

Christopher Alan Ball
Assistant Professor
University of Illinois at Urbana-Champaign
Department of Journalism
115 Gregory Hall
Tel: 706-513-1855
drball@illinois.edu
<https://christopherballphd.com/>

PROFESSIONAL APPOINTMENTS

University of Illinois at Urbana-Champaign

Assistant Professor, Department of Journalism (2019-present)
Assistant Professor, Institute of Communications Research (2019-present)
Affiliate Faculty, Informatics (2019-present)

Tri-County Technical College

Adjunct Professor, Social Science Department (2014)

Clemson University

Research Associate, Institute for Global Road Safety and Security (2012-2014)

EDUCATION

Doctor of Philosophy, Media and Information Studies, Michigan State University, East Lansing, Michigan, May 2019. GPA 4.0.

Dissertation: "Nurturing Nature in Virtual Reality: A study of public service experiences and their effects on environmental attitudes and behavioral intentions"

Masters of Science, Applied Sociology, Clemson University, Clemson, South Carolina, December 2011. GPA 3.8.

Thesis: "Driving Down the Virtual Broadway: Testing the Feasibility of Educating Young Drivers in the Virtual World"

Bachelors of Arts, Sociology, Augusta State University, Augusta, Georgia, May 2008, *cum laude*. GPA 3.61

CERTIFICATIONS

- **Educational Technology Graduate Certificate**, College of Education, Department of Counseling, Educational Psychology, and Special Education, Michigan State University, 2017
- **Serious Game Design and Research Graduate Certificate**, College of Communication Arts and Sciences, Department of Media and Information, Michigan State University, 2016

PEER-REVIEWED PUBLICATIONS & BOOK CHAPTERS (16)

1. **Ball, C.** (forthcoming). Use of Media in Promoting STEM in Childhood and Adolescence. To appear in Jan Van den Bulck (Eds.), *International Encyclopedia of Media Psychology*. John Wiley & Sons Inc.
2. Robinson, L., Schulz, J., Dunn, A.,...**Ball, C.**...Quan-Haase, A. (forthcoming). Digital Inequalities 2.0: Legacy Inequalities in the Information Age. Accepted in *First Monday*.
3. Robinson, L., Schulz, J., Dunn, A.,...**Ball, C.**...Quan-Haase, A. (forthcoming). Digital Inequalities 3.0: Emergent Inequalities in the Information Age. Accepted in *First Monday*.
4. **Ball, C.**, Huang, K.-T., Francis, J., Kadylak, T., & Cotten, S. R. (2020). A Call for Computer Recess: The Impact of Computer Activities on Predominantly Minority Students' Technology and Application Self-Efficacy. *American Behavioral Scientist*, Online First. DOI:10.1177/0002764220919142
5. Huang, K., **Ball, C.**, Cotten, S., & O'Neal, L. (2020). Effective Experiences: A Social Cognitive Analysis of Young Students' Technology Self-Efficacy and STEM Attitudes. *Social Inclusion*, 8(2), 213-221. DOI:10.17645/si.v8i2.2612
6. Fordham, J., & **Ball, C.** (2019). Framing mental health within digital games: an exploratory case study of Hellblade. *JMIR Mental Health*, 6(4), e12432. DOI: 10.2196/12432
7. Huang, K., **Ball, C.**, Francis, J., Ratan, R., Boumis, J., Fordham, J. (2019). Augmented versus Virtual Reality in Education: An Exploratory Study Examining Science Knowledge Retention when using AR/VR Mobile Applications. *Cyberpsychology, Behavior, and Social Networking*, Online First. DOI: 10.1089/cyber.2018.0150
8. Francis, J., **Ball, C.**, Kadylak, T., Cotten, S.R. (2019). Aging in the Digital Age: Conceptualizing Technology Adoption and Digital Inequalities. In B. Neves & F. Vetere (Eds.), *Aging & Emerging Technologies: designing and evaluating emerging technologies for older adults*. Springer Books.
9. **Ball, C.**, Huang, K., Cotten, S.R., Rikard, R.V. (2018). Gaming the SySTEM: The Relationship between video games and the Digital and STEM Divides. *Games and Culture*, Online First. DOI: 10.1177/1555412018812513.
10. **Ball, C.**, Francis, J., Huang, K. T., Kadylak, T., Cotten, S. R., & Rikard, R. V. (2017). The Physical–Digital Divide: Exploring the Social Gap Between Digital Natives and Physical Natives. *Journal of Applied Gerontology*, Online First. DOI: 10.1177/0733464817732518.
11. **Ball, C.**, Huang, K. T., Rikard, R. V., & Cotten, S. R. (2017). The emotional costs of computers: an expectancy-value theory analysis of predominantly low-socioeconomic

status minority students' STEM attitudes. *Information, Communication & Society*, Online First. DOI: 10.1080/1369118X.2017.1355403.

12. **Ball, C.**, Huang, K. T., Cotten, S. R., & Rikard, R. V. (2017). Pressurizing the STEM Pipeline: An Expectancy-Value Theory Analysis of Youths' STEM Attitudes. *Journal of Science Education and Technology*, 26(4), 372-382. DOI: 10.1007/s10956-017-9685-1
13. **Ball, C.**, & Fordham, J. (2017). Big Daddy: Weaponized Fatherhood. In R. Mejia, J. Banks & A. Adams (Eds.), *The 100 Greatest Video Game Characters*. Lunham, MD: Rowman & Littlefield.
14. **Ball, C.**, & Fordham, J. (2017). E.T. the Extraterrestrial: Buried Alive. In R. Mejia, J. Banks & A. Adams (Eds.), *The 100 Greatest Video Games*. Lunham, MD: Rowman & Littlefield.
15. Fordham, J., **Ball, C.** (2017). Street Fighter: Here Comes The Original Challenger!. In R. Mejia, J. Banks & A. Adams (Eds.), *The 100 Greatest Video Games*. Lunham, MD: Rowman & Littlefield.
16. **Ball, C.**, Huang, K. T., Cotten, S. R., Rikard, R. V., & Coleman, L. O. (2016). Invaluable values: an expectancy-value theory analysis of youths' academic motivations and intentions. *Information, Communication & Society*, 19(5), 618-638. DOI: 10.1080/1369118X.2016.1139616.

PEER-REVIEWED MANUSCRIPTS UNDER REVIEW (2)

1. **Ball, C.** (under review). Environmental Immersion: Testing the Potential of Public Service Experiences in Virtual Reality. Submitted to *New Media & Society*.
2. **Ball, C.**, Fordham, J. (under review). *Monetization is the Message: An Experiential Examination of Video Game Microtransactions*. Revise and resubmit at *Games and Culture*.

PEER-REVIEWED PUBLISHED CONFERENCE PROCEEDINGS (6)

1. **Ball, C.** (forthcoming). First-Person Narratives: Examining Narrative Persuasion in Virtual Reality. In *DiGRA '20-Abstract Proceedings of the 2020 DiGRA International Conference: Play Everywhere, Tampere, Finland*.
2. **Ball, C.**, & Fordham, J. (forthcoming). Lagging Behind: An Examination of Digital Inequality in Gaming and Esports. In *DiGRA '20-Abstract Proceedings of the 2020 DiGRA International Conference: Play Everywhere, Tampere, Finland*.
3. **Ball, C.**, & Fordham, J. (2018). Monetization is the Message: A Historical Examination of Video Game Microtransactions. In *DiGRA '18-Abstract Proceedings of the 2018 DiGRA International Conference: The Game is the Message, Turin, Italy*.

4. Fordham, J., & **Ball, C.** (2018). To Hell and Back: Hellblade's Depiction of Mental Illness and Its Impact. In *DiGRA '18—Abstract Proceedings of the 2018 DiGRA International Conference: The Game is the Message, Turin, Italy*.
5. Cotten, S. R., Francis, J., Kadylak, T., Rikard, R. V., Huang, T., **Ball, C.**, & DeCook, J. (2016). A tale of two divides: Technology experiences among racially and socioeconomically diverse older adults. *Proceedings of the International Conference on Human Aspects of IT for the Aged Population* (pp. 167-177). Springer, Cham.
6. Huang, K., Cotten, S. R., & **Ball, C.** (2015). Threatened by Stereotype: An investigation of the effect of stereotype threat on female and minority students' STEM learning in the context of a computer intervention. *Proceedings of the iConference 2015*.

PEER-REVIEWED CONFERENCE PAPERS & PRESENTATIONS (25)

1. **Ball, C.** (2021). *First-Person Narratives: Examining Narrative Persuasion in Virtual Reality*. To be presented at the Digital Games Research Association annual meeting, Guadalajara, Mexico, April 13-18.
2. **Ball, C.**, Fordham, J. (2021). *Lagging Behind: An Examination of Digital Inequality in Gaming and Esports*. To be presented at the Digital Games Research Association annual meeting, Guadalajara, Mexico, April 13-18.
3. **Ball, C.** (2020). *Naturally Mapped Locomotion: The Relationship between Common VR Movement Methods and Spatial Presence*. Presented at the International Communication Association annual meeting, Gold Coast, Australia, May 21-25.
4. **Ball, C.** (2018). *Nurturing Nature in Virtual Reality: A Preliminary Study of Pro-Environmental Public Service Experiences*. Presented at Meaningful Play 2018, East Lansing, Michigan, October 11-13.
5. **Ball, C.**, Fordham, J. (2018). *Monetization is the Message: A Historical Examination of Video Game Microtransactions*. Presented at the Digital Games Research Association annual meeting. Italy, July 25-28.
6. Fordham, J., **Ball, C.** (2018). *To Hell and Back: An Exploration of Hellblade's Depiction of Mental Illness and Its Impact*. Presented at the Digital Games Research Association annual meeting. Italy, July 25-28.
7. Huang, K., **Ball, C.**, Francis, J., Ratan, R., Boumis, J., Fordham, J. (2018). *Augmented versus Virtual Reality in Education: An Exploratory Study Examining Science Knowledge Retention when using AR/VR Mobile Applications*. Presented at the 18th conference of the International Society for Presence Research. Prague, May 21-22.
8. **Ball, C.** (2018). *Environmental Immersion: Testing the Potential of Public Service Experiences in Virtual Reality*. Presented at the ICA Game Studies Preconference 2018. Prague, May 24.

9. **Ball, C.**, Francis, J., Huang, K., Kadylak, T., Cotten, S., Rikard, R.V. (2017). *The Physical-Digital Divide: Exploring the Social Gap between Digital Natives and Physical Natives*. Presented at the American Sociological Association annual meeting, Montreal, Canada, August 12-15.
10. **Ball, C.**, Huang, K., Francis, J., Kadylak, T., Cotten, S., Rikard, R.V. (2017). *A Call for Computer Recess: The Impact of Activities on Minority Students' Technology Self-Efficacy*. Presented at the Partnership for Progress on the Digital Divide, San Diego, California, May 24-26.
11. **Ball, C.**, Huang, K., Cotten, S.R., Rikard, R.V.. (2016). *Gaming the SySTEM: The Relationship between video games and the Digital and STEM Divides*. Presented at Meaningful Play 2016, East Lansing, Michigan, October 20-22.
12. Francis, J., **Ball, C.**, Huang, K., Brown, J.. (2016). *The Mattering Circle: How Social Gaming can Promote Mattering among Golden Gamers*. Presented at Meaningful Play 2016, East Lansing, Michigan, October 20-22.
13. **Ball, C.**, Huang, K., Rikard, R.V., & Cotten, S. R.. (2016). *The Emotional Costs of Computers: An Expectancy-Value Theory Analysis of Young Students' STEM Attitudes*. Presented at the American Sociological Association annual meeting, Seattle, Washington, August 20-23.
14. Francis, J., **Ball, C.**, Huang, K. (2016). *The Mattering Circle: Designing Games to Promote Mattering Among Older Adults*. Presented at the Digital Games Research Association annual meeting, Dundee, Scotland, August 1-6.
15. Fordham, J., **Ball, C.** (2016). *Eliciting Empathy: The Rise of Fatherhood as a Morality Mechanism*. Presented at the Digital Games Research Association annual meeting, Dundee, Scotland, August 1-6.
16. Cotten, S., Francis, J., Kadylak, T., Rikard, R.V., Huang, T., **Ball, C.**, DeCook, J. (2016). *Digital Divide Extremes: Technology Experiences among Racially and Socioeconomically Diverse Older Adults*. Presented at the 18th International Conference on Human-Computer Interaction, July 17-22, Toronto, Canada.
17. **Ball, C.**, Huang, K. (2016). *Virtually Safe Streets: Teaching Teens Safe Driving in Virtual Worlds*. Presented at the International Conference on Presence, Kyoto, Japan, June 8.
18. Huang, K., Hofer, M., **Ball, C.** (2016). *A Touch of the Virtual: An Investigation of the Effects of Immersive Features on Spatial Presence*. Presented at the International Conference on Presence, Kyoto, Japan, June 8.

19. Cotten, S. R., Rikard, R. V., Kadylak, T., Francis, J., Huang, K., **Ball, C.** (2016). *Texting, tweeting, and other technology use: What's age got to do with it?* Presented at the Southern Sociological Society annual meeting, Atlanta, Georgia, April 13-16.
20. Huang, K., **Ball, C.**, Cotten, S. R., Rikard, R.V., & Coleman, L. O. (2015). *Expectancy-Values and Emotional Costs: the Push-and-Pull Effects of Students' Self-Concepts on STEM Attitudes.* Presented at the Partnership for Progress on the Digital Divide, October 21-22, Scottsdale (Phoenix), Arizona, USA.
21. **Ball, C.**, Huang, K., Cotten, S. R., Rikard, R.V., & Coleman, L. O. (2015). *Invaluable Expectations: An Expectancy-Value Theory Analysis of Youths' College Motivation.* Presented at the American Sociological Association annual meeting, Chicago, Illinois, August 22-25.
22. Huang, K., **Ball, C.**, Cotten, S. R., Rikard, R.V., & Coleman, L. O. (2015). *Effective Experiences: A Social Cognitive Analysis of the ICT Development of Youth.* Presented at the International Communication Association annual meeting, San Juan, Puerto Rico, May 21-25.
23. Huang, K., Cotten, S. R., & **Ball, C.** (2015). *Threatened by Stereotype: An investigation of the effect of stereotype threat on female and minority students' STEM learning in the context of a computer intervention.* Presented at the iConference 2015, Newport Beach, California, March 24-27.
24. **Ball, C.** & Huang, Y. (2011). *Making the Maasai Mara: Designing an Interactive 3D Virtual Tourism Environment.* Presented at the Health, Education and Human Development Research Forum, Clemson, South Carolina, April 28, 2011.
25. **Ball, C.** (2007). *Analysis and Synthesis of Girard and Durkheim.* Presented at The Southeastern Undergraduate Sociology Symposium, Morehouse College, Atlanta, Georgia.

PROFESSIONAL TEACHING EXPERIENCE

University of Illinois

- JOUR 460 – Extended Realities and Immersive Technologies (x2)
- JOUR 590 – Advanced Topics in Journalism
- JOUR 199 – New Media, Society, & You (Preparing)

Michigan State University

- MI401-003 - Avatar Use, Psychology, and Significance
- MI401-002 - Digital Communication and Society
- MI401-730 - Digital Games and Immersive Technologies
- UGS-200-H - Honors Research Seminar

Tri-County Technical College

- SOC101 - Introduction to Sociology (x2)

Thesis/Dissertation/Project Committees Currently Serving On (2)

PhD: Xiaoyu (Zoe) Xu (Communication), Yishuo Liu (Informatics)

COMPETITIVE GRANTS & FELLOWSHIPS AWARDED

- “STEM DiVRsity Enhancement”, 2019, Funded by VR@Illinois: **\$15,000** (Role: **PI**)
- “Zoom Pilot”, 2019, Funded by College Collaborative Technology Fund: **\$2,280** (Role: **Co-PI**)
- “Nurturing Nature in Virtual Reality: A study of public service experiences and their effects on environmental attitudes and behavioral intentions”, 2018, Funded by both MSU Graduate School Dissertation Completion Fellowship & MSU College of Communication Arts and Sciences Summer Research Excellence Fellowship: **\$7,000** (Role: **PI**)
- “Environmental Immersion: Testing the Potential of Public Service Experiences in Virtual Reality”, 2016, MSU College of Communication Arts and Sciences Summer Research Excellence Fellowship: **\$3,926** (Role: **PI**)

SERVICE TO THE PROFESSION & UNIVERSITY

National Service

- Editor: Rethinking the Relationship between Digital, Educational, and STEM Inequalities: From Traditional Classroom to Daily Life. Forthcoming special issue of *American Behavioral Scientist*.
- Reviewer board: Information
- Reviewer: Journal of Medical Internet Research; Journal of Science Education and Technology; Information, Communication & Society; Media Psychology; Current Psychology; American Behavioral Science; Journal of Research in Science Teaching; Journal of Education in Science, Environment and Health; Multimodal Technologies and Interaction; International Journal of Environmental Research and Public Health; Meaningful Play; European Conference on Information Systems; International Communication Association (ICA); Digital Games Research Association (DiGRA); University of Illinois Campus Research Board

University of Illinois Service

- Game Design Master’s Degree Curriculum Committee (2019-Present)
- Game Studies and Design Minor Curriculum Committee (2019-Present)

- Illini Esports Faculty Advisory Committee (2019-Present)
- College of Media Technology Committee (2020-2022)
- Institute of Communications Research Admissions Committee (2020)

Michigan State University Service

- Meaningful Play Program Committee (2018)

INVITED LECTURES & PROFESSIONAL PRESENTATIONS

- *Designing for Empathy*, April 2020. Playful Design Methods (IS490), University of Illinois at Urbana-Champaign, Champaign, IL.
- *Addressing Digital & STEM Inequality: Project STEM DiVRsity*, February 2020. Technology and Social Behavior Lab, University of Illinois at Urbana-Champaign, Champaign, IL.
- *Immersive Journalism Introduction*, February 2020. Introduction to Journalism (JOUR200), University of Illinois at Urbana-Champaign, Champaign, IL.
- *Public Service Experiences: Rethinking Prosocial Messages Using Virtual Reality*, December 2019. Graduate Seminar (ADV587), University of Illinois at Urbana-Champaign, Champaign, IL.
- *Games and Empathy*, August 2019. Migration Game Design Working Group Meeting, University of Illinois at Urbana-Champaign, Champaign, IL.
- *History and Impacts of Video Game Monetization*, April 2019. MI 491 Video Game History. Michigan State University, East Lansing, MI.
- *United States Department of Transportation Safety Council Presentation*, July 2012. United States Safety Council, Washington D.C.
- *Federal Motor Carrier Safety Administration Presentation*, July 2012. Department of Transportation Headquarters, Washington D.C.
- *Brigadier General Presentation*, May 2012. Clemson University, Clemson, SC.
- *Government of Kenya Presentation*, November 2011. Clemson University, Clemson, SC.
- *Global Road Safety Partnership Presentation*, October 2011. Clemson University, Clemson, SC.
- *South Carolina Sociological Association Panel Presentation*, February 2011. Clemson University, Clemson, SC.

- *Technical Interchange Presentation*. Clemson University, Clemson, SC.
- *Dean of Graduate School Presentation*, December 2010 and June 2011. Clemson University, Clemson, SC.

NEWS COVERAGE & MEDIA INTERVIEWS

- *New class teaches students how to design for emerging technologies*, January 1, 2020. College of Media news article, University of Illinois at Urbana-Champaign, IL. Article link: <https://media.illinois.edu/ball-class-emerging-technologies>
- *UI campus didn't grind to halt when students left*, July 29, 2019. The News-Gazette, Champaign, IL. Article link: https://www.news-gazette.com/news/ui-campus-didn-t-grind-to-halt-when-students-left/article_0edb94ad-a34c-52a0-bd09-6ed03f4d4b05.html
- *How Older Adults Deal with a Digital Divide*, December 8, 2017. College of Communication Arts and Sciences news article, Michigan State University. Article link: <https://comartsci.msu.edu/research-and-creative-work/how-older-adults-deal-digital-divide>
- *Clemson "Your Day" Radio Interview*, May 2, 2011. South Carolina ETV Radio and Clemson University.

WEBSITES DESIGNED AND ADMINISTERED

- "My Academic Website." An academic/professional website that I designed to represent myself online. Web Links: <https://christopherballphd.com/>
- "Trilogy Think Tank Website." The research website that I designed for the Trilogy Think Tank which I co-founded. <https://trilogythinktank.wordpress.com/>
- "Lasting Labels Website." A website for a board game that I designed called Lasting Labels which is a board game with the general goal of addressing stereotype threats. Web Link: <http://christopher343.wix.com/lastinglabels>
- "CU-IGRSS Academic Website." A comprehensive website designed to represent the institute and its various initiatives. NOTE: the website administration has since transferred; therefore, the Home Page is no longer representative of my work. Web Link: <http://www.clemson.edu/centers-institutes/cu-igrss/>
- "Mystory - Image(In)." A web design art project that was created to tell my personal history through the use of punctum meanings and electrate thinking. Web Link: <http://christopher343.wix.com/mystory>

- “Virtual Safe Driving Student Portal Site.” A web portal designed to give teens a brief overview of my virtual safe driving program and help to ease their transition into the virtual environment. Web Link: http://christopher343.wix.com/asri#!_page-8

VIRTUAL ENVIRONMENTS

- *IGRSS Virtual Safe Driving Laboratory*. I was the primary designer, builder, and researcher on this project. The goal was to translate the IGRSS Petty Safe Driving Program into the virtual world of Second Life. More information can be found here: <http://www.clemson.edu/centers-institutes/cu-igrss/programs/virtual-world.html>
- *Virtual Maasai Mara Basecamp Environment*. I was a graduate assistant builder and researcher on this project. The goal of this environment was to build a virtual representation of the Maasai Mara in order to educate people about the Maasai culture, help to train tourism workers in the Mara, and investigate if virtual worlds could be used to help raise awareness about tourist destinations.

HONORS AND AWARDS

- 2019 List of Teachers Ranked as Excellent with Outstanding Distinction, University of Illinois
List of teachers ranked as excellent or outstanding based on students’ ratings of instruction.
- 2018 Dissertation Completion Fellowship, Michigan State University
A competitive fellowship which is awarded to assist in the completion of a high-quality dissertation.
- 2018 Summer Research Excellence Fellowship, Michigan State University
A competitive fellowship which is awarded to a graduate student that has demonstrated potential for research/creative excellence in their academic field.
- 2018 Thomas A. Muth, Sr. Endowment Fund, Michigan State University
Awarded to a worthy and capable graduate student in the MI department
- 2017 Best Doctoral Collaborator Award, Michigan State University
Awarded to a doctoral student that has proven to be an effective research collaborator.
- 2016 Summer Research Excellence Fellowship, Michigan State University
A competitive fellowship which is awarded to a graduate student that has demonstrated potential for research/creative excellence in their academic field.
- 2016 Thomas A. Muth, Sr. Endowment Fund, Michigan State University
Awarded to a worthy and capable graduate student in the MI department
- 2015 Academic Merit Award, Michigan State University
Awarded to Ph.D. students with a cumulative GPA of 3.9 or higher.

- 2014 Rasmussen Memorial Scholarship, Michigan State University
Awarded to 10 graduate students that the MSU graduate school believed would be pioneers and leaders in their fields.
- 2008 Outstanding Senior Award, Augusta State University
Awarded to an exemplary student that receives both a faculty nomination as well as the majority of votes from departmental faculty.
- 2007 Robert Johnston Book Scholarship Award, Augusta State University
Awarded to the student applicant with the highest GPA in the Sociology Department.

HONOR SOCIETIES AND PROFESSIONAL AFFILIATIONS

- 2020 International Communication Association (ICA)
- 2019 Digital Games Research Association (DiGRA)
- 2016 Golden Key International Honor Society, Michigan State University
- 2016 Phi Kappa Phi, Michigan State University
- 2007 Alpha Kappa Delta, Augusta State University

REFERENCES

Shelia R. Cotten, Ph.D

Professor
Department of Media and Information
Michigan State University
404 Wilson Rd. Room 404
East Lansing, MI 48824
(517) 353-6336
cotten@msu.edu

Carrie Heeter, Ph.D

Professor
Department of Media and Information
Michigan State University
404 Wilson Rd.
East Lansing, MI 48824
(517) 432-5192
heeter@msu.edu

Wei Peng, Ph.D.

Associate Professor
Department of Media and Information
Michigan State University
404 Wilson Rd. Room 429
East Lansing, MI 48824
(517) 432-8235
pengwei@msu.edu

Johannes M. Bauer Ph.D.

Department Chair, Professor
Department of Media and Information
Michigan State University
404 Wilson Rd. Room 409
East Lansing, MI 48824
(517) 355-8372
bauerj@msu.edu