ALEX P. LEITH

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EMPLOYMENT

Assistant Professor

Department of Mass Communications, College of Arts & Sciences, Southern Illinois University Edwardsville, August 2019 – Present

Graduate Assistant

Department of Media & Information, College of Communication Arts & Sciences, Michigan State University, September 2012 – May 2017

Adjunct Instructor

Division of Humanities, College of Arts & Sciences, McKendree University, January 2012 – May 2012

Department of Liberal Arts, School of Arts & Sciences, St. Louis College of Pharmacy, August 2011 – May 2012

Department of Speech Communication, College of Arts & Sciences, Southern Illinois University Edwardsville, August 2011 – December 2011

Graduate Assistant

Department of Speech Communication, College of Arts & Sciences, Southern Illinois University Edwardsville, August 2010 – May 2011

Marketing Manager

University Communications, Brigham Young University – Idaho, August 2008 – August 2009

EDUCATION

Doctor of Philosophy, Information and Media (Media and Information)

Michigan State University, 2019

Dissertation: Gameplay livestreaming: Agents of gamespace

Committee: Rabindra Ratan (Chair), Casey O'Donnell, Morgan Ellithorpe, Brandon Van Der Heide

Master of Arts, Speech Communication (Interpersonal Communication)

Southern Illinois University Edwardsville, 2011

Thesis: I know what you did last night: Exploring parasocial Facebook relationships. *Committee:* Jocelyn DeGroot-Brown (Chair), Alicia Alexander, E. Duff Wrobbel.

Bachelor of Arts, Communication (Public Relations)

Brigham Young University – Idaho, 2009

Clusters: English and Philosophy

FUNDING
External Funding

Ratan, R., Foxman, M., <u>Leith, A. P.</u>, Beyea, D., and Winn, B. (2021-2025). *FW-HTF-R: Collaborative research: Virtual meeting support for enhanced well-being and equity for game developers.* National Science Foundation. $1,599,851 (Total); $70,458.00 (SIUE)

Internal Funding

<u>Leith, A. P.</u> (2023-2024). OER Adoption, Adaptation, and Implementation Incentive Program. $6,088

<u>Leith, A.P.</u> (2021-2022). New Faculty Incentive Program. $2,000

SCHOLARSHIP
Peer-Reviewed Publications

Beyea, D., Lim, C., Lover, A., Foxman, M., Ratan, R., <u>Leith, A. P.</u>, (2024). Zoom fatigue in review: A meta-analytical examination of videoconferencing fatigue's antecedents. Computers in Human Behavior Reports. https://doi.org/10.1016/j.chbr.2024.100571

Foxman, M., Beyea, D., <u>Leith, A.P.</u>, Ratan, R. A., Chen, V. H. H., & Klebig, B. (2022). Beyond genre: Classifying virtual reality experiences. *IEEE Transactions on Games*, *14*(3), 466-477. https://doi.org/10.1109/TG.2021.3119521

<u>Leith, A. P.</u>, & Gheen, E. (2022). Twitch in the time of quarantine: The role of engagement in needs fulfillment. *Psychology of Popular Media*, *11*(3), 275-280. https://doi.org/10.1037/ppm0000372

<u>Leith, A. P.</u> (2021). Parasocial cues: The ubiquity of parasocial relationships on Twitch. *Communication Monographs*, *88*(1), 111-129. https://doi.org/10.1080/03637751.2020.1868544

Ratan, R. A., Fordham, J., <u>Leith, A. P.</u>, & Williams, D. (2019). Women keep it real: Avatar gender choice in League of Legends. *Cyberpsychology, Behavior, and Social Networking*, *22*, 254-257. https://doi.org/10.1089/cyber.2018.0302

DeGroot, J. M., & <u>Leith, A. P.</u> (2018). R.I.P. Kutner: Parasocial grief following the death of a television character. *OMEGA - Journal of Death and Dying*, *77*, 199-216. https://doi.org/10.1177/00302228156004

<u>Leith, A. P.</u>, Ratan, R. A., & Wohn, D. Y. (2016). The (de-)evolution of evolution games: Analyzing the accuracy of evolution depiction in video games. *Journal of Science Education and Technology*, *25*, 655-664. https://doi.org/10.1007/s10956-016-9620-x

Conference Proceedings

Lim, C., <u>Leith, A.P.</u>, Foxman, M., Ratan, R., Klebig, B. (2025, January) *The Hyperpersonal Model of Communication in virtual meetings: Exploring the roles of fatigue, social interaction anxiety, muting, and avatar use in meeting engagement*. To be published in *Proceedings of the 58th Hawaii International Conference on System Sciences*.

Milik, O., Jang, D., Foxman, M., Klebig, B., Bayea, D., <u>Leith, A. P.</u>, Ratan, R. (2024, November). Focusing on virtual groups. A method for focus group interviews in XR/VR group settings. To be published in *AoIR Selected Papers of Internet Research, 2024*.

Foxman, M., Bouzek. D., Lim, C., Ratan, R., Klebig, B., <u>Leith, A.P.</u>, & Beyea, D. (2024, July) Making a virtual playground: Values-based game design in meeting platforms. *2024: Abstract Proceedings of DiGRA 2024 Conference: Playgrounds*.

Lim, C., Foxman, M., <u>Leith, A.P.</u>, Meshi, D., Ratan, R. (2024, July) Wanting playfulness to counter fatigue from virtual meetings: Associations with social interaction anxiety and workaholism. *2024: Abstract Proceedings of DiGRA 2024 Conference: Playgrounds*.

Foxman, M., Bouzek, D., Rata, A., & Leith, A. (2023, June). Virtually Limited: Boundaries of Play in Virtual Reality Production. *2023: Abstract Proceedings of DiGRA 2023 Conference: Limits and Margins of Games*.

<u>Leith, A.</u>, Foxman, M., Onuche, M., Ratan, R., & Lim, C. (2023, June). Mixed Feelings and Realities: Joyful to Nauseating Sentiments about VR on Twitter. 2023: Abstract Proceedings of DiGRA 2023 Conference: Limits and Margins of Games.

Foxman, M., <u>Leith, A. P.</u>, Beyea, D., Klebig, B., Chen, V. H. H., & Ratan, R. (2020, November). Virtual reality genres: Comparing preferences in immersive experiences and games. In *CHI PLAY '20: Extended Abstracts of the 2020 Annual Symposium on Computer-Human Interaction in Play* (pp. 237-241). ACM Digital Library. <u>https://doi.org/10.1145/3383668.3419881</u>

<u>Leith, A. P.</u> (2019, October). Playing games for others: Constructing a gameplay livestreaming taxonomy. In R. Ratan, B. Winn, & E. LaPensée (Eds.), *Proceedings of Meaningful Play 2018* (pp. 372-379). ETC Press. <u>https://doi.org/10.1184/R1/9995969</u>

Reviewed Book

<u>Leith, A. P.</u> (2024). *Quantitative research in mass communications: R and RStudio*. Bookdown. <u>https://bookdown.org/alex_leith/mc451/</u>

Book Chapters

Fordham, J., <u>Leith, A. P.</u>, & Ratan. R. A. (2017). League of Legends: Summoning a league of their own. In J. Banks, R. Mejia, & A. Adams (Eds.), *100 greatest video game franchises* (pp. 102-104). London: Rowman & Littlefield.

Leith, A. P., & Fordham, J. (2017). Assassin's Creed: Leap of faith through historiophoty In J. Banks, R. Mejia, & A. Adams (Eds.), *100 greatest video game franchises* (pp. 11-12). London: Rowman & Littlefield.

Leith, A. P., & Ratan, R. A. (2017). Super Smash Bros.: Fight with the one that brung ya. In J. Banks, R. Mejia, & A. Adams (Eds.), *100 greatest video game franchises* (pp. 178-180). London: Rowman & Littlefield.

Invited Presentations

Leith, A. P., Freberg, K., Wall, M., & Dalton, S. (2020, May). *How to teach digital and social media marketing well.* Panel presented at the Midwest Digital Marketing Conference. St. Louis, MO.

Conference Papers & Presentations

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

Foxman, M., Bouzek, D., Lim, C., & Leith, A.P. (2024, June). *Playing from home: Identity, cohesion, and communication for remote game makers.* Paper presented at the International Communication Association 74th Annual Conference. Gold Coast, QLD.

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

Foxman, M., Leith, A.P., Ratan, R., Bouzek, D. (2023, May). *Playfully Virtual: Finding Authentic Communication in Videoconferencing and Online Meetings.* Paper presented at the International Communication Association 73rd Annual Conference. Toronto, ON.

Leith, A.P., Foxman, M., Onuche, M., Bouzek, D. (2023, May). *Diffusion of gratification: The reception of VR as a modality for remote work and meetings*. Paper presented at the International Communication Association 73rd Annual Conference. Toronto, ON.

Leith, A.P., Foxman, M., Ratan, R., & Lim, C. (2023, May). *Feelings for meetings: A sentiment analysis of videoconferencing platforms a year apart*. Paper presented at the International Communication Association 73rd Annual Conference. Toronto, ON.

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

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

Leith, A. P., & Baker, S. (2020, November). *Cmonbruh, trihard: Using machine-learning to identify racial harassment in Twitch chat messages for Black and White streamers*. Presented at the National Communication Association 106th Annual Convention. Indianapolis, IN [Virtual].

Leith, A. P. (2020, May). *Communicating closeness: Verbal immediacy as a predictor of parasocial relationships on Twitch*. Presented at the International Communication Association 70th Annual Conference. Gold Coast, AUS [Virtual].

Leith, A. P. (2020, May). *When watching isn't enough: Human agents and their influence of gameplay and gamespace through synchronous chat*. Presented at the International Communication Association 70th Annual Conference. Gold Coast, AUS [Virtual].

Leith, A. P. (2019, August). *The affective messaging of gameplay livestream viewers*. Presented at the 2019 Digital Games and Research Association Conference. Kyoto, Japan.

Leith, A. P. (2018, October). *Giving you your space: Examining gamespace expandability*. Presented at the 2018 International Academic Conference on Meaningful Play. East Lansing, MI.

Leith, A. P. (2015, November). *Busking on a digital pitch: Investigating Internet-based gameplay broadcasting*. Paper to be presented at the National Communication Association 101st Annual Convention. Las Vegas, NV.

Leith, A. P. (2015, November). *Understanding the implications of uses and gratifications in gameplay viewing*. Paper to be presented at the National Communication Association 101st Annual Convention. Las Vegas, NV.

Rabindra, R. A., Fordham, J., Leith, A. P., Williams, D., & Kennedy, T. (2015, May). *Identity salience in avatar choice motivation*. Paper to be presented at the Gaming Bodies Preconference of the International Communication Association 65th Annual Conference. San Juan, Puerto Rico.

Boehmer, J. H., & Leith, A. P. (2015, March). *Tweeting the World Cup: Soccer teams' use of dialogic communication during the 2014 World Cup*. Presented at The Eighth Summit on Communication and Sport. Charlotte, NC.

Leith, A. P. (2014, November). *Learning to play: Academic impacts of digital gameplay among disadvantaged African American students*. Presented at the National Communication Association 100th Annual Conference. Chicago, IL.

Huang, T. K., Cotton, S. R., & Leith, A. P. (2014, May). *The impact of emotional costs on students' IT use and academic performance in the context of*

computer integration. Presented at the Digital Divide Preconference of the International Communication Association 64th Annual Conference. Seattle, WA.

Leith, A. P. (2013, June). *A more accessible celebrity: A case for parasocial interactions with YouTube personalities and communities*. Presented at International Association of Media and Communication Research 2013 Conference. Dublin, Ireland.

Leith, A. P., Ratan, R. A., & Wohn, D. Y. (2013, June). *The (de-)evolution of evolution games: Analyzing the accuracy of evolution depiction in video games*. Presented at International Communication Association 63rd Annual Conference.

DeGroot, J. M., & Leith, A. P. (2011, November). R.I.P. Kutner: Parasocial relationships and grieving the death of a television character. Presented at National Communication Association 97th Annual Convention.

Leith, A. P. (2011, November). The games we play. Presented at National Communication Association 97th Annual Convention.

Thesis & Dissertation

Leith, A. P. (2019). *Gameplay livestreaming: Human agents of gamespace and their parasocial relationships*. (Doctoral dissertation). Michigan State University, East Lansing, Michigan.

Leith, A. P. (2011). *I know what you did last night: Exploring parasocial Facebook relationships*. (Unpublished master's thesis). Southern Illinois University Edwardsville, Edwardsville, Illinois.

COURSES TAUGHT

Assistant Professor

Dept. of Mass Communications, Southern Illinois University Edwardsville

MC 590: Independent Study in Mass Communications (Fall 2020)

MC 471: Special Topics in Mass Media: Introduction to Data Analytics in Journalism and Mass Communications (Fall 2019)

MC 471: Special Topics in Mass Media: Social Media Analytics (Spring 2024)

MC 451: Research Methods in Mass Media (Spring 2021, Spring 2022 – Spring 2024)

MC 327: Design and Writing for the World Wide Web (Fall 2019 – Spring 2023, Spring 2024)

MC 323: Digital Publishing and Design (Spring 2023 – Fall 2023)

FST 101: Succeeding & Engaging at SIUE (Fall 2023)

Teaching Assistant

Dept. of Media & Information, Michigan State University

COM 803: Intro to Quantitative Research Methods (Fall 2011)

TC 401: Social Media in Society (Fall 2013)

TC 401: Science Fiction, Communication, and Technology (Spring 2013 – Fall 2013)

MI 201: Introduction to Media and Information Technologies and Industries (Spring 2016 – Fall 2016)

MI 101: Understanding Media (Spring 2015 – Spring 2017)

<u>Department of Speech Communication, Southern Illinois University</u>

SPC 103: Interpersonal Communication (Fall 2010, Spring 2011)

Adjunct Instructor

<u>Division of Humanities, McKendree University</u>

JRN 372: Web and Print Publication Design (Spring 2012)

<u>Department of Liberal Arts, St. Louis College of Pharmacy</u>

EN 3100: Professional Communication (Fall 2011 – Spring 2012)

<u>Department of Speech Communication, Southern Illinois University</u>

SPC 105: Public Speaking (Fall 2011)

SPC 103: Interpersonal Communication (Fall 2010 – Fall 2011)

Committees

- Rachel Berg, Master's Project Member (Spring 2021)
- Abdurrahman Celik, Thesis Member (Summer 2023 – Summer 2024)
- Hope Chulka, Comprehensive Exam Member (Spring 2024)
- Kain Henson, Master's Project Member (Fall 2021 – Summer 2022)
- Lenny Escarlet Montano Claure, Graduate Exam Member (Spring 2021)
- Stephanie Schrage, Senior Assignment Supervisor (Spring 2020)
- Ashlyn Smith, Master's Project Member (Fall 2021 – Summer 2022)
- Thomas Yancey, Senior Assignment Supervisor (Fall 2021 – Spring 2022)

SERVICE
Departmental

- ACEJMC Reaccreditation, Member (Fall 2022 – Fall 2023)
- Library, Liasian (August 2020 - Spring 2024)
- Mass Communications Week, Chair (Spring 2021 - Spring 2023)
- Website Committee, Member (Fall 2021 – Summer 2024)
- Technology Committee, Chair (Spring 2024 – Summer 2024)

College

- Program Review Member, International Studies (Fall 2023)

University

- Search Committee Member, Director of Student Financial Aid (Spring 2020 – Fall 2020)
- Task Force Member, Engagement in Asynchronous Classes (Summer 2020)
- Reviewer, Cougar Guide (Spring 2020)
- Discord Server, Program Coordinator (Fall 2023 - Summer 2024)

Academia

Reviewer

Journals

- Communication and Sports
- Communication Monograph
- Cyberpsychology, Behavior, and Social Networking
- Death & Dying
- Games & Culture
- Information & Management
- International Journal of Communication
- Mass Communication & Society
- Media Psychology
- Psychology of Popular Media
- Technology, Mind, & Behavior

Conferences

- Conference on Human Factors in Computing Systems
- Computer-Human Interaction in Play
- Digital Games Research Association
- Global Fusion
- Hawaii International Conference on System Sciences
- International Communication Association
- Meaningful Play
- Meaningful XR
- National Communication Association

Leadership

Journals

- Journal of Media Psychology, Special Issue Co-Editor (Summer 2024)

Conferences

- Global Fusion, Co-Planner (Spring 2020 – Fall 2020)
- International Communication Association, Game Studies Student & Early Career Representative (Spring 2022 – Summer 2024)
- Meaningful XR, Co-Planner (Fall 2023 – Summer 2024)

Public

- Triad Debate Tournament, Judge (Spring 2020)
- Fort Collins Debate Tournament, Judge (Spring 2022)