C U R R I C U L U M   V I T A E
Jorge F. Peña, Ph.D.
Professor
Department of Communication
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EDUCATION

- *Cornell University*. Ph.D., Communication, Minor in Social Psychology, July 2007. (Advisor: Jeff Hancock; Committee: Joe Walther, Poppy McLeod, and David Dunning).
- *Cornell University*. M. S., Communication, May 2004. (Advisor: Jeff Hancock; Committee: Joe Walther and Geri Gay).
- *Universidad de Santiago de Chile*. B. A., Social and Organizational Psychology, January 2002. (Advisor: Emilio Moyano; Committee: Sergio González and Luis Mena).

RESEARCH AND TEACHING AREAS

- Computer-mediated communication.
- Cognition, affect, and behavior in video games and virtual environments.
- Social psychology (Priming, impression formation, social comparisons).
- Quantitative research methods (Experiments, automated linguistic analysis).

ASSOCIATIONS AND AFFILIATIONS
- International Communication Association.
- National Communication Association.

FUNDING AND CONSULTING
- Awarded a $25,000 seed grant as 50% co-PI for a UC Davis Center for Advancing Pain Relief (CAPR) seed grant with Dr. Ian Koebner (spring 2021).
- Awarded a $63,000 Innovative learning technology initiative grant for the development of an UC systemwide online course examining the effects of video games and VR/AR on human cognition and behavior (fall 2018).
- Summer Research assistantship, UT Austin (summer 2012).
- Awarded a €200,000 grant from the Portuguese Republic via the Fundacao para a Ciencia e a Tecnologia in collaboration with Drs. Rui Prada, Carlos Martinho, and Pedro Santos. This UT-Portugal project will explore social identification and intercultural cooperation in virtual environments (fall 2010)
- Grant development award ($5,000), UT Austin (spring 2012).

- Awarded a $1,000 FAST Tex grant to enhance the use of technology for teaching and research purposes in the classroom (spring 2010).
- Researcher and designer of a content manual outlining psychological principles for a software teaching road safety to Chilean public-school children (Ages 5 to 7). Collaboration with Dr. Emilio Moyano Diaz. Project was presented and approved by the Chilean National Commission for Road Safety (CONASET) (winter-spring 2002)

PEER- REVIEWED MANUSCRIPTS

56. Peña, J., Craig, M., & Baumhardt, H. (2022). The effects of avatar customization and virtual human mind perception: A test using Milgram's paradigm. *New Media & Society*. https://doi.org/10.1177/14614448221127258

55. Koebner, I., & Peña, J. (2022). The design of a virtual museum to address social disconnection and pain among individuals with chronic pain (IWCP). *Journal of Clinical and Translational Science, 6*(S1), 44-44. doi:10.1017/cts.2022.143

54. Pan, W., & Peña, J. (2021). A replication and expansion of the exposure effects of online model photos and social comparison goals on planned weight-loss behaviors. *New Media & Society*. https://doi.org/10.1177%2F14614448211055367

53. Huang-Isherwood, K., & Peña, J. (2021). Testing moral disengagement and Proteus effect predictions on feelings of guilt and self-empowerment attributed to bearing guns. *Frontiers in Psychology, 12,* 1-10. https://www.frontiersin.org/articles/10.3389/fpsyg.2021.695086/abstract

52. Peña, J., Wolff, G., & Wojcieszak, M. (2021). Virtual reality and political outgroup contact: Can avatar customization and common ingroup identity salience reduce social distance? *Social Media + Society*. https://doi.org/10.1177/2056305121993765

51. Weisman, W. & Peña, J. (2021). Face the uncanny: The effects of doppelganger talking head avatars on affect-based trust toward AI technology are mediated by uncanny valley perceptions. *Cyberpsychology, Behavior, and Social Networking, 24*, 182-187. https://doi.org/10.1089/cyber.2020.0175

50. Alvídrez, S., & Peña, J. (2020). Verbal mimicry predicts social distance and social attraction to an outgroup member in virtual reality. *2020 IEEE International Conference on Artificial Intelligence and Virtual Reality.* Utrecht, Netherlands. DOI: 10.1109/AIVR50618.2020.00023

49. Navarro, J. Peña, J. Cebolla, A., & Baños, R. (2020). Can avatar appearance influence physical activity? User-avatar similarity and Proteus effects on cardiac frequency and step counts. *Health Communication.* https://doi.org/10.1080/10410236.2020.1834194

48. Peña, J. & Hill, D. (2020). Examining identity shift effects in virtual reality. *Cyberpsychology, Behavior, and Social Networking, 23,* 697-701. DOI: 10.1089/cyber.2020.0010

47. Alvídrez, S., & Peña, J. (in press). Contact in VR: Testing avatar customisation and common ingroup identity cues on outgroup bias reduction. *Cyberpsychology, Behavior, and Social Networking. CyberPsychology, CyberTherapy & Social Networking Conference (CYPSY25) special issue.*

46. Peña, J., & Hernandez, J. F. (2019). Game perspective-taking effects on willingness to help immigrants: A replication study with a Spanish sample. *New Media & Society, 22,* (6), 944-958. DOI: 10.1177/1461444819874472

45. Pan, W., & Peña, J. (2019). Looking down on others to feel good about the self: The exposure effects of online model pictures on men's self-esteem. *Health Communication, 35,* 731-738. https://doi.org/10.1080/10410236.2019.1584780

44. Chen, M., & Peña, J. (2018). The effects of physical poses on risk-taking behavior and signature size after playing with a motion-controlled video game. *International Journal of Health & Media Research.* http://www.jhnmr.org/HNMR/bbs/board.php?bo_table=s52&wr_id=23&sst=wr_download&sod=desc&sop=and&page=1

43. Peña, J., Hernandez, J. F., Khan, S., & Cano, A. P. (2018). Game perspective-taking effects on players' behavioral intention, attitudes, subjective norms, and self-efficacy to help immigrants: The case of "Papers, Please." *Cyberpsychology, Behavior, and Social Networking,* 687-693. http://doi.org/10.1089/cyber.2018.0030

42. Peña, J., Khan, S., Burrows, C., & Blanton, H. (2018). How persuasive are health advertisements in first-person shooter games? Exploring knowledge-activation and thought-disruption mechanisms. *Communication Research Reports, 35, (4),* 293-302. https://doi.org/10.1080/08824096.2018.1469484

41. Khan, S., & Peña, J. (2017). Playing to beat the blues: Linguistic agency and message causality effects on use of mental health games application. *Computers in Human Behavior, 71*, 436-443. doi:http://dx.doi.org/10.1016/j.chb.2017.02.024

40. Pan, W., & Peña, J. (2017). The exposure effects of online model pictures and weight-related persuasive messages on women's attitudes toward weight-loss planned behaviors. *Journal of Health Communication. 22*, 858-865, https://doi.org/10.1080/10810730.2017.1367339

39. Peña, J., Ghaznavi, J., Brody, N., Prada, R., Martinho, C., Santos, P. A., Damas, H., & Dimas, J. (2017). Effects of human vs. computer-controlled characters and social identity cues on enjoyment. *Journal of Media Psychology, 0*(0), 1-13. doi:10.1027/1864-1105/a000218

38. Peña, J., & Chen, M. (2017). With great power comes great responsibility: Superhero primes and expansive poses influence prosocial behavior after a motion-controlled game task. *Computers in Human Behavior, 76*, 378-385.

37. Peña, J., & Chen, M. (2017). Playing with power: Power poses affect enjoyment, presence, controller responsiveness, and arousal when playing natural motion-controlled video games. *Computers in Human Behavior, 71*, 428-435.

36. Peña, J., & Pan, W. (2016). Words of advice: Exposure to website model pictures and online persuasive messages affects the linguistic content and style of women's weight-related social support messages. *Computers in Human Behavior, 63*, 208-217.

35. Peña, J., Khan, S., & Alexopoulos, C. (2016). I am what I see: How avatar weight affects physical activity among male gamers. *Journal of Computer-Mediated Communication, 21,* 195-209.

34. Peña, J., & Brody, N. (2016). Increasing cognitive readiness through computer and videogame-based training. *Communication Research, 43,* 571-592.

33. Brody, N., & Peña, J. (2015). Equity, relational maintenance, and linguistic features of text messaging. *Computers in Human Behavior, 49*, 499-506.

32. Yoo, S.-C., Peña, J., & Drumwright, M. (2015). Virtual shopping and unconscious persuasion: The priming effects of avatar age and consumers' age discrimination on purchasing and prosocial behaviors. *Computers in Human Behavior, 48*, 62-71.

31. Yilmaz, G., & Peña, J. (2015). How do interpersonal behaviors and social categories affect language use? The case of virtual teams. *Communication Quarterly, 63*, 427-443.

30. Peña, J., & Kim, E. (2014). The influence of self and opponent avatar weight on physical activity among female gamers, *Computers in Human Behavior, 41*, 262-267.

29. Peña, J., & Yoo, S.-C. (2014). Under pressure: Avatar appearance and cognitive load effects on persuasion, trust, bargaining, and interpersonal distance in a virtual store. *PRESENCE*: *Teleoperators and Virtual Environments, 23*, 18-32.

28. Yilmaz, G., & Peña, J. (2014). The influence of social categories and interpersonal behaviors on future intentions and attitudes to form subgroups in virtual teams. *Communication Research, 41*, 333-352.

27. Peña, J., & Brody, N. (2014). Intentions to hide and unfriend Facebook connections based on perceptions of sender attractiveness and status updates. *Computers in Human Behavior, 31*, 143-150.

26. Peña, J., & Blackburn, K. (2013). The priming effects of virtual environments on interpersonal perceptions and behaviors. *Journal of Communication, 63,* 703-720.

25. Baptista, M., Damas, H., Dimas, J., Raimundo, G., Prada, R., Martinho, C., Santos, P., & Peña, J. (2013). A serious game based on a public goods experiment. *International IEEE Conference on Social Computing (SocialCom),* 774-781.

24. Peña, J., McGlone, M., & Sanchez, J. (2012). The automatic effects of avatar appearance and role labels in a spontaneous language use task. *Journal of Virtual Worlds Research, 5*, 1-16, http://journals.tdl.org/jvwr/index.php/jvwr/article/view/6280

23. Peña, J. (2011). Integrating the influence of perceiving and operating avatars under the automaticity model of priming effects. *Communication Theory, 21*, 150-168.

22. Prada, R., Raimundo, G., Dimas, J., Martinho, C., Peña, J., Baptista, J., Santos, P. A., & Ribeiro, L. L. (2011). The role of social identity, rationality, and anticipation in believable agents. In *Proceedings of the 11th International Conference on Autonomous Agents and Multiagent systems (AAMAS '12), 3,* 1175-1176.

21. Yoo, S.-C., & Peña, J. (2011). Does violence in video games impair in-game advertisement effectiveness? The impact of game context on brand recall, brand attitude, and purchase intention. *CyberPsychology, Behavior, & Social Networking, 14*, 439-446.

20. Lin, J.-S., & Peña, J. (2011). Are you following me? A content analysis of TV networks' brand communication on Twitter. *Journal of Interactive Advertising, 12, 1, http://jiad.org/article150*

19. McNamee, L., Peterson, B., & Peña, J. (2010). Teaching, invoking, indicting, and advocating: Understanding the communication of hate groups' websites. *Communication Monographs, 77*, 288-311.

18. Merola, N. A., & Peña, J. (2010). The effects of avatar appearance in virtual worlds. *Journal of Virtual Worlds Research 2,* 5, https://journals.tdl.org/jvwr/article/view/843

17. Jin, B., & Peña, J. (2010). Mobile communication in romantic relationships: Mobile phone use, relational uncertainty, love, commitment, and attachment styles. *Communication Reports, 23*, 39-51.

16. Peña, J., & Hancock, J. T., & Merola, N. A. (2009). The priming effects of avatars in virtual settings. *Communication Research, 36*, 838-856.

15. Peña, J., Walther, J. B., & Hancock, J. T. (2007). Effects of geographic distribution on dominance perceptions in computer-mediated groups. *Communication Research*, *34*, 313-331.

14. Peña, J., & Hancock, J. T. (2006). An analysis of socioemotional and task-oriented communication in an online multiplayer video game. *Communication Research*, *33*, 92-109.

13. Nastri J. A., Peña, J., & Hancock, J. T. (2006). The construction of away messages in instant messenger: A speech act analysis. *Journal of Computer-Mediated Communication*, *11*, 1025-1045.

12. Moyano, E., Peña, J., & Rubinstein, C. (2004). Primary prevention of the traffic accidents in Chile: Driver training and road safety campaigns. *Revista Mexicana de Psicología*, *20*, 127-140. (In Spanish)

11. Conejera, M., Donoso, D., Moyano, E., Peña, J., & Saavedra, F. (2003). Persuasive communication and attitude change toward road safety among pedestrians. *Revista Latinoamericana de Psicología*, *35*, 77-90. (In Spanish)

BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES

10. Peña, J. (2020). The Proteus effect. In J. Van den Bulk, D. Ewoldsen, E. Scharrer, and E. Mares (Eds.), *The international encyclopedia of media psychology*. Wiley.

9. Peña, J., Li, B. J., & Ratan, R. (2020). Digital embodiment and improving health outcomes: Healthy avatars make for healthy people. In J. Kim & H. Song (Eds.), *New technology for health-related cognitive and behavioral change.* Elsevier.

8. Khan, S., & Peña, J. (2020). Using persuasive messages to increase engagement with mental health video game apps. In J. Kim & H. Song (Eds.), *New technology for health-related cognitive and behavioral change.* Elsevier.

7. Peña, J. (2018). A communication model of social demands in video games. In N. Bowman (Ed.), *Video games: A medium that demands our attention*, (pp. 126-145). Routledge.

6. Falin, J. & Peña, J. (2017). Shape & size: The body electric. In J. Banks (Ed.), *Avatar, assembled: The social and technical anatomy of digital bodie*s, (pp. 23-32). Peter Lang.

5. Peña, J. (2016). Online gaming. In C. Berger & M. Roloff (Eds.), *International encyclopedia of interpersonal communication.* Wiley-Blackwell.

4. Walther, J. B., Van Der Heide, B., Ramirez, A. Jr., Burgoon, J. K., & Peña, J. (2015). Interpersonal and hyperpersonal aspects of computer-mediated communication. In S. S. Sundar (Ed.), *The handbook of psychology and communication technology* (pp. 3-22). West Sussex, England: Wiley-Blackwell.

3. Brody, N., & Peña, J. (2012). Face threatening messages and attraction in social networking sites: Reconciling strategic self- presentation with negative online perceptions. In C. Cunningham (Ed.), *Social networking and impression-management: Self-presentation in the digital age* (pp. 205-226). Rowan: Lexington.

2. Shapiro, M. A., & Peña, J. (2009). Generalizability and validity in video game research. In U. Ritterfeld, M. J. Cody, & P. Vorderer (Eds.), *Serious games: Mechanisms and effects* (pp. 389-403). Mahwah, NJ: Lawrence Erlbaum.

1. Shapiro, M. A., Peña, J., & Hancock, J. T. (2006). Realism, imagination, and narrative video games. In P. Vorderer & J. Bryant (Eds.), *Playing computer games: Motives, responses, and consequences* (pp. 275-289). Mahwah, NJ: Erlbaum.

CONFERENCE PRESENTATIONS

Peña, J., Craig, M., & Baumhardt, H. (2022). *The effects of avatar customization and virtual human mind perception: A test using Milgram's paradigm.* National Communication Association Conference.

Ibasco, G. C., Koek, W. J. D., Chen, V., & Peña, J. (2022). *The effect of contact and user-avatar similarity on intergroup perceptions in virtual reality.* International Communication Association Conference.

Tseng, J., & Peña, J. (2022). *Decreasing stereotypes toward older adults through embodiment of elderly video game protagonist and visualizing an older self.* International Communication Association Conference.

Weisman, W., Peña, J. (2022). *A PRISMA guided meta-analysis of the uncanny valley phenomenon.* International Communication Association Conference.

Peña, J., Aridy, M., & Falin, J. M. (2021). *Avatar symbiotes: The influence of customizing authoritarian and democratic business leader avatars on altruistic behavior and social perceptions.* International Communication Association Conference.

Pan, W., & Peña, J. (2021). *A replication and expansion of the exposure effects of online model photos and social comparison goals on planned weight-loss behaviors.* International Communication Association Conference.

Andrews, M., & Peña, J. (2021). *Why we watch: Measuring engagement with Twitch live-streamers from a unified theory of acceptance and use of technology perspective.* International Communication Association Conference.

Weisman, W., & Peña, J. (2021). *"I, Monster": The moderation effects of uncanny valley perceptions on affect-based trust attributed to AI-built reconstructed versions of the self.* International Communication Association Conference.

Allen, C., Montes, E., Hoang, T., Romo, T., Navarro, J., & Peña, J. (2021). *The effects of stereotype threat and lift messages on physical activity.* International Communication Association Conference.

Peña, J., & Wolff, G. (2020). *Virtual reality and political outgroup contact: Can avatar customization and common ingroup identity reduce social distance?* International Communication Association Conference.

Navarro, J., & Peña, J. (2020). *Can avatar appearance influence physical activity? Experimental effects on cardiac frequency and step counts.* International Communication Association Conference.

Pan, W., Peña, J., Liu, D., & Yao, J. (2020). *Body esteem mediating the effects of social comparison on men's weight-loss planned behaviors.* International Communication Association Conference.

Peña, J., & Malloch, Y. Z. (2019). *Does this meme make me look thinner? The effect of humorous memes and social identity cues on online forum poster's body size perceptions.* National Communication Association Conference.

Peña, J., & Hernandez, J. F. (2019). *Game perspective-taking effects on willingness to help immigrants: A replication study with a Spanish sample.* National Communication Association Conference.

Peña, J., & Hill, D. (2019). *The song remains the same: No replication for identity shift effects.* International Communication Association Conference.

Malloch, Y. Z., & Peña, J. (2019). *Biting humor: Effects of meme exposure and source's social identity on observers' food portion size choice.* International Communication Association Conference.

Wolff, G., & Peña, J. (2019). *Expectation states and partner competency effects on video game sexism and subgrouping intentions in same-sex dyads.* International Communication Association Conference.

Alvídrez, S. & Peña, J. (2018). *Virtual intergroup contact: How visual identifiability and common group identity cues influence prejudice towards Latinos.* International Communication Association Conference.

Khan, S. & Peña, J. (2018). *Promoting engagement with health game apps targeting depression.* ICA Game Studies Preconference.

Peña, J., Khan, S., Burrows, C., & Blanton, H. (2018). *How persuasive are health advertisements in first-person shooter games? Exploring knowledge- activation and thought-disruption mechanisms.* National Communication Association Conference.

Peña, J. (2017). *Effects of a serious game on immigration attitudes: Playing "Papers, Please" decreases positive attitudes toward immigrants.* International Communication Association Conference.

Peña, J. (2016). *Virtual social sensitization: Can serious video games increase empathy toward immigrants?* National Communication Association Game Studies Preconference.

Pan, W., & Peña, J. (2016). *The exposure effects of online model pictures and weight-related persuasive messages on attitudes toward weight-loss.* International Communication Association Conference.

Khan, S., & Peña, J. (2016). *Playing to beat the blues: Promoting engagement with health game applications through linguistic agency and disease causality language.* International Communication Association Conference.

Peña, J., & Chen, M. (2016). *Power poses affect enjoyment, presence, controller responsiveness, and arousal when playing natural motion-controlled video games.* National Communication Association Conference.

Chen, M. & Peña, J. (2016). *The effects of physical poses on risk-taking behaviors and signature size after playing with a motion-controlled video game.* National Communication Association Conference.

Peña, J., Hernández, J. F., Cano, A. P. (2016). *Virtual social sensitization: Can serious video games increase empathy toward immigrants?* National Communication Association Conference.

Peña, J. (2015). *Harnessing exergames to promote physical activity.* National Communication Association Conference.

Alexopoulos, C., & Peña, J. (2015). *Playing nice: The effects of task difficulty, video game interactivity, and environmental cues on prosocial behavior.* National Communication Association Conference.

Khan, K., & Peña, J. (2015, November). *Words are the window to the mind: How virtual characters' body size activates mental concepts as revealed through linguistic analysis.* National Communication Association Conference.

Peña, J., & Kim, E. (2014, November). *The influence of self and opponent avatar weight on physical activity among female gamers.* Paper to be presented at the 100th annual meeting of the National Communication Association, Chicago IL.

Peña, J., Ghaznavi, J., Edris, E., Brody, N., Prada, R., Martinho, C., Santos, P., Blackburn, K., Morris, M., Damas, H., Dimas, J., & Raimundo, G. (2014, November). *"Game experience may change during online play": Videogame modality and social identity effects on social presence, enjoyment, identification, and ostracism.* Paper to be presented at the 100th annual meeting of the National Communication Association, Chicago IL.

Peña, J., (2013, November). *Words of command: Linguistic analysis and online military leadership training.* Paper presented at the 99th annual meeting of the National Communication Association, Washington DC.

Peña, J., Brody, N. & Miller, C. (2013, June). *Increasing cognitive readiness in U.S. army cadets through computer-based training.* Paper presented at the 63rd annual conference of the International Communication Association, London, UK.

Peña, J., & Yoo, S.-C., (2012, November). *A comparison of three models predicting how avatar stereotypes and cognitive load affects perceptions and ironic misperceptions.* Paper presented at the 98th annual convention of the National Communication Association, Orlando, FL.

Peña, J., & Yoo, S.-C. (2012, May). *Under pressure: Avatar appearance and cognitive load effects on persuasion, trust, bargaining, and interpersonal distance in a virtual store.* Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.

Brody, N. & Peña, J. (2011, November). *Face threatening messages and attraction in social networking sites: Reconciling strategic self-presentation with negative online perceptions.* Paper presented at the 97th annual convention of the National Communication Association, New Orleans, LA.

Peña, J., & Brody, N. (2011, May). *To unfriend or to block?: Avoiding and terminating Facebook connections based on perceptions of social and physical attractiveness, message face-threatening qualities, and linguistic style.* Paper presented at the 61th annual conference of the International Communication Association, Boston, MA.

Brody, N. & Peña, J. (2010, November). *Defriended!: An analysis of face-threatening interaction on Facebook.* Panel presentation at the 96th annual convention of the National Communication Association, San Francisco, CA.

Peña, J., & Blackburn, K, & Sanchez, J. (2010, November). *The priming effects of virtual environments on interpersonal perceptions and behaviors: A conceptual replication of Tidwell and Walther (2002).* Paper to be presented at the 96th annual convention of the National Communication Association, San Francisco, CA.

Peña, J., & Sandlin, A. N. (2010, June). *The Facebook paradox: The cultural beliefs of social networking site users.* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Yoo, S.-C., & Peña, J. (2010, June). *Does violence in video games impair in-game advertisement effectiveness? The impact of game context on brand recall, brand attitude, and purchase intention.* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Peña, J., McGlone, M., Jarmon, L., & Sanchez, J. (2009, November). *The influence of visual stereotypes and roles on language use in virtual environments.* Paper presented at the 95th annual convention of the National Communication Association, Chicago, IL.

Jin, B., & Peña, J. (2008, November). *Mobile phone use and its association with relational uncertainty, intimacy, and attachment styles.* Paper presented at the 94th annual convention of the National Communication Association, San Diego, CA. [Top paper]

Peña, J., Peterson, B., & McNamee, L. (2008, November). *Virtual ethnocentrism: A social identity analysis of U. S. extremist group websites.* Paper presented at the 94th annual convention of the National Communication Association, San Diego, CA.

McNamee, L., Peterson, B., & Peña, J. (2008, November). *Teaching, invoking, indicting, and advocating: Understanding the communication of hate groups' websites.* Paper presented at the 94th annual convention of the National Communication Association, San Diego, CA.

Peña, J., & Hancock, J. T. (2008, May). *Avatar priming effects in virtual environments.* Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada.

Shapiro, M. A., & Peña, J. (2007, May). *Generalizability and validity in computer game research.* Paper presented at the USC Annenberg School for Communication workshop on games for learning, development, and change, Los Angeles, CA.

Peña, J., & Hancock, J. T. (2006, June). *Relational control in computer-mediated groups: An interactional approach to dominance perceptions in distributed and collocated groups.* Paper presented at the 56th annual conference of the International Communication Association, Dresden, Germany.

Merola, N. A., Peña, J., & Hancock, J. T. (2006, June). *Avatar color and social identity effects on attitudes and group dynamics in online video games.* Paper presented at the 56th annual conference of the International Communication Association, Dresden, Germany.

Peña, J., Barrett, T. B., McLeod, P. L., & Hancock, J. T. (2005, May). *Dominance in computer mediated decision-making groups: Effects of geographical distribution in perceived dominance and equality.* Panel session at the 55th annual conference of the International Communication Association, New York.

Nastri, J. A., Peña, J., & Hancock, J. T. (2005, May). *The construction of away messages in instant messenger: A speech act analysis.* Paper presented at the 55th annual conference of the International Communication Association, New York.

Peña, J., & Hancock, J. T. (2004, May). *An analysis of instrumental and socioemotional content in online multiplayer video games.* Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

TEACHING EXPERIENCE

- Associate professor, Department of Communication, UC Davis (2015-   ).
- Assistant professor, Department of Communication, UC Davis (2013-2015).
  Computer-Mediated Communication (CMN 172, CMN 252), *Video Games* (CMN 076).
- Assistant professor, Department of Communication Studies, UT Austin (2007-2013):
  Social Interaction in Virtual Environments, Fall 2010- Spring 2013.
  Communication in Virtual Groups, Fall 2009- Fall 2011.
  Computer-Mediated Communication, Fall 2007-Spring 2013, and Summer 2009-2013.
  Computer-Mediated Communication: Models and Methods, 2008-2012.
- Lecturer position at Cornell University:
  Psychology of Social Computing, Summer 2006.

AWARDS

- Summer research assistantship, UT College of Communication, Summer 2012.
- Grant preparation award, UT College of Communication, Fall 2011.
- Top paper award in 2008 at the National Communication Association meeting, Human Communication and Technology Division.
- Mark Knapp Fellowship (2009), UT Austin.
- Undergraduate Mentor Fellowship (2008), UT Austin.
- Reddick Fellowship (2008), Department of Communication Studies at UT Austin.
- Anson E. Rowe Award (2006), given annually to top graduate student in the field of communication, Cornell University.

MEDIA COVERAGE

- Pokemon Go! And building personal relationships
  https://www.newsreview.com/chico/gaming-levels-up/content?oid=21525362
- Increasing physical activity through video game play
  http://gizmodo.com/would-being-forced-to-use-this-obese-avatar-affect-your-1761309303
  http://timesofindia.indiatimes.com/home/science/Using-thin-avatars-in-gaming-can-help-you-stay-fit/articleshow/51147548.cms
  http://news.ucdavis.edu/search/news_detail.lasso?id=11145
  http://sanfrancisco.cbslocal.com/2015/01/28/video-game-players-with-thin-avatars-more-physically-active-than-obese-ones-uc-davis-study-finds-tennis-jorge-pena-computers-human-behavior/
  http://scienceblog.com/76693/overweight-video-game-avatars-play-worse-thin-ones/#HOQOxxTiG2MlCZSJ.97
  http://www.idigitaltimes.com/video-game-users-thinner-avatars-are-more-fit-real-life-410954
- Student interest in Peña's teaching. "Gamers unite in Academia"
  http://www.theaggie.org/2015/01/08/gamers-unite-in-academia/
- Speaker at TEDxUC Davis in May 2014. "The cape makes the superhero"
  https://www.youtube.com/watch?v=AW5aHG80a44.
- Text messaging and personal relationships.
  http://www.statesman.com/life/everyones-still-texting-but-are-we-falling-for-2343248.html
- Violent video games can impair in-game ad recall and evaluation, September, 2011.

http://www.statesman.com/business/aim-fire-was-that-a-coke-ad-1818274.html
http://www.utexas.edu/news/2011/08/30/video_game_ads/
http://www.sciencedaily.com/releases/2011/09/110903140012.htm#.TmL_ZrbBVaM.facebook
http://www.shacknews.com/article/70010/in-game-ads-ineffective-in-violent-games-study-finds
http://www.tomshw.it/cont/news/la-pubblicita-nei-videogiochi-violenti-non-funziona/33337/1.html
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SERVICE
- Member of the editorial board of *Journal of Computer-Mediated Communication.*
- Former member of the editorial board of *Communication Research.*
- Former member of the editorial board of *Human Communication Research.*
- Former Chair and Vice-Chair of the NCA Game Studies division.
- Reviewer for CHI 2014, HICCS 2014-2015, and CSCW 2011.
- Reviewer for *Journal of Communication.*
- Reviewer for *New Media & Society.*
- Reviewer for *Journal of Computer-Mediated Communication.*

- Reviewer for *Communication Research.*
- Reviewer for *Human Communication Research.*
- Reviewer for *Journal of Language and Social Psychology.*
- Reviewer for *Electronic Journal of Communication.*
- Reviewer for *Media Psychology.*
- Reviewer for *Journal of Media Psychology.*
- Reviewer for *Communication Monographs.*
- Reviewer for *Asian Journal of Communication.*
- Reviewer for *International Journal of Communication.*
- Reviewer for the *Journal of Social and Personal Relationships.*
- Reviewer for *Communication Theory.*
- Reviewer for *Computers in Human Behavior.*
- Reviewer for *Computers & Education.*
- Reviewer for *CyberPsychology Behavior & Social Networking.*
- Reviewer for *Games for Health.*
- Reviewer for *Health Communication.*
- Reviewer for *Journal of Health Communication.*
- Reviewer for *Telematics and Informatics.*
- Reviewer for *Communication Yearbook 33.*
- Reviewer for *Communication Reports.*
- Reviewer for *Communication Research Reports.*
- Reviewer for *International Journal of Human-Computer Studies.*
- Adviser to James Falin (Ph.D., 2020), Subuhi Khan (Ph.D., 2018), and Gamze Yilmaz (Ph.D., 2012).
- Currently advising Michael Andrews, Jeffrey Tseng, William Weisman, and Camren Allen.
- Served as committee member for Wenjing Pan (Ph.D.), Ingrid Malloch (Ph.D.), Carson Sandy (Ph.D.), Borae Jin (Ph.D.), Scott Anderson (Ph. D.), Jang Ho Moon (Ph.D.), Michael Moode (Ph.D.), Yla Tausczik (M. S.), Nick Brody (Ph.D), Nick Merola (Ph.D.), Lauren Nahas (Ph.D.), and Seung-Chul Yoo (Ph.D), and April Li (Ph.D.).
- Member of the executive committee, UC Davis.
- Former member of website committee, UC Davis.
- Former department representative to the Faculty Senate, UC Davis.
- Faculty collaborator in the redesign of the CMS website, UT Austin, Summer '09.
- Member on the Fall '09 special request budget committee.
- CMS scholarship committee member, Spring '08 and Spring '09.
- Student representative, academic search committee looking for a new faculty in Computer-Mediated Communication and Human-Computer Interaction, Cornell University, August '06.
- Vice-President of the Chilean Student Association at Cornell University. In charge of organizing cultural events for the Cornell community (2003-2004).
- Assistant for Dr. Moyano for the organization of the XXVIII Inter-American Congress of Psychology of the Inter-American Society of Psychology - SIP -, July 29th - August 3rd, Santiago, Chile, 2002.
- Secretary of Communication, Student Assembly, School of Psychology of the Universidad de Santiago de Chile (1996-1997).

RESEARCH POSITIONS

- Research Assistant, Computer-Mediated Communication Lab at Cornell University, Fall '05.
- Research Assistant, Computer-Mediated Communication Lab at Cornell University, Summer '05.
- Research Assistant, Computer-Mediated Communication Lab at Cornell University, Summer '05.
- Research Assistant to Dr. Emilio Moyano Diaz. Project entitled "Toward the construction of a behavioral model for professional Chilean drivers, and elaboration of psychometrical instruments for drivers training". 2000-2002.