About the Contributors

**Harsha Gangadharbatla** (Ph.D., University of Texas) is an associate professor and the founding chair of the department of advertising, public relations and media design in the college of media, communication and information at the University of Colorado Boulder. His research focuses on new and emerging media, social and economic effects of advertising, and environmental communication. He has authored (or co-authored) over 40 publications including conference proceedings.

**Donna Z. Davis** earned a Ph.D. in Mass Communication from the University of Florida studying the strength of relationships formed in virtual worlds. Her current research extends to the development of community and interpersonal relationships in virtual environments and other emerging social media with a focus on health and disability communities. Her interests also focus on new media technologies that shape the human condition and change behavior via gamification. Prior to life in academia, she had a successful career of more than 25 years in public relations and development, while teaching at the College of Journalism and Communication at UF.

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**Michael B. Armstrong** is a Ph.D. student and research assistant at Old Dominion University studying Industrial and Organizational Psychology. He graduated from Western Kentucky University in 2013 with a Bachelor of Arts in Psychology. Michael’s research interests focus upon the Internet and related technologies as they affect human capital. He is particularly interested in the effectiveness of gamification in human resource management. Michael is a student affiliate of the Society for Industrial and Organizational Psychology.

**Jacqueline Carpenter** is a consultant with Shaker and earned her Ph.D. in Industrial-Organizational Psychology from the University of Akron. She has worked with clients across industries to develop and implement web-based pre-employment assessments, many of which have included gamified job simulations. Her research interests include corporate image perceptions, organizational attraction, and applicant reactions, particularly in the contexts of technology enhanced assessment for selection and web-based recruitment.

**Andrew B. Collmus** graduated Cum Laude from Colorado State University in 2014 with a BS in Psychology. He is working toward his doctorate in industrial-organizational psychology at Old Dominion
University, with an expected completion date in 2019. He researches the use of technology in training and selection, including virtual worlds, e-learning, gamification, and augmented reality.

**Raul Ferrer Conil** is a PhD candidate in Media and Communication at Karlstad University, Sweden. His current research focuses on the applications of Gamification as a tool to investigate the transition from traditional journalism to mobile and digital news consumption. Other research interests cover social media, motivation, and technology. Raul has 14 years of experience as a web designer and developer.

**Carlos Cruz** is a PhD candidate currently attending The Ohio State University. His research interests include gamification and credibility in online environments.

**Rachelle DiGregorio** is a digital strategist making it happen in NYC with Big Spaceship. Her expertise includes strategic planning, qualitative and quantitative research skills – unearthing the insights that drive surprising and effective brand experiences. In her spare time, she loves reading classic novels and eating a good medium-rare steak, not necessarily at the same time.

**Nikki M. Dudley** is a Senior Consultant and Partner at Shaker. She received her Ph.D. at George Mason University. She has worked with numerous Fortune 100 clients creating cutting edge mobile and web-based assessment solutions. Current research interests include innovative measurement methodologies for knowledge, skills, and personality; high-fidelity simulations; ‘day in the life’ assessments; and applicant reactions. She has also received the Edwin A. Fleishman award for her research on knowledge and skill measurement and the G. Klopfer Award for distinguished contribution to the literature in personality.

**Jared Z. Ferrell** is a consultant with Shaker and is currently a PhD candidate in the Industrial-Organizational Psychology program at the University of Akron. He earned his MA in Industrial-Organizational Psychology from the University of Akron in 2011. Jared has been involved in the development and implementation of numerous gamified recruitment and selection initiatives across a wide variety of industries and roles during his time at Shaker. He has also presented at numerous professional conferences and published in peer-reviewed journals, as well as books on personnel selection. His research interests include organizational attraction, applicant reactions to assessments, training in virtual settings, social networking websites, and gamification’s impact on HR processes.

**Jolene Fisher** is a Doctoral Candidate at the University of Oregon and will graduate with her PhD in Media Studies in 2016. She received her MS in Communication and Society at the University of Oregon in 2012, where she researched issues of gender, development and new media. She writes and presents widely on the use of video games in international development and is the author of *Toward a Political Economic Framework for Analyzing Digital Development Games: A Case Study of Three Games for Africa* (2016, *Communication, Culture & Critique*).

**Scott A. Goodman.** As a founding member of Shaker, Scott’s primary focus has been on developing and implementing pre-employment assessments to solve complex quality of hire challenges for Fortune 500 firms and niche market leaders. His thought leadership and insightful consulting have contributed to staffing process improvement initiatives around the globe and he has been involved in the development and deployment of numerous gamified assessment solutions. He has spent more than 20 years working...
with groups and companies around the world to assist them in aligning their people’s performance with business strategies. He received his Ph.D. from the University of Akron.

**Michael D. Hanus** is a Ph.D. candidate at The Ohio State University. His work focuses on new, interactive technology and its applications to gamification, persuasion, and motivation.

**Nathan Hulsey** is currently a doctoral candidate at the Communication, Rhetoric and Digital Media program at North Carolina State University. His current research involves a critical approach to the history of gamification with a focus on surveillance tactics, spatiality and biopolitics. He also contributes research to the fields of Game Studies and Mobilities.

**Yowei Kang** holds a Ph.D. in Rhetoric and Writing Studies. His research specialties focus on digital game rhetoric, experiential rhetoric, new media technologies, and rhetorical analysis.

**Michael Karlsson** is a Professor in Media and Communication at Karlstad University, Sweden. His research interest is primarily digital journalism and he has been widely published in journals such as Journalism Studies, Journalism Theory, Practice and Criticism and New Media and Society.

**Marty Kearns** pioneered the integration of network-centric principles into civic organizing and social change work. As the Founder and President of Netcentric Campaigns, he drives their strategy, vision and development, working with advocacy leaders from nonprofits and foundations to further their understanding of the powerful role networks of people can play in all elements of their work.

**Richard N. Landers** earned his PhD in Industrial/Organizational Psychology in 2009, at which point he began as Assistant Professor of Industrial/Organizational Psychology at Old Dominion University. There, he has won the Teaching with Technology Award and was twice nominated for the State Council for Higher Education for Virginia Outstanding Faculty Awards. His research explores the intersection between technology research and industrial/organizational psychology with an emphasis on quantitative social scientific analytic approaches. In particular, he focuses on the use and influence of the Internet on assessment and human learning, primarily within the workplace. Specific Internet-related topics of focus include video games, gamification, social network sites, mobile devices, 3D multi-user virtual environments, crowdsourcing, and web-based learning.

**Darcy Osheim** graduated from San Jose State with a BA in Communication Studies in ‘09 and a MA in ‘13. A California native, she moved to Maine to follow her partner Richard and is currently working at Maine Maritime Academy as an adjunct instructor of Composition in their Arts and Sciences department. She recently gave birth to a beautiful baby girl, Lorelei.

**Selcen Öztürkcan** continues her academic career as a Faculty of the Social Sciences Institute at Istanbul Bilgi University. After graduating from Tarsus American High School (1995), she has earned a B.Sc. degree in Engineering from Middle East Technical University with honors (1999), and an M.B.A. degree from Bilkent University on merit-scholarship (2001). She continued her Ph.D. studies, again on merit-scholarship, first at the College of Business Administration of the University of South Florida (2002-2003), then at the Faculty of Management of the Istanbul Technical University (2003-2007) where
she was awarded with the Outstanding Ph.D. Award of the Turkish Educational Foundation (2007). After 3 years of mid-managerial experience in the ICT sector, she joined the academia. She has taught Advertising Management, Applied Quantitative Research Methods, Consumer Behavior, Consumer Behavior Seminar, e-Business, e-Marketing, Information and Communication Technologies Management, Information Technologies Management, Integrated Marketing Communications, International Marketing, Introduction to Sectors, Marketing, Marketing Strategy, Marketing Theory, Organizational Theory, Principles of Marketing, Production and Operations Management, Qualitative Marketing Research, Sales Management, Strategic Management, and Web Site Management courses at University of South Florida (USA), Istanbul Bilgi University, Marka Okulu, Sabanci University, Ozyegin University, Bahcesehir University, Yeditepe University, Lancaster University (UK), IPAG (France), and ISCTE (Portugal). She renders occasional executive education and consultancy services to various institutions including Jones Lang LaSalle, Goldman Sachs’ 10 000 Women, Mazda, Mapfre, Vatan Computer, Vestel, IngBank, Yatirimbank, and ACEV (the Mother Child Education Foundation). Sabanci University (2006-2008) and Ozyegin University (2008-2010) have hosted her Post-Doc Research activities. Her research has been awarded funding from Istanbul Metropolitan Municipality, Istanbul Chamber of Commerce and TUBITAK (The Scientific and Technological Research Council of Turkey) and received Encouragement Award from TUBA (The Turkish Academy of Sciences), Sabanci University, and Istanbul Bilgi University. Her work has been listed among the All Time Hits of the SSRN (Social Sciences Research Network). Dr. Öztürkcan’s work has appeared as book chapters and case studies in books published by Cengage, Edward Elgar, Istanbul Chamber of Commerce and McGraw-Hill. She has published at ITU journal and Journal of Retailing and Consumer Services. She serves on the scientific board for the AVM Gazette, where she also authors practitioner-oriented articles. She gives seminars at the Marketingİst. Business oriented magazines such as Newsweek Turkey intermittently quote her evaluations and opinions for issues related with her research. She has served as Effie 2013 juror.

Kartik Pashupati is Research Director at Research Now. His passion for research extends across a career that includes market research, advertising and academia. After earning a Ph.D. from Michigan State University, Kartik spent 18 years as a full time academic, teaching courses in research methods, communication theory, and advertising strategy. He has served on the editorial review board of three journals, and is the author of more than 40 conference papers, peer-reviewed journal articles, and book chapters. He remains active in publishing and thought leadership projects. Along with colleagues at Research Now, he has co-authored papers that have been presented at industry conferences, and published in the Journal of Advertising Research. A paper co-authored by Kartik and three other colleagues from Research Now won the Best Methodological Paper award at the 2013 ESOMAR Congress, and also recognized as the best overall research paper for 2013/2014.

Pushkala Raman is an Associate Professor of Marketing in the Texas Woman’s University School of Management. Her primary research interests include customer relationship management, data privacy, and online health care. Her research has been published in leading journals.

Sercan Şengün is a PhD student at the Department of Communications. More information and his academic work are available at www.sercansengun.com.
Zeynep Tanes is an assistant professor in the department of Journalism and Multimedia Arts, Duquesne University. She specializes on the effects of new media technologies on the individual and society. She examines the effects of messages transmitted via interactive and computer mediated platforms on cognition, attitudes, and behaviors. Her primary research is focused on the effects of player-game interaction on gaming experience and outcomes. She has been involved in designing and testing various serious games about risk communication. She teaches research methods, and various classes on multi-media advertising strategies and applications at Duquesne University focusing on their effects on the individual and society. She holds a Ph.D. from Purdue University, an M.S. from Istanbul Technical University – Maastricht University in Science, Technology and Society, and a B.A. from Koc University in Sociology.

William R. Upchurch is a doctoral candidate in the Department of Communication at the University of Pittsburgh. His dissertation is an oral history and autoethnography of an online message board community. His work touches on the rhetorics of online identity and community as well as the construction of masculinities in subcultures. He recently published an essay entitled Public Address as the Basic Communication Course, which argues for a basic course that respects our past while addressing the contemporary communication and pedagogical environments.

E. Daly Vaughn is a Senior Consultant with Shaker. He holds a Ph.D. from Auburn University and has developed and implemented innovative, custom, web- and mobile-based measures including measures of cognitive ability, situational judgment, biodata, qualitative responses, personality, and work simulations for a variety of Fortune 500 clients across a broad range of industries. His research interests include studying where innovative technology intersects with traditional human resource functions, encompassing implicit attitude measurement, legal challenges introduced by new technology, and the use of social media within a recruitment and selection context.

Susan M. Wildermuth is an Associate Professor of Communication at the University of Wisconsin-Whitewater. Her teaching and research interests include mediated communication, intercultural communication, and instructional communication.

Meredith Wise is the Digital Communications Strategist for Netcentric Campaigns. She oversees much of the writing and editing of content for both Netcentric Campaigns and their clients.

Bartosz W. Wojdysnski is an Assistant Professor in the Department of Journalism at the Grady College of Journalism and Mass Communication at the University of Georgia. His research focuses on how interactivity, navigability, and design of digital information affects psychological responses including selection, attention, and cognition.