About the Contributors

Bobbe Gaines Baggio (Ph.D.) is an accomplished author, speaker and educator. Her specific expertise is in how to use technologies to help people learn. She is currently the Associate Dean of Graduate Programs and online Learning at The American University in Washington, D.C. and former Director of the M.S. in Instructional Technology Management and B.A. in Organizational Leadership at La Salle University in Philadelphia, PA.

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Latonia M. Ayscue, (Ph.D.) Instructional and Curriculum Designer, Professor, Human Resources Professional with experience in creating tools to inspire learners to reach their full potential. My passion for education kindled while young when my father emphatically pushed me to move on to pursue higher education. My understanding of how powerful education is the drive that inspires me to pursue provocative methods to reach learners. Experienced in designing and create learning environments where communication is deliberate and receptive, conducive to learning, engaging, challenging and stimulating but not frustrating and intimidating.

Anita Lynn Blanchard (Ph.D.) is an associate professor of Psychology and Organization Science at UNC Charlotte. She is the co-director of the VICE Research Group at UNC Charlotte. Her research focuses on professional and social virtual communities, online feelings of entitativity, and understanding the role of identity in groups and organizations for employee health and group functioning.

Petros Chamakiotis (Ph.D.) is a Lecturer in Information Systems in the School of Business, Management and Economics at the University of Sussex, UK, and the Secretary of the IFIP Working Group 9.5 on Virtuality & Society. His research interests include virtual teams, leadership, creativity, connectivity, and work-life boundaries. Until recently, he worked on an EPSRC-funded project, entitled Digital Brain Switch, exploring the implications of information and communication technologies (ICTs) for transitions across work-life boundaries. He earned his PhD from the University of Bath, UK, with the support of an EPSRC scholarship, and was previously with Royal Holloway and Birkbeck, both Colleges of the University of London, UK. Prior to becoming an academic, Petros worked in junior management positions in Madrid, Spain. He is fluent in English, Greek and Spanish.

Lesley Farmer (Ed.D.) is a Professor at California State University Long Beach, coordinates the Librarianship program and is the ASEC Department Chair. Dr. Farmer has worked as a library media
teacher in K-12 school settings as well as in public, special and academic libraries. She served as International Association for School Librarianship VP Association Relations, chairs the IFLA School Libraries section, and coordinates the Education Section of Special Libraries Association professional development. Dr. Farmer received the 2011 ALA Beta Phi Mu Award for contribution to education, the 2015 SLA Anna Galler Award, and the ALA LIRT Library Recognition Award. Dr. Farmer is a frequent presenter and writer for the profession. Her latest books include Information and Digital Literacies: A Curricular Guide for Middle and High School Librarians (Rowman & Littlefield, 2015) and Library Services for Youth with Autism Spectrum Disorders (ALA, 2013).

Shahar Gur is a PhD student in the Organizational Science program at UNC Charlotte. She holds a bachelor’s degree in Psychology from UNC Chapel Hill. Her research focuses on groups and prosocial workplace issues. She is a member of the VICE Research Group at UNC Charlotte.

Susanne Ingle, MSIS, MLIS, is a Corporate Digital Librarian and has eight years of experience researching and writing on various topics, to include behavioral health and education. She has supported a state-run Medical Library for substance abuse and mental health staff and has observed the challenges and opportunities in the behavioral health field, especially with regard to technology. She has also taught information systems courses at the college-level for a number of years to adult learners, developing first hand knowledge of learning styles and cultural barriers to technology adoption.

Yowei Kang (Ph.D.) is Assistant Professor at the Program of Creative Industries and Digital Film, Kainan University, Taiwan. His research interests focus on digital game research, technology and rhetoric, composition pedagogy using digital game technology, and teaching English as a second language (ESL).

Michelle Kowalsky is a Learning Design Librarian at Rowan University who assists undergraduates, graduate students, and their faculty in learning the art and science of research. She has been a teacher and librarian for 20 years, also at the K-12 level, and is a National Board Certified Teacher of Library Media. She has worked in college libraries, school libraries, corporate libraries, and public libraries throughout her career, and contributes to the profession as an Education and LIS professor. Her interests focus on the intersections between libraries and technologies, and also between learning and technologies. The communication of librarians and teachers, their work in information literacy and lesson design, and the results which these efforts have on student learning are her current areas of investigation.

Carol L. Kuprevich (Ed.D.) is an independent consultant in behavioral healthcare and is the Director of Community Planning, Program Development, and Training with the Delaware Department of Health and Social Services. She is on the advisory board of several university programs, on the board of directors for the National Association of Case Management and several non-profit service providers. She has degrees from the Pennsylvania State University, University of Detroit, and Wilmington University. Dr. Kuprevich has worked throughout the United States in consulting roles as well as in management and direct service within behavioral healthcare over the last few decades.

Xiaolong Liu, (Ph.D.) candidate in political science at Sun Yat-Sen University, is an associate professor in the Department of Humanities and Social Sciences at Guangdong Pharmaceutical University, China. His research focuses on the social and political effects of social media in China. He has published
several articles exploring the changes of the political landscape in China with various Chinese academic journals. He is currently conducting a research project examining state regulations of social media in China. He is a visiting scholar in the College of Communication and Information at the University of Kentucky for a 2014-2015 academic year.

**Niki Panteli** (Ph.D.) is a Professor of Information Systems at the School of Management, Royal Holloway University of London, UK. She has done extensive research in the field of virtuality, virtual teams, online communities and computer-mediated communication systems. Within this field, she has studied issues of trust, creativity, conflict and collaborations in virtual, geographically dispersed environments. Her research has appeared in numerous management and Information Systems journals, such as Human Relations, Information Systems Journal, Communications of the ACM, Decision Support Systems, Information and Management and IEEE Transactions on Professional Communication, among others.

**Pete Rive** (Ph.D.) has researched and developed virtual reality, and virtual world solutions for education and business for the past fifteen years. He has also worked in the screen and digital content industry for thirty years and has chaired Film Auckland; the Auckland Screen and Digital Content Strategy; and Colab Advisory Board at Auckland University of Technology. He specialises in creative collaboration and design innovation in virtual worlds and has taught, presented, and be published on these topics.

**Zixue Tai** (Ph.D.) is Associate Professor in the College of Communication and Information at the University of Kentucky. He teaches undergraduate and graduate courses in media effects, world media systems, advanced multimedia, video game studies, and social media theory and practice. His research interests pertain to a multitude of issues in the new media landscape of China. He is the author of The Internet in China: Cyberspace and Civil Society (Routledge, hardback in 2006; paperback released in 2013), and is completing a book on gold farming in China. Besides contributions to about two dozen edited volumes, his numerous publications can also be found in journals such as International Communication Gazette, Journalism & Mass Communication Quarterly, New Media & Society, Journal of Communication, Sociology of Health & Illness, and Psychology & Marketing.

About the Contributors

Jamie S. Switzer  (Ed.D.) received her doctorate in Educational Technology from Pepperdine University, and also holds degrees in Technical Communication from Colorado State University and Radio/TV/Film from Texas Christian University. She has over 26 years of research experience with virtual communication and new media technologies. Dr. Switzer conducts research on virtual environments, computer-mediated communication, new media technologies, and online mentoring. She has published several book chapters, such as in the The Handbook of Research on Virtual Workplaces and in the forthcoming Handbook on 3D3C Virtual Worlds, and in several different journals, including the Journal of Virtual Worlds Research.

Ralph V. Switzer  (J.D., CPA) received his doctorate from the University of Illinois. Dr. Switzer was the University Mediation Officer at Colorado State University for five years, and also served as counsel to the U.S. Department of Justice. He has published several books, including the Research and Report Handbook. He has published a book chapter in the Handbook on 3D3C Virtual Worlds. He has published extensively in journals, including Journal of Virtual Worlds Research and the Journal of Business and Economic Perspectives. He has also been quoted in publications such as Smart Money Magazine, published by The Wall Street Journal.

Kenneth C. C. Yang  (Ph.D.) is Professor in the Department of Communication at the University of Texas at El Paso, USA. His research focuses on new media, consumer behavior, and international advertising. Some of his many works have been published in Far Eastern University Communication Journal, International Journal of Consumer Marketing, Journal of Intercultural Communication Studies, and Telematics and Informatics.

Lisa Slattery Walker  (Ph.D.) (formerly known as Rashotte) received her PhD in Sociology from the University of Arizona in 1998. She joined the UNC Charlotte faculty in 1998 and was promoted to Professor of Sociology and Organizational Science in 2010. Her research focuses on small group interaction, nonverbal behaviors, identity, emotions, gender, and expectations. She is the co-director of the VICE Research Group at UNC Charlotte.