

Rosa Mikeal Martey

CURRICULUM VITAE – 2018

rosa.martey@colostate.edu

EDUCATION

- 2006 Ph.D. in Communication, Annenberg School for Communication, University of Pennsylvania
1994 M.A. in Regional Economics, The University of Pennsylvania
1993 B.A., *cum laude*, in Regional Economics and Women's Studies, The University of Pennsylvania

ACADEMIC POSITIONS

- (2005) Instructor, Journalism and Media Communication, Colorado State University
(2006-2012) Assistant Professor, Journalism and Media Communication, Colorado State University
(2006-present) Women's Studies Affiliated Faculty, Colorado State University
(2012-2018) Associate Professor, Journalism and Media Communication, Colorado State University
(2018-present) Professor, Journalism and Media Communication, Colorado State University

INDUSTRY WORK EXPERIENCE

Apr. – Nov. 2002 **Website Consultant, Peripheral Dynamics, Inc., Philadelphia, PA**
Managed design, marketing, and project planning for corporate web-site development. Responsible for layout design, content organization, marketing strategies, branding development, and HTML programming support.

May – Aug. 1999 **Strategic Brand Manager, Antenna, Inc., Mexico City, Mexico**
Designed and conducted original research using questionnaires, interviews, and focus groups in cooperation with Gallup Mexico for presentation to various multi-national companies. Topics included international branding, product development, media use and advertising.

Jul. 1997 – May 1998 **Development/Outreach, Public/Private Ventures, Philadelphia, PA**
Designed and conducted ethnographies, interviews, focus groups, observational research, and surveys to assess the impact of urban youth-oriented programs as part of development-oriented non-profit.

Oct. 1996 – Jul. 1997 **Program & Outreach Manager, LAEDA, Inc., Camden, NJ**
Managed operations, instruction, and organization of an entrepreneurial training project for a non-profit economic development organization. Oversaw program outreach and communication, and taught entrepreneurial training classes. Wrote business funding proposals in consultation with participants.

Dec. 1994 – Sept. 1996 **Strategic Planner, J. Walter Thompson, Mexico City, Mexico**
Designed, moderated, and analyzed over 30 focus groups and 100+ interviews. Extensive analysis of local and international Nielsen and Gallup poll data, proprietary corporate client data, and other audience data. Conducted internal and external training in international branding, product development, and targeting. Design, analysis and presentation of research-based advertising strategies for national and international clients. Wrote reports and gave presentations in Spanish and English to national and international clients. Led the creation of the agency's kid marketing group, *Onda Chavos*.

CURRENT JOB DESCRIPTION

50 % Teaching 35 % Research/Creative Activity 15 % Service/Outreach 0 % Admin

HONORS AND AWARDS

2017. Graduate Student Council Advising and Mentorship Award. Nominated.

2017. Top paper, Theater, Film and New Multi-Media Division, National Communication Association: Kaye, B., Gomez, K., Howard, L., **Martey, R.M.** “Do you hear what I hear? A case for a reconceptualization of cognitive film analysis.”
2017. Top paper, Latina/o Communication Studies Division, National Communication Association: Kaye, B., **Martey, R.M.**, Howard, L. “Waking up from the American Dream: The discursive exclusion of space for colonia residents.”
2016. Graduate Student Council Advising and Mentorship Award. Honorable mention.
2016. Top paper, Communication and Technology Division, Eastern Communication Association: Banks, J., & **Martey, R.M.** “Coping with [r]evolution in online games: Vulnerability and resilience responses to perceived risk in MMO game expansions.”
2015. Gold medal, Government/Military category, International Serious Play Awards, Pittsburgh, PA, CA.: CYCLES Carnivale.
2010. TILT Teaching Fellow under the CSU Provost’s Course Redesign Competition, a campus-wide competition for training, research and re-design of JTC 211 and JTC 326. Awarded \$15,000 from TILT with \$9,500 funding from JMC.
2008. Nominated for Colorado State University Alumni Association Best Teacher Award.
2006. Merit Award for outstanding contribution, Feminist Scholarship Division, International Communication Association.
2005. Outstanding Teaching by a Graduate Student Award, sponsored by the Instructional and Developmental Division of the International Communication Association.
2005. Merit Award for outstanding contribution, Feminist Scholarship Division, International Communication Association.
2005. Emerging Star Award. American Association of University Women, Philadelphia Branch.
2005. Younger Member Convention Scholarship 2005 American Association of University Women, Pennsylvania Branch.

PUBLISHED WORKS

Refereed Journal Articles & Peer Reviewed Proceedings:

1. Banks, J. Stromer-Galley, J., **Martey, R.M.**, Wu, J. (in review). Performing and perceiving leadership in immersive digital environment. *Communication Research Reports*.
2. Stromer-Galley, J., Rossini, P.G., Kenski, K., Folkestad, J., McKernan, B., **Martey, R.M.**, Clegg, B., Oesterlund, C., Schooler, L. (in press). User-centered design and experimentation to develop effective software for evidence-based reasoning in the intelligence community: The TRACE Project. *Computing in Science and Engineering*.
3. Shaw, A., McKernan, B., **Martey, R.M.**, Stromer-Galley, J., Saulnier, E.T., McLaren, E., Rhodes M.G., Folkestad J.E., Taylor, S.M., Kenski, K., Clegg, B.A., Strzalkowski, T. (2018). Analyzing iterative training game design: A multi-method postmortem analysis of CYCLES Training Center and CYCLES Carnivale. *Multimodal Technologies Interact*, 2, 46.

4. Banks, J. & **Martey, R.M.** (2018). Coping with [r]evolution in online games: Vulnerability and resilience responses to perceived risk in MMO game expansions. *Journal of Broadcasting & Electronic Media*.
5. **Martey, R.M.**, Shaw, A., Stromer-Galley, J., Kenski, K., Clegg, B., Folkestad, J., Saulnier, T., & Strzalkowski, T. (2017). Testing the power of game lessons: The effects of art and narrative on reducing cognitive bias. *International Journal of Communication*, 17, 1635-1660.
6. Folkestad, J.E., McKernan, B., Train, S., **Martey, R.M.**, Rhodes, M.G., Kenski, K., Shaw, A., Stromer-Galley, J., Clegg, B., Strzalkowski, T. (2017). The Temporal Attention Observational (TAO) scale: Development of an instrument to assess attentive behavior sequences during serious gameplay. *Technology, Knowledge and Learning*. doi:10.1007/s10758-017-9302-7.
7. **Martey, R.M.**, Stromer-Galley, J., Shaw, A. McKernan, B. Saulnier, T., McLaren, E., Rhodes, M., Folkestad, J., Taylor, S., Kenski, K., Clegg, B., & Strzalkowski, T. (2017). Balancing play and formal learning in the design of serious games. *Games & Culture*, 12, 269-291. doi: 10.1177/1555412016674809.
8. Banks, J., & **Martey, R.M.** (2016). Put on your game face: Designing researcher presence in studies of virtual worlds. *Journal of Virtual Worlds Research*, 9(1). [no pagination]. doi: 10.4101/jvwr.v9i1.7180
9. Shaw, A., Kenski, K., Stromer-Galley, J., **Martey, R.M.**, Clegg, B., Lewis, J., Folkestad, J. & Strzalkowski, T. (2016). Serious efforts at bias reduction: The effects of digital games and avatar customization on three cognitive biases. *Journal of Media Psychology*, [May 20, 2016 advanced online publication]. doi: 10.1027/1864-1105/a000174.
10. Clegg, B.A., McKernan, B., **Martey, R.M.**, Taylor, S. M., Stromer-Galley, J., Kenski, K., Saulnier, E. T., Rhodes, M. G., Folkestad, J. E., McLaren, E., Shaw, A., & Strzalkowski, T. (2015). Effective mitigation of anchoring bias, projection bias, and representativeness bias from serious game-based training. *Procedia Manufacturing*, 3, 1558-1565. doi:10.1016/j.promfg.2015.07.438.
11. McKernan, B., **Martey, R.M.**, Stromer-Galley, J., Kenski, K., & Folkestad, J. (2015). We don't need no stinkin' badges: The impact of reward features and feeling rewarded in educational games. *Computers in Human Behavior*, 45, 299–306. doi:10.1016/j.chb.2014.12.028.
12. **Martey, R.M.**, Stromer-Galley, J. Consalvo, M., Wu, J., Banks, J., & Strzalkowski, T. (2015). Communicating age in Second Life: The contributions of textual and visual factors. *New Media & Society*, 17, 41-61.
13. Shaikh, S., Strzalkowski, T., Stromer-Galley, J., Broadwell, G.A. , Liu, T. & **Martey, R.M.** (2015). Modeling leadership behavior of players in virtual worlds. *Proceedings of Eleventh AAAI Conference on Artificial Intelligence and Interactive Digital Entertainment (AIIDE 2015)*. Santa Cruz, California.
14. Clegg, B. A., **Martey, R.M.**, Stromer-Galley, J., Kenski, K., Saulnier, T., Folkestad, J. E., McLaren, E., Shaw, A., Lewis, J. E., Patterson, J. D., & Strzalkowski, T. (2014). Game-based training to mitigate three forms of cognitive bias. *Proceedings of Interservice/Industry Training, Simulation and Education Conference (IITSEC)*, 14180, 1-12.
15. **Martey, R.M.**, Stromer-Galley, J., Banks, J., Wu, J., & Consalvo, M. (2014) The strategic female: gender-switching and player behavior in online games. *Information, Communication & Society*, 17, 286-300.
16. **Martey, R.M.**, Kenski, K., Folkestad, J., Gordis, E., Feldman, L., Zhang, H., Kaufman, N., Rabkin,

- A., Shaikh, S., Stromer-Galley, J., Shaw, A., Clegg, B. & Strzalkowski, T. (2014). Measuring game engagement: Multiple methods and construct complexity. *Simulation & Gaming: An International Journal of Theory, Practice and Research*, 45, 528-547. doi:10.1177/1046878114553575.
17. **Martey, R.M.**, & Shiflett, K. (2012) Reconsidering site and self: Methodological frameworks for virtual worlds. *International Journal of Communication*, 6, 105-126. Available: <http://ijoc.org/ojs/index.php/ijoc/article/view/971>
 18. **Martey, R.M.** & Consalvo, M. (2011). Performing the looking-glass self: Avatar appearance and group identity in Second Life. *Popular Communication*, 9(3), 165-180.
 19. Larsen, J. & **Martey, R.M.** (2011). Adolescents seeking nutrition information: Motivations, sources and the role of the internet. *International Journal of Information and Communication Technology Education*, 7(2), 74-85.
 20. **Martey, R.M.** (2010). Find more, do more, reveal less: Women's strategies for navigating gendered contexts online. *Information, Communication & Society*, 13, 1207-1229.
 21. Stromer-Galley, J. & **Martey, R.M.** (2009) Visual spaces, norm governed places: The influence of spatial context online. *New Media & Society*, 11, 1041-1060.
 22. **Martey, R.M.** & Stromer-Galley, J. (2007). The digital dollhouse: context and social norms in The Sims Online. *Games & Culture*, 2, 314-334.
 23. **Mikeal, R.**, & Sherr, S. (2002). Religion and politics: Religious discourse in the 2000 US presidential campaign. *Communicator: Quarterly Journal of the Indian Institute of Mass Communication*, 37, 31 – 39.
 24. **Mikeal, R.** (2001). Suspended in the web between chaos and structure: The emergence of complexity on the internet. *Communicator: Quarterly Journal of the Indian Institute of Mass Communication*, 36(4), 15 – 26.

Non-Refereed Journal Articles:

1. **Mikeal, R.** 2003. "Technology and social inclusion: Book Review". *Inter/Sections: The Journal of Global Communication and Culture*, 3(2).
2. **Mikeal, R.** 2003. "Cyberfeminism and artificial life: Book Review". *Feminist Media Studies* 3, 389 – 391.

Refereed Chapters in Books:

1. Folkestad, J.E., Robinson, D., McKernan, B., **Martey, R.M.**, Stromer-Galley, J., Kenski, K., Rhodes, M. G., Clegg, B.A., Shaw, A., & Strzalkowski, T. (2015). Analytics driven design: Impact and implications of team member psychological perspectives on a serious games for assessment (SEGA). In C. S. Loh, Y. Sheng, & D. Ifenthaler (Eds.), *Serious game analytics: Methodologies for performance measurement, assessment, and improvement*. (pp. 275-300). Springer: New York, NY. doi: 10.1007/978-3-319-05834-4_12.
2. **Martey, R.M.** (2008). Exploring gendered notions: Gender, job hunting and web search engines. In A. Spink and M. Zimmer (Eds.), *Web search: Interdisciplinary perspectives*. New York: Springer, pp. 51-65
3. Stromer-Galley, J. and **Mikeal, R.M.** (2006). Gaming pink: Gender and structure in The Sims Online. In P. Messaris and L. Humphreys. (Eds.), *Digital media: Transformations in human communication*. New York: Peter Lang pp. 197 - 210.

Invited Chapters in Books:

1. **Martey, R.M.** (2017). The Sims. In Mejia, R., Banks, J., & Adams, A. (Eds.) *100 Greatest video games* (pp. 162-164). New York: Rowman & Littlefield.
2. Gomez, K. & **Martey, R.M.** (2017). Princess Zelda. In Mejia, R., Banks, J., & Adams, A. (Eds.) *100 Greatest video game characters* (pp. 202-204). New York: Rowman & Littlefield.
3. **Martey, R.M.** (2014). Polite pigs and emotional elves: Age in digital worlds. In C. L. Harrington, D. Bielby, & A. Bardo (Eds.), *Aging, media, and culture* (pp. 193-204). Lanham, Maryland: Lexington Books.

Non-Refereed Proceedings/Transactions:

1. **Martey, R.M.** and Stromer-Galley, J. (2003). The digital doll house: Normative behavior in The Sims Online. *Proceedings of the Annual Conference of the Association of Internet Researchers*. Toronto, Canada, October 16-20.

Non-Juried Performances/Exhibits

1. *Multiculturalism matters: Perspectives and guides about diversity for media makers* [Booklet]. Martey, Rosa Mikeal. (2016). Fort Collins, CO: Department of Journalism and Media Communication, Colorado State University. 75-page (~25,000 words), full-color with illustrations with well-researched responses to commonly asked questions about diversity and media along with brief guides to language use around specific marginalized groups. Supervised 9 student researchers/developers, lead author.
 - Distribution: JMC students and faculty (yearly); CSU's External Relations in fall 2016. Distributed to AEJMC Accreditation team fall 2016.
 - Use in Classes: Currently used in capstone classes; used in Multicultural Strategic Communication, newswriting, and other courses in fall 2016 and in 2017.
 - Related Talks: CSU External Relations, JTC 490, JTC 460
2. *Trackable Reasoning and Analysis for Collaboration and Evaluation (TRACE)*. Online collaborative platform for performing complex reasoning and analysis for use by government intelligence analysts and others to integrate multimodal data for analysis and produce comprehensive reports.
 - Design and interface: R.M. Martey, SRC, B. McKernan, J. Folkestad, P. Rossini
 - Case development: B. Clegg
 - Training module: R.M. Martey, B. Clegg, B. McKernan, K. Kenski, L. Schooler
 - Programming: Syracuse Research Corporation, Inc. (SRC)
3. *Media and Diversity Library (MeDLi)*, Spring 2009 – 2017. Designed, developed and published extensive diversity library website of teaching and research resources on media and diversity for use by JMC and university faculty, students and staff. The site provides content related to media and diversity such as articles, syllabi, campus and community resources, and media examples.
 - Copy-writing and design: R.M. Martey
 - Programming and technical design: R.M. Martey, undergraduate team of 10 students
4. *CYCLES Carnivale*. Dec. 2015. A 60 minute, single-player, stand-alone game developed and programmed in flash to train players to reduce their reliance on three cognitive biases: anchoring bias, projection bias, and representativeness bias.
 - Game won a Gold Medal in the 2015 International Serious Play Awards competition's Government/Military category.
 - Programming: 1st Playable
 - Game puzzle/activities design: R.M. Martey, A. Shaw, J. Stromer-Galley, 1st Playable
 - Script-writing: R.M. Martey, A. Shaw, J. Stromer-Galley, 1st Playable
 - Trailer: <https://www.youtube.com/watch?v=5QqY4KmX1S4>

- Available for purchase:
play.google.com/store/apps/details?id=air.com.A1stplayable.cycles_game1
5. *CYCLES Training and Mitigation Center*. Oct. 2013. A 30 minute, single-player, stand-alone game developed and programmed in flash to train players to reduce their reliance on three cognitive biases: confirmation bias, fundamental attribution error, and bias blind spot.
 - Programming: 1st Playable (game development company)
 - Game puzzle/activities design: R.M. Martey, A. Shaw, J. Stromer-Galley, 1st Playable
 - Script-writing: R.M. Martey, A. Shaw, J. Stromer-Galley
 - Trailer: <https://www.youtube.com/watch?v=-St0x9a5uq4>
 6. *Shadows in Dalaran: The Menace of the Mauve Marauders*. Spring 2012. A 1-2 hour multiplayer quest line developed in World of Warcraft to serve as a research context for the SCRIBE project studying communication and behavior in virtual worlds. Game uses interface adaption tools to develop an add-on that provides quest windows, sound, overhead text, interactive objects, and cut scenes to create this in-world mini-game of a 20-quest chain.
 - Add-on programming: S. Lovaas
 - Game puzzle/activities design: R.M. Martey, J. Banks
 - Script-writing: R.M. Martey, J. Banks
 - Sound design: R.M. Martey
 - Cut scene writing/development: R.M. Martey
 - Demonstration videos: R.M. Martey
 - Game trailer video: A. Shaw, R.M. Martey. Online at: <http://www.youtube.com/watch?v=KLCeXot3LiI>
 7. *The Case of the Missing Moonstone: The Madness Machine*. Spring 2010. A 2-3 hour point-and-click multi-player mystery game developed and programed in *Second Life* to serve as a research context for the SCRIBE project studying communication and behavior in virtual worlds. Game uses sound, text, and visual components to provide question puzzles and information.
 - Island object development and programming: R.M. Martey
 - Game puzzle/activities design: R.M. Martey, J. Stromer-Galley, M. Consalvo
 - Script-writing: R. Martey, T. Herrera, K. Shiflett
 - Sound design and voice overs: R.M. Martey
 - Demonstration videos: T. Herrera, R.M. Martey
 - Game trailer video: A. Shaw, R.M. Martey. Online at: http://www.youtube.com/watch?v=HA6dP-a_H14

GRANTS AND FUNDING

Externally-Funded Projects

Jan. 2017 – Sept. 2021. Intelligence Advanced Research Projects Activity. *Trackable Reasoning and Analysis for Collaboration and Evaluation (TRACE)*; PI J. Stromer-Galley; CSU PI: **R.M. Martey**; CSU Co-PIs: J. Folkestad. \$11,504,184 total project funding. ~\$1.3 million CSU portion.

- Multi-university, interdisciplinary, federally funded project developing and experimentally testing a web-based intelligence analysis application that helps analysts accurately and efficiently reason through and trace complex tasks to produce clear, well-supported intelligence products addressing a wide range of analytic problems.
- **My role:** interface design, training module, usability testing, user experience development, engagement measurement and analysis, lead report writer.
 - Left project Sept 2018; New CSU PI: J. Folkestad.
- **Funded:** 2 Ph.D.. students' full tuition and half-time stipend each semester, along with conference travel for students and faculty. Course buyouts, summer salaries.

Oct. 2011 – Dec. 2015. Intelligence Advanced Research Projects Activity. *Mitigating Analytical Bias*

through *CYCLES of Transformative Learning in Serious Games*, PI: T. Strzalkowski; CSU PI: **R.M. Martey**; Co-PIs: J. Stromer-Galley, K. Kenski, J. Folkestad, B. Clegg. \$8,680,177 total project funding; ~\$2 million CSU portion.

- One of two teams offered continued funding for the project, after four teams cut from the program as of June, 2014.
- Multi-university, interdisciplinary, federally funded project examines and tests educational outcomes, engagement and motivation through development and experimental testing of a custom video game. Incorporates faculty and professional expertise from the fields of communication, education, psychology, computer science, commercial game development, intelligence analysis, and linguistics.
- **My role:** game design management, manager social science team, lead report writer, co-analyst.
- **Funded:** 2 – 6 Ph.D. and M.S. students' full tuition and half-time stipend each semester, along with conference travel for students and faculty. Course buyouts, summer salaries.

October 2009 – October 2012. Intelligence Advanced Research Projects Activity. *Virtual World to Real World Inferences: Multi-Variant Analysis of Leadership, Gender, and Related Player Characteristics through the Lens of Group Dynamics*. PI K. Reene. CSU PI: **R.M. Martey**; Co-PIs. J. Stromer-Galley, M. Consalvo, T. Strzalkowski. ~\$2,000,000 total project funding. ~\$600,000 CSU portion.

- Multi-university, interdisciplinary, federally funded project incorporating communication, linguistics, and computer science, that identifies relationships among behaviors in online virtual worlds such as communication, avatar design and movement, and offline characteristics such as age, gender, education, leadership and social conformity.
- **My role:** primary game and research designer/ programmer. Principal statistical analyst; lead report writer.
- **Funded:** 2-6 Ph.D. and M.S. students' full tuition and half-time stipend each semester, along with conference travel for students and faculty. Course buyouts, summer salaries.

Un-Funded Projects as PI or CoPI

June, 2015. *Virtual Environments for Leadership Identification and Development*. United States Army Research Institute (ARI) for the Behavioral and Social Sciences. PI: B. Clegg. Co-PIs: R. Martey, J. Stromer-Galley, K. Kraiger. \$700,000 requested funding. \$500,000 CSU portion.

- Multi-university, interdisciplinary project examining models of leadership development and training within virtual environments and the transfer of development from virtual to real-world situations.
- **My role:** Co-lead proposal writer, lead graphical and task design. Lead behavioral assessment design and measurement. Experimental design and data collection.
- Not funded.

December, 2014. *Assessing Collaborative Learning and Automated Feedback in Online Education using the Tools for Higher Education Ensemble Assessment*. National Science Foundation. PI: J. Stromer-Galley. Co-PIs. R. Martey, T. Strzalkowski, K. Kenski. \$451,000 requested funding. \$37,000 CSU portion.

- Multi-university, interdisciplinary project examining how automated language processing tools implemented through game-based designs can enhance online learning.
- **My role:** Co-lead proposal writer; lead report writer; lead game-based learning designer; lead graphical interface designer. Experimental design and data collection. Statistical analyses. Budgeting CSU portion.
- Not funded.

December, 2014. *Virtue in the Virtual Arena (ViVA): The Ethics and Integrity of Self-Representation in World of Warcraft*. Templeton Religion Trust, "The Self, Motivation, and Virtue" program. PI: Martey, co-PIs: C.K. Steele, S. Sloane, D. Thompson, D. E. Wittkower, Banks, J., Gray, K. \$189,980 requested funding.

- Multi-disciplinary, multi-university project examining communication, narrative, and social norms in online multiplayer game and related blogs through textual analysis and in-depth interviews.

- **My role:** Lead project design; lead survey development; lead interviewer; lead statistical and interview analyses; lead report writer. Budgeting.
- Not funded.

Related Independent Contracts

Fall 2012 – Fall 2013. Poudre Valley Health System. Independent consultant for mobile application/game design and evaluation as part of a community health initiative to improve healthy habits.

September 2011 – March 2012. LEGACY Foundation. Independent consultant for evaluation and design of *Flavor Monsters*, a mobile game developed as part of the truth campaign aimed at reducing youth smoking. Project funded by the Center for Disease Control.

Internally-Funded Awards

Graduate Recruitment Award. Recruitment and outreach of graduate students. \$600. 2016.

Talking Politics, Talking Participation: Social norms around political exchanges on Facebook, PI. Martey, CSU Center for Research on Communication and Technology, \$2,000. 2011

JTC 211 and JTC 326 Course Redesign, co-PIs. Martey and M. Kim, CSU Provost's Course Redesign Competition, The Institute for Learning & Teaching (TILT), \$15,000 from TILT, with additional \$9,500 funding from JMC. August 2010 – June 2011

Information Overload and Seeking Health Information Online (renewal), PI. Martey, CSU Center for Research on Communication and Technology, \$2,000. 2007

Information Overload and Seeking Health Information Online, PI. Martey, CSU Center for Research on Communication and Technology, \$2,000. 2007

Internally Funded Competitive Travel Awards

Colorado State University, College of Arts and Sciences, Fall, 2016, \$1,600
 Colorado State University, College of Arts and Sciences, Spring, 2016, \$2,000
 Colorado State University, College of Arts and Sciences, Fall 2010, \$900
 Colorado State University, College of Arts and Sciences, Summer 2010, \$1120
 Colorado State University, College of Arts and Sciences, Summer 2009, \$950
 Colorado State University, College of Arts and Sciences, Spring 2008, \$1450
 Colorado State University, College of Arts and Sciences, Fall 2007, \$750
 Colorado State University, College of Arts and Sciences, Spring 2007, \$850
 Colorado State University, College of Arts and Sciences, Fall 2006, \$1200
 Colorado State University, College of Arts and Sciences, Summer 2006, \$1780

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS

Invited Lectures

2017 Invited Moderator, *Asma Khalid from National Public Radio*, CSU Office of International Programs, Fort Collins, CO

2016 Invited speaker, *Multiculturalism Matters: Guides for diversity and inclusion for media makers.* CSU External Relations, Fort Collins, CO.

2016 Guest lectures, JTC 490. 4 guest lectures, *Multiculturalism Matters promotional plans.* CSU, Fort Collins, CO.

2015 Invited speaker, *What can we learn from games?*, Leshar Middle School, Fort Collins, CO.

- 2013 Invited speaker, *Games and Research*, Blevins Middle School “Scientists Making a Positive Impact” series, Fort Collins, CO
- 2012 Invited Speaker. *The Future of Using Video Games to Learn about Human Behavior*. FutureVisions, ISTeC . Full day conference, held on the CSU campus, features academic and corporate guest speakers who are experts in their fields.
- 2012 Invited Guest Lecture, PSY 437 Psychology of Gender. *Performing gender in online spaces*.
- 2011 Invited Keynote speaker, *Applying Game Design Principles to Research, Teaching, and Outreach*, Association for Communications Excellence in Agriculture, Natural Resources, and Life and Human Sciences, ACE/NETC ver 2.011, Denver
- 2011 *Getting Inside the Game: Video Games and Student Life*, Department of Student Affairs Mid-Year Director’s Retreat: Students, Today, Tomorrow, and in the Future, Colorado State University, Fort Collins, CO
- 2010 *Online Research and Ethical Considerations of Working with Human Subjects*, Internal Review Board Retreat, Colorado State University, Fort Collins, CO
- 2010 *Game On! Engaging Students through Play-Oriented Learning*, The Institute of Teaching and Learning Teaching with Technology Series, Colorado State University, Fort Collins, CO
- 2009 ‘*What’s on your Mind*’ Really? *Identity, Social Norms, and Self-Expression in Online Spaces*, Women’s Studies Colloquium, Colorado State University, Fort Collins, CO

Competitive Presentations

- 2009 Rosa Mikeal Martey. *MeDLi Online: A Collaborative Environment for Thinking, Learning and Talking about Media and Diversity*, 9th Annual Diversity Conference, Colorado State University, co-Presenter, Fort Collins, CO
- 2006 Rosa Mikeal Martey. *Taking Control of Your Job Search: Identity and Flexibility Online*, 6th Annual Diversity Conference, Colorado State University, Presenter, Fort Collins, CO

Selected Conference Papers

- 2019 Boichak, O., Canzonetta, J., Sitaula, N., McKernan, B., Taylor, S.M., Rossini, P., Clegg, B. A., Kenski, K., **Martey, R. M.**, McCracken, N., Østerlund, C., Myers, R.A., Folkestad, J.E., Stromer-Galley, J. *Beyond the medium: Rethinking information literacy through crowdsourced analysis*. 52nd Hawaii International Conference on System Sciences (HICSS). Grand Wailea, Maui, Jan. 8 – 11, 2018.
- 2018 Stromer-Galley, J. Martey, R.M., Banks, J., Wu, J. *Communicating leadership in immersive digital environments*. 6th Annual Conference of the International Communication Association, Prague, Czech Republic, 24-28 May.
- 2017 **Kaye, B., Gomez, K., Howard, L., **Martey, R.M.** *Do you hear what I hear? A case for a reconceptualization of cognitive film analysis*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX, Nov. 16-19, 2017.
***Top paper, Theatre, Film, and New Multi-Media*
- 2017 **Kaye, B., **Martey, R.M.**, Howard, L. *Waking up from the American Dream: The discursive exclusion of space for colonia residents*. Paper presented at the annual meeting of the National Communication Association, Dallas, TX, Nov. 16-19, 2017.
***Top paper, Latina/o Communication Studies*
- 2017 Raftery, C., Scott, S., Martey, R.M. *The haunted dispersion: Ghost protests and activism in the*

digital era. Paper presented at the annual meeting of the International Association for Media and Communication Research, Cartagena, Colombia, July 16-20, 2017.

2016 **Martey, R.M.**, Stromer-Galley, J., McKernan, B., Wu, C., Shaw, A. *Gamer rules: Boundaries and rationales of what makes a 'gamer'*. Paper presented at the Association of Internet Researchers, Berlin, Germany, October 9-14, 2016.

2016 **Martey, R.M.**, Stromer-Galley, J., Shaw, A. McKernan, B. Saulnier, T., McLaren, E., Rhodes, M., Folkestad, J., Taylor, S., Kenski, K., Clegg, B., & Strzalkowski, T. *Hitting the sweet spot: How balancing types of learner struggle can enhance learning outcomes for an educational game*. Paper presented at the International Communication Association conference, Fukuoka, Japan, July 9-13, 2016.

2016 ****Banks, J., & Martey, R.M.** *Coping with [r]evolution in online games: Vulnerability and resilience responses to perceived risk in MMO game expansions*. Paper presented at the annual convention of the Eastern Communication Association, Baltimore, MD.

****Top paper, Communication and Technology Division**

2015 Gordon, R., Kopecky, J., Veinott, E., Bush, R., Strzalkowski, T., **Martey, R.M.**, & Stromer-Galley, J. *Getting Sirius about higher education training: Lessons learned from a large scale team approach to game research*. Paper presented at Games + Higher Education + National Impact conference, Washington, D.C., December 10-11.

2015 Stromer-Galley, J., **Martey, R.M.**, Banks, J., Wu, J. *Communicating leadership online: Examining three facets of leadership in two virtual worlds*. Paper presented at the International Communication Association conference, San Juan, Puerto Rico, May 21-25.

2015 **Martey, R.M.**, Steele, C. K., Sloane, S., Wittkower, D. E. *Virtue in the virtual arena: Contributions of code, language, and norms to identity ethics in World of Warcraft*. Paper presented at the International Communication Association conference, San Juan, Puerto Rico, May 21-25.

2015 McKernan, B., **Martey, R.M.**, Stromer-Galley, J., Shaw, A., Saulnier, T., Folkestad, J., Kenski, K., Rhodes, M., Clegg, B., & Strzalkowski, T. *We don't need no stinkin' badges: The impact of reward features and feeling rewarded in educational games*. Paper presented at the International Communication Association conference, San Juan, Puerto Rico, May 21-25.

2015 Banks, J. & **Martey, R.M.** *Multiphrenic mages? Examining assumptions of the postmodern self in an online gaming context*. Paper presented at the International Communication Association conference, San Juan, Puerto Rico, May 21-25.

2015 Clegg, B. A., McKernan, B. Rhodes, M. G., Taylor, S., **Martey, R.M.**, Stromer-Galley, J., Kenski, K., Saulnier, T., Folkestad, J. E., McLaren, E., Shaw, A., & Strzalkowski, T. *Effective mitigation of anchoring bias, projection bias, and representativeness bias from serious game-based training*. Paper presented at the 7th International Conference on Applied Human Factors and Ergonomics, 27-31 July.

2015 Shaikh, S., Strzalkowski, T., Stromer-Galley, J., Liu, T., & **Martey, R.M.** *Modeling leadership behavior of players in virtual worlds*. Paper presented at the Eleventh AAAI Conference on Artificial Intelligence and Interactive Digital Entertainment, Santa Cruz, California, November 14-18.

2014 Clegg, B., **Martey, R.M.**, Folkestad, J., Stromer-Galley, J.; Kenski, K.; Saulnier, T.; McLaren, E., Shaw, A., Lewis, J., Patterson, J., Strzalkowski, T. *Game-based training to mitigate three forms of cognitive bias*. Paper presented at the Interservice/Industry Training, Simulation and Education Conference (IITSEC). Orlando, FL, December.

2014 Saulnier, T., **Martey, R.M.**, Shaw, A., McLaren, E., Stromer-Galley, J., & Strzalkowski, T. *Game design: Art and science*. Paper presented at The Annual International Academic Conference on Meaningful Play, East Lansing, MI, October.

2014 Bush, R., Symborski, C., **Martey, R.M.**, Saulnier, T. Veinott, B. *Tuning the knobs and dials: Empirically maximizing features for serious games*. Paper presented at the Games – Learning – Society (GLS) conference, Madison, WI, June 11-13.

- 2014 **Martey, R.M.**, Shaw, A., Stromer-Galley, J., Kenski, K., Clegg, B., Folkestad, J., Saulnier, T. and Strzalkowski, T. *Testing the power of game lessons: the effects of art and narrative on reducing cognitive biases*. Paper presented at the Digital Games Research Association (DiGRA) Conference, Snowbird, UT, August.
- 2013 Stromer-Galley, J., Clegg, B., Shaw, A. **Martey, R.M.**, Folkestad, J. Kenski, K., & Strzalkowski, T. *Serious efforts at bias reduction: The effects of digital games and avatar customization on three cognitive biases*. Paper presented at the annual meeting of the National Communication Association, Washington, DC.
- 2013 **Martey, R.M.**, J. Stromer-Galley, J. Banks, J. Wu, M. Consalvo, and D. Castillo. *Dwarf acts like a lady: The importance of gender roles in understanding gender switching and player behavior*. Association of Internet Researchers 14. Denver, CO.
- 2012 **Martey, R.M.**. *Methods and technologies for studying communication and behavior in virtual worlds*. Five-paper panel. Association of Internet Researchers 13, Manchester, UK.
- 2012 J. Banks, **Martey, R.M.**, S. Lovaas, J. Champ. *The Shattering: Individual experience and social construction of a virtual world catastrophe*. Association of Internet Researchers 13, Manchester, UK.
- 2011 J. Stromer-Galley, **Martey, R.M.**, K. Reene, M. Consalvo, M. Weihman-Purcell, T. Strzalkowski. *Identifying social conformists in a virtual world*, Association of Internet Researchers 12, Seattle
- 2011 **Martey, R.M.**, J. Stromer-Galley, M. Consalvo, K. Reene, M. Weihman-Purcell & T. Strzalkowski, Shiflett, K., Wu, J., Banks, J., Small, S., & Ferguson, M. *Gamer Culture versus the culture of the game: An analysis of player behavior and gamer identity in Second Life*, Association of Internet Researchers 12, Seattle
- 2011 J. Banks & **R.M. Martey**, *The happiest day of my Second Life: Performances of romantic relationships in second life public profiles*, Association of Internet Researchers, Seattle
- 2011 **Martey, R.M.**, *Playing to the audience: Designing the self in virtual worlds*. International Communication Association, Boston
- 2010 **Martey, R.M.** & M. Consalvo, *Through the looking-glass self: Group identity and avatar design in Second Life*, The Online Video Game: New Space for Socialization, Montreal
- 2009 **Martey, R.M.**, *Publish Together or Perish Alone: Collaboration and productivity in academia*, International Association for Media and Communication Research Annual Conference, Mexico City
- 2008 **Martey, R.M.** & J. Stromer-Galley, *Perceiving digital space: The role of visual-spatial context in online interaction*, International Association for Media and Communication Research, Stockholm
- 2007 **Martey, R.M.**, *Job-searches in communicative context: Gendered processes of information-seeking online*, International Association for Media and Communication Research, Paris
- 2007 **Martey, R.M.** & P. Seel, *Integrating theory and hands-on practice in the introductory visual communication course*, VisCom, Estes Park, CO
- 2005 **Martey, R.M.** *Beyond Boy-Girl-Boy-Girl: Re-thinking measurements of gender for quantitative analysis*, International Communication Association, New York
- 2003 J. Stromer-Galley & **R.M. Martey**, *3D Chat: The next generation of social interaction online?* Digital Media and Communication Conference, Annenberg School for Communication, University of Pennsylvania, Philadelphia
- 2003 **R. Mikeal** & J. Stromer-Galley, *The digital doll house: Normative behavior in the Sims Online*, Association of Internet Researchers, Toronto
- 2001 **Martey, R.M.**, *Sexing political information: Knowledge gap theories and gender effects in an information society*, International Association for Media and Communication Research, Budapest
- 2001 **Martey, R.M.**, *Suspended in the web between chaos and structure: The emergence of*

complexity on the internet. International Association for Media and Communication Research, Budapest

2001 **Gross, R.M.** & S. Sherr, *Talking politics/talking religion: Religion in the 2000 presidential campaign*, International Association for Media and Communication Research, Budapest

2000 **Gross, R.M.** & O. H. Gandy, Jr., *Congressional Hearings: The case of workforce training*, International Association for Media and Communication Research, Singapore

2000 **Gross, R.M.**, K. Kenski & K. H. Jamieson, *Inconsistent consensus: A communication perspective on the valence-issue paradigm*, International Communication Association, Acapulco, Mexico

TEACHING (past 5 years)

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2012	Spring	JTC 468 – Convergence & Hypermedia Capstone	3	13
2012	Fall	JTC 792 – Comm & Information Tech Theory	3	8
2013	Spring	JTC 413 - New Technologies and Society	3	49
2013	Spring	JTC 495/795 – Independent Study	3	2
2013	Summer	JTC 496 – Content Analysis Workshop	1-3	8
2013	Fall	JTC 460 - Media Development (capstone)	3	17
2014	Spring	JTC 460 - Media Development (capstone)	3	15
2014	Fall	JTC 460 - Media Development (capstone)	3	13
2014	Fall	JTC 661 – Information Design (co-taught)	3	11
2015	Spring	JTC 640 – Public Comm & Tech	3	10
2015	Spring	JTC 460 - Media Development (capstone)	3	18
2015	Fall	JTC 460 - Media Development (capstone, co-taught)	3	46
2016	Spring	JTC 496/386 – Group study (diversity book)	3	6
2016	Spring	JTC 460 - Media Development (capstone)	3	18
2016	Fall	JTC 460 - Media Development (capstone)	3	20
2016	Fall	JTC 698/798 - Research	3	9
2017	Spring	JTC 460 – Media Development (capstone)	3	18
2017	Summer	JTC 460 – Media Development (capstone)	3	10
2018	Fall	JTC 460 – Media Development (capstone)	3	18
2018	Fall	JTC 365 – Trends in Digital Communication	3	25

STUDENT ADVISING/GRADUATE SUPERVISION

UNDERGRADUATE STUDENTS:

12 Current Undergraduate Advisees

GRADUATE STUDENTS:

Current Graduate Advisees (7):

Ashley Moore, Ph.D. – Active, proposal defense schedule November 2018

Steven Lovaas, Ph.D. – Active, completed proposal defense October 2018

Brad Kaye, PhD – Active, writing proposal

Stephanie Train, Ph.D. – Active, writing proposal

Chris Raftery, Ph.D. – Active, writing proposal

Stephanie Scott, M.S. – Active, proposal defense scheduled fall 2018

Sean McDermid, M.S. – Active, defended proposal summer 2018

Current Graduate Committee Memberships (7, excluding those chaired):

4 M.S./M.A. as outside member

2 Ph.D. as outside member

0 Ph.D. as JMC inside member

1 M.S. as JMC inside member

Degrees completed under my supervision as chair:

Ph.D. (2):

- Jamie Banks (2013). *Human-technology relationality and self-network organization: Players and avatars in World of Warcraft*
- Heidi Huntington (2017). *The affect and effect of internet memes: Assessing perceptions and influence of online user-generated political discourse as media*

M.S. (10):

- Lisa Cantrup (2007). *Web search strategies by women versus men*
- Brooke Schledewitz (2007). *The road to inclusion and acceptance: Experiences of women in the sports journalism profession*
- Jessica Larsen (2010). *Adolescents and nutrition information-seeking: The role of the internet*
- Ashley Blickenstaff (2011). *I'm fairly credible, don't you think? A study of the effects of gendered language on source credibility and persuasion*
- Kate VanWyngarten (2012). *New participation, new perspectives? Youth's political engagement using Facebook*
- Meghan Norton-Swalla (2015, Plan B). *Strategic planning for the Loveland Sculpture Invitational*
- June Macon (2017). *User-generated content: An examination of users and the commodification of Instagram posts*
- Anna Gerber (2017, Plan B). *Strategic fundraising communication plan for the Office of International Programs at Colorado State University*
- Adam Walsh (2017). *"I see what you're saying": Examining self-disclosure and nonverbal communication in digital environments*
- Marie Allen (2018). *Sharing health-related stigma through selfies and its perceived potential for de-stigmatization*

Descriptions of Mentoring Activities

- Mentor 2 – 6 graduate research assistants by supervising research, providing in-depth instruction on statistics, methods, research design, data collection, and literature review.
- Co-author papers associated with various research projects with graduate students, and conduct original research with graduate students.
- Regularly (2 – 8 times per semester) meet with non-advisee graduate students to discuss research design, papers, and thesis or dissertation work.
- Faculty mentor for two assistant professors in my department (2014 – 2017)

UNIVERSITY COMMITTEE MEMBERSHIP

CSU Grievance Panel, JMC Representative, 2018 – 2021

JMC Tenure & Promotion Committee, **Chair**, fall 2018 – present. Member, 2012 – present

JMC Diversity Committee, **Chair**, 2010-2011; 2015 – 2017; member, 2006 - present

JMC Graduate Committee, member, fall 2012 – present

Ad-hoc committee for Capstone development, **Chair**, spring 2014 – present

JMC Faculty Search Committee, member, fall 2012; 2013; 2015

JMC Merit Committee, **Chair**, 2012 – 2013; member, 2007-2008; 2011-2013; 2014-2015; 2018-2019

Advising and consulting for CSU Human Subjects Review board, 2012

Ad-Hoc Department Committee for the JMC web site, member, 2008-2010

Information Science & Technology Center (ISTeC) University committee, member, 2007-2009

JMC Information Technology Committee, member, 2006-2010

JMC Library Committee, member, 2006-2007

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

2018 – present. Associate Editor, *Human Technology*.

2016 – 2018. Organizing Committee, International Association for Relationship Research (IARR)

2015 – 2017. Promotions Chair, Game Studies Division, National Communication Association.

2014, 2016 – Doctoral Colloquium advisor, Association of Internet Researchers.

Manuscript referee: Association of Internet Researchers; International Communication Association; National Communication Association; *Game Studies*, *Sex Roles*, *Journal of Computer-Mediated Communication*; *Information, Communication & Society*; *Journal of Communication*; *New Media and Society*; *Cyberpsychology & Behavior*; *Feminist Media Studies*.

2008 – 2011. Webmistress, Emerging Scholars Network section. International Association for Media and Communication Research.

2002 – 2008. Section president, Junior Scholars Network section. International Association for Media and Communication Research.

2006 – 2008. Webmistress for the Feminist Scholarship Division of the International Communication Association.

2003 – 2008. Newsletter production editor for the Feminist Scholarship Division of the International Communication Association.

2004. *The Handbook of Information Security*. Hossein Bidgoli (Ed.). John Wiley & Sons, Inc. Peer Referee.

2001 – 2002. Junior Scholars Network section Vice-president

1999 – 2000. Annenberg School Graduate Council Representative, University of Pennsylvania

2011 – present. Member, Association of Internet Researchers.

1999 – present. Member, International Communication Association

1999 – present. Member, National Communication Association.

2000 – 2013. Member, International Association for Media and Communication Research

1999 – 2001. Member, American Political Science Association

2001 – 2003. Member, Association for Education in Journalism and Mass Communication. Session chair Summer 2001.

OTHER ACTIVITIES/ACCOMPLISHMENTS

Moderator, Alumni Media Festival, Colorado State University, Fort Collins, CO, 2016

Judge, Multicultural Undergraduate Research, Art and Leadership Symposium (MURALS), 2016, 2017.

Development and planning of the Communication and Technology Center (CaT) and Lab in the department of Journalism and Media Communication.

Vice President, Board of Directors, Open Stage Theatre, Summer 2012-present; member 2010 – 2015

Contest Judge, Moderator, Alumni Media Festival, Colorado State University, Fort Collins, CO, 2009-2011

Faculty Judge for CSU ITeC High School Day, 2007-2010

Re-design and programming of JMC department website, 2008

2002 – 2009. Webmistress, Emerging Scholars Network section. International Association for Media and Communication Research.

2002 – Summer 2008. Section president, Emerging Scholars Network section. International Association for Media and Communication Research. Currently serving as Outgoing Chair, providing extensive support and guidance.

2006 – Fall 2008. Webmistress for the Feminist Scholarship Division of the International Communication Association.

2000 – 2005. American Association of University Women, Philadelphia Branch. Newsletter Editor;
2000 – 2005. Website designer, editor. 2002 – 2005.

2000 – 2003. Member, League of Women Voters, Philadelphia Branch. Newsletter Editor, 2000 – 2002.

2002. Website Design Consultant, Peripheral Dynamics, Inc., Philadelphia, PA.

Spring 2013 – present. Chorus member of the Larimer Chorale.

Fall 2010 – 2012. Chorus member of Rocky Mountain Chamber Singers.

Summer 2008, summer 2010. Chorus member for Opera Fort Collins fully staged production of *La Bohème*, *La Traviata*.

1990 – 2005. Choral member and soloist. University of Pennsylvania Choir, University of Pennsylvania Choral Society, University of Pennsylvania Chamber Singers.

2002 – 2005. Paid choir member and soloist. St. Peter's Episcopal Church. Philadelphia, PA.