

Department of Communication
Stanford University
Stanford, CA 94305-2050

EDUCATION

9/08 – present **Stanford University**, Stanford, CA

- Doctor of Philosophy in Communication Research
- PhD Minor in Psychology
- Co-terminal MA in Communication
- PhD Portfolio: <http://web.stanford.edu/~joseppi>
- Complete in 2016
- Coursework: Advanced Research Methods, History and Philosophy of Science, Psychological Processing of Media, Virtual People, Media Economics, Advanced Statistical Methods for the Social Sciences, Network Analysis, Advanced Topics in IP Law: Information Future

9/05 – 9/06 **Stanford University**, Stanford, CA

- MA in Education – Learning Design and Technology (LDT)
- Master's Project: Windows Into Other Realities: Helping Real People Interact with Avatars and Other Virtual Representations
- LDT Portfolio: <http://ldt.stanford.edu/~joseppi>
- Coursework: Philosophy of Education, Human Values and Design Thinking, Interactive Media in Education, Media Psychology, Experimental Research in Advanced User Interfaces, Qualitative Research Methods, Advanced Topics: Interactivity

9/01 – 6/02 **University of California Berkeley**, Berkeley, CA

- CA Teaching Credential in Vocational Education
- Area of Specialty: Information Technology, Computer Applications, Quality Assurance, Software Design
- Coursework: Education Theory and Practice, Interactive Teaching Methods, Education Technology, Classroom Management and Safety, Special Needs Education, Assessment and Evaluation

3/92 – 6/94 **California State Polytechnic University**, Pomona, CA

- MBA with emphasis in Information Management
- Master's Project: Computer Games and Learning Ability
- Coursework: Information Technology Management, Marketing, Business Law, Business Research Methods, Finance Real Estate and Law

9/86 – 6/91 **California State Polytechnic University**, Pomona, CA

- BS in Business Administration – Computer Information Systems
- Graduated cum laude
- Coursework: Computer Programming Methods, Business Applications Programming, Database Design, Information Technology Management, Computer Network Theory and Design

RESEARCH INTERESTS

- Changing cultural norms with social media and interactive games
- Computer mediated education and social change
- Persuasive applications of digital technologies
- Intersection of virtual environments and real behavior
- Self-representation in digital applications and environments
- Cultural impact of virtual worlds and computer games

PUBLICATIONS & CONFERENCE PRESENTATIONS

Reeves, B., Cummings, J. J., Scarborough, J. K., Yeykelis, L. (2015). *“Effects of a Social Game on Performance of Energy Behaviors.”* Environment & Behavior, SAGE Publications, Thousand Oaks, California.

Scarborough, J. K., & Bailenson, J. N. (2013). *“Avatar Psychology.”* Oxford Handbook of Virtuality. Oxford University Press, London.

Reeves, B., Scarborough, J. K., Cummings, J. J., Flora, J. (2013). *“How Video Games Can Change Energy Behavior and Reduce Consumption.”* 2013 Climate, Mind, & Behavior Symposium (CMB 2013), Garrison, NY.

Scarborough, J. K. (2013). *“Leveraging Social Video Games to Promote Positive Behavior Change.”* 2013 Yale University, Blueprint for Efficiency Webinar on Gamification, New Haven, CT.

Reeves, B., Cummings, J. J., Scarborough, J. K., Flora, J., Anderson, D. (2012). *“Can Games Change Energy Behavior and Reduce Consumption?”* 2012 Behavior, Energy, & Climate Change Conference (BECC 2012), Sacramento.

Reeves, B., Cummings, J. J., Scarborough, J. K., Flora, J., Anderson, D. (2012). *“Leveraging the Engagement of Games to Change Energy Behavior.”* 2012 International Conference on Collaboration Technologies and Systems (CTS 2012), Denver.

Reeves, B., Read, J. L., Cummings, J. J., & Scarborough, J. K. (2011). *“Government Uses for Games and Virtual Worlds.”* Institute for Defense Analysis, Washington D.C..

Scarborough, J. K. (2010). *“Looking for Culture in Video Games: Three Conceptual Approaches.”* IFIP Advances in Information and Communication Technology. Springer-Verlag New York.

Groom, V., Nass, C., Chen, T., Nielsen, A., Scarborough, J. K., & Robles, E. (2009). *“Evaluating the effects of behavioral realism in embodied agents”.* International Journal of Human-Computer Studies, 67(10), 842-849.

Reeves, B. & Malone, T., with Yee, N., Chang, H., Abecassis, D., Cadwell, T., Abbey, M., Scarborough, J. (2007). *“Leadership in Games and at Work: Implications for the Enterprise of Massively Multiplayer Online Role-playing Games”.* Seriosity, Inc., Palo Alto, CA.

Scarborough, J. (1994). *“A Study to Identify the Marketing Implications of the Effects of Playing Computer Games on Undergraduate Study Skills and Learning Ability”.* Cal Poly Pomona, Pomona, CA.

REVIEWING POSITIONS

New Media & Society (NMS), active reviewer. SAGE Publications, Thousand Oaks, California

Grimshaw, M. (Ed.). Handbook of Virtuality. Oxford University Press, London

CTS (Collaboration Technologies & Systems Conference, Special Session on Computer-Human Interaction & Interactive Design) 2010

WCC (World Computer Congress, Special Session on Cultural Computing) 2010

SIGGRAPH (Association for Computing Machinery's Special Interest Group on Graphics and Interactive Techniques) 2010

RESEARCH POSITIONS

Stanford University, Stanford, California – Ph.D. Program in Communication Research

9/09 – present **PowerHouse the ARPA-e Energy Game – Energy Behavior Change Through Video Games**

- Conducted research investigating the effects of social multiplayer games on real energy behavior and attitudes for change. Presented findings at multiple conferences (CTS 2012, BECC 2012) and submitted for publication. Continuing development of models and implications.

9/11 – present **Self Representation and Gender in Video Games – Effects of Cross-gender Avatar Play**

- Conducted research investigating the effects of avatar gender and attractiveness on players of massively multiplayer online role-playing games. Academic paper reporting effects submitted for publication. Continuing development of models and implications.

9/10 – present **Social Presence in Action Video Games – Psychological Effects of Social Entertainment Media**

- Conducted research investigating the effects of self-presence and social presence on measures of motivation and engagement in video game players. Presented initial findings to the Stanford CHIME Lab. Continuing development of models and implications.

1/10 – present **Self Representation in Video Games – Psychological Processing of Digital Media**

- Conducted research investigating the effects of avatar similarity and customization on psycho-physiological measures of video game players. Presented initial findings to the Stanford LIFE Center Media Lab group. Continuing development of models and implications.

4/09 – 10/10 **Finding Culture in Video Games – Qualitative Analysis of Digital Culture**

- Meta-analysis of cultural research within game studies with particular emphasis on impact of gaming culture on external populations. Published findings in World Computer Congress 2010 Entertainment Computing Symposium Proceedings.

Stanford University, Stanford, California – MA Program in Education

1/06 – 7/06 **Evaluating the effects of behavioral realism in embodied agents – Persuasive Computing**

- Designed and conducted a study to determine the effects of differences in behavioral realism on self-disclosure and persuasion. Paper published in International Journal of Human-Computer Studies in 2009.

1/06 – 8/06 **Windows Into Other Realities: Helping Real People Interact with Avatars – Master's Project**

- Conducted original research investigating the ability to use virtual representations to affect social interaction in older adults. Also, evaluated the ability to use virtual worlds to conduct real world group interactions.
- Designed a mixed virtual-material environment for teaching.

1/06 – 3/06 **Exploring the Language of Elite Gamers – Identifying Impact of Games on Real Life**

- Used semi-structured interviews to investigate the language patterns of elite computer gamers and explored how in-game communication patterns have blurred the lines between games and real-life.

6/06 – 8/06 **Evaluating the Impact of Race and Other Social Stereotypes on Virtual Interactions**

- Acted as confederate researcher in studies evaluating the impact of perceived race, age, and height on virtual interactions.

California State Polytechnic University, Pomona, California – MBA Program in Information Management

1/94 – 6/94 Computer Games and Learning Ability – Master’s Project

- Conducted original research to evaluate the correlation of undergraduate GPA and SAT scores with time spent playing computer games and time spent studying. Findings published in Cal Poly Pomona Graduate Studies Library.

Seriosity, Inc., Palo Alto, California – Researcher, Reviewer, Director of Customer Support

6/06 - 11/06 Virtual Worlds: Real Leaders – Seriosity, Inc.

- Primary researcher in study conducted for IBM to determine the value of using virtual worlds to cultivate leadership skills and identify emerging leaders. Revised version “Leadership’s Online Labs” also published in Harvard Business Review.

NASA/Jet Propulsion Lab, Pasadena, California – System Designer and Programmer

6/93 – 9/94 Mission to Planet Earth – NASA/Jet Propulsion Lab Project

- Designed a multi-database browser system for academic investigation of historic earth-observation data. Coordinated development with multiple NASA affiliated organizations.

6/91 – 6/93 TOPEX / Poseidon Satellite Team – Jet Propulsion Lab / CNES, France

- Designed the science data processing system for a multi-national physical oceanography satellite expedition. Also, contributed to the development of extensions to satellite imaging systems allowing for visual display of enhanced precipitation and weather data.

ACADEMIC AWARDS

10/14 Recipient of the Institute for Research in the Social Sciences Graduate Fellowship (Stanford University, CA)

- One-time competitive fellowship grant for using computational techniques to address social science problems.

9/13 Recipient of a Federal Work Study Graduate Fellowship (Stanford University, CA)

- One-year fellowship providing tuition support and stipend to outstanding students pursuing doctoral degrees in humanities and science.

9/08 Recipient of a Stanford Graduate Fellowship (Stanford University, CA)

- Five-year fellowship providing tuition support and stipend to outstanding students pursuing doctoral degrees in the sciences and engineering.

4/05 Silicon Valley StRUT (Students Recycling Used Technology) Annual Competition (Santa Clara, CA)

- My student teams placed first and second out of 32 teams entered in the team competition.
- One of my students scored highest out of 128 students entered in the individual competition.

4/05 Teacher of the Year Award, Alameda Adult School – Alameda, California Unified School District

- Special recognition of innovation in course design and delivery.
- Recognition for helping at-risk students achieve graduation.

5/95 NASA Group Achievement Award, EOS DIS Version 0 Team – Jet Propulsion Lab (Pasadena, CA)

- Award for excellence in innovation, creativity, teamwork, and customer focus in the development of the Earth Observing Systems Distributed Information System project.

2/93 NASA Group Achievement Award, TOPEX / Poseidon Team – Jet Propulsion Lab (Pasadena, CA)

- Award for excellence in design, development, test, and operations of the TOPEX / Poseidon satellite project.

TEACHING POSITIONS

Stanford University – Ph.D. Program

6/15 – 8/16 **Social Psychology of Online Digital Media, Stanford Summer College Academy**
▪ Course creator and main lecturer

6/13 – 8/16 **Social Psychology of Large-Scale Media Interventions, Communication 119S**
▪ Course creator and main lecturer

4/15 – 6/15 **Media Economics, Communication 142/242**
▪ TA for main lecture and taught two study sections for undergraduates

1/15 – 3/15 **Social Science Research Methods, Communication 106/206**
▪ TA for main lecture and taught two study sections for undergraduates

9/12 – 12/12 **Media Technologies, People, and Society, Communication 1A/211**
▪ TA for main lecture and taught two study sections for undergraduates

3/12, 6/12, 11/12 **Research Experience Program (REP), Foothill Community College**
▪ Guest Lecturer

2/12, 10/13, 3/15 **Psychological Processing of Media, Communication 108/208**
▪ Guest Lecturer

5/11 **Virtual People, Communication 166/266**
▪ Guest Lecturer

9/10 – 12/10 **Psychological Processing of Media, Communication 108/208**
▪ TA for main lecture and taught two study sections for undergraduates

3/10 – 6/10 **Media Psychology, Communication 172/272**
▪ TA for main lecture and taught two study sections for undergraduates

Fremont, California Unified School District – Credentialed Teacher

12/06 – 8/07 **Mission Valley Regional Occupational Program**
▪ Taught on-site classes in computer repair and software support for high-school students

Alameda, California Unified School District – Credentialed Teacher

9/02– 6/06 **Alameda Adult School, Alameda Unified School District**
▪ Taught multiple classes in computer applications, networking, and digital photography
▪ Won Teacher of the Year Award for innovative course design and delivery

9/03 – 6/05 **Alameda Head Start Program, Alameda Unified School District**
▪ Prepared single-parents and low-income families for career placement and technical certification exams

9/03 – 6/06 **Mastick Senior Center, Alameda Unified School District**
▪ Taught multiple computer use and application classes including “Introduction to Virtual Worlds” for MA Project

Hayward, California Unified School District – Credentialed Teacher

9/02 – 8/06 **Hayward Adult School, Hayward Unified School District**
▪ Multiple classes in computer applications, Internet use, and digital photography
▪ Specializing in older adult (65+) courses