

Jesse Fox

Associate Professor, School of Communication

Associated Faculty, Department of Women's, Gender, & Sexuality Studies

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Education

Doctor of Philosophy (Communication), Stanford University, Stanford, CA, June 2010

Master of Arts (Communication), Stanford University, Stanford, CA, December 2009

Master of Arts (Communication), University of Arizona, Tucson, AZ, August 2006

Bachelor of Arts (Communication), University of Kentucky, Lexington, KY, May 2000

Bachelor of Arts (English), University of Kentucky, Lexington, KY, May 2000

Research Interests

Representations of sex, gender, and sexuality in media and their effects

Social media use and its effects on relationships, social interaction, and well-being

Immersive virtual environments (virtual reality), video games, avatars, and agents

Science communication (e.g., health, environmental) using communication technologies

Online harassment, hostility, and intergroup communication

Peer-Reviewed Publications

Fox, J., & Holt, L. F. (2018). Fear of isolation and perceived affordances: The spiral of silence

- on social networking sites regarding police discrimination. *Mass Communication & Society*, 21, 533-554. doi: 10.1080/15205436.2018.1442480
- Fox, J., Gilbert, M., & Tang, W. Y. (2018). Player experiences in a massively multiplayer online game: A diary study of performance, motivation, and social interaction. *New Media & Society*, 20, 4056-4073. doi: 10.1177/1461444818767102
- Frampton, J. R., & Fox, J. (2018). Social media's role in romantic partners' retroactive jealousy: Social comparison, uncertainty, and information seeking. *Social Media & Society*, 4(3), 1-12. doi: 10.1177/2056305118800317
- Nowak, K. L., & Fox, J. (2018). Avatars and computer-mediated communication: A review of the definitions, uses, and effects of digital representations. *Review of Communication Research*, 6, 30-53. doi: 10.12840/issn.2255-4165.2018.06.01.015
- Fox, J., & Tang, W. Y. (2017). Women's experiences with harassment in online video games: Rumination, organizational responsiveness, withdrawal, and coping strategies. *New Media & Society*, 19, 1290-1307. doi: 10.1177/1461444816635778
- Fox, J., & McEwan, B. (2017). Distinguishing technologies for social interaction: The Perceived Social Affordances of Communication Channels Scale. *Communication Monographs*, 84, 298-318. doi: 10.1080/03637751.2017.1332418
- Hanus, M. D., & Fox, J. (2017). Source customization reduces psychological reactance to a persuasive message via user control and identity perceptions. *Journal of Interactive Advertising*, 17, 1-12. doi: 10.1080/15252019.2017.1287023
- Cruz, C., Hanus, M. D., & Fox, J. (2017). The need to achieve: Players' uses perceptions and uses of extrinsic meta-game reward systems for video game consoles. *Computers in Human Behavior*, 71, 516-524. doi: 10.1016/j.chb.2015.08.017
- Fox, J., & Vendemia, M. A. (2016). Selective self-presentation and social comparison through

- photographs on social networking sites. *CyberPsychology, Behavior, & Social Networking*, 19, 593-600. doi: 10.1089/cyber.2016.0248
- Fox, J., & Ralston, R. A. (2016). Queer identity online: Informal learning and teaching experiences of LGBTQ individuals on social media. *Computers in Human Behavior*, 65, 635-642. doi: 10.1016/j.chb.2016.06.009
- Tang, W. Y., & Fox, J. (2016). Men's harassment behavior in online video games: Personality traits and game factors. *Aggressive Behavior*, 42, 513-521. doi: 10.1002/ab.21646
- Song, W., & Fox, J.* (2016). Playing for love in a romantic video game: Avatar identification, parasocial interaction, and motivations for use predict Chinese women's romantic beliefs. *Mass Communication & Society*, 19, 197-215. *Authors contributed equally to this manuscript. doi: 10.1080/15205436.2015.1077972
- Fox, J., & Potocki, B. (2016). Lifetime video game consumption, interpersonal aggression, hostile sexism, and rape myth acceptance: A cultivation perspective. *Journal of Interpersonal Violence*, 31, 1912-1931. doi: 10.1177/0886260515570747
- Christy, K. R., & Fox, J. (2016). Transportability and presence as predictors of avatar identification within narrative video games. *CyberPsychology, Behavior, & Social Networking*, 19, 283-287. doi: 10.1089/cyber.2015.0474
- Fox, J., & Tokunaga, R. S. (2015). Romantic partner monitoring after breakups: Attachment, dependence, distress, and post-dissolution surveillance on social networking sites. *CyberPsychology, Behavior, & Social Networking*, 18, 491-498. doi: 10.1089/cyber.2015.0123
- Hanus, M. D., & Fox, J. (2015). Persuasive avatars: The effects of customizing a virtual salesperson's appearance on brand liking and purchase intentions. *International Journal of Human-Computer Studies*, 84, 33-40. doi: 10.1016/j.ijhcs.2015.07.004

- Nowak, K. L., Fox, J., & Ranjit, Y. (2015). Inferences about avatars: Sexism, appropriateness, anthropomorphism, and the objectification of female virtual representations. *Journal of Computer-Mediated Communication*, 20, 554-569. doi: 10.1111/jcc4.12130
- Ahn, S. J., Fox, J., Dale, K. R., & Avant, J. A. (2015). Framing virtual experiences: Effects on environmental efficacy and behavior over time. *Communication Research*, 42, 839-863. doi: 10.1177/0093650214534973
- Fox, J., Cruz, C., & Lee, J. Y. (2015). Perpetuating online sexism offline: Anonymity, interactivity, and the effects of sexist hashtags on social media. *Computers in Human Behavior*, 52, 436-442. doi: 10.1016/j.chb.2015.06.024
- Fox, J., Ralston, R. A., Cooper, C. K., & Jones, K. A. (2015). Sexualized avatars lead to women's self-objectification and acceptance of rape myths. *Psychology of Women Quarterly*, 39, 349-362. doi: 10.1177/0361684314553578
- Fox, J., & Warber, K. M. (2015). Queer identity management and political self-expression on social networking sites: A co-cultural approach to the spiral of silence. *Journal of Communication*, 65, 79-100. doi: 10.1111/jcom.12137
- Fox, J., Ahn, S. J., Janssen, J. H., Yeykelis, L., Segovia, K. Y., & Bailenson, J. N. (2015). Avatars versus agents: A meta-analysis quantifying the effects of agency on social influence. *Human-Computer Interaction*, 30, 401-432. doi: 10.1080/07370024.2014.921494
- Fox, J., & Rooney, M. C. (2015). The Dark Triad and trait self-objectification as predictors of men's use and self-presentation behaviors on social networking sites. *Personality & Individual Differences*, 76, 161-165. doi: 10.1016/j.paid.2014.12.017
- Fox, J., & Moreland, J. J. (2015). The dark side of social networking sites: An exploration of

- the relational and psychological stressors associated with Facebook use and affordances. *Computers in Human Behavior*, 45, 168-176. doi: 10.1016/j.chb.2014.11.083
- Hanus, M. D., & Fox, J. (2015). Assessing the effects of gamification in the classroom: A longitudinal study on intrinsic motivation, social comparison, satisfaction, effort, and academic performance. *Computers & Education*, 80, 152-161. doi: 10.1016/j.compedu.2014.08.019
- Fox, J., & Anderegg, C. (2014). Romantic relationship stages and social networking sites: Uncertainty reduction strategies and perceived relational norms on Facebook. *CyberPsychology, Behavior, & Social Networking*, 17, 685-691. doi: 10.1089/cyber.2014.0232
- Anderegg, C., Dale, K. R., & Fox, J. (2014). Media portrayals of romantic relationship maintenance: A content analysis of relational maintenance behaviors on prime time television. *Mass Communication & Society*, 17, 733-753. doi: 10.1080/15205436.2013.846383
- Fox, J., & Ahn, S. J. (2014). Recommendations for designing maximally effective and persuasive health agents. *Lecture Notes in Computer Science*, 8637, 178-181. doi: 10.1007/978-3-319-09767-1_21
- Ahn, S. J., Fox, J., & Hahm, J. M. (2014). Using virtual doppelgangers to increase personal relevance of health risk communication. *Lecture Notes in Computer Science*, 8637, 1-12. doi: 10.1007/978-3-319-09767-1_1
- Christy, K. R., & Fox, J. (2014). Leaderboards in a virtual classroom: A test of stereotype threat and social comparison explanations for women's math performance. *Computers & Education*, 78, 66-77. doi: 10.1016/j.compedu.2014.05.005
- Holz Ivory, A., Fox, J., Waddell, T. F., & Ivory, J. D. (2014). Sex-role stereotyping is hard to

- kill: A field experiment measuring social responses to user characteristics and behavior in an online multiplayer first-person shooter game. *Computers in Human Behavior*, 35, 148-156. doi: 10.1016/j.chb.2014.02.026
- Fox, J., & Tang, W. Y. (2014). Sexism in online video games: The role of conformity to masculine norms and social dominance orientation. *Computers in Human Behavior*, 33, 314-320. doi: 10.1016/j.chb.2013.07.014
- Vang, M. H., & Fox, J. (2014). Race in virtual environments: Competitive versus cooperative games with black or white avatars. *CyberPsychology, Behavior, & Social Networking*, 17, 235-240. doi: 10.1089/cyber.2013.0289
- Fox, J., & Warber, K. M. (2014). Social networking sites in romantic relationships: Attachment, uncertainty, and partner surveillance on Facebook. *CyberPsychology, Behavior, & Social Networking*, 17, 3-7. doi: 10.1089/cyber.2012.0667
- Fox, J., Warber, K. M., & Makstaller, D. C. (2013). The role of Facebook in romantic relationship development: An exploration of Knapp's relational stage model. *Journal of Social & Personal Relationships*, 30, 772-795. doi:10.1177/0265407512468370
- Fox, J., & Warber, K. M. (2013). Romantic relationship development in the age of Facebook: An exploratory study of emerging adults' perceptions, motives, and behaviors. *CyberPsychology, Behavior, & Social Networking*, 16, 3-7. doi:10.1089/cyber.2012.0288
- Fox, J., Bailenson, J. N., & Tricase, L. (2013). The embodiment of sexualized virtual selves: The Proteus effect and experiences of self-objectification via avatars. *Computers in Human Behavior*, 29, 930-938. doi: 10.1016/j.chb.2012.12.027
- Fox, J., Bailenson, J. N., & Ricciardi, T. (2012). Physiological responses to virtual selves and virtual others. *Journal of CyberTherapy & Rehabilitation*, 5(1), 69-73.
- Hershfield, H. E., Goldstein, D. G., Sharpe, W. F., Fox, J., Yeykelis, L., Carstensen, L. L., &

- Bailenson, J. N. (2011). Increasing saving behavior through age-progressed renderings of the future self. *Journal of Marketing Research*, 48, S23-S37. doi: 10.1509/jmkr.48.SPL.S23
- Fox, J., & Bailenson, J. N. (2009). Virtual self-modeling: The effects of vicarious reinforcement and identification on exercise behaviors. *Media Psychology*, 12, 1-25. doi: 10.1080/15213260802669474
- Fox, J., & Bailenson, J. N. (2009). Virtual virgins and vamps: The effects of exposure to female characters' sexualized appearance and gaze in an immersive virtual environment. *Sex Roles*, 61, 147-157. doi: 10.1007/s11199-009-9599-3
- Fox, J., Bailenson, J. N., & Binney, J. (2009). Virtual experiences, physical behaviors: The effect of presence on imitation of an eating avatar. *PRESENCE: Teleoperators & Virtual Environments*, 18, 294-303. doi:10.1162/pres.18.4.294

Invited Journal Publications

- Fox, J., Osborn, J. L., & Warber, K. M. (2014). Relational dialectics and social networking sites: The role of Facebook in romantic relationship escalation, maintenance, conflict, and dissolution. *Computers in Human Behavior*, 35, 527-534. doi: 10.1016/j.chb.2014.02.031
- Fox, J., & Bailenson, J. N. (2010). The use of doppelgängers to promote health and behavior change. *Cybertherapy & Rehabilitation*, 3(2), 16-17.
- Fox, J., Arena, D., & Bailenson, J. N. (2009). Virtual reality: A survival guide for the social scientist. *Journal of Media Psychology*, 21(3), 95-113. doi: 10.1027/1864-1105.21.3.95

Book Contributions

- Fox, J., & McEwan, B. (in process). Social media. In M. B. Oliver, A. Raney, & J. Bryant (Eds.), *Media effects: Advances in theory and research* (4th ed.). New York, NY: Routledge.
- Fox, J., & Martin, J. M. (in press). Knapp's relationship escalation model. In J. J. Ponzetti, Jr.

- (Ed.), *Macmillan encyclopedia of intimate and family relationships: An interdisciplinary approach*. Macmillan.
- Fox, J., Zhang, G., & Frampton, J. (in press). The dark side of social networking sites. In E. Downs (Ed.), *Dark side of media and technology: A 21st century guide to technological literacy*. New York, NY: Peter Lang.
- McEwan, B., Fox, J., & Lindsey, N. J. (in process). Seeking, searching, creeping: Interpersonal electronic surveillance. *Computer-mediated communication in personal relationships* (2nd ed.). New York, NY: Peter Lang.
- Ahn, S. J., & Fox, J. (2018). Immersive virtual environments, avatars, and agents for health. In R. Parrott (Ed.), *Oxford encyclopedia of health and risk message design and processing*. New York, NY: Oxford.
- Fox, J. (2017). Boobs and butts: The babes get the gaze. In J. Banks (Ed.), *Avatars, assembled: The social and technical anatomy of digital bodies* (pp. 43-52). New York, NY: Peter Lang.
- Fox, J., & Frampton, J. (2017). Social media stressors in romantic relationships. In N. Punyanunt-Carter & J. S. Wrench (Eds.), *Swipe right for love: The impact of social media in modern romantic relationships* (p. 181-196). New York, NY: Lexington Books.
- Fox, J., & Tang, W. Y. (2017). Sexism in video games and the gaming community. In R. Kowert & T. Quandt (Eds.), *New perspectives on the social aspects of digital gaming: Multiplayer 2* (pp. 115-135). New York, NY: Routledge.
- Fox, J., & Anderegg, C. (2016). Turbulence, turmoil, and termination: The dark side of social networking sites for romantic relationships. In E. Gilchrist & S. Long (Eds.), *Contexts for dark side communication* (pp. 269-280). New York, NY: Peter Lang.
- Ahn, S. J., & Fox, J. (2016). Persuasive avatars: Extending the self through new media

- advertising. In R. E. Brown, V. K. Jones, & M. Wang (Eds.), *The new advertising: Branding, content, and consumer relationships in the data-driven social media era*. Santa Barbara, CA: Praeger.
- Fox, J. (2016). The dark side of social networking sites in romantic relationships. In B. K. Wiederhold, G. Riva, & P. Cipresso (Eds.), *The psychology of social networking: Communication, presence, identity, and relationships in online communities*. Berlin, Germany: DeGruyter Open.
- Fox, J. (2015). Models of relationship development. In C. Berger & M. Roloff (Eds.), *International encyclopedia of interpersonal communication*. Malden, MA: Wiley-Blackwell. doi: 10.1002/9781118540190.wbeic028
- Fox, J., Christy, K. R., & Vang, M. H. (2014). The experience of presence in persuasive virtual environments. In G. Riva, J. Waterworth, & D. Murray (Eds.), *Interacting with presence: HCI and the sense of presence in computer-mediated environments* (pp. 164-178). Berlin, Germany: DeGruyter Open. doi: 10.2478/9783110409697.11
- Fox, J., & Potocki, B. (2014). Technology and culture: Sociocultural explanations for sexting. In T. C. Heistand & W. J. Weins (Eds.), *Sexting and youth: A multidisciplinary examination of research, theory, and law* (pp. 95-122). Durham, NC: Carolina Academic Press.
- Fox, J. (2014). Virtual reality environments. In T. L. Thompson (Ed.), *Encyclopedia of health communication* (pp. 1451-1452). Thousand Oaks, CA: Sage.
- Fox, J., & Ahn, S. J. (2013). Avatars: Portraying, exploring, and changing online and offline identities. In R. Luppigini (Ed.), *Handbook of research on technoself: Identity in a technological society* (pp. 255-271). Hershey, PA: IGI Global. doi: 10.4018/978-1-4666-2211-1.ch014
- Fox, J. (2012). Avatar. In M. Kosut & J. G. Golson (Eds.), *Encyclopedia of gender in media*.

Thousand Oaks, CA: Sage.

Fox, J. (2012). Avatars in health communication contexts. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (pp. 96-109). New York, NY: Routledge.

Ahn, S. J., Fox, J., & Bailenson, J. N. (2011). Avatars. In W. S. Bainbridge (Ed.), *Leadership in science and technology: A reference handbook*. Thousand Oaks, CA: Sage. doi: 10.4135/9781412994231.n79

Ahn, S. J., Bailenson, J. N., Fox, J., & Jabon, M. (2010). Using automated facial expression analysis for emotion and behavior prediction. In K. Doeveling, C. von Scheve, & E. A. Konijn (Eds.), *The handbook of emotions and the mass media* (pp. 349-369). New York, NY: Routledge.

Bailenson, J. N., & Fox, J. (2008). Cognitive science. In W. Donsbach (Ed.), *The international encyclopedia of communication* (Vol. 2, pp. 548-551). Malden, MA: Wiley-Blackwell.

Conference Presentations

Fox, J., & Vendemia, M. A. (2019, May). Effects of women's exposure to peers' sexually objectified social media posts. Paper to be presented at the 69th Annual Conference of the International Communication Association, Washington, DC.

Coduto, K., & Fox, J. (2018, November). Relationship escalation from dating apps to IRL: Affordances, modality switching, and paradoxical beliefs. Paper presented at the 103rd Annual Conference of the National Communication Association, Salt Lake City, UT.

Ahn, S. J., & Fox, J. (2018, May). 'Til (virtual) death do us apart: The impact of virtual near-death experiences on interpersonal interactions. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

Fox, J., Gilbert, M., & Tang, W. Y. (2018, May). Player experiences in a massively multiplayer

online game: A diary study of performance, motivation, and social interaction. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

Fox, J., McKnight, J., & Sun, Y. (2018, May). Cleaning up the (virtual) environment: Communicating risk and minimizing psychological distance with a serious game. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

Anderegg, C. M., Luong, T., & Fox, J. (2017, November). Theoretical and methodological approaches to media content analyses: A case study of romantic movies. Paper presented at the 103rd Annual Conference of the National Communication Association, Dallas, TX.

Fox, J. (2017, November). LGBT identities and social media self-expression: Implications of outness for communication strategies. Paper presented at the 103rd Annual Conference of the National Communication Association, Dallas, TX.

Fox, J., Horan, S., Bodie, G., Booth-Butterfield, M., McEwan, B., & Merolla, A. (2017, November). Our methodological legacy and relevance: Issues and advancements in interpersonal communication research. Panel presented at the 103rd Annual Conference of the National Communication Association, Dallas, TX.

Fox, J., & Wing, H. (2017, November). Effects of positive and negative appearance commentary on social media on women's self-objectification, self-esteem, and rumination. Paper presented at the 103rd Annual Conference of the National Communication Association, Dallas, TX.

Fox, J., & Holt, L. F. (2017, May). Fear of isolation and perceived affordances: The spiral of silence on social networking sites. Paper presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.

Pearce, K. E., Rice, R. E., McEwan, B., Fox, J., Sivunen, A., Vitak, J., & Evans, S. K. (2017, May). Debating affordances: Defining and refining the contours of affordance measurement and theory. Panel presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.

Fox, J., & Ralston, R. (2016, November). Learning and teaching via social media: Informal educational experiences of LGBTQ+ individuals online. Paper presented at the 102nd Annual Conference of the National Communication Association, Philadelphia, PA.

Frampton, J. R., & Fox, J. (2016, November). Scrolling through the past: Social media's role in retroactive jealousy. Paper presented at the 102nd Annual Conference of the National Communication Association, Philadelphia, PA.

Hanus, M. D., & Fox, J. (2016, November). Source customization reduces psychological reactance to a persuasive message via user control and identity perceptions. Poster presented at the 102nd Annual Conference of the National Communication Association, Philadelphia, PA.

McEwan, B., & Fox, J. (2016, November). Don't talk to me that way: Perceived appropriateness of multiple channels for relational communication. Paper presented at the 102nd Annual Conference of the National Communication Association, Philadelphia, PA.

Zhang, G., & Fox, J. (2016, November). Understanding loneliness disclosure management on social networking sites: Context collapse, attachment avoidance, and attachment anxiety as antecedents. Paper presented at the 102nd Annual Conference of the National Communication Association, Philadelphia, PA.

Fox, J., & Vendemia, M. A. (2016, June). Selective self-presentation and social comparison differences among women and men via photographs on social networking sites. Paper to be presented at the 66th Annual Conference of the International Communication

Association, Fukuoka, Japan.

Fox, J., Vendemia, M. A., Smith, M. A., & Brehm, N. (2015, November). Effects of private and public selfies on women's self-objectification, mood, self-esteem, endorsement of beauty ideals, and social aggression. Paper presented at the 101st Annual Conference of the National Communication Association, Las Vegas, NV.

Fox, J., & Lee-Won, J. E. R. (2015, November). The Dark Triad, attachment, self-objectification, and social rewards predict women posting selfies to social networking sites. Paper presented at the 101st Annual Conference of the National Communication Association, Las Vegas, NV.

Hanus, M. D., & Fox, J. (2015, November). The consequences of too many choices in online dating: More potential partners leads to less attraction, commitment, and desire to date. Paper presented at the 101st Annual Conference of the National Communication Association, Las Vegas, NV.

Hanus, M. D., & Fox, J. (2015, November). Persuasive avatars: The effects of customizing a virtual salesperson's appearance on brand liking and purchase intentions. Paper presented at the 101st Annual Conference of the National Communication Association, Las Vegas, NV. *Top Four Paper in Human Communication and Technology Division.*

McEwan, B., & Fox, J. (2015, November). Why communication technologies matter: Developing a scale to assess the perceived social affordances of communication channels. Paper presented at the 101st Annual Conference of the National Communication Association, Las Vegas, NV. *Top Paper in Human Communication and Technology Division.*

Potocki, B., & Fox, J. (2015, November). Technology and revenge: The impact of affordances and accessibility on the outcomes of revenge. Paper presented at the 101st Annual

Conference of the National Communication Association, Las Vegas, NV.

Fox, J., Cruz, C., & Lee, J. Y. (2015, August). Perpetuating online sexism offline: Anonymity, interactivity, and the effects of sexist hashtags on social media. Poster presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Fox, J., & Tang, W. Y. (2015, June). Women's experiences with harassment in online video games: Rumination, organizational responsiveness, withdrawal, and coping strategies. Paper presented at the 65th Annual Conference of the International Communication Association, San Juan, PR. *Top Paper in Games Division*.

Fox, J., & Tokunaga, R. S. (2015, June). Romantic partner monitoring after breakups: Attachment, dependence, distress, and post-dissolution surveillance on social networking sites. Paper presented at the 65th Annual Conference of the International Communication Association, San Juan, PR.

Fox, J., & Andereg, C. (2014, November). Romantic relationship stages and social networking sites: Uncertainty reduction strategies and perceived norms on Facebook. Paper presented at the 100th Annual Conference of the National Communication Association, Chicago, IL.

Ahn, S. J., Fox, J., Shan, Y., & Dale, K. R. (2014, November). When social activism on Facebook backfires: Unintended transgressionary effects of slacktivism with environmental social networking sites. Paper presented at the 100th Annual Conference of the National Communication Association, Chicago, IL.

Christy, K. R., & Fox, J. (2014, November). Video games and persuasion: Transportability as a predictor of identification and presence within narrative video games. Paper presented at the 100th Annual Conference of the National Communication Association, Chicago, IL.

Moreland, J. J., & Fox, J. (2014, November). The dark side of social networking sites: A

qualitative exploration of the relational and psychological stressors associated with Facebook use and affordances. Paper presented at the 100th Annual Conference of the National Communication Association, Chicago, IL.

Ranjit, Y., Nowak, K. N., & Fox, J. (2014, November). Perceived self-expertise and its influence on source expertise and message clarity in online communication. Poster presented at the 100th Annual Conference of the National Communication Association, Chicago, IL.

Fox, J., & Ahn, S. J. (2014, August). Recommendations for designing maximally effective and persuasive health agents. Poster presented at the 14th International Conference on Intelligent Virtual Agents, Boston, MA.

Ahn, S. J., Fox, J., & Hahm, J. M. (2014, August). Using virtual doppelgangers to increase personal relevance of health risk communication. Paper presented at the 14th International Conference on Intelligent Virtual Agents, Boston, MA.

Cruz, C., Hanus, M. D., & Fox, J. (2014, August). The need to achieve: Players' perceptions and uses of meta-game rewards for video game consoles. Poster presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.

Tang, W. Y., & Fox, J. (2014, August). Predictors of male players' harassment behavior in online video games. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.

Ahn, S. J., Fox, J., & Park, D. (2014, June). Immersive virtual environments that promote environmental behaviors also encourage indulgent eating via the licensing effect. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA. *Top Four Paper in Communication and Technology division.*

Christy, K. R., & Fox, J. (2014, June). Educational gamification in the virtual classroom: The

- effect of leaderboards on women's math performance. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA.
- Fox, J., & Warber, K. M. (2014, June). Sexual minorities' identity management on social networking sites: A co-cultural approach to the spiral of silence. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA.
- Nowak, K. L., Fox, J., & Ranjit, Y. (2014, June). Examining the role of sexism in perceptions of female virtual representations. Paper presented at the 64th Annual Conference of the International Communication Association, Seattle, WA.
- Fox, J., & Tang, W. Y. (2013, November). Harassment in online video games and predictors of video game sexism. Poster presented at the 99th Annual Conference of the National Communication Association, Washington, D.C.
- Rooney, M. C., & Fox, J. (2013, November). The influence of competence on support, satisfaction, equity, and investment in friendships. Paper presented at the 99th Annual Conference of the National Communication Association, Washington, D.C. *Top Four Paper in Communication Apprehension and Competence division.*
- Song, W., & Fox, J. (2013, November). Playing for love in a romantic video game: Avatar identification, parasocial interaction, and motivations for use predict Chinese women's romantic beliefs. Paper presented at the 99th Annual Conference of the National Communication Association, Washington, D.C.
- Anderegg, C., & Fox, J. (2013, October). Romantic relationship communication: Expectations and behaviors on social media. Paper presented at the Multi-Level Motivations in Close Relationship Dynamics Conference of the International Association for Relationship Research, Louisville, KY.
- Fox, J., Peterson, A., & Warber, K. M. (2013, October). Attachment style, sex, and the use of

secret tests via social networking sites in romantic relationships. Paper presented at the Multi-Level Motivations in Close Relationship Dynamics Conference of the International Association for Relationship Research, Louisville, KY.

Fox, J., & Warber, K. M. (2013, October). Social networking sites in romantic relationships: The role of attachment in partner surveillance on Facebook. Paper presented at the Multi-Level Motivations in Close Relationship Dynamics Conference of the International Association for Relationship Research, Louisville, KY.

Waddell, T. F., Fox, J., Ivory, J. D., & Holz Ivory, A. (2013, August). Sex-role stereotyping is hard to kill: A field experiment measuring responses to user characteristics and behavior in an online multiplayer first-person shooter game. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Vang, M. H., & Fox, J. (2013, August). Race in virtual environments: Competitive versus cooperative games with black or white avatars. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Ahn, S. J., Fox, J., Dale, K., & Avant, A. (2013, June). Framing embodied experiences in virtual environments: Effects on environmental self-efficacy and behavior over time. Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.

Anderegg, C., Dale, K., & Fox, J. (2013, June). Maintaining you and me: A content analysis of relational maintenance behaviors on primetime television. Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.

Dickinson, T., Hanus, M. D., & Fox, J. (2013, June). You got coffee in my racing game: Brand

- congruity and reality in video game advertising. Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.
- Fox, J., Jones, E. B., & Lookadoo, K. (2013, June). Romantic relationship dissolution on social networking sites: Social support, coping, and rituals on Facebook. Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.
- Fox, J., & Ralston, R. (2013, June). Sexualized avatars and women's experiences of self-objectification and identification in a virtual environment. Paper presented at the 63rd Annual Conference of the International Communication Association, London, UK.
- Osborn, J., Fox, J., & Warber, K. M. (2012, November). Balancing the benefits and drawbacks of social networks: A dialectical analysis of the role of Facebook in romantic relationships. Paper presented at the 98th Annual Conference of the National Communication Association, Orlando, FL.
- Fox, J., Warber, K. M., & Makstaller, D. C. (2012, May). The role of Facebook in romantic relationship development: An exploration of Knapp's relational stage model. Paper presented at the 62nd Annual Conference of the International Communication Association, Phoenix, AZ.
- Fox, J., & Bailenson, J. N. (2011, November). Manipulating virtual representations to promote sunscreen use. Paper presented at the 97th Annual Conference of the National Communication Association, New Orleans, LA.
- Fox, J., Warber, K. M., & Moreland, J. J. (2011, October). An exploration of the relational health implications of Facebook use on romantic relationships. Paper presented at the Health, Emotion, and Relationship Conference of the International Association for Relationship Research, Tucson, AZ.
- Warber, K. M., & Fox, J. (2011, October). Gossip as catharsis: Exploring the use of biological

- indicators of physiological stress in mate competition. Paper presented at the Health, Emotion, and Relationship Conference of the International Association for Relationship Research, Tucson, AZ.
- Fox, J. (2011, June). The impact of exposure to and embodiment of sexualized virtual representations. Paper presented at the 6th Annual Conference on Persuasive Technology, Columbus, OH.
- Fox, J. (2011, April). Presence in immersive virtual environments. Panel presented at the Telepresence Conference of the International Society for Presence Research, Las Vegas, NV.
- Fox, J., Bailenson, J. N., & Tricase, L. (2010, November). Sexualizing the virtual self: The effects of wearing sexualized avatars. Paper presented at the 96th Annual Conference of the National Communication Association, San Francisco, CA.
- Fox, J., Ahn, S. J., Janssen, J., Yeykelis, L., Segovia, K. Y., & Bailenson, J. N. (2010, November). A meta-analysis quantifying the effects of avatars and agents on social influence. Paper presented at the 96th Annual Conference of the National Communication Association, San Francisco, CA.
- Fox, J. (2010, March). The effects of sexualized representations in interactive media environments. Paper presented at the 13th Biennial Meeting of the Society for Research on Adolescence, Philadelphia, PA.
- Ahn, S. J., Bailenson, J. N., Fox, J., & Jabon, M. (2009, November). Using automated facial expression analysis for emotion and behavior prediction. Poster presented at the 95th Annual Conference of the National Communication Association, Chicago, IL. *Top Four Paper in Nonverbal Communication division.*
- Fox, J., & Bailenson, J. N. (2009, May). Virtual experiences, physical behaviors: The effect of

presence on imitation of an eating avatar. Paper presented at the 59th Annual Conference of the International Communication Association, Chicago, IL.

Fox, J., & Bailenson, J. N. (2009, May). Effects of exposure to agents' sexualized appearance and gaze in an immersive virtual environment. Paper presented at the 59th Annual Conference of the International Communication Association, Chicago, IL.

Fox, J. (2009, March). Virtual health applications and the role of presence. Paper presented at the Conference for Real Action, Virtual Environments, Barcelona, Spain.

Fox, J. (2009, February). Sex differences in college students' Internet pornography consumption. Paper presented at the 80th Annual Conference of the Western States Communication Association, Phoenix, AZ.

Fox, J., & Bailenson, J. N. (2008, May). Virtual exercise in the third person: Identification, physical similarity, and behavioral modeling. Paper presented at the 58th Annual Conference of the International Communication Association, Montreal, Quebec, Canada.

Eyal, K., & Fox, J. (2005, April). A relationship between television exposure and young adults' perceptions of sexual behaviors. Paper presented at the 54th Annual Conference of the Broadcast Education Association, Las Vegas, NV.

Invited Research Talks

Online Experiences of Marginalized Individuals. *Invited talk for the University of California Santa Barbara Department of Communication, Santa Barbara, CA, November 2018.*

The Dark Side of Social Networking Sites for Romantic Relationships. *Invited talk for the Psychology of Media & Technology preconference for the Society of Personality and Social Psychology, Atlanta, GA, March 2018.*

Issues of Sex, Gender, and Sexual Orientation in Online Settings. *Invited talk for Northwestern University Media, Technology, & Society Speaker Series, Evanston, IL, September 2015.*

Virtual Environments for Prosocial Behavior Change. *Invited talk for University of North Carolina School of Journalism & Communication*, Chapel Hill, NC, August 2015.

The Dark Side of Social Media. *Invited talk for The Pennsylvania State University Media Effects Research Lab*, College Park, PA, February 2015.

The Future of Identity. *Invited panelist for the Office of the Director of National Intelligence sponsored by the Institute for the Future*, Washington, DC, February 2014.

The Promotion and Perpetuation of Sexism in New Media Environments. *Invited talk for OSU Mansfield Arts & Lecture series*, Mansfield, OH, November 2013.

The Case for Robot Exceptionalism. *Invited discussant for the Fordham Center on Law & Information Policy*, New York, NY, October 2013.

Sexism and Harassment in Video Games and Virtual Worlds. *Invited talk for Indiana University Department of Telecommunications*, Bloomington, IN, September 2013.

Social Media and Relationship Research. *Invited talk for Ohio University Study of the United States Institute*, Athens, OH, July 2012.

Virtual Selves: Agents (and Avatars) of Attitude and Behavior Change in Health and Other Realms. *Invited talk for Virginia Tech G.A.M.E.R. Lab*, Blacksburg, VA, March 2012.

The Impact of Communication Technologies: How Facebook, Video Games, & the Internet Affect Our Selves and Our Relationships. *Invited talk for Wittenberg University sponsored by The New York Times*, Springfield, OH, September 2011.

Through the Looking Glass: The Effects of Encountering and Embodying Sexualized Avatars. *Invited lecture for Stanford Women's Community Center*, Stanford, CA, April 2010.

The Psychology of Avatars and Virtual Worlds. *Invited lecture for Stanford University Symbolic Systems Forum*, Stanford, CA, January 2010.

Deception in Patient-Provider Communication. *Invited lecture for Stanford Research Experience*

Program Homecoming, Stanford, CA, October 2008.

Virtual Self-Models: Health Applications and Beyond. *Invited lecture for Institute for the Future, San Francisco, CA, November 2008.*

Pedagogy, Academic Professionalism, and Instructional Research Talks & Workshops

Academic Networking. *Invited talk for the University of Missouri Department of Communication, Columbia, MO, November 2018.*

Preparing for the Academic Job Market. *Invited talk and workshop for the University of Arizona Department of Communication, Tucson, AZ, November 2015.*

Do This, Not That: Time-Saving Tips and Tricks for Surviving the IRB Process. *Invited talk for OSU School of Communication, Columbus, OH, October 2015.*

Implementing Mixed Methods in Communication Research. *Invited talk for graduate students at University of North Carolina School of Journalism & Communication, Chapel Hill, NC, August 2015.*

Divisive Devices. *Invited talk for Wittenberg University First Year Seminar Retreat, Yellow Springs, OH, December 2014.*

Conducting Sound Survey Research with Online Tools. *Workshop presented with Dr. Katie Warber at the Annual Conference of the Ohio Communication Association, Springfield, OH, October 2010.*

Awards

2015 Top Paper Award, Human Communication & Technology Division, National Communication Association (with B. McEwan)

2015 Top Four Paper Award, Human Communication & Technology Division, National Communication Association (with M. D. Hanus)

2015 Top Paper Award, Games Division, International Communication Association

2014 Top Four Paper Award, Communication and Technology Division, International Communication Association

- 2013 Top Four Paper Award, Communication Apprehension and Competence Division, National Communication Association
- 2012 OSU School of Communication Top Faculty Award
- 2009 Top Four Paper Award, Nonverbal Communication Division, National Communication Association
- 2009 Karen Cooper Memorial MENSA Scholarship
- 2006-2007 Department of Communication Fellowship, Stanford University
- 2005-2006 Graduate College Fellowship, University of Arizona
- 2004-2006 Graduate Registration Scholarship, University of Arizona
- 2004 Diana Mossip Memorial MENSA Scholarship
- 1996-2000 Otis A. Singletary Scholarship, University of Kentucky
- 1996-2000 National Merit Scholarship, University of Kentucky

Grants and Research Funding

National Science Foundation, Advancing Informal STEM Learning (AISL). Virtual Ice Explorer:

Immersively Experiencing Changing Glacial Landscapes (Award #1713537; My role:

Co-PI), 2017, \$299,140

Coca-Cola Critical Difference for Women Grant, 2017, \$4,000

National Science Foundation, Advancing Informal STEM Learning (AISL). Enhancing Weather

and Climate Learning with Fluid Earth Viewer (Award #1612741; PI: Jason Cervenec;

My role: Consultant), 2016, \$304,688

Mattox Faculty Research Award, Ohio State University School of Communication, 2016,

\$10,000

Social & Behavioral Science Small Grant, Ohio State University, 2015, \$2,000

Miller Research Award, Ohio State University School of Communication, 2014, \$14,059

Time Sharing Experiments for the School of Communication (TESoC) Grant, Ohio State

University School of Communication, 2014.

International Travel Grant, Ohio State University Social & Behavioral Sciences, 2013, \$1,000.

Coca-Cola Critical Difference for Women Grant, 2012, \$3,400.

Teaching Experience

Assistant & Associate Professor, The Ohio State University

Undergraduate Courses

Communication 240/2540: Introduction to Communication Technology, Fall 2011,
Spring 2014

Communication 450/3545: Principles of Human-Computer Interaction, Winter 2011, Fall
2011, Fall 2015, Spring 2016, Fall 2016, Spring 2016, Fall 2017

Communication 513/3513: Video Games and the Individual, Winter 2012, Fall 2012,
Spring 2013, Fall 2013, Spring 2015

Communication 4554: Social Media, Spring 2013

Communication 629: Social Networking Sites, Fall 2010

Communication 654/3554: Social Implications of Communication Technology, Winter
2011, Fall 2013, Spring 2014, Spring 2015, Spring 2016, Fall 2017

Graduate Courses

Communication 7820: Foundations of Interpersonal Communication, Spring 2016

Communication 7850: Communication Technologies, Fall 2012, Fall 2015

Communication 940: Media and Relationships, Winter 2012

Communication 8970: Human-Computer Interaction, Fall 2016

Teaching Assistant/Section Leader Courses, Stanford University

Communication 1A: Introduction to Media Technologies, Fall 2007

Communication 166: Virtual People, Spring 2008

Independent Courses, University of Arizona

Communication 101: Introduction to Communication, Spring 2005 & Fall 2005

Communication 228: Research Methods and Statistics, Summer 2005

Communication 300: Introduction to Communication Theory, Spring 2006 & Summer
2006

Teaching Assistant/Section Leader Courses, University of Arizona

Communication 101: Introduction to Communication, Fall 2004

Communication 119: Public Speaking, Spring 2005

Communication 318: Persuasion, Fall 2005

Service

Journals

Associate Editor, *Journal of Media Psychology* (2016-)

Editorial Board, *Journal of Computer-Mediated Communication* (2017-)

Editorial Board, *Journal of Interactive Advertising* (2019-)

Editorial Board, *Journal of Media Psychology* (2015-2016)

Editorial Board, *Mass Communication & Society* (2013-2017)

Editorial Board, *Sex Roles* (2015-2017)

Journal Ad Hoc Reviewing Positions

Body Image

Communication Methods & Measures

Communication Teacher

CyberPsychology, Behavior, & Social Networking

Emerging Adulthood

Games & Culture

Games for Health

Human Communication Research

International Journal of Communication

International Journal of Human-Computer Studies

Journal of Communication

Journal of Computer-Mediated Communication

Journal of Health Communication

Journal of Human-Computer Interaction

Journal of Media Psychology

Journal of Nonverbal Behavior

Journal of Social & Personal Relationships

Mass Communication & Society

Media Psychology

New Media & Society

Personality & Social Psychology Review

PLOS ONE

PRESENCE: Teleoperators & Virtual Environments

Psychology of Women Quarterly

Psychological Reports

Sex Roles

Conference Service and Reviewing

2007- International Communication Association Conference

2007- National Communication Association Conference

2017 Program Committee, CyberPsychology, CyberTherapy, & Social Networking Conference

- 2011 Persuasive Technologies Conference
- 2010 CHI ACM Conference on Human Factors in Computing Systems
- 2009 Program Committee, International Symposium on Visual Computing
- 2009 IEEE Virtual Reality Conference

Association & Discipline Service

- 2015, 2017, 2018 ICA CAT Doctoral Consortium Faculty Participant
- 2015-2016 Society for the Psychological Study of Social Issues (SPSSI) Committee on Common Rule Revisions
- 2013- ICA Games Division Social Media Coordinator
- 2013- ICA CAT Division Social Media Coordinator
- 2013-2014 NCA HCTD Nominating Committee
- 2013 IARR Mini-Conference Hospitality Coordinator

University and Department Service

- 2017- Vice Chair, OSU Social & Behavioral Sciences Institutional Review Board
- 2017- Member, OSU Institutional Review Board Policy Committee
- 2017-2018 Member, Game Studies Major Curriculum Committee
- 2016 Member, Game Studies Minor Curriculum Committee
- 2015-2016 School of Communication Director's Advisory Committee
- 2015 Organizer, School of Communication Symposium on Communication Technology
- 2014-2018 School of Communication Graduate Student Organization Faculty Advisor
- 2014- Job Market Preparation Summer Workshops for Graduate Students
- 2013 School of Communication Search Committee

- 2012- Member, Social & Behavioral Sciences Institutional Review Board
- 2012-2018 School of Communication Research Committee
- 2011-2015 College of Arts & Sciences Undergraduate Recruitment
- 2011-2012 School of Communication Undergraduate Studies Committee

Community Service and Public Outreach

Columbus Science Pub. Public talk & discussion: Trolls, trolls, trolls: Why people are terrible online. December 2018.

Columbus Startup Week. Public talk & discussion: Why gaming needs women. May 2018.

Columbus Startup Week. Moderator: Preparation and careers in the gaming industry. May 2018.

Ohio Game Developers Expo. Panelist to discuss women's issues in the video game industry and community for audience of industry members and general public. October 2015.

Columbus Science Pub. Public talk & discussion: Predictors and consequences of selfies. August 2015.

Social media service learning course. Course design matches students with local nonprofit partners to assist with their social media presence. Students worked with organizations including Goodwill Columbus, Rwandan Women In Action, Community Research Partners, and Concord Counseling Services. Spring 2013.

Applications of Avatars and Virtual Environments for Education. Invited talk for Hilliard City Public Schools, Hilliard, OH, February 2012.

Graduate Student Advisees

Burridge, Sean. (Ph.D.)

Coduto, Katy. (Ph.D.)

Frampton, Jessica. (Ph.D.) Dissertation: *Rethinking jealousy experience and expression:*

Clarification of the nature of threat and identification of retroactive jealousy responses.

Gilbert, Michael. (Ph.D.)

Merrill, Kelly. (Ph.D.)

Zhang, Guanjin. (Ph.D.)

Former Graduate Student Advisees

Anderegg, Courtney. (Ph.D., 2017). Dissertation: *The role of interpersonal experiences and*

media use on perceptions of romantic relationship stages: Cognitive representations of dating, cohabitation, and marriage cultural models.

Christy, Katheryn. (Ph.D., 2016). Dissertation: *Investigating the use of interactive narratives for*

changing health beliefs: A test of the model of interactive narrative effects.

Dickinson, Ted. (M.A., 2012). Thesis: *An inefficient choice: An empirical test of media*

richness and electronic propinquity.

Hanus, Michael. (Ph.D., 2016). Dissertation: *The impact of source and message customization on*

reactance to a persuasive message: A revised model of interactive media effects.

Monroy, José. (M.A., 2016). Thesis: *Affecting racial bias via perspective-taking in a virtual*

environment.

Potocki, Bridget. (M.A., 2012; Ph.D., 2016). Thesis: *Preventing sexual assault: Applying the*

theory of motivated information management. Dissertation: Exploring STI screening intentions and behaviors in developing relationships: Integrating the theory of planned behavior and the investment model of commitment processes.

Rooney, Margaret. (Ph.D., 2015). Dissertation: *An actor-partner interdependence model of*

relationship turbulence and channel selection in cross-sex friendships.

Vang, Mao. (M.A., 2012; Ph.D., 2016). Thesis: *The effect of avatar behaviors in health interventions: Examining immediacy and communicator reward value through expectancy violations theory in virtual environments*. Dissertation: *Death and identity threats: An investigation of terror management and social identity processes in online news*.

Graduate Student Thesis & Dissertation Committee Membership

Anderegg, Courtney Matisko. (M.A., 2013)

Borghetti, Lorraine. (Ph.D., expected 2019)

Cruz, Carlos. (Ph.D., 2015)

D'Angelo, Jonathan. (M.A., 2011)

Dickinson, Ted. (Ph.D., 2016)

Dillon, Kelly. (Ph.D., 2016)

Hanus, Michael. (M.A., 2012)

Hollonquest, Jetney. (M.A., 2014)

Jones, Elizabeth. (Ph.D., 2014)

Jones, Kaitlyn. (M.A., 2013)

Lookadoo, Kathryn. (M.A., 2012)

McKnight, Jessica. (Ph.D., expected 2019)

Morr, Lindsey. (M.A., 2018)

Song, Wen. (Ph.D., 2015)

Tang, Wai Yen. (Ph.D., 2016)

Vendemia, Megan. (Ph.D., expected 2019)

Professional Affiliations

Affiliate, STEAM Factory, Columbus, OH

Associate, Media & Diversity Center, University of Missouri

International Communication Association

National Communication Association

National Academy of Sports Medicine (Certified Personal Trainer)