

# Emory S. Daniel Jr. PhD. エモリーダニエル先生

Associate Professor | Visiting Researcher | Advertising & Game Studies  
Department of Communication | Appalachian State University  
Cell: (919) 632-7931 | Office: (828) 262-2407 | danieles@appstate.edu

---

## FACULTY AFFILIATIONS

---

<b>Associate Professor</b>	<b>2023 - Present</b>
----------------------------	-----------------------

Department of Communication, Appalachian State University

<b>Assistant Professor</b>	<b>2017 – 2023</b>
----------------------------	--------------------

Department of Communication, Appalachian State University

<b>Graduate Teaching Assistant</b>	<b>2013 - 2017</b>
------------------------------------	--------------------

Department of Communication, North Dakota State University

<b>Lecturer</b>	<b>2010 - 2013</b>
-----------------	--------------------

Department of Communication, Coastal Carolina University

<b>Graduate Teaching Assistant</b>	<b>2007 - 2009</b>
------------------------------------	--------------------

Department of Communication, Virginia Polytechnic Institute and State University

## EDUCATION

---

<b>Doctor of Philosophy in Communication</b>	<b>2017</b>
--	-------------

Department of Communication, North Dakota State University

*Dissertation:* Cloudy with a Chance of Endorsements: Analyzing Vaping Communities through Taylor's Strategy Wheel and Parasocial Interactions

<b>Master of Arts in Communication</b>	<b>2009</b>
--	-------------

Department of Communication, Virginia Polytechnic Institute and State University

*Thesis:* A Game that Cannot be Won: Media Framing of the Duke Lacrosse Rape Scandal

<b>Bachelor of Science in Advertising</b>	<b>2007</b>
---	-------------

Department of Communication, Appalachian State University

*Senior Project:* Outcome Valence with Regards to Positive and Negative Experiences and the Expansion of Identity: An Extension of the Theory of Planned Behavior

## JOURNAL PUBLICATIONS

---

- Daniel E.S.**, Orme, S. & Ferchaud, A. (2025). Why Can't We Be Friends (With Streamers): Streamers and Content Creators Perception of Parasocial Relationships and Therapeutic Inquiries on Stream. *Mediekultur: Journal of Media and Communication Research*, 78, 149-170. DOI: <https://doi.org/10.7146/mk.v40i78.136534>
- Ferchaud, A., Johns, A., & **Daniel, E.S.** (2024) Beloved Bingeable Breakups? The impact of binge watching on retrospective imaginative involvement, parasocial relationships, and parasocial breakups. *Journal of Media Psychology*. DOI: <https://doi.org/10.1080/15213269.2024.2354789>
- Ferchaud, A., Orme, S., & **Daniel, E.S.** (2022). Morality inside the matrix: A qualitative exploration of gamers' moral considerations within virtual game space. *Journal of Gaming and Virtual Worlds*. [https://doi.org/10.1386/jgvw\\_00056\\_1](https://doi.org/10.1386/jgvw_00056_1)
- Ferchaud, A., Yan, Z., & **Daniel, E.S.** (2022) Binging on the Heartbreak: The Effect of Binge Watching on Narrative Engagement and Parasocial Breakups. *Psychology of Popular Media*. <https://doi.org/10.1037/ppm0000414>
- Kowert, R. & **Daniel, E.S.** (2021). The one-and-a-half sided parasocial relationship: The curious case of life-streaming. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chbr.2021.100150>
- Perreault, G., **Daniel, E.S.**, & Tham, S. (2021). The Social Identity of 'Loot Box' gamers: A case study of the Final Fantasy Brave Exvius. *Game Studies*, 21(2), [https://gamestudies.org/2102/articles/perreault\\_daniel\\_tham](https://gamestudies.org/2102/articles/perreault_daniel_tham)
- Crawford, E. & **Daniel, E.S.**, Yakubova, M., & Kodagoda-Peiris, I. (2020). Connecting without connection: Using Social Media to Analyze Problematic Drinking Among Mothers. *Journal of Current Issues and Research in Advertising*, <https://doi.org/10.1080/10641734.2019.1659195>
- Daniel, E.S.**, Crawford, E., & Westerman, D. (2018). Understanding the influence of Social Media Influencers: Using the Lens of Taylor's Strategy Wheel and Parasocial Interaction to Understand Online Vaping Communities. *The Journal of Interactive Advertising* <https://doi.org/10.1080/15252019.2018.1488637> (JIAD Finalist: "Best Paper" of 2018)
- Daniel E.S.** & Westerman, D. (2017). Valar Morghulis (All Parasocial Men Must Die): Having nonfictional responses to a fictional character. *Communication Research Reports*. 34(2), 143-152. <http://dx.doi.org/10.1080/08824096.2017.1285757>
- Crawford, E., **Daniel, E. S.**, Westerman, D. (2016). From Introducing the World Wide Web to Teaching Advertising in the Digital Age: Analysis of the past twenty years of the Journal of Advertising Education. *Journal of Advertising Education*, 20(1-2), 54-65. <https://doi.org/10.1177/10980482160201>

Westerman, D., **Daniel, E.S.**, & Bowman, N. (2016). Learned risks and experienced rewards: Exploring the potential sources of students' attitudes towards social media and face-to-face communication. *Internet and Higher Education Journal*, 31, 52-57  
<https://doi.org/10.1016/j.iheduc.2016.06.004>

Holody, K. J. & **Daniel E.S.** (2015). Frames and attributes of the Aurora, Colorado shootings: Examining differences in local and national news coverage. *Journalism Practice*, 1, 80-100, <https://doi.org/10.1080/17512786.2015.1121786>

**Daniel E.S.** & Littlefield, R. (2015). Playing to two constituencies: Reputational management and stakeholder perceptions. *Communication Speech & Theatre Association of North Dakota*, 28.25-35.

## **BOOK PUBLICATIONS (EDITOR)**

---

Bean, A., **Daniel, E.S.**, & Hays, S. (2020). *A Clinicians Guide to Geek Culture*. Fort Worth, TX, Leyline.

## **BOOK CHAPTER PUBLICATIONS**

---

**Daniel E.S.** (Forthcoming). The Locus of Control in the Butterfly Mansion. In A. Bean (Ed.), *The Psychology of Demon Slayer*. Fort Worth, TX. Leyline

**Daniel E.S.** (2024) We were always an unlikely pair: Five and Delores. In R. Kowert (Ed.), *The Psychgeist of Pop Culture: The Umbrella Academy*. Pittsburgh, PA. ETC Press

**Daniel E.S.** (2023) Guiding gamers to “git gud”: Using the Theory of Planned Behavior as the persuasion process of continuing difficult games. In A. Bean (Ed.), *The Psychology of Elden Ring*. Fort Worth, TX. Leyline

**Daniel E.S.** (2022). Too Important for Bill’s PC: Attachment, Identification, and Parasocial Relationships with our Favorite Pokémon. In A. Bean (Ed.), *The Psychology of Pokémon*. Fort Worth, TX. Leyline

**Daniel E.S.** (2020). When Heroes become Villains: Developing Parasocial Relationships with Characters and the Expectancy Violation Meeting the Actors. In A. Bean, **E. Daniel**, S. Stewart (Ed.), *Integrating Geek Culture into Therapeutic Practice: A Clinician's Guide to Geek Therapy*. Fort Worth, TX, Leyline

**Daniel, E. S.** (2020) Drinking the Magika: The Struggle of Overcoming Parasocial Relationships with Genocidal Regimes in Final Fantasy X. In A. Bean (Ed.) *Surpassing your Limit Breaks: The Psychology of Final Fantasy* Fort Worth, TX, Leyline

**Daniel, E.S.**, Perreault, G., & Blight, M. (2020) Is the news cycle “real?”: A Case Study of Media Fandom and Diffusion of Innovation in Persona 5. In A. Dunn (Ed.) *Multidisciplinary Perspectives on Media Fandom*. Hershey, PA: IGI Global

**Daniel, E.S.** (2020). Follow the trails of our enemies: Overcoming cognitive dissonance to achieve our goals. In R. Kowert (Ed.) *Press Start: How Video Games Cultivate Happiness*. Basingstoke, UK: Palgrave

Garski, L., Shepard, C., & **Daniel, E.S.** (2019). Unmasking grief: Applying the Kubler-Ross Stages of Grief Model to The Legend of Zelda: Majora's Mask. In T. Bean (Ed.) *The Psychology of Zelda*. Dallas, TX: Benbella

**Daniel E.S.** (2017). Tapping into identity: Social Balance explained through Newcomers Identity and Organizational Identification in Craft Breweries. In A. Tyma (Ed.), *Beer Culture in Theory and Practice*. Lanham, MD: Rowman & Littlefield

Boyan, A., Westerman, D., & **Daniel, E.S.** (2015). Rooting with Your Rivals: Social Presence in Fantasy Sports. In N. Bowman, J. Spinda, & J. Sanderson (Ed.), *Fantasy Sports and the Changing Sports Media Industry: Media, Players, and Society*. Lanham, MD: Rowan & Littlefield

## **BOOK CHAPTER REPRINTS**

---

**Daniel, E.S.,** Perreault, G., & Blight, M. (2023) Is the news cycle “real?”: A Case Study of Media Fandom and Diffusion of Innovation in Persona 5. In *Research Anthology on Game Design, Development, Usage, and Social Impact*. Hershey, PA: IGI Global

## **BOOK REVIEW PUBLICATIONS**

---

**Daniel, E.S.** (2023). [Review of *The Internet is for Cats: How Animal Images Shape our Digital Lives*] *Journal of Mass Communication Quarterly*

## **CONFERENCE PAPERS**

---

Ferchaud, A. & **Daniel E.S.,** Profitt J. (2025). Exploring how actual play viewers navigate parasocial relationships with players and characters. *Accepted at the International Communication Association Conference*

Ferchaud, A., Johns, A., & **Daniel, E.S.** (2023) Beloved Bingeable Breakups? The impact of binge watching on retrospective imaginative involvement, parasocial relationships, and parasocial breakups. *International Communication Association*, Toronto, CA

**Daniel, E.S.,** Ferchaud, A. & Orme, S. (2022). From Software to Lore Hunting: How Subtle Storytelling translates to Long-Term Marketing. *The National Communication Association Conference*, New Orleans, LA.

Kowert, R. & **Daniel, E.S.** (2022). The one-and-a-half sided parasocial relationship: The curious case of life-streaming. *The International Communication Association (Presented Digitally)*

- Daniel, E.S., Hays, S. & Bean, A. (2021)** I am thou, thou art I: Persona 5's representation of post-traumatic growth through social penetration. *NCA Game Studies Pre-Conference*
- Daniel, E.S., Orme, S., & Ferchaud, A. (2021)** Not Your Therapist: Streamers and Content Creators Perception of Parasocial Relationships and Therapeutic Inquiries on Stream. *National Communication Association*, Seattle, WA (**Top Paper, Game Studies Division**).
- Ferchaud, A. **Daniel, E.S., & Yan, Z., (2021)** Binging on the Heartbreak: The Effect of Binge Watching on Narrative Engagement and Parasocial Breakups. *International Communication Association (Presented Digitally)*
- Perreault, G., **Daniel, E.S., & Tham, S. (2020).** The Social Identity of 'Loot Box' gamers: A case study of the Final Fantasy Brave Exvius. *Association of Educators of Journalism and Mass Communication Conference (Presented Digitally)*
- Ferchaud, A., Orme, S., & **Daniel, E.S. (2020).** Morality inside the matrix: A qualitative exploration of gamers' moral considerations within virtual game space. *International Communication Association Conference (Presented Digitally)*
- Crawford, E., **Daniel, E.S., Yakubova, M., & Kodagoda-Peiris, I. (2019).** Connecting without Connection: Using Social Media Content to Analyze Problematic Drinking Behavior Amongst Mothers. *National Communication Association Conference*, Baltimore, MD
- Blight, M. & **Daniel, E.S. (2018).** Parasocial relationships: A review of the literature in the digital era and suggestions for future research. *National Communication Association Conference*, Salt Lake City, UT.
- Daniel, E. S. (2018).** The Uncanny Presence of Pixel Art Gaming: Evaluation of Presence with Low Realism Pixel Art Gaming. *National Communication Association Conference*. Salt Lake City, UT.
- Daniel, E. S. & Perreault, G. (2018).** Is the news cycle "real?": A Case Study of Diffusion of Innovation in Persona 5. *European Communication Research and Education Association Conference*. Lugano, Switzerland.
- Daniel, E. S. & Perreault, G. (2018).** Developing Nonfictional Relationships with Fictional characters: Applying the Social Penetration Model to the Persona Social Link System. *Accepted but not Presented at: European Communication Research and Education Association Conference*. Lugano, Switzerland
- Daniel, E.S. (2018).** Vaping Communities through Taylor's Strategy Wheel and Parasocial Interactions. *Accepted but not Presented at: European Communication Research and Education Association Conference*. Lugano, Switzerland.

- Daniel, E.S.** (2017). A game that cannot be won: Media framing of the Duke Lacrosse rape Scandal. *National Communication Association Conference*. Dallas, TX.
- Daniel E.S. & Westerman, D.** (2016). Valar Morghulis (All Parasocial Men Must Die): Having nonfictional responses to a fictional character. *National Communication Association Conference*, Philadelphia, PA.
- Crawford, E., **Daniel, E. S.**, Westerman, D. (2016). From Introducing the World Wide Web to Teaching Advertising in the Digital Age: Analysis of the past twenty years of the Journal of Advertising Education. *Association for Education in Journalism and Mass Communication Conference*. Minneapolis, MN. (**Top Teaching Paper, Advertising Division**).
- Currie-Mueller, J., Littlefield, R., Aswad, N. **Daniel, E.S.**, Garrett, J (2016). "I can see the trust": Building a communication infrastructure using a culture-centered approach. *International Communication Association Conference*. Fukuoka, Japan
- Daniel E.S.** (2016). Tapping into identity: Social Balance explained through Newcomers Identity and Organizational Identification in Craft Breweries. *Popular Culture Association Conference*. Seattle, WA.
- Boyan, A., Westerman, D., & **Daniel, E.S.** (2015). Rooting With Your Rivals: Social Presence in Fantasy Sports. *National Communication Association Conference*. Las Vegas, NV.
- Westerman, D., **Daniel, E.S.**, Bowman, N. (2015). "Let's talk about 'techs', baby": Exploring the environmental, personal, and behavioral correlates with students' attitudes towards social media. *National Communication Association Conference*. Las Vegas, NV.
- Daniel, E.S.** (2009). Kategoria/apologetic discourse and issue management strategies between the documentary Super-Size Me and the McDonald's organization. *Carolina Communication Association Conference*. Wilmington, NC
- Daniel E. S.**, Sotirova, N., Swedberg, S., Williams, D., & Magee, R. (2009). Global warming in news articles: The impact of hurricane season on media coverage. *Southern States Communication Association Conference*. Norfolk, VA.
- Daniel, E. S.** (2008). Health educators or the simply the last resort: The role(s) of the university health center for college students. *Southern States Communication Association Conference*. Savannah, GA.
- Fellows, K. L., **Daniel, E. S.** & Madden, S. J. (2008). Quantifying the language of love: Further scrutiny of The Five Love Languages. *Southern States Communication Association Conference*. Savannah, GA.

**Daniel, E. S.** (2007). Safe sex and the campus health center: What role do they play in STD risk perception and reduction. *Carolinas Communication Association Conference*. Boone, NC.

**Daniel, E. S.** (2007). Setting the agenda in crisis communication: Viewer's perception of the Duke lacrosse sexual assault case, *Carolinas Communication Association Conference*. Boone, NC

Fellows, K. L., **Daniel, E. S.**, & Madden, S. J. (2007). Testing the languages of love: Exploring a quantitative measure of the Five Love Languages. *Carolinas Communication Association Conference*. Boone, NC.

**Daniel, E. S.** (2007). Outcome valence with regards to positive and negative experiences and the expansion of identity: An extension of the theory of planned behavior. *Southern States Communication Association Conference*. Louisville, KY.

## **PANEL PRESENTATIONS**

---

Mediated Communication at the Crossroads: Case Studies to Examine the Current State of CMC across Contexts and Content (2020). *National Communication Association*. Indianapolis, IN

## **PUBLIC SCHOLARSHIP PRESENTATIONS**

---

The Psychology of Elden Ring (2023) *Penny Arcade Exhibition (PAX) West*. Research Panel.

Townsperson B Can Fight Too! Anime Characters Managing Imposter Syndrome (2021). *Queen City Anime Convention*. Research Panel

The Psychology of Anime: Belongingness, Resilience, and Hope (2021). *Queen City Anime Convention*. Research Panel

Why Parasocial Relationships Matter in Streaming. (2021). *Gaming Community Expo (GCX) Online*. Research Panel

Mod View: The Unsung Heroes of Streaming. (2020). *Penny Arcade Exhibition (PAX) Online*. Research Panel.

Not your Therapist: Managing Mental Health in Streaming. (2020). *Penny Arcade Exhibition (PAX) Online*. Research Panel.

The Psychology of the Final Fantasy Franchise (2020) *Penny Arcade Exhibition (PAX) Online*. Research and Book Promotion Panel.

The Marvel of Marvel Games: What Keeps us Playing? (2019). *Penny Arcade Exhibition (PAX) West*. Research Panel. Seattle, WA

The Psychology of the Final Fantasy Franchise (2019) *Penny Arcade Exhibition (PAX) West*. Research and Book Promotion Panel. Seattle, WA

Why Parasocial Relationships in Gaming Feel So Real (2019) *Penny Arcade Exhibition (PAX) East*. Research Panel. Boston, MA.

Remaking or Reinventing Games? The Science Behind Nostalgia (2018) *Penny Arcade Exhibition (PAX) East*. Research Panel. Boston, MA

The Psychology of the Final Fantasy Franchise (2019) *Penny Arcade Exhibition (PAX) East*. Research and Book Promotion Panel. Boston, MA.

The Psychology of the Legend of Zelda Franchise. (2019) *South by Southwest (SxSW)*. Research and Book Promotion Panel. Austin, TX

Do You Really Control Yourself? - Gamer's Avatars (2019) *Penny Arcade Exhibition (PAX) South*. Research Panel. San Antonio, TX

The Psychology of the Legend of Zelda Franchise. (2019) *Penny Arcade Exhibition (PAX) South*. Research and Book Promotion Panel. San Antonio, TX

The Video Game Debate. (2019) *Penny Arcade Exhibition (PAX) South*. Research Panel. San Antonio, TX

Villains versus Heroes: The Moral High Ground. (2018) *Penny Arcade Exhibition (PAX) West*. Research Panel. Seattle, WA.

The Psychology of the Legend of Zelda Franchise. (2018) *Penny Arcade Exhibition (PAX) West*. Research and Book Promotion Panel. Seattle, WA

Post Traumatic Growth through Games. (2018) *Penny Arcade Exhibition (PAX) East*. Research Panel. Boston, MA

The Psychology of the Legend of Zelda Franchise. (2018) *Penny Arcade Exhibition (PAX) East*. Research and Book Promotion Panel. Boston, MA.

## **RESEARCH IN PROGRESS**

---

Ferchaud, A. & **Daniel E.S.**, Profitt J. (2025). Exploring how actual play viewers navigate parasocial relationships with players and characters

**Daniel E.S.** (2026). That's a Moé! Viewing Moé Culture and through the Lens of Parasocial Relationships with Fictional Characters



**Daniel E.S.** (2026). The Show Must Go On: A Longitudinal Case Study of Parasocial Breakups in Japanese Wrestling Fandom

**Daniel E.S.** (2026). Differentiating Listeners from Halu, & Oshi: Assessing Para-kin relationships from the perspective of Vtubers

## **INSTRUCTIONAL EXPERIENCE**

---

### **Appalachian State University**

Consumer Insights (Spring, 2024-2025)

Public Speaking in the Discipline (Summer, 2024-2025)

Mass Media & Society (Summer, 2023-2025)

Streaming and Social Media Influence (Fall, 2020, 2023)

Utilizing Social Media for Strategic Communication (Spring, 2019, 2020)

Foundations of Advertising (Spring, 2019)

Special Topics: Creative Strategies in Advertising (Fall 2018)

Professional Ethics in Advertising (Summer, 2018, 2019)

Communication Internship (Summer, 2018)

Crisis Communication (Summer, 2018-2022)

Social Media Strategies (Spring 2018-2023, Fall 2021-2022, 2024-2025)

Communication Research Methods (Spring 2018, Fall 2019)

Principles of Persuasion (Spring 2018, Summer 2021, 2023)

Advertising Campaigns (Fall 2017-2019, 2021-2024, Spring 2020-2025)

Media Planning (Fall, 2017-2025, Spring 2024-2025)

### **North Dakota State University**

Foundations of Strategic Communication (Summer 2016, 2017; Spring 2017)

Ad Club (Fall 2015, 2016)

Advertising Campaigns Practicum (Spring 2015-2017)

Creative Strategies in Advertising (Fall 2014, 2016)

Writing for Media (Fall 2015, 2016; Spring 2016)

Business and Professional Speaking (Spring 2014, 2015)

Public Speaking (Fall 2013, 2014; Spring 2014)

### **Coastal Carolina University**

Introduction to Communication (Fall 2010-2012; Spring 2011-2013)

Oral Communication (Fall 2010-2012; Spring 2011-2013)

Advanced Public Speaking (Fall 2011, 2012; Spring 2011-2013)

Audience Analysis (Spring 2012)

### **Virginia Tech**

Communication Theory (Fall 2008, Spring 2009)

Public Speaking (Fall 2007, Spring 2008)

## INVITED PRESENTATIONS

---

The Psychology of Zelda. (2019). <https://communication.appstate.edu/news/faculty-author-spotlight-dr-emory-daniel>. *Author Spotlight: (Appalachian State University Library)*. Boone, NC

A Game that cannot be won: A framing analysis of the Duke Lacrosse Rape Scandal between immediate versus long-term media coverage. (2008) *GSA Speaker Series*. Blacksburg, VA.

## GUEST LECTURES

---

**Persuasion in the through the Lens of Advertising** | *Guest Lecture for Dr. Elizabeth Melton*  
Persuasion | COM 3315 | Boone, NC

**Redefining Relationship with Presence and VR** | *Guest Lecture for Dr. Andrew Davis*  
Communication Ethics | COM 3341 | Boone, NC

**Parasocial Advertising into Professional Development** | *Guest Lecture for Dr. Lynn Gregory*  
Communication Capstone | COM 4XX | Boone, NC

**Parasocial Advertising** | *Guest Lecture for Dr. Barbara Burke (U. Minnesota – Morris)*  
New Media and Society | CMR 4341 | Morris, MN (Skype Lecture)

**After the Undergraduate Degree** | *Guest Panel for Dr. Gregory Perreault*  
Specialized Reporting | COM 4610 | Boone, NC

**Imagery, Branding, and Postmodernism** | *Guest Lectures for Dr. Heather Preston (4 Weeks)*  
Mass Media & Society | COM 3300 | Boone, NC

**Impact of Mass Communication and Gaming** | *Guest Lecture for Mr. Roger Bodo (3 Times)*  
Mass Media & Society | COM 3300 | Boone, NC

**Generating Stories through Social Media** | *Guest Lecture for Dr. Newly Paul*  
Copyediting | COM 3210 | Boone, NC

**YouTube: Analytics and Application** | *Guest Lecture for Dr. Mildred Perreault (3 Times)*  
Social Media Strategies | COM 3317 | Boone, NC

**Intercoder Reliability and Content Analysis** | *Guest Lecture for Dr. Elizabeth Crawford*  
Graduate Research Methods in Strategic Communication | Fargo, ND

**Principles of Persuasion and Interactive Media** | *Guest Lecture for Mr. Rich Lodewyck*  
Understanding Media | COMM 112 | Fargo, ND

**Philosophy of Watching Sports** | *Guest Lecture for Dr. Jon Trerise*  
Sports and Philosophy | Conway, SC

## **DEPARTMENTAL & UNIVERSITY SERVICES – COMMITTEES & ADVISORIES**

---

Communication Department PTL Documents Committee (2025 - Present)  
*(Appalachian State University)*

Communication Department APT Committee – Secretary (2024 - Present)  
*(Appalachian State University)*

Search Chair for Communication Department Chair (2024)  
*(Appalachian State University)*

Department of Communication Chair's Advisory Committee (2022-Present)  
*(Appalachian State University)*

Department of Communication Curriculum Committee (2020-Present)  
*(Appalachian State University)*

Department of Communication Department Personnel Committee (2020-2022)  
*(Appalachian State University)*

Department of Communication Strategic Planning Committee (2020-2021)  
*(Appalachian State University)*

Search Committee for Lecturer in Public Relations (2020)  
*(Appalachian State University)*

National Student Advertising Competition (NSAC) Faculty Advisor (2019-Present)  
*(Appalachian State University)*

Appalachian State Department of Communication: Steering Committee (2019-2020)  
*(Appalachian State University)*

Appalachian State Department of Communication: Social Media Committee (2018-2019)  
*(Appalachian State University)*

National Student Advertising Competition (NSAC) Co- Faculty Advisor (2017- 2019)  
*(Appalachian State University)*

Communication Department Student Events Committee: Member (2017- 2018)  
*(Appalachian State University)*

Appalachian State University Club Ski Team Faculty Assistant Faculty Advisor (2017-Present)  
*(Appalachian State University)*

Transfer Student Faculty Mentor: Department of Communication (2017- Present)  
(*Appalachian State University*)

Academic Advisor: Department of Communication (2017-Present)  
(*Appalachian State University*)

Co-Director: Advertising Club (2014-2017)  
(*North Dakota State University*)

Search Committee for Assistant Professor in Communication Technology (2016)  
(*North Dakota State University*)

Mass Lecture Coordinator: Public Speaking (Fall Semester 2014)  
(*North Dakota State University*)

Friday Afternoon Club: First Year Graduate Liaison (2013-2014)  
(*North Dakota State University*)

Academic Adviser: Department of Communication (2010-2013)  
(*Coastal Carolina University*)

Communication Graduate Student Association: Vice President (2007-2008)  
(*Virginia Tech*)

Research Assistant: Principles and Practices of Persuasion (2006-2007)  
(*Appalachian State University*)

## **DEPARTMENTAL & UNIVERSITY SERVICES - EVENTS**

---

Panelist: Preparing for Graduate School: Appalachian State's Spring Forward (2018)  
(*Appalachian State University*)

Open House Communication Representative (2018-2019, 2022- 2024)  
(*Appalachian State University*)

Office of Admission Scholars' Day: Panelist for the College of Fine and Applied Arts (2018)  
(*Appalachian State University*)

Office of Admission Scholars' Day: Volunteer (2018)  
(*Appalachian State University*)

Howard Dorgan Public Speaking Competition: Judge (2017)  
(*Appalachian State University*)

Appalachian State University Fall Open House Volunteer (2017)  
(*Appalachian State University*)

Panelist: The Life of a Grad Student: From Ramen to Habermas (2017)  
(*North Dakota State University*)

National Student Advertising Competition (NSAC) Co-Coach (2015-2017)  
(*North Dakota State University*)

Co-Creator: Tips and Techniques for Improved Speaking (2014)  
[https://www.youtube.com/channel/UCWsqYTulX794xbtv\\_E2nDgg/videos](https://www.youtube.com/channel/UCWsqYTulX794xbtv_E2nDgg/videos)  
(*North Dakota State University*)

## **COMMUNICATION DISCIPLINE SERVICES – CONFERENCE DIVISION SERVICES**

---

Legislative Assembly Committee Member | National Communication Association (2023-2026)  
(*Appalachian State University*)

Nominations Committee Member | National Communication Association (2021-2022)  
(*Appalachian State University*)

Past Chair | Games Studies Division: National Communication Association (2021-2022)  
(*Appalachian State University*)

Member | Legislative Assembly: National Communication Association (2020-2022)  
(*Appalachian State University*)

Chair | Games Studies Division: National Communication Association (2020-2021)  
(*Appalachian State University*)

Game Studies Division Co-Pre-Convention Planner: National Communication Association  
(2020-2021)  
(*Appalachian State University*)

Vice Chair | Games Studies Division: National Communication Association (2019-2020)  
(*Appalachian State University*)

Game Studies Division Convention Planner: National Communication Association (2019-2020)  
(*Appalachian State University*)

Vice Chair – Elect | Games Studies Division: National Communication Association (2018-2019)  
(*Appalachian State University*)

Game Studies Division Pre-Convention Planner: National Communication Association  
(2018-2019)  
(*Appalachian State University*)

Web Editor | E-Newsletter: *The Gatekeeper* <https://ncamass.org/gatekeeper.shtml>: | Mass  
Communication Division: National Communication Association (2018-2021)  
(*Appalachian State University*)

## **COMMUNICATION DISCIPLINE SERVICES – EDITORIAL BOARD**

---

Editorial Board: Communication Research Reports Journal (2018-Present)  
(*Appalachian State University*)

Editorial Board: International Journal of eSports Research (2020-Present)  
(*Appalachian State University*)

## **COMMUNICATION DISCIPLINE SERVICES – BOOK & JOURNAL REVIEW**

---

Guest Associate Editor: Frontiers: Advertising and Marketing Communication (2023)  
(*Appalachian State University*)

Volunteer Book Reviewer for Journalism & Mass Communication Quarterly (2022)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Social Media & Society (2022)  
(*Appalachian State University*)

Volunteer Journal Reviewer: SAGE Open (2021)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Psychology of Popular Media (2021)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Cyberpsychology (2020)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Communication Monographs (2020)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Internet Research (2020)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Internet Studies (2019)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Journal of Games, Self, and Society (2019)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Health, Risk, & Society (2019)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Sociological Forum (2018)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Telematics & Informatics (2017-Present)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Communication Research Reports Journal (2017)  
(*Appalachian State University*)

Volunteer Journal Reviewer: Mass Communication and Society Journal (2017-Present)  
(*Appalachian State University*)

## **COMMUNICATION DISCIPLINE SERVICES – CONFERENCE REVIEW**

---

NCA Conference Reviewer: Games Studies Division (2018 - Present)  
(*Appalachian State University*)

NCA Conference Reviewer: Mass Communication Division (2016 – Present)  
(*Appalachian State University*)

ICA Conference Reviewer: Games Studies Division (2016, 2018, Present)  
(*Appalachian State University*)

Hawaii International Conference on System Science Reviewer (2021-Present)  
(*Appalachian State University*)

NCA Conference Reviewer: Communication and Sport Division (2018 - 2020)  
(*Appalachian State University*)

ICA Conference Reviewer: Mass Communication Division (2017)  
(*Appalachian State University*)

AEJMC Conference Reviewer: Advertising Teaching Division (2016-2017)  
(*Appalachian State University*)

## **COMMUNICATION DISCIPLINE SERVICES – CONFERENCE SESSION CHAIR & RESPONDENT**

---

Chair. (2022). Video Games: The Experimental, Relational, and Psychological [Game Studies High-Density Session]. *National Communication Association*, New Orleans, LA

Respondent. (2021) Top Student Papers Research Panel. *National Communication Association*, Seattle, WA

Chair. (2020) Binge-watching, Clickbait, & Media Effects. *National Communication Association*, Indianapolis, IN

Chair. (2020) At a Crossroads with COVID: Gaming in the Era of a Global Pandemic. *National Communication Association*, Indianapolis, IN

Respondent. (2020) Mass Communication Division Research Escalator. *National Communication Association*, Indianapolis, IN

## **COMMUNITY SERVICES**

---

**Barks n' Brews** | *Facilitator and Co-Director*

Partnered with Appalachian Mountain Brewery and the Watauga Humane Society

<https://www.facebook.com/barksnbrewsBOONE/>

(2018 to 2020) | (*Appalachian State University*)

**Wish Fast 5k and 3k** | *Co-Founder and Former Co-Director*

Partnered with Make-A-Wish Foundation, ND | (2014 - 2015)

<https://www.facebook.com/WishFast/>

(*North Dakota State University*)

## **AWARDS, CERTIFICATES, AND SPECIAL RECOGNITION**

---

NCA Top Paper, Game Studies Division (2021)

(*Appalachian State University*)

Journal of Interactive Advertising Finalist for "Best Article" of 2018. (2019)

(*Appalachian State University*)

College of Arts, Humanities, and Social Sciences Outstanding Graduate Student Teaching Award (2016-2017)

(*North Dakota State University*)

Department of Communication Outstanding Graduate Student Teaching Award (2016-2017)

(*North Dakota State University*)

AJMC Top Teaching Paper, Advertising Division (2015-2016)

(*North Dakota State University*)

Paul E. Nelson & Judy C. Pearson Scholarship (2015-2016)

(*North Dakota State University*)



Future Professoriate Certificate (2008-2009)  
(*Virginia Tech*)

Gamma Beta Phi Honor Society (2006-2007)  
(*Appalachian State University*)

Dean's List (2006-2007)  
(*Appalachian State University*)

## **UNDERGRADUATE RESEARCH & HONORS THESIS ADVISEES – COMMITTEE CHAIR**

---

**Committee Chair & Director:** Laney Wessels | B.S. in Communication, Advertising (2025-2025) | *Project:* Forkline Media Planning Plans Book | *Successfully Defended* (*Appalachian State University*)

**Committee Chair & Director:** Evelyn Brown | B.S. in Communication, Advertising (2023-2024) | Think before you Click the Link: Analyzing the Influence of Social Media Advertisements and Influencers on Impulse Purchasing Behavior | *Successfully Defended* (*Appalachian State University*)

**Committee Chair & Director:** Lydia Shoffner | B.S. in Communication, Advertising (2018-2019) *Project:* Consumer Buying Intentions of Makeup Products: SMI and Celebrity Endorsers Impact through Parasocial Relationships | *Successfully Defended* (*Appalachian State University*)

**Committee Chair & Director:** Jean-Luc Clark | B.S. in Communication, Advertising (2018-2019) *Project:* Advertising in an Assembled Franchise: Utilizing Product Placement and Fan Appreciation as Storytelling Instruments within the Marvel Cinematic Universe | *Successfully Defended* (*Appalachian State University*)

**Committee Chair & Director:** Cara Toebe | B.S. in Communication, Advertising (2017-18) *Project:* Corporate Social Responsibility in Advertising: Understanding CSR and Consumer Equity through Eye Tracking Research and Purchasing Intentions | *Successfully Defended* (*Appalachian State University*)

**Committee Chair & Director:** Maria Adams | B.S. in Communication, Advertising (2017-18) *Project:* 2018-2019 Absolut Vodka Media Planning Plans Book | *Successfully Defended* (*Appalachian State University*)

## **UNDERGRADUATE RESEARCH & HONORS THESIS ADVISEES – COMMITTEE MEMBER**

---

**Committee Second Reader:** Sophia Lang | B.S. in Business Management (2019-2021) *Project:* Monetizing a Lifestyle: How Social Media Influences Transform their Hobbies into Careers | *Successfully Defended* (*Appalachian State University*)

**Committee Second Reader:** Erin Spencer | B.S. in Communication, Advertising (2018-2019)  
*Project:* The Postmodern Metaphor: A Double-Blind | *Successfully Defended* (Appalachian State University)

## **MEDIA APPEARANCES**

---

**Lessons from Terrible Students: Reading Levels in Academia** | *Lumious Marketing*  
Expert Interview | February, 2025 | luminous.com  
<https://lumious.com/podcasts/corporate-personality-tests-with-dr-emory-daniel/>  
(Appalachian State University)

**Lessons from Terrible Students: Corporate Personality Tests** | *Lumious Marketing*  
Expert Interview | November, 2023 | luminous.com  
<https://lumious.com/podcasts/corporate-personality-tests-with-dr-emory-daniel/>  
(Appalachian State University)

**How Streaming Stars Pay the Price of Online Fame** | *The New York Times*  
Manuscript Cited in Article | July 31st, 2022 | NY Times Online  
<https://www.nytimes.com/2022/07/29/technology/twitch-stalking.html>  
(Appalachian State University)

**1.5-Sided Parasocial Relationships** | *The Psychology of Video Games*  
Author Interview | June, 2022 | Spotify  
<https://open.spotify.com/episode/2vEH5YjIVbAJFiOsitBxZ1>  
(Appalachian State University)

**Guardians of Mental Health Podcast: Intro to Parasocial Relationships** | *Guardians of Mental Health*  
Expert Interview | January, 2021 | guardiansmh.org  
[open.spotify.com/episode/740mrrEZ5JGPT2pgN6blgp?si=aRjo8nUiRYCGEw2qixOVmw](https://open.spotify.com/episode/740mrrEZ5JGPT2pgN6blgp?si=aRjo8nUiRYCGEw2qixOVmw)  
(Appalachian State University)

**Streamer Mental Health Kit: Parasocial Relationships with Streamers** | *Geek Therapeutics*  
Research Consultation | December, 2020 | geektherapeutics.com  
<https://education.geektherapeutics.com/bundles/mental-health-streamer-kit/>  
(Appalachian State University)

**Special Guest Stream: Intro to Parasocial Relationships** | *Mxiety Twitch Stream*  
Expert Interview | August, 2020 | mxiety.com  
<https://www.youtube.com/watch?v=JbiRXyUgPyI&list=PLeu2khOFjrcHQj13E3M9btBG7697NIpnp&index=7>  
(Appalachian State University)

**Pokemon Home is Reuniting Joyful Fans with Long-Lost Squirtles** | *Wired*

Expert Interview | February 14<sup>th</sup>, 2020 | wired.com

<https://www.wired.com/story/pokemon-home-reunions-nintendo/>

(Appalachian State University)

**Psychology of Final Fantasy** | *Penny Arcade Exhibition (PAX) West*

Research Spotlight | September, 1<sup>st</sup>, 2019 | Twitch.TV

<https://www.twitch.tv/videos/476021303>

(Appalachian State University)

**Moral Choices in Games vs. Other Media** | *The Psychology of Video Games*

Author Interview | August 3<sup>rd</sup>, 2019 | Spotify

[https://open.spotify.com/episode/7agv4ejdQkBgqljNKzMLoV?si=dGaw9nuTQACNECH\\_wEj0DA](https://open.spotify.com/episode/7agv4ejdQkBgqljNKzMLoV?si=dGaw9nuTQACNECH_wEj0DA)

(Appalachian State University)

**Psychology of Final Fantasy** | *Penny Arcade Exhibition (PAX) East*

Research Spotlight | March 28<sup>th</sup>, 2019 | Twitch.TV

<https://www.twitch.tv/videos/402691380>

(Appalachian State University)

**Kubler Ross Stages of Grief & Majora's Mask** | *The Psychology of Video Games*

Author Interview | March 5<sup>th</sup>, 2019 | Spotify

<https://open.spotify.com/episode/34isQz4MYzzd3mAe58sHi3?si=Tm0cmK9kSmSNIoMo9pXlHg>

(Appalachian State University)

**Building Positive Streaming Communities** | *Psychology at the Table*

Expert Interview | December 6<sup>th</sup>, 2018 | YouTube

<https://www.youtube.com/watch?v=qfXkjiaJWGE&t=32s>

(Appalachian State University)

**Psychology of the Legend of Zelda** | *Penny Arcade Exhibition (PAX) East*

Research Spotlight | April 8<sup>th</sup>, 2018 | Twitch.TV

<https://www.twitch.tv/videos/248163644>

(Appalachian State University)

**Why our Expertise Matters: The Marriage of our Education and Speaking Engagements**

Guest Blog | April 18<sup>th</sup>, 2018 | West Virginia University #ixlab Notes |

<https://communicationstudies.wvu.edu/students/interaction-lab/-ixlab-notes/2018/04/18/guest-blog-why-our-expertise-matters-the-marriage-of-our-education-and-speaking-engagements>

(Appalachian State University)

## **RELEVANT PROFESSIONAL EXPERIENCE**

---

### **G33kslikeus, Charlotte, NC, Marketing Director (Mar 2020 to Mar 2022)**

My role at G33kslikeus is to manage social media posting and advertising on Twitter, Instagram, YouTube, and Twitch. Part of my responsibilities are to partner with another organization and promote their business through our programming. Additionally, other responsibilities are updating and refining our SMART plan monthly and working alongside other organizations as a point of contact. Moreover, other responsibilities are streaming for the organization multiple times a week as a part of helping the brand.

**Wish Fast 5k and 3k, Partnered with Make-A-Wish Foundation, Fargo ND. Co-Race Director (Jan 2014-May 2015)** Initially created as an event for a class project, the Wish Fast 5k became a charitable organization that the Business and Professional Speaking worked with every year. My class was split into marketing, event planning, and accounting branches to handle the inner affairs of the race. My position as instructor and race director was to instruct students to create print and digital advertisements, create a social media presence, find sponsors, measure a course, and assuming the entire event planning duties before and during the race

### **Coastal Carolina University, Myrtle Beach, SC. Lecturer (Aug 2010-June 2013)**

My role at Coastal Carolina was teaching appointment as a Lecturer in the Communication Department. I instructed a 5/5 load each semester teaching such classes as public speaking, advanced public speaking, introduction to communication, and audience analysis. During my tenure at Coastal, I was also an academic advisor for sophomore and junior communication majors. Depending on the semester, I advised anywhere from 25-50 students per semester.

### **BioMérieux, Durham NC. Sales Analyst, (May 2010-July 2010)**

Determining and fixing pricing discrepancies, assisting with the development of the SAP data processing system from Movex, checking customer pricing. Assisting with government grants for the purchase of BioMérieux diagnostic equipment Conducting V-Lookups, H-Lookups, Pivot Tables, and =If/Then formulas in excel. Monitoring customer pricing information, transferring customer information and pricing from Movex to SAP.

### **Planet Blacksburg, Blacksburg, VA. Columnist (Feb 2008-Dec 2009)**

Continuing assignments past a course project, my duties were to write political and sports columns for the unofficial online newspaper at Virginia Tech

## **SPECIAL SKILLS**

---

### **Advertising Media Planning Programs:**

AdMall, Media Flight Plan, Simmons, SRDS, AdSpender, Google AdWords

### **Social Media Analytics:**

Facebook, Twitter, Instagram, YouTube, Twitch

### **Data Processing:**

SPSS, MiniTab, JMP

**Microsoft Suite:**

Excel, Word, PowerPoint, Outlook

**Adobe Suite:**

Photoshop, Indesign, Illustrator, Audition, DreamWeaver

**Psychophysiology:**

GazePoint, Oculus

**MEMBERSHIPS AND ASSOCIATIONS**

---

**Cratis D. Williams School of Graduate Studies**

(October 2018 – Present) (*Appalachian State University*)

**International Communication Association (ICA)**

(September 2017 – Present) (*Appalachian State University*)

**National Communication Association (NCA)**

(November 2015 – Present) (*Appalachian State University & North Dakota State University*)

**American Advertising Federation (AAF)**

(January 2014 – August 2022) (*Appalachian State University & North Dakota State University*)

**American Academy of Advertising (AAA)**

(March 2016 – March 2019) (*Appalachian State University & North Dakota State University*)

**European Communication Research and Education Association (ECREA)**

(March 2018 – January 2019) (*Appalachian State University*)

**Association for Education in Journalism and Mass Communication (AEJMC)**

(August 2016 – August 2017) (*North Dakota State University*)

**Southern States Communication Association (SSCA)**

(March 2007 – March 2009) (*Appalachian State University & Virginia Tech*)