

CURRICULUM VITAE

DAVID BEYEA, Ph.D.

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ACADEMIC POSITION

Associate 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

Leith, A. P., Lim, C., Foxman, M., **Beyea, D.**, & Jeong, D. (2025). Stress and coping in VRchat: A mixed-method case study of the use of VRchat as a coping tool during the COVID-19 pandemic. *Computers in Human Behavior Reports*.

Beyea, D., Foxman, M., Ratan, R., Klebig, B., Leith, A., Chen, V.H.H. (2025). Metaverse-mediated communication: A call for theory-driven XR research. *Journal of Media Psychology*.

Lim, C., Ratan, R., Foxman, M., **Beyea, D.**, Jeong, D., & Leith, A.P. (2025). Examining attitudes about the virtual workplace: Associations between Zoom fatigue, impression management, and virtual meeting adoption intent. *PloS one*, 20(2), e0312354

Lim, C., Ratan, R., Pandita, S., Foxman, M., Hales, G.E., Liu, H., Lei, Y., & **Beyea, D.** (2025). Openness to the Metaverse Workplace: Zoom Fatigue and Metaverse Information Seeking Mediate Gender Inequities. *Human Behavior and Emerging Technologies*, 2025(1), 8808655

Lim, C., Ratan, R., Foxman, M., **Beyea, D.**, Jeong, D., Leith, A., (2025). Examining attitudes about the virtual workplace: Associations between Zoom fatigue, impression management, and virtual meeting adoption intent. *PloS one*.

Beyea, D., Lim, C., Lover, A., Foxman, M., Ratan, R., & Leith, A. (2025). Zoom fatigue in review: A meta-analytical examination of videoconferencing fatigue's antecedents. *Computers in Human Behavior Reports*. <https://doi.org/10.1016/j.chbr.2024.100571>

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*. 14(3), 466-477.

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

Leith, A.P., Lim, C., Foxman, M., **Beyea, D.**, & Jeong, D. (Under Review). *Dreaming a virtual reality: Identifying interpersonal and intrapersonal motivations in VRChat during the COVID-19 pandemic*. Manuscript submitted for publication.

Conference Papers & Presentations

Leith, A.P., Foxman, M., Lim, C., & **Beyea, D.** (2025). *What ADS Finds in VRChat: The Potential for VR to Address the Communication Barriers Faced by Individuals with Autism Spectrum Disorder*. Paper presented at the 75th International Communication Association Conference, Denver, CO.

Leith, A.P., Lim, C., Foxman, M., **Beyea, D.**, Jeong, D. (2025). *Stress and Coping in VRChat: A Mixed-Method Case Study of the Use of VRChat as a Coping Tool During the COVID-19 Pandemic*. Paper presented at the 75th International Communication Association Conference, Denver, CO.

Lim, C., **Beyea, D.**, Leith, A., Foxman, M., Ratan, R., & Klebig, B. (2025). *The Hyperpersonal Model of communication in virtual meetings: Exploring the roles of fatigue, social interaction anxiety, muting, and avatar use in meeting engagement*. Paper presented at the HICSS-58 Conference, Hawaii.

Foxman, M., Bouzek, D., Lim, C., Ratan, R., Klebig, B., Leith, A., **Beyea, D.** (2024). *Making a Virtual Playground: Values-Based Game Design in Meeting Platforms*. Abstract Proceedings of DiGRA 2024 Conference: Playgrounds

Milik, O.T., Jang, D., Foxman, M., Klebig, B., **Beyea, D.**, Leith, A.P., & Ratan, R.A. (2024). *Focusing on Virtual Groups: A method for focus group interviews in XR/VR group settings*. Association of Internet Researchers Selected Papers of Internet Research

Beyea, D., (2024). *Can 'Evil Monster Races' make us biased? Exploring avatar-environment interaction effects in tabletop role-playing games*. Microtalk presented at Meaningful Play 2024, Pittsburgh, PA.

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., Sulzendorf-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 72nd 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 69th 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 69th 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 69th 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 66th 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 66th 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 102nd 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

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|---|-------------|
| National Science Foundation | 2021 – 2025 |
| <ul style="list-style-type: none">● 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 |
| <ul style="list-style-type: none">● \$1,050 total support for research material | |
| UW-W Teaching and Learning Grant | 2025-2026 |
| <ul style="list-style-type: none">● \$1,000 total support for developing effective teaching strategies for Generation Alpha | |

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: 2020 - 2025 (6)

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 - 2025 (17)

Instructor/Designer
Comm 345: Persuasion
Dept. of Communication, UW-W
Semesters: Spring 2025

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 - 2025 (11)

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

Memberships and Activities

Meaningful XR Association 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

Meaningful XR Conference: Planning Committee Member (2024 – 2025)
Living with Media International Summer School: Planning Committee Member, MSU (2017)
Organizational Comm. Mini-Conference: Planning Committee Member, MSU (2015)
Journal of Media Psychology Special Issue: Lead Guest Editor (2023 – 2024)
Frontiers in Virtual Reality Special Issue: Guest Editor (2025 – 2026)
Reviewer:

- Addictive Behaviors Reports
- Communication Research
- Communication Review, The
- Communication Studies
- Computers in Human Behavior
- Computers in Human Behavior - Reports
- Experimental Aging Research
- Frontiers
- International Communication Association Conference
- International Journal of Human-Computer Interaction
- Journal of Computer-Mediated Communication
- Journal of Media Psychology
- Journal of Experimental Psychology: General
- National Communication Association Conference
- Meaningful Play Conference
- Meaningful XR Conference
- Media Psychology
- PRESENCE: Virtual and Augmented Reality
- Psychology of Popular Media
- Scientific Report
- Technology, Mind, and Behavior
- Virtual Reality
- Western Journal of Communication

Service to University

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

Service to School/Department

Recruitment/Retention Committee Chair, Comm Dept., UW-W (2024 – Present)
Recruitment/Retention Committee Member, Comm Dept., UW-W (2021 – 2024)
Search Committee Member for Public Relations candidate, UW-W (2024)
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)
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 21st 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 Medical 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	