

Nick Ballou

PHD CANDIDATE - MOTIVATIONAL PSYCHOLOGY OF VIDEO GAMES

☎ (+44) 07367 525567 | ✉ nick.ballou@gmail.com | 🏠 nickballou.com | 📺 [nballou](https://www.youtube.com/channel/UCnballou) | 🐦 [@nballou](https://twitter.com/nballou)

Education

Queen Mary, University of London

CDT in Intelligent Games and Game Intelligence (IGGI)

London, UK

PHD IN VIDEO GAME PSYCHOLOGY

Sep. 2019–present

- Research areas: self-determination theory, game design, well-being & dysregulated gaming
- Supervisors: Dr Laurissa Tokarchuk (Queen Mary), Prof Sebastian Deterding (University of York), and Dr David Zendle (University of York)

University of Cambridge

Cambridge, UK

MPhil with distinction IN THEORETICAL AND APPLIED LINGUISTICS

2017–2018

- Research areas: phonetics, second language acquisition, computer-assisted language learning
- Supervisor: Dr Calbert Graham

Tulane University

New Orleans, LA, USA

BS magna cum laude IN LINGUISTICS AND ENVIRONMENTAL STUDIES

2012–2016

Skills

| | |
|-------------------------|---|
| Programming | R (intermediate), LaTeX, Python (basic) |
| Research Methods | Inferential Statistics, Robust and Reproducible Science |
| Linguistics | Phonetic Analysis, Transcription, NLTK |
| Languages | German (C1), Dutch (B2), French (B1) |
| Games | Game Design, Game Development (Unity/C#), User Research |

Experience

Rainbow Primary School

Hong Kong

PRIMARY ENGLISH TEACHER

Aug. 2018–Jul. 2019

- Designed and delivered up to 20 English lessons per week for grades 2 and 6
- Evaluated and introduced e-learning resources for grammar and phonics acquisition

University of Cambridge

Cambridge, UK

PHONETICS RESEARCH ASSISTANT

Jul. 2018–Aug. 2018

- Conducted comprehensive literature review and paper annotation for the summary article of a *Phonetica* special issue, spanning topics in phonetics, phonology, and psycholinguistics

Grants

2019–23 £63k, EPSRC PhD Funding - CDT in Intelligent Games and Games Intelligence (IGGI)

QMUL

2018 €7k (declined), AIPHES Pre-doctoral Training Grant

Universität Heidelberg

2012–16 \$108k, Presidential Merit Scholarship

Tulane University

2015 \$1k, Devlin Internship Grant

Tulane University

Journal Articles

Ballou, N., Gbadamosi, C. & Zendle, D., (2020). “The Hidden Intricacy of Loot Box Design: A Granular Description of Random Monetized Reward Features”. *Preprint, available on PsyArXiv*. DOI: [10.31234/osf.io/xeckb](https://doi.org/10.31234/osf.io/xeckb).

Ballou, N. & Van Rooij, A. J., (2020). “The Relationship between Mental Well-Being and Dysregulated Gaming: A Specification Curve Analysis of Core and Peripheral Criteria in Five Gaming Disorder Scales”. *In press at Royal Society Open Science. Preprint available on PsyArXiv*. DOI: [10.31234/osf.io/bvyhc](https://doi.org/10.31234/osf.io/bvyhc).

Zendle, D., Meyer, R. & **Ballou, N.**, (2020). “The Changing Face of Desktop Video Game Monetisation: An Exploration of Trends in Loot Boxes, Pay to Win, and Cosmetic Microtransactions in the Most-Played Steam Games of 2010-2019”. *PLOS ONE*. DOI: [10.1371/journal.pone.0232780](https://doi.org/10.1371/journal.pone.0232780).

Zendle, D., Meyer, R., Cairns, P., Waters, S. & **Ballou, N.**, (2020). “The Prevalence of Loot Boxes in Mobile and Desktop Games”. *Addiction*. DOI: [10.1111/add.14973](https://doi.org/10.1111/add.14973).

Conference Papers

Ballou, N., Warriar, V. R. & Deterding, S. (2021) “Are You Open? A Content Analysis of Transparency and Openness Guidelines in HCI Journals”

CHI Conference on Human Factors in Computing Systems (CHI '21), 2021, Yokohama

Written Evidence

Petrovskaya, E., **Ballou, N.** & Zendle, D. (2021) ASA Consultation on In-Game Purchasing.

Written Evidence for the Advertising Standards Authority (UK), 2021

Zendle, D., **Ballou, N.** & Petrovskaya, E. (2020) Loot Boxes in Video Games: Call for Evidence.

Written Evidence for the Department for Digital, Culture, Media and Sport (UK), 2020