

Joseph M. Hoffswell: Curriculum Vitae

Department of Communication

Western Kentucky University

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EDUCATION

University of Missouri, Columbia, MO ■ Degree Awarded: July 2017

PhD. in Communication Studies

Areas of Concentration: Media Effects

Dissertation: Completed- FACTORING IN GAMER IDENTITY: THE APPLICATION OF SOCIAL IDENTITY THEORY AND FLOW TO UNDERSTANDING VIDEO GAME VIOLENCE EFFECTS

Defense Passed on: May 10th, 2017

Advisor/Chair: Dr. Elizabeth (Lissa) Behm-Morawitz

Committee: Dr. Bruce Bartholow, Dr. Ben Warner, Dr. Julius Riles

Northern Illinois University, DeKalb, IL ■ 2011

M.A. in Communication Studies

Areas of Concentration: Persuasion, and Media Analysis

Thesis: Completed- FEMALE VIDEO GAME CHARACTERS AND THE MALE GAZE

University of Illinois, Urbana-Champaign, IL ■ 2009

B.A. in Communication

PUBLICATIONS AND CONFERENCE PRESENTATIONS

PUBLICATIONS

Behm-Morawitz, E., Hoffswell, J., & Chen, C. (May 2016). The virtual threat effect: A test of competing explanations for the effects of racial stereotyping in video games on players' cognitions. *Cyberpsychology, Behavior, and Social Networking*.

WORKS IN PROGRESS

Hoffswell, J. (Invited to Resubmit). When heroes are not enough: A textual analysis of the September 11th issue of Amazing Spider-Man using the second person and parasocial interaction. *Journal of Graphic Novels and Comics*.

Hoffswell, J. and Choi, G. (editing). The battle of tablet vs. controller: Analyzing presence, enjoyment, and effort justification in different technology platforms. *Communication Research Reports*.

Hoffswell, J. (editing). Interactive gaze theory: Critically analyzing women in video games.

Hoffswell, J. (editing). Gamers and the reliance on stereotypes to portray them in a web-series.

Hoffswell, J. (editing). Creating a measure to assess gamer behaviors and attitudes: Validity and reliability.

Hoffswell, J. (editing). Factoring in gamer identity: The application of social identity theory and flow to understanding video game violence effects.

CONFERENCE PRESENTATIONS

Factoring in Gamer Identity: The Application of Social Identity Theory and Flow to Understanding Video Game Violence Effects. By: Joseph Hoffswell. To be presented at National Communication Association Annual Conference, Salt Lake City, UT November 8-11, 2018

Utilizing Pokémon GO! to Examine Privilege: A Research Incubator. By: Joseph Hoffswell. Presented at National Communication Association Annual Conference Game Studies Pre-Conference, Philadelphia, PA November 9-13, 2016

The Battle of Tablet vs. Controller: Analyzing Presence, Enjoyment and Effort Justification in Different Technology Platforms. By: Joseph Hoffswell & Grace Choi. Presented at Central State Communication Association Annual conference, Grand Rapids, MI April 14-17, 2016

Gamers and the reliance on stereotypes to portray them in a web-series. By: Joseph Hoffswell Presented at Central States Communication Association Annual Conference, Madison, WI April 16-19, 2015

Interactive Gaze Theory: Critically Analyzing Women in Video Games. By: Joseph Hoffswell Presented at National Communication Association Annual Conference, Chicago, IL November 20-23, 2014. Top Paper Nomination in Non-Verbal Communication Division

Children, Vampires, and Gender Trouble. By: Joseph Hoffswell Presented at Central States Communication Association Annual Conference, Minneapolis, MN April 2-6, 2014

Audience Involvement with Entertainment-Education Story Characters: Explicating Processes and Outcomes. By: Jessie Quintero Johnson, Joseph Hoffswell, and Lee Ann Sangalang Presented at International Communication Association Annual Conference, Boston, MA May 26-30, 2011

Spider-Man, the Second Persona, and Events of September 11, 2001. By: Joseph Hoffswell Presented at Midwest Popular Culture Association and Midwest American Culture Association Annual Conference, Minneapolis, MN October 1-3, 2010

The Future is on Our Minds: Cultivating Compassionate Public Policy in the Classroom. By: Grace Giorgio, Joseph Hoffswell, Kerrie Vlodek, Allison Danes, and Leah Randal. Presented at The Fifth International Congress of Qualitative Inquiry: Advancing Human Rights Through Qualitative Research, Champaign, IL May 20-23, 2009

ACADEMIC APPOINTMENTS

At Western Kentucky University, Bowling Green, KY:

Assistant Professor – Communication 346-Persuasion ■ 08/2018-Present

Lecture on various topics related to persuasion, meet with students during office hours, employ the use of Blackboard, and grade all student materials

Popular Culture Studies 201-Introduction to Popular Culture ■ 08/2018-Present

Lectured on various pop culture topics, met with students during office hours, employed the use of blackboard, and graded all student projects and tests

Director of Popular Culture Studies Major ■ 08/2018-Present

Advise Popular Culture Studies students on their course selection and guide them toward graduation.

At Missouri Valley College, Marshall, MO:

Assistant Professor – Speech 100-Public Speaking ■ 08/2017-05/2018

Created a syllabus, lectured on various topics related to public speaking, met with students during office hours, employed the use of Moodle, and graded all student materials.

Mass Communication 150-Media and Culture ■ 08/2017-05/2018

Lectured on various media topics, met with students during office hours, employed the use of Moodle, and graded all student projects and tests. Student projects include audio production, HTML coding, and video production.

At Stephens College, Columbia, MO:

Adjunct Faculty – SCM 290 -Creating Online Media ■ 01/2018-05/2018

Educated students on uses of Adobe Muse to create websites. Taught principles of website design focused on user experience. Teach HTML and CSS coding. Require usability study and website projects.

SCM 105 -Strategic Communication Technology ■ 09/2017-12/2017

Educated students on uses of Microsoft Excel. Teach HTML and CSS coding. Require final project of functioning website utilizing HTML and CSS coding.

At University of Missouri, Columbia, MO:

Adjunct Faculty - Comm 4638 Online-New Technology and Communication ■ 09/2017-12/2017

Lectured on various new technology topics and theories, met with students during office hours, employed the use of Blackboard, utilized Tegrity to capture video lectures, and graded all student projects. Taught digital storytelling and required a digital storytelling project. Students also had to immerse themselves in online communities.

Instructor – Comm 1200-Public Speaking ■ 08/2013-08/2014 and 08/2016-05/2017

Created a syllabus, lectured on various topics, met with students during office hours, employed the use of Blackboard, and graded all student materials, attended bi-weekly meetings.

Comm 2100-Media and Society ■ 08/2014-07/2016

Lectured on various media topics, met with students during office hours, employed the use of Blackboard, and graded all student projects, attended meetings as necessary. Also taught online over summer session 2016.

Comm 4638 Online-New Technology and Communication ■ 01/2017-05/2017

Lectured on various new technology topics and theories, met with students during office hours, employed the use of Blackboard, utilized Tegrity to capture video lectures, and graded all student projects. Taught digital storytelling and required a digital storytelling project. Students also had to immerse themselves in online communities.

At College of DuPage, Glen Ellyn, IL:

Instructor – Speech 1100-Fundamentals of Speech Communication ■ 08/2011-01/2015

Created a syllabus and schedule for class, lectured on various topics, employed the use of Blackboard, created all exams, quizzes, and assignments, and graded all student materials. Certified to teach online version of course and have been teaching online version of course since 08/2013

At Harper College, Schaumburg, IL:

Instructor – Speech 101-Fundamentals of Speech Communication I ■ 01/2013-07/2013

Created a syllabus and schedule for class, lectured on various topics, employed the use of Blackboard, created all exams, quizzes, and assignments, and graded all student materials.

At Aurora University, Aurora, IL:

Instructor - COMM 1500-Introduction to Human Communication ■ 08/2011-12/2012

Created a syllabus and schedule for class, lectured on various communication topics, employed the use of Moodle, created all exams, quizzes, and assignments, and graded all student materials.

COMM 2100-Media and Society ■ 01/2013-08/2013

Created a syllabus and schedule for class, lectured on various media topics, employed the use of Moodle, created all exams, quizzes, and assignments, and graded all student materials. Also, oversaw creation and entries for student blogs.

At Kishwaukee College, Malta, IL:

Instructor – Speech 100-Oral Communication I ■ 08/2011-05/2012

Created a syllabus and schedule for class, lectured on various public speaking topics, employed the use of Blackboard, created all exams, quizzes, and assignments, and graded all student materials.

At Northern Illinois University, Dekalb, IL:

Instructor - Coms 100-Fundamentals of Oral Communication ■ 08/2009-12/2012

Created a syllabus, lectured on various public speaking topics, met with students during office hours, employed the use of Blackboard, and graded all student materials.

Teaching Assistant – Coms 356 Critical Interpretation of Film/Television ■ 08/2009-05/2011

Met with students during office hours, and graded all students' written assignments in conjunction with professors Dr. Gretchen Bisplinghoff and Dr. Jeffrey Chown.

Coms 230 Rhetoric and the Media ■ 01/2011-05/2011

Wrote test questions, and graded student papers with Dr. Robert Brookey.

Invited Guest Lectures:

Video games and Violence. Invited by Dr. Lissa Behm-Morawitz to New Technology and Society class.

SKILLS

- Proficient in all Microsoft Office Applications.
 - Proficient in SPSS and AMOS.
 - Proficient in R
 - Proficient in LISREL
 - Proficient in HTML, CSS, Javascript, mySQL, and PHP web design languages.
 - Received a Graduate Teaching Certificate from Northern Illinois University.
 - Proficient in Blackboard Learning Management System.
 - Proficient in Moodle online course management system
 - Received certification to teach courses online at College of DuPage
 - Proficient in experimental design
 - Proficient in survey design
 - Proficient in creating new survey instruments and testing them
 - Proficient in content analysis techniques
 - Received Advising (Undergraduate) Vikings Certificate from Missouri Valley College
 - Member of Planning Committee for eSports team at Missouri Valley College
 - Proficient in creating online lectures utilizing Camtasia software
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MEMBERSHIPS AND SERVICE

National Communication Association

Volunteered at 2009 and 2014 National Communication Association annual conventions.

Secretary for Association of Communication Graduate Students at University of Missouri for 2015-2016

Head of Social Committee for Association of Communication Graduate Students at University of Missouri for 2015-2016

Regular reviewer for *Cyberpsychology, Behavior, and Social Networking* and *Journal of Graphic Novels and Comics*.

Research Associate for the Media and Diversity Center

Former Undergraduate Mentor for the Media and Diversity Center at University of Missouri

Former Digital Media Coordinator for the Media and Diversity Center at University of Missouri