flow and Other Psychological Responses*. Brian Lamb School of Communication Faculty Internal Grant Program, \$16,249.95

Hoewe, J., & **Sherrick, B.** (2019). *Examining the Relationship between Awe in Video Games and Cultural Acceptance*. Brian Lamb School of Communication Faculty Internal Research Grant Program, \$13,726.90

Sherrick, B. (2018). *Creating a video game to measure responses during media consumption*. University of Alabama Research Grants Committee (RGC), \$6,000 [awarded but not used due to departure from university]

Hoewe, J., & **Sherrick, B.** (2015). *Identifying with (In)Congruent Narratives: Determining the Effectiveness of Sustainability Initiatives in Advertisements for Congruent and Incongruent Companies*. Arthur W. Page Center for Integrity in Public Communication – Legacy Scholars Grant, The Pennsylvania State University, \$6,000

Sherrick, B., & Hoewe, J. (2015). *Explicit Silence: The Effect of Obviating Media Censorship on the Spiral of Silence*. Don Davis Program in Ethical Leadership graduate funding, The Pennsylvania State University, \$1,511

Sherrick, B. (2015). *Designing and Testing the Effects of a Persuasive Game*. Arthur W. Page Center for Integrity in Public Communication graduate funding, The Pennsylvania State University, \$2,475

Sherrick, B. (2013). *The Effects of Media Effects on Corporate Reputation for Media Companies*. Arthur W. Page Center for Integrity in Public Communication graduate funding, The Pennsylvania State University, \$1,500

Sherrick, B. (2013). Graduate Student Travel Grant, AEJMC, Washington, DC, \$700

UNFUNDED GRANT APPLICATIONS

Brownell, K., Hoewe, J., Hannah, M., Bynum, C., Faulk, C., **Sherrick, B.**, Schiff, K. J., & Schiff, D. (2025) *Building Trust with Local Information Intelligence*. Trust in American Institutions Challenge. \$9,000,000.

Hoewe, J., & **Sherrick, B.** (2025). Positioning enjoyment and appreciation as key components of news use. College of Liberal Arts Summer Completion Incentive Program.

Hoewe, J., & **Sherrick, B.** (2023). Positioning enjoyment as the key factor in news selection and consumption. Elevating the Visibility of Research: Seed Funding for Academic Books and Monographs.

Sherrick, B., & Hoewe, J. (2018). Using the Experience of Awe in Video Games to Promote Cultural Acceptance. Clifford B. Kinley Trust Pre-Proposal.

Sherrick, B. (2018). Using Gamification in Communication Courses. Center for Undergraduate Instructional Excellence, Purdue University, one-semester course buyout.

Sherrick, B., Kao, D., & Mousas, C. (2018). Development of a computer-game testbed to measure flow and other psychological responses. Exploratory Research in the Social Sciences at Purdue University Grant, \$38,122.40.

Sherrick, B. (2018). How consumers' belief in media effects impacts media organizations and their financing. AEJMC Mass Communication and Society Division Research Award, \$3,500.

Sherrick, B. (2017). How consumers' belief in media effects impacts media organizations and their financing. AEJMC Emerging Scholars, \$3,500.

PUBLISHED BOOK REVIEW

Sherrick, B. (2012). Review of *Sport Public Relations and Communication*. *Journalism & Mass Communication Quarterly*, 89(3), 549-551.

REFEREED CONFERENCE PAPERS

Hoewe, J., **Sherrick, B.**, Dietz, B., Woodland, S., Jackson, D., & Gonzales, P. (2026, June). How mindfulness and news use interact to create better political outcomes. Paper to be presented at International Communication Association (ICA), Cape Town, South Africa.

Hoewe, J., Jackson, D., Woodland, S., & **Sherrick, B.** (2026, June). Positioning enjoyment and appreciation as key components of news use. Paper to be presented at ICA, Cape Town, South Africa.

Woodland, S., Kim, J., **Sherrick, B.**, & Torres-Luquis, J. (2025, November). Familiar yet new: Testing affective disposition theory with pre-established parasocial relationships. Paper presented at National Communication Association (NCA), Denver.

Sherrick, B., Smith, C., Jia, Y., Kim, J., Woodland, S., & Fox, J. (2024, June). Investigating antecedents to pro- and anti-social behaviors in online, multiplayer video games. Paper presented at ICA, Gold Coast, Australia.

Smith, C., **Sherrick, B.**, Jia, Y., & Evans, C. (2022, November). Gaming motivation, difficulty, and wellbeing. Paper presented at NCA, New Orleans.

Sherrick, B., Smith, C., Jia, Y., & Franklin, S. B. (2021, November). How Parasocial Phenomena Contribute to Community Health on Twitch. Paper presented at NCA, Seattle.

Sherrick, B., Hoewe, J., & Rogers, R. (2020, November). How nature- and humanity-based awe experiences in video games can lead to different hedonic and eudaimonic outcomes. Paper presented at NCA, Indianapolis.

Sherrick, B., Smith, C., Kao, D., & Mousas, C. (2020, November). Using real-time, in-game measures to evaluate game difficulty. Paper presented at NCA, Indianapolis.

Velez, J., Schmierbach, M., **Sherrick, B.**, Chae, S.W., Tan, R., & Rosenberg, K. (2020, November). Not enough cooks in the kitchen: How playing games together can encourage cooperative task completion. Paper presented at NCA, Indianapolis.

Sherrick, B., & Hou, J. (2018, November). The role of parasocial interactions in the success of live stream broadcasters. Paper presented at NCA, Salt Lake City.

Sherrick, B., & Hoewe, J. (2018, August). Determining the effectiveness of sustainability initiatives in advertisements for congruent and incongruent companies. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Sherrick, B., & Yang, J. (2017, July). Testing the spiral of silence by analyzing comments on a *New York Times* op-ed. Paper presented at Alabama Communication Association, Birmingham, AL.

Sherrick, B. (2017, April). Narrative and gameplay as unique instigators of immersion-based persuasion. Paper presented at Broadcast Education Association (BEA), Las Vegas. [*Top Paper, Games as Cognitive Demand Track, Video Games: A Medium that Demands Our Attention Symposium*]

Sherrick, B. (2015, August). Comparing flow and narrative engagement scales in the context of a casual health game. Paper presented at AEJMC, San Francisco. [*Top 3 Student Paper Award, Communication Theory and Methodology Division*]

Rogers, R., Woolley, J. K., Oliver, M. B., Bowman, N. D., **Sherrick, B.**, & Chung, M.-Y. (2015, August). Fun versus Meaningful video game experiences: A qualitative analysis of user responses. Paper presented at AEJMC, San Francisco.

- Dardis, F., Schmierbach, M., **Sherrick, B.**, Waddell, F., & Aviles, J. (2015, March). Which way to go? The relative effectiveness of branded advergames, banner ads, and pre-roll ads on brand recall in video games. Paper presented at American Academy of Advertising (AAA), Chicago.
- Sherrick, B.**, & Hoewe, J. (2014, August). Explicit silence: The effect of obviating media censorship on the spiral of silence. Paper presented at AEJMC, Montreal.
- Sherrick, B.** (2014, May). Should game companies use reviews in policy decisions? Paper presented at ICA, Seattle.
- Sherrick, B.** (2013, August). The effects of media effects on the corporate image of media companies. Paper presented at AEJMC, Washington, DC.
- Sherrick, B.** (2013, August). BUYERS BEWARE: Brett Favre is not in this paper: A textual analysis of online user reviews for Madden NFL 12. Paper presented at AEJMC, Washington, DC.
- Sherrick, B.**, Schmierbach, M., Waddell, T. F., Kim, K., & Dardis, F. (2013, August). In control of enjoyment: Gameplay difficulty, performance feedback, and the mediating effect of presence on video game enjoyment. Paper presented at AEJMC, Washington, DC.
- Dardis, F. E., **Sherrick, B.**, Schmierbach, M., & Luckman, B. (2013, August). The impact of videogame-induced affect and ad type on memory of in-game advertisements. Paper presented at AEJMC, Washington, DC.
- Sherrick, B.**, & Schmierbach, M. (2013, June). The effects of evaluative reviews on market success in the video game industry. Paper presented at ICA, London.
- Oliver, M. B., Bowman, N. D., Woolley, J. K., Rogers, R., **Sherrick, B.**, & Chung, M.-Y. (2013, June). Video games as meaningful experiences. Paper presented at ICA, London.
- Bowman, N. D., Rogers, R., **Sherrick, B.**, & Woolley, J. K. (2013, April). In control or in their shoes? How character attachment differentially influences video game enjoyment and appreciation. Paper presented at BEA, Las Vegas. [*Top Competitive Paper on Media and the Self*]
- Hoewe, J., **Sherrick, B.**, & Appelman, A. (2012, November). Stereotype priming through news story headlines: Use of the word terrorist to prompt implicit associations with Muslims. Paper presented at NCA, Orlando. [*Top Student Paper Award, Communication and Social Cognition Division*]
- Formentin, M., Fraustino, J. D., & **Sherrick, B.** (2012, November). Is Corporate Social Responsibility written on the wall? Dialogic communication and sports on Facebook. Paper presented at NCA, Orlando.

Schmierbach, M., Wu, M., & **Sherrick, B.** (2012, August). Fighting death: The effects of punitive difficulty on video game enjoyment, immersion, and need satisfaction. Paper presented at AEJMC, Chicago.

Dardis, F. Schmierbach, M., **Sherrick, B.**, & Fraustino, J. D. (2012, August). Pre-roll advertising in videogames: Effects on brand recall and attitude. Paper presented at AEJMC, Chicago.

Sherrick, B., Bien-Aime, S., & Hardin, M. (2012, March). High school athletes: How are they covered? Paper presented at the Fifth Summit on Communication and Sport, East Peoria, IL.

TEACHING EXPERIENCE

Brian Lamb School of Communication, Purdue University, 2018-present

- COM 250: Mass Communication and Society (in-person and online; $N = 30$)
- COM 330: Theories of Mass Communication ($N = 15$)
- COM 495/497: Video Games and Society (in-person; $N = 20$) – *Course developer*
- COM 582: Descriptive/Experimental Research in Communication ($N = 10$)
- COM 632: Video Games and Society (graduate; in-person and online; $N = 10$) – *Course developer*
- COM 682: Multivariate Statistics (graduate; in-person and online; $N = 10$)

College of Communication and Information Sciences, The University of Alabama, 2015-2018

- CIS 603: Communication Research Methods (graduate; $N = 10$)
- JN 101: Journalistic Principles ($N = 50$)
- JN 311 (lab): News Writing and Reporting ($N = 15$)
- JN 491/MC 495: Gaming Journalism ($N = 25$) – *Course developer*
- JN 561/491: Journalism and Emerging Media (online; $N = 5$) – *Course developer*
- MC 101: Introduction to Mass Communication (in-person and online; $N = 220$)
- TCF 112: Motion Picture History and Criticism (online; $N = 25$)

Online Course Developer, Department of Journalism and Creative Media, The University of Alabama, 2015-2017

- JN 500: Orientation to Graduate Studies
- JN 561: Special Topics: Journalism and Emerging Media

Lead Instructor, College of Communications, The Pennsylvania State University, 2012-2015

- COMM 190: Gaming and Interactive Media (in-person and online; $N = 180$)
- COMM 150: The Art of Cinema (online; $N = 10$)

Teaching Assistant, College of Communications, The Pennsylvania State University, 2011-2012

- COMM 150: The Art of Cinema ($N = 500$)

Adjunct Faculty, English Department, University of North Carolina at Wilmington, 2009-2011

- ENG 101: College Writing and Reading I ($N = 25$)
- ENG 201: College Writing and Reading II ($N = 25$)
- ENG 110: Introduction to Literature ($N = 25$)

Lead Instructor, English Department, University of North Carolina at Wilmington, 2008-2009

- ENG 101: College Writing and Reading I ($N = 25$)
- ENG 110: Introduction to Literature ($N = 25$)

Teaching Assistant, English Department, University of North Carolina at Wilmington, 2007-2008

- ENG 103: College Writing and Reading I – Advanced ($N = 25$)
- ENG 110: Introduction to Literature ($N = 25$)

STUDENT ADVISING

Advisor, Doctoral

Sam Woodland (2030)
Joshua Kim (2026)
Courteney Smith (2024)

Advisor, Master's

Sam Woodland (2025)
Connor Evans (2023)
Yihan (Danny) Jia (2022)
Samantha (Sammi) Franklin (2021)

Committee member, Doctoral

Eric Weimer (2021)
Jue (Lucas) Hou (2019)

Advisor, Summer Research Opportunity Program

Jesús Torres-Luquis, University of Puerto Rico, summer 2024

Advisor, Wilke Undergraduate Research Internship

Yihan (Danny) Jia, spring 2020

INVITED LECTURES AND TALKS

Measuring One-Sided Relationships Through Only One Side: Challenges for Operationalizing

Parasocial Relationships, 2026
Work in Progress Series
The Methodology Center at Purdue
Purdue University

IRB & the SONA System, 2025

Thursday Thoughts
Brian Lamb School of Communication
Purdue University

Pubs and Cake, 2024

College of Liberal Arts Research Academy
Purdue University

Twitch and livestreaming, 2019

Course: Understanding esports
Butler University

Video games and society, 2018 & 2019

Course: COM 251: Communication, Information, and Society
Purdue University

CQ/CX Talkback Session, 2017

Theatre Tuscaloosa

Twitch and the Video Game Revolution, 2017

Alabama Program in Sports Communication panel
The University of Alabama

Researching Video Games and Emerging Media, 2016 & 2017

Course: UA 155: Freshman Research and Creative Opportunities
The University of Alabama

Audience-Submitted Content, 2016

Event: Alabama Scholastic Press Association State Convention

How to Have a Fabulous First Year, 2015

Event: College of Communications Open House
The Pennsylvania State University

Using Badges for Test Prep in a Gamified Class about Games, 2014

Event: Game Day
The Pennsylvania State University

Objectivity and News Media Production, 2012 & 2014

Course: COMM 413: The Mass Media and the Public
The Pennsylvania State University

Tips on Teaching Online, 2014

Event: Professional Development for Graduate Students
The Pennsylvania State University

New Instructor Panel, 2013

Course: COMM 502: Pedagogy in Communications
The Pennsylvania State University

What to Expect in Graduate School, 2013

Event: New Student Orientation
The Pennsylvania State University

Video Game Effects, 2013
Course: COMM 118: Media Effects
The Pennsylvania State University

PROFESSIONAL EXPERIENCE

Communications Manager, TW Inspections, 2007-2012

Blog Manager and Writer, *Daily BISdom* (blog on media and sports), 2008-2011

Entertainment Reporter, *Wilmington Star-News*, 2008-2010

Freelance Sports Feature Writer, *Tar Heel Monthly*, 2006-2007

Student Columnist, *Blue & White*, 2006-2007

Intern Community Reporter, *The Franklin Times*, 2006

ADMINISTRATIVE EXPERIENCE

Cofounder and director, [Purdue Research in Media Effects \(PRIME\) Lab](#), 2025-

Research Participation System and Lab Director, BLSC, 2025-

Research group lead, Games Research Group, 2019-2025

Graduate Assistant, Office of the Vice President for Research, The Pennsylvania State University, 2014

Vice President, Graduate Students in Communication, The Pennsylvania State University, 2014-2015

ADDITIONAL RESEARCH EXPERIENCE

Faculty Fellow, Center for American Political History, Media, and Technology (CAPT), Purdue University, 2025-

Research Assistant, John Curley Center for Sports Journalism, The Pennsylvania State University, College of Communications, 2011-2012

SERVICE EXPERIENCE

Butler Center Mentoring Pod Program, 2024-

Committee Member, Search Committee – Political Communication Postdoc, CAPT, 2025-2026

Committee Member, Search Committee – Sports Communication Professor of Practice, BLSC, 2025-2026

Graduate Committee, BLSC, 2020-2023

Faculty Affairs Committee, BLSC, elected member, 2020-2022

Media Technology and Society Unit Head, BLSC, 2020-2021

Series organizer, Brian Lamb School of Communication Speaker Series, 2019-2020

UNIVERSITY OF ALABAMA SERVICE EXPERIENCE

Project Lead, esports initiative, College of Communication and Information Sciences, 2016-2018

Committee Member, Graduate Committee, Department of Journalism and Creative Media, 2017-2018

Committee Member, Computing and Instructional Technology Committee, College of Communication and Information Sciences, 2015-2018

Committee Member, Search Committee – Digital Media Technology Assistant Professor, Department of Journalism and Creative Media, 2017

Advisor, Society of Professional Journalists, University of Alabama Student Chapter, 2015-2017

Committee Member, Online Journalism Master's Committee, Department of Journalism and Creative Media, 2015-2017

Committee Member, Portfolio Committee, Department of Journalism, 2015-2016

EXTERNAL SERVICE EXPERIENCE

Executive Board, Communication Theory and Methodology Division (CT&M), AEJMC
Head, 2020-2021
Vice head, 2019-2020
Teaching Chair, 2017-2018
Membership Chair, 2016-2017

Webmaster, CT&M, AEJMC, 2015-2018, 2020-2021

Graduate Student Liaison, CT&M, AEJMC, 2014-2015

MANUSCRIPT REVIEWER

Journal of Communication

Communication Quarterly

Media Psychology

International Journal of Communication

Communication Monographs

Journalism & Mass Communication Quarterly

Mass Communication and Society

Journal of Broadcast and Electronic Media

Journal of Media Psychology

Psychology of Popular Media

Cyberpsychology, Behavior, and Social Networking

Science Communication

Journal of Communication Technology

Communication and Sport

Convergence

Media and Communication

Interacting with Computers

PLOS ONE

International Journal of Human-Computer Studies

Communication Theory and Methodology Division, AEJMC

Mass Communication and Society Division, AEJMC

Communication Technology Division, AEJMC

Southeast Colloquium, AEJMC

Game Studies Interest Group, ICA

Game Studies Division, NCA

Mass Communication Division, NCA

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Methods Center at Purdue, affiliate, 2022-present

Association for Education in Journalism and Mass Communication, 2012-present

National Communication Association, 2012-present

Broadcast Education Association, 2017-2019

International Communication Association, 2019-2022

Society of Professional Journalists, 2015-2018

ADDITIONAL CONFERENCE ACTIVITIES

Panel moderator, “Technology-based Opportunities to Address Racism and Prejudice,”
Communication Theory and Methodology Division (CT&M), AEJMC, 2022

Panel moderator, “Relationships between grad students and advisors,” Communication Theory
and Methodology Division (CT&M), AEJMC, 2018

Discussant, “Media trust and credibility” research panel, Communication Theory and
Methodology Division (CT&M), AEJMC, 2018

AWARDS AND HONORS

Promising Professor, first place, 2017, Mass Communication and Society Division, AEJMC

Top Paper, 2017, Games as Cognitive Demand Track, Video Games: A Medium that Demands
Our Attention Symposium, BEA

Top Dissertation Award, 2016, Mass Communication and Society Division, AEJMC

Top 3 Student Paper Award, 2015, Communication Theory and Methodology Division, AEJMC

Robert W. Graham Endowed Graduate Fellowship, 2011-2013, The Pennsylvania State
University

Top Competitive Paper, 2013, Media and the Self, BEA

Top Student Paper Award, 2012, Communication and Social Cognition Division, NCA

Certificate for Effective Teaching Online, 2012, The Pennsylvania State University, World
Campus

Graduate Dean’s List, 2007-2009, University of North Carolina at Wilmington

Sports Journalism Certificate, 2007, University of North Carolina at Chapel Hill

William R. Davie Scholarship, 2003-2007, University of North Carolina at Chapel Hill