

## CURRICULUM VITAE

### **DAVID BEYEA, Ph.D.**

642 Waters Edge Drive, Whitewater, WI, 53190  
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## ACADEMIC POSITION

*Assistant Professor.* Dept. of Communication, College of Arts and Communication, University of Wisconsin – Whitewater, 2019 – present

## EDUCATION

Doctor of Philosophy, Dept. of Communication, College of Communication Arts & Sci., Michigan State University, 2019

*Dissertation:* Avatar-Based Self-Influence in a Text-Based CMC Environment

*Committee:* Brandon Van der Heide (Chair), David Ewoldsen, Allison Eden, Jingbo Meng

Master of Arts, School of Communication, University of Miami, 2014

*Advisor:* Michael Beatty

Photo-Journalism Certificate, Defense Information School, Fort Meade, MD., 2006

Bachelor of Arts, Cultural Anthropology, University of Virginia, 1999

## RESEARCH & PUBLICATIONS

### Peer-Reviewed Journal Articles

**Beyea, D.**, Ratan, R., Yiming, L., Hales, G., & Lim, C., (2022) A new meta-analysis of the Proteus effect: Studies in VR find stronger effect sizes. *PRESENCE: Virtual and Augmented Reality*.

Foxman, M., **Beyea, D.**, Leith, A., Ratan, R., Chen, V.H.H., & Klebig, B. (2021) Beyond genre: Classifying virtual reality experiences. *IEEE Transactions on Games*.1

**Beyea, D.**, Van Der Heide, B., Ewoldsen, D., Eden, A., & Meng, J. (2021). Avatar-based self-influence in a traditional CMC environment. *Journal of Media Psychology*.  
<https://doi.org/10.1027/1864-1105/a000309>

Ratan, R., **Beyea, D.**, Li, B. J., & Graciano, L. (2020). Avatar characteristics induce users' behavioral conformity with small-to-medium effect sizes: A meta-analysis of the Proteus effect. *Journal of Media Psychology*, 23(5), 651-675. <https://doi.org/10.1080/15213269.2019.1623698>

Shin, S. Y., Dai, Y., **Beyea, D.**, Prchal, B., Makki, T., Schlafhauser, K., & Van Der Heide, B. (2020). Curbing negativity: Influence of providing justifications about control over user-generated comments on social media. *Communication Research*, 47(6), 838-859.  
<https://doi.org/10.1177/0093650218794853>

Lee, J., Eden, A., Ewoldsen, D. R., **Beyea, D.**, & Lee, S. (2019). Seeing possibilities for action: Orienting and exploratory behaviors in VR. *Computers in Human Behavior*, 98, 158-165.  
<https://doi.org/10.1016/j.chb.2019.03.040>

Shin, S. Y., Van Der Heide, B., **Beyea, D.**, Dai, Y. N., & Prchal, B. (2017). Investigating moderating roles of goals, reviewer similarity, and self-disclosure on the effect of argument quality of online consumer reviews on attitude formation. *Computers in Human Behavior*, 76, 218-226.  
<https://doi.org/10.1016/j.chb.2017.07.024>

### Book Chapters

Eden, A., Ewoldsen, D., Lee, J., & **Beyea, D.** (2018). Behavioral demand as behavioral affordances in video games. In N.D. Bowman (Ed.), *Video games: A medium that demands our attention*. Routledge.  
<https://doi.org/10.4324/9781351235266-6>

### Manuscripts Under Review

**Beyea, D.**, Lim, C., Lover, A., Foxman, M., Ratan, R., & Leith, A. (Under Review). *Zoom fatigue? A meta-analytical examination of research on the antecedents of videoconferencing fatigue*. Manuscript submitted for publication.

Lim, C., **Beyea, D.**, Leith, A., Foxman, M., Ratan, R., & Klebig, B. (Under Review). *The Hyperpersonal Model of communication in virtual meetings: Exploring the roles of fatigue, social interaction anxiety, muting, and avatar use in meeting engagement*. Manuscript submitted for publication.

### Conference Papers & Presentations

**Beyea, D.**, Lim, C., Lover, A., Foxman, M., Ratan, R., & Leith, A. (2024). *Zoom fatigue? A meta-analytical examination of research on the antecedents of videoconferencing fatigue*. Paper presented at the 74th International Communication Association Conference, Gold Coast, Australia.

Lim, C., Foxman, M., Ratan, R., **Beyea, D.**, Jeong, D., & Leith, A. (2024). *Touch-up my Zoom fatigue: Positive attitudes about online meeting platforms are negatively associated with virtual meeting fatigue and positively associated with using impression management features*. Paper presented at the 74th International Communication Association Conference, Gold Coast, Australia.

**Beyea, D.**, & Leith, A. (2023). *An exploratory examination of the self-influencing effects of static avatars on Twitter*. Paper presented at the 109th National Communication Association, National Harbor, MD.

**Beyea, D.**, & French, T. (2023). *Avatar teachers: An exploration of traditional CMC theory in an asynchronous VR environment*. Paper presented at the 73rd International Communication Association Conference, Toronto, Canada

Foxman, M., Leith, A., Ratan, R., Bouzek, D., Lim, C., & **Beyea, D.** (2023). *Playfully virtual: Finding authentic communication in videoconferencing and online meetings*. Paper presented at the 73rd International Communication Association Conference, Toronto, Canada

Foxman, M., Leith, A., Sulzdorf-Liszkiewicz, A., **Beyea, D.**, Klebig, B., Graciano, L., Bouzek, D., & Ratan, R. (2022). *Playing at work: Finding and designing play into virtual meetings*. Poster presentation at the Meaningful Play 2022 Conference, East Lansing, MI.

**Beyea, D.**, Ratan, R., Lei, Y., Liu, H., Hales, G., & Lim, C. (2022). *Toward a clear definition and understanding of the Proteus effect: Examining modality and avatar uncanniness as moderators*. Paper presented at the 72<sup>nd</sup> International Communication Association Conference, Paris, France.

Foxman, M., **Beyea, D.**, Leith, A., Ratan, R., Chen, V.H.H., Klebig, B. (2021) *Hardly just hardware: Understanding games and genres in virtual reality experiences*. Paper presented at the 71st International Communication Association Conference, Virtual Conference

Foxman, M., Leith, A., **Beyea, D.**, Klebig, B., Chen, V.H.H., Ratan, R. (2020). *Virtual reality genres: Comparing preferences in immersive experiences and games*. Chi Play 2020, Virtual Conference

**Beyea, D.**, Van Der Heide, B., Ewoldsen, D. (2020). *Avatar-based self-influence in text-based cmc*. Paper presented at the 70th International Communication Association Conference, Virtual Conference

**Beyea, D.**, Ratan, R., Li, B., Graciano Velazquez, L. (2019). *This is your brain on avatars: A meta-analysis of the Proteus effect*. Paper presented at the 69<sup>th</sup> International Communication Association Conference, Washington, D.C.

**Beyea, D.**, Eden, A., Ewoldsen, D., Lee, S., Van Der Heide, B., Meng, J. (2019). *Modding and mods: Exploring the creative behavior of gamers*. Paper presented at the 69<sup>th</sup> International Communication Association Conference, Washington, D.C.

Lee, J., Eden, A., **Beyea, D.**, Lee, S., Yao, S., Joo, S.A. (2019). *From solo to social: Exploring social affordances in VR chat platforms*. Paper presented at the 69<sup>th</sup> International Communication Association Conference, Washington, D.C.

Shin, S., Dai, Y., **Beyea, D.**, Prchal, B., Makki, T., Schlafhauser, K., Van Der Heide, B. (2017). *Curbing negativity: Influence of providing justifications about control over user-generated comments on social media*. Paper presented at the 103rd National Communication Association Convention, Dallas, TX.

Van Der Heide, B., **Beyea, D.**, Dai, Y., Makki, T., Prchal, B., Shin, S., Schlafhauser, K. (2017). *Advocating political attitudes online: Testing the effects of anonymity on attitudinal advocacy and self-influence*. Paper presented at the 103rd National Communication Association Convention, Dallas, TX.

**Beyea, D.** (2017) *Refocusing video game research: From uses and gratifications to affordances*. Poster session presented at the Broadcast Education Association 2017 Research Symposium – Video Games: A medium that Demands Our Attention, Las Vegas, NV.

Van Der Heide, B., Shin, S., **Beyea, D.**, Dai, Y., Prchal, B. (2016). *The interplay of central and peripheral information in online reviews*. Paper presented at 66<sup>th</sup> Annual Conference of the International Communication Association, Fukuoka, Japan.

Van Der Heide, B., Dai, Y., Prchal, B., Shin, S., **Beyea, D.** (2016) *Evaluating the credibility of online reviewers*. Poster session presented at 66<sup>th</sup> Annual Conference of the International Communication Association, Fukuoka, Japan.

**Beyea, D.** (2016). *Teasing out the proteus effect*. Poster session presented at the Living With Media International Summer School, Wee Kim Wee School of Communication and Information at Nanyang Technological University, Singapore

Van Der Heide, B., **Beyea, D.**, Prchal, B., Shin, S., Levine, K. (2016) *A review and meta-analysis of text vs. oral persuasion: Developing a niche for CMC from early persuasion research*. Paper presented at the 102<sup>nd</sup> National Communication Association Convention, Philadelphia, PA.

**Beyea, D.** (2015). *Cyber-aggression: The hyperpersonal model goes dark*. Poster session presented at the Living With Media International Summer School, University of Cologne, Germany

**Beyea, D.** (2015). *The role of friends on Facebook: Are we judged by the behavior of others?* Paper presented at the 101st National Communication Association Convention, Las Vegas, NV.

Tran, L., Lang, K., Carcioppolo, N., & **Beyea, D.** (2014). *Role-taking as an advocacy strategy for policy reform: A comparative analysis of presentation modes in evoking empathy and willingness to act*. Games, Learning & Society Conference, Madison, WI.

## FELLOWSHIPS & GRANTS

National Science Foundation 2021 – 2025

- Co-PI on “FW-HTF-R: Collaborative Research: Virtual Meeting Support for Enhanced Well-Being and Equity for Game Developers.”
- \$1,599,851 total in support, with \$39,013 to UW-W and the remaining to Co-PI collaborators’ institutions.
- Co-PIs: Rabindra Ratan (MSU), Adam Liszkiewicz (MSU), Maxwell Foxman (UO), Alex Leith (Southern Illinois U).

UW-W Research Apprentice Program (RAP) 2020-2021

- \$1,050 total support for research material

## TEACHING

### University of Wisconsin – Whitewater, Whitewater, WI

Instructor

Comm 110: Introduction to Public Speaking

Dept. of Communication, UW-W

*Introduction to public speaking.*

Semesters: Summer 2024

Instructor

Comm 131: Introduction to Mass Communication

Dept. of Communication, UW-W

*Introduction to history and theory of print and broadcast media*

Semesters: Spring 2020

Instructor

Comm 204: Public Relations Tactics II

Dept. of Communication, UW-W

*Theory, design, and production of digital media in the context of public relations*

Semesters: Spring 2020; Spring 2022; Fall 2022; Fall 2023; Spring 2024

Instructor/Designer  
Comm 228: Interpersonal Communication  
Dept. of Communication, UW-W  
*Theory and exercises in interpersonal communication situations*  
Semesters: 2020 - 2023 (7)

Instructor  
Comm 275: Ad and PR Research Literacy  
Dept. of Communication, UW-W  
*Information gathering and assessing research for communication planning*  
Semesters: Fall 2019

Instructor/Designer  
Comm 285: Social Media Optimization  
Dept. of Communication, UW-W  
*Theory and practices for image management and engagement in digital environments*  
Semesters: 2019 - 2024 (16)

Instructor/Designer  
Comm 440/640: New Communication Technology  
Dept. of Communication, UW-W  
*Examination of theory & innovations in digital communication*  
Semesters: Fall 2020; Spring 2021

Instructor/Designer  
Comm 422: Communication Theory  
Dept. of Communication, UW-W  
*Examination and critique of communication theory*  
Semesters: 2023 - 2024 (7)

Instructor/Designer  
Comm 485: Communication Research Methods  
Dept. of Communication, UW-W  
*Methodologies and issues of communication research*  
Semesters: Fall 2021; Fall 2022; Spring 2023; Fall 2024

### **Michigan State University, East Lansing, MI**

Teaching Assistant  
Com 100: Human Communication  
Dept. of Communication, MSU  
*Introduction to process & functions of communication and public speaking*  
Semesters: Fall 2014; Spring 2015; Fall 2018; Spring 2019

Teaching Assistant  
Com 225: Introduction to Interpersonal Communication  
Dept. of Communication, MSU  
*Principles and practices of interpersonal communication*  
Semesters: Spring 2017

Teaching Assistant  
Com 240: Organizational Communication  
Dept. of Communication, MSU  
*Theories, systems, structures and processes of organizational communication*  
Semesters: Spring 2016; Fall 2016

Teaching Assistant  
Com 275: Effects of Mass Communication  
Dept. of Communication, MSU  
*Major social effects of mass media on audience behavior*  
Semesters: Summer 2016; Spring 2017

Teaching Assistant  
Com 300: Methods of Communication Inquiry  
Dept. of Communication, MSU  
*Methodologies & writing of communication research*  
Semesters: Fall 2015; Fall 2017; Fall 2018

Instructor  
Com 340: Leadership and Group Communication  
Dept. of Communication, MSU  
*Theory and research on dyadic and group relations within organizations*  
Semesters: Spring 2018

Instructor  
Com 375: Audience Response to Media Entertainment  
Dept. of Communication, MSU  
*Theory and research on audience responses to media entertainment*  
Semesters: Summer 2015

Teaching Assistant  
Com 399: Special Topics: Communication and the Internet  
*Theory and history of computer-mediated communication*  
Dept. of Communication, MSU  
Semesters: Fall 2015

Instructor/Designer  
Comm 402: Political Public Relations and Advertising  
Dept. of Communication, MSU  
*Exploration of current topics in political PR, advertising and digital communication*  
Semesters: Fall 2018

**University of Miami, Miami, FL**

Teaching Assistant  
Cos 211: Public Speaking  
School of Communication, UM  
Semesters: Fall 2013

# **SERVICE & PROFESSIONAL OUTREACH**

## **Membership and Activities**

Meaningful XR Board of Directors (Member; 2024 – Present)  
International Communication Association (Member; 2014 – Present)  
    Secretary, ICA Games Study Division (June 2024 – Present )  
National Communication Association (Member; 2012 – Present)  
Broadcast Education Association (Member; 2017)  
Meaningful Play Program Committee (Review Board; 2022)  
Association of Graduate Students of Communication (AGSCOM), MSU (Member/Officer; 2014 – 2019)

## **Service to Discipline**

Organizational Comm. Mini-Conference: Planning Committee Member, MSU (2015)  
Living with Media International Summer School: Planning Committee Member, MSU (2017)  
Meaningful XR Conference: Planning Committee Member (2024)  
Journal of Media Psychology Special Issue: Lead Guest Editor (2023 – 2024)  
Reviewer:

- Journal of Media Psychology
- Journal of Computer-Mediated Communication
- Communication Studies
- Technology, Mind, and Behavior
- Experimental Aging Research
- Addictive Behaviors Reports
- International Communication Association Conference
- National Communication Association Conference
- Meaningful Play Conference

Conference Session Chair:

- International Communication Association: Rethinking Game Limits (2022)
- International Communication Association: Hybrid of Avatars and Character Identification (2023)

## **Service to University**

Institutional Research Board (IRB) Member (2020 – Present)  
Fact vs. Fiction Book Club Co-Host (2021)  
Graduate Research Grants Committee (2023 – Present)

## **Service to School/Department**

Graduate Research Grants Selection Committee, UW-W (2023 – Present)  
Search Committee Member for Organizational Communication candidate, UW-W (2022)  
Social Media Director, Communication Department, UW-W (2019 – 2022)  
Social Committee Member, Comm Dept, UW-W (2019 – Present)  
Graduate Faculty Committee Member, Comm Dept., UW-W (2019 – Present)  
International and Intercultural Committee Member, Comm Dept., UW-W (2020 – Present)  
Recruitment/Retention Committee Member, Comm Dept., UW-W (2021 – Present)  
Comm 110 Committee Member, Comm Dept., UW-W (2021 – 2022)  
Digital Communication Certificate Development, UW-W (2020 – 2021)

AGSCOM Officer: President, MSU (2018 – 2019)  
AGSCOM Officer: Vice President, MSU (2017 – 2018)  
AGSCOM Officer: Social Chair, MSU (2015 – 2017)  
AGSCOM Officer: Treasure, MSU (2014 – 2016)

### **Service to Community**

Speaker: *Is Hindsight 20/20? Looking Back at the First Two Decades of the 21<sup>st</sup> Century*, Fairhaven Lecture Series, (2020)  
VR Consultation: Fairhaven Senior Services, (2019)

### **Further Pedagogical Training**

UW System Certificate of Online Learning (2021)  
Online-Blended Teaching Institute, UW-W (2020)  
UW-W Learning Enhancement, Assessment and Research Network Workshop Series (2019-2020)

## **AWARDS AND RECOGNITION**

John E. Hunter Meta-Analysis Award (2024)  
ICA Game Studies Division Top Reviewer Award (2020)  
Rasmussen Memorial Scholarship – Awarded for conference travel. MSU (2014)  
First Place – Multimedia Storytelling. Maryland-Delaware-DC Press Association (2010)  
First Place – Best Use of Interactive Media. Maryland-Delaware-DC Press Association (2010)

## **PROFESSIONAL EXPERIENCE**

New Media Specialist - Economic Development Administration, Washington, DC	2011
• Social media/website management & advising	
Community Relations Officer - Walter Reed Army Media Center, Washington, DC	2009 – 2011
• Community Liaison, social media management	
Journalist/Editor - Naval Media Center, Washington, DC	2005 – 2008
• Photojournalist, writer, radio broadcaster	
Mass Media Specialist - <i>USS Kitty Hawk (CV 63)</i> , Yokosuka, Japan	2002 – 2005
• Writer, video production, public affairs operations	