

BRETT SHERRICK

Brian Lamb School of Communication
Purdue University
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West Lafayette, Indiana 47907-2098
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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

Assistant Professor, August 2018-present

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

AREAS OF RESEARCH

Media processes and effects
 Video game industry and effects
 Emerging media
 Journalism
 Advertising and persuasion
 Sports and the media

AREAS OF TEACHING

Video game industry
 Emerging media
 Journalism
 Media management
 Research methods and data analysis
 Advertising and persuasion

PUBLICATIONS

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. doi: 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. doi: 10.1177/1461444816662477

Rogers, R., Woolley, J. K., Oliver, M. B., Bowman, N. D., **Sherrick, B.**, & Chung, M.-Y. (2017). Fun versus meaningful video game experiences: A qualitative analysis of user responses. *The Computer Games Journal*, 6(1-2), 63-79. doi: 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. doi: 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. doi: 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. doi: 10.1080/15252019.2016.1223572

Bowman, N. D., Oliver, M. B., Rogers, R., **Sherrick, B.**, & Woolley, J. K. (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. doi: 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. doi: 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. doi: 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. doi: 10.1016/j.chb.2014.05.010

BOOK CONTRIBUTIONS

George, J., & **Sherrick, B.** (In press). Competition formats in esports. In R. Rogers (Ed.), *Understanding esports: An Introduction to the Global Phenomenon*.

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). New York: Routledge. [invited]

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

RANT FUNDIN

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

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

Sherrick, B., & Hou, J. (2018, November). The role of parasocial interactions in the success of live stream broadcasters. Paper presented at National Communication Association (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 International Communication Association (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.

TEACHIN EXPERIENCE

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

- COM 250: Mass Communication and Society (in-person and online; $N = 30$)
- COM 632: Video Games and Society (graduate; $N = 4$) – *Course developer*

Assistant Professor, 2017-2018, College of Communication and Information Sciences, The University of Alabama

- CIS 603: Communication Research Methods (graduate; $N = 10$)
- 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, 2015-2017, Department of Journalism and Creative Media, The University of Alabama

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

Full-Time Instructor, 2015-2016, College of Communication and Information Sciences, The University of Alabama

- 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*
- MC 101: Introduction to Mass Communication ($N = 185$)

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

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

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

- COMM 150: The Art of Cinema ($N = 20$)

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

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

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

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

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

STUDENT ADVISIN

Courteney Smith, doctoral, 2023

Advisor

Brian Lamb School of Communication, Purdue University

Samantha (Sammi) Franklin, master's, 2021

Advisor

Brian Lamb School of Communication, Purdue University

Jue (Lucas) Hou, doctoral, 2019

Committee member

Dissertation: Competitive sport in web 2.0: Consumer motivation, spectatorship experience, and the degree of overlap between traditional sport and esports
Communication and Information Sciences, The University of Alabama

INVITED LECTURES AND TALKS

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* (personal 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

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

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

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, 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

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

MANUSCRIPT REVIEWER

International Journal of Communication

Communication Monographs

Journalism & Mass Communication Quarterly

Mass Communication and Society

Journal of Broadcast and Electronic Media

Journal of Media Psychology

Cyberpsychology, Behavior, and Social Networking

Journal of Communication Technology

Convergence

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

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

National Communication Association, 2012-present

Broadcast Education Association, 2017-present

International Communication Association, 2019-present

Society of Professional Journalists, 2015-2018

ADDITIONAL CONFERENCE ACTIVITIES

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