

# Curriculum Vitae

## TRAVIS L. ROSS

### Background

#### Contact Information

Indiana University  
 Department of Telecommunications  
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 Bloomington, Indiana 47405  
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#### Education

Indiana University – Joint Ph.D. Communication and Cognitive Science, Anticipated May 2012  
 Dissertation Topic: Using Norms as a Game Mechanic to Modify Behavior.  
 Advisor/Committee Chair: Edward Castronova  
 Indiana University – Masters of Information Science, May 2007  
 Indiana University South East – B.S. Computer Science, May 2004

#### Research Interests

Game mechanics & motivation, interactive/social media, social norms, group dynamics, behavioral modification, decision making.

### Publications & Conference Proceedings

#### Refereed Journal Articles

- Cummings J. J. and Ross, T. L. (2011). Optimizing the psychological benefits of choice: Information transparency & heuristic use in game environments. *International Journal of Gaming and Computer-Mediated Simulations*, 3(3), 19-33.
- Castronova, E., Bell, M., Carlton, M., Cornell, R., Cummings, J. J., Emigh, W., Falk, M., Fatten, M., LaFourest, P., Mishler, N., Reynard, J., Robbins, S., Ross, T. L., Ryan, W., Starks, R. (2009). A Test of the Law of Demand in a Virtual World: Exploring the Petri Dish Approach to Social Science. *International Journal of Gaming and Computer-Mediated Simulations*, 1(2), 1-16.
- Castronova, E., Bell, M.W., Cummings, J.J., Emigh, W., Falk, M., Fatten, M., Mishler, N., Ross, T., and Ryan, W. (2009). "Case Study: The Economics of Arden." *Critical Studies in Media Communication*, 26(2): 165-179.
- Castronova, E., Cornell, R., Elephante, P., & Ross, T. L. (2008). The inevitable erosion of the magic circle. *Quaderni*, 67(3), 61-74.
- Castronova, E., Ross, T. L., Bell, M. W., Falk, M., Cornell, R., Haselton, M. (2008). "Constructing Arden: Life inside the machine." *IEEE MultiMedia* 15(1): 4-8.

### Refereed Conference Papers

Ross, T. L. & Castronova, E. (2011, May) *An Exploratory Content Analysis of Virtual Worlds and Social Games*. ACM CHI Conference on Human Factors in Computing Systems, Vancouver, British Columbia.

Ross, T. L. & Weaver, A. J. (2011, May) *Good Grief: The impact of social cues on hostility and strategy in a multiplayer game*. Games SIG - International Communication Association Conference, Boston, MA.

Cummings, J.J., & Ross, T. L. Optimizing the psychological benefits of choice: Information transparency & heuristic use in game environments. Presented at *Meaningful Play 2010* (Top 5 Paper Award), Michigan State University, East Lansing, MI.

Ross, T. L. & Cornell, R. D. (2010). Towards an experimental methodology of virtual world research. Proceedings VS-Games 2010: *The Second International Conference on Games and Virtual Worlds for Serious Applications*. 143-150. IEEE Computer Society.

Ross, T. L. (2009). Constructing a virtual worlds as a research tool: Lessons learned from the first iteration of Greenland. Proceedings SocialCom-09: *The 2009 IEEE International Conference on Social Computing*. IEEE Computer Society: 1163-1168.

Ross, T. L., & Castronova, E. A virtual world experiment on conflict and cooperation: The role of status in bargaining. Presented at *Causes and Consequences of Conflict*, Berlin, Germany, March 2008

### Book Chapters

Ross, T. L., Castronova, E., Wagner, G. G. (Forthcoming, 2012). Empirical Methods in Virtual Worlds. In C. N. Silva (Eds.), *Online Research Methods in Urban and Planning Studies: Design and Outcomes*. IGI-Global.

Castronova, E., Ross, T. L., Bell, M. W., Cummings, J. J., Falk, M. (2011) A Test of the Law of Demand in a Virtual World: Exploring the Petri Dish Approach to Social Science. In R. E. Ferdig (Eds.), *Discoveries in Gaming and Computer-Mediated Simulations: New Interdisciplinary Applications* (301-314). IGI-Global.

Castronova, E., Bell, M., Cornell, R., Cummings, J. J., Falk, M., Ross, T. L., & Field, A. (2009). Synthetic Worlds as Experimental Instruments. In B. Perron & M. J. P. Wolf (Eds.), *The video game theory reader 2* (273-294). New York, NY: Routledge.

Castronova, E., Bell, M.W., Cummings, J.J., Emigh, W., Falk, M., Fatten, M., Mishler, N., Ross, T., and Ryan, W. (2009) "9. Virtual world economies: A case study of the economics of Arden. In D. Heider (ed.) *Living Virtually: Researching New Worlds* (pp.165-189). New York: Peter Lang Publishing, Inc.

Castronova, E., Cummings, J. J., Emigh, W., Fatten, M., Mishler, M., Ross, T. L., & Ryan, W. (2007). What is a Synthetic World? In F. von Borries, S. Walz, and M. Böttger (Eds.) *Space Time Play: Computer Games, Architecture and Urbanism: The Next Level* (174-181). Basel: Birkhäuser.

### Articles Under Review

Ross, T. L. & Weaver, A. J. - Shall we play a game: How the antisocial choices of others influence aggression, enjoyment, and strategy selection in a multiplayer game. (Under Review) *The Journal of Media Psychology*

### Work in Progress

Ross, T. L., Cummings, J. J. (In progress – data analysis) The influence of information complexity on decision making in a role-playing game.

Ross, T.L. (In Progress) Game Theory. *Johns Hopkins Guide to Digital Media and Textuality*.

Castronova E. & Ross, T.L. (In Progress) Virtual Economies. *Johns Hopkins Guide to Digital Media and Textuality*.

### Invited Presentations

Ross. T. L., (2010, October) "Behavioral Change Health Games: From Theory to Practice." Midwestern Health Conference (Panel). Indiana University Purdue University Indianapolis.

Ross. T. L. (2008, May) "Gender, Race and Social Class Differences in Virtual Reality." (Keynote) El Cervell Social: Workshop in Empathy and Prejudices. May 2008, Barcelona, Spain.

Ross. T. L. (2008, August) "Virtual Worlds as Social Science Petri Dishes." Workshop: Overcoming the Information Challenge in Federated Analysis: From Concept to Practice. Arlington, VA.

Ross. T. L. (2008, March) "Virtual Worlds: A Social Science Revolution." Department of Defense/Department of Homeland Security Workshop on Social Science Modeling and Information Visualization. Arlington, VA.

Ross. T. L (2007, October) "Fantasy Regnant: Virtual Worlds as Social Science Petri Dishes." Indiana University Digital Humanities Brown Bag. Indiana University.

"Arden World of William Shakespeare". Rose-Hulman Institute of Technology. November 2006, Terre Haute, IN.

"Arden World of William Shakespeare". Freshman Connections - Ball State University. November 2006, Muncie, IN.

### Other Presentations

"Optimizing the Psychological Benefits of Choice: Information Transparency & Heuristic Use in Game Environments". Meaningful Play. October 2010, East Lansing, MI.

"Towards an Experimental Methodology of Virtual World Research." VSGAMES-2010. March 2010, Braga, Portugal.

"Greenland: Lessons Learned from the First Iteration of Design." SocialComm-09. August 2009, Vancouver, B.C.

"A Virtual World Experiment on Conflict and Cooperation: The Role of Status in Bargaining."  
Conference: Causes and Consequences of Conflict. March 2008, Berlin, Germany.

Panel Host, Association of Computing Machinery Rob Kling Memorial. April 2007, Bloomington, IN.

"Arden World of William Shakespeare & The Multiverse Platform". Game Developers Conference, Floor Demonstration. March 2007, San Francisco, CA.

## Research

Research Assistant – NSF Eager Grant, P.I. Edward Castronova – Exploratory content analysis of virtual economies and their motivational features, IU Dept. Telecommunications. August, 2010 – August 2011.

Research Assistant – U.S. Federal Reserve Funded Grant, P.I. Edward Castronova – A Virtual World for the Study of Economic Development, IU Dept. Telecommunications. May 2008 – August 2009.

Research Assistant – McArthur Foundation Funded Grant, P.I. Edward Castronova – Arden: World of William Shakespeare, IU Dept. Telecommunications. May 2006 – June 2007

## Software Development/Design

May 08 - May 09	Lead Programmer - Greenland: A Virtual World for the Study of Economic Development. Indiana University Department of Telecommunications.
May 06 – May 07	Producer & Community Manager - Arden World of William Shakespeare. IUB
June 06 - May 07	Marketing Specialist - IUB School of Library and Information Science.
Aug. 05 - June 06	Web Developer – IU Alumni Association, Indiana University Bloomington.
June 05 - Aug. 05	Application Developer - Service Net Inc., Jeffersonville, Indiana.
June 04 - June 05	Information Tech. Volunteer – U.S. Peace Corps, Bartica, Guyana S.A.
Aug. 00 - Dec. 03	Application Developer - Samtec Inc., New Albany, Indiana.

## Teaching

Assistant Instructor - IU Dept. Telecommunications - T101 Media Life - Fall 11  
Lead three 50 minute discussion sections each week.

Assistant Instructor - IU Dept. Telecommunications - T101 Media Life - Spring 10  
Lead three 50 minute discussion sections each week.

Assistant Instructor - IU Dept. Telecommunications - T101 Media Life - Fall 09  
Lead three 50 minute discussion sections each week.

Assistant Instructor - IU Dept. Telecommunications - Video Game Industry - Spring 08  
Created Syllabus & Tests. Taught class when Instructor was on travel.

Assistant Instructor - IU Dept. Telecommunications - Intro. to the Information Age - Fall 07  
Lead three 50 minute discussion sections each week.

Instructor - University Information Technology Services, Indiana University (May 05 – August 06)  
Instructed 3 hour workshops in: XML, HTML, Access, Dreamweaver, and CSS.

Instructor - United States Peace Corps (June 04 – June 05)  
Instructed classes for high-school students & teachers in IT at Bartica Secondary School.

## Professional Activity/Service

### Program Committee

VS Games Conference 2011

### Journal Reviewer

Journal of Games and Culture - October 2010

American Journal of Play - April 2008

### Conference Reviewer

International Communications Association - Games SIG- December 2010

International Communications Association - Games SIG - December 2009

ACM Advances in Computer Entertainment Technology Conference Proceedings - August 2009

ACM Advances in Computer Entertainment Technology Conference Proceedings - August 2008

### Student Organizations

Department of Communications Graduate Committee Faculty Representative - 2010/2011

Chair - Indiana University ACM Student Chapter - 2006/2007

### Professional Affiliations

Member, International Communication Association

Member, National Communication Association

## References

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### Dr. Annie Lang

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Assistant Professor

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