GUO FREEMAN

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Assistant Professor
Clemson University
School of Computing, Human-Centered Computing
College of Engineering, Computing, and Applied Sciences

Dr. Freeman is an Assistant Professor in Human-Centered Computing whose research situates at the unique intersection of **social computing**, **social VR**, and **entertainment computing**. Her work brings a unique combination of profound theoretical foundation, nuanced empirical perspectives, especially in-depth qualitative insights, and participatory technology design and prototype to investigate how interactive technologies such as multiplayer online games, esports, live streaming, social VR, social media, and AI shape interpersonal relationships and group behavior. She has authored over 90 peer-reviewed publications and won multiple best paper honorable mentions (top 5%) at ACM SIGCHI conferences. She has secured $20.4 million in external grant funding (Freeman amount: $1.77 million) in the past four years. Her research is also uniquely driven by her focus on marginalized technology users due to their gender, race, sexuality, age, and disability, including women, LGBTQ individuals, ethnic minorities, minors, and persons with disabilities. She especially dedicates to broadening women's and minorities' participation in computing and was a Grace Hopper Women in Computing Faculty Mentor.

Research Areas: Human-computer interaction; computer-supported cooperative work; virtual worlds and gaming; social virtual reality; digital creativity; online relationships/collaboration; marginalized tech users

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ACHIVEMENT HIGHLIGHTS

- Received **2 NSF grants as sole-PI** in the past three years (total **$574,665**)
- Grants secured **total $20,409,819** and **Freeman amount $1,774,420** in the past four years
- Over **90** peer-reviewed publications at prestigious HCI venues such as CHI, CSCW, and CHIPLAY
- Google Scholar Citations: **3,205**; h-index: 25; i10-index: 47
- Author of **monograph** "Multiplayer online games: Origins, players, and social dynamics" (2018) by CRC Press/Taylor and Francis
- **9 Best Paper Honorable Mention Awards** at prestigious HCI venues in the past four years
- **Graduated 1 PhD student** who is now a VR researcher at Apple
- **Director of the CUGAME lab** with **a highly diverse** student body
- **Grace Hopper Women in Computing** Faculty Mentor
- Invited as **ACM GROUP 2025 General Conference Chair**
- Invited as **ACM CHI PLAY Steering Committee Member**
- Invited as **ACM IMX 2021 Papers Chair**
- Invited as **ACM CHIPLAY 2022, 2023 Papers Chair**
- Invited to serve on **18 Program Committees** for prestigious HCI venues such as CHI, CSCW, and CHIPLAY
- **National Science Foundation** panelist
- **Natural Sciences and Engineering Research Council of Canada (NSERC)** reviewer
- **US Army Research Office** reviewer

AWARDS AND FELLOWSHIPS

2023 ACM GROUP Best Paper Nomination Awards **(*2)**

	HICSS 2023 Best Paper Nomination Award
2022	ACM CHI PLAY Best Paper Honorable Mention Award
	ACM CHI Best Paper Honorable Mention Award
2021	Outstanding Graduate Mentor Award, Clemson University
2020	ACM CSCW Best Paper Honorable Mention Award
	CHI 2020 Student Game Design Competition Finalist (as Faculty Mentor)
2019	ACM CHI Best Paper Honorable Mention Award
	The 2019 Lee Dirks Award for Best Full Research Paper Nomination
2018	ACM CHI Best Paper Honorable Mention Award
2016	The 2016 Grace Hopper Women in Computing (GHC) Scholarship, Anita Borg Institute
	Faculty Incentive Award, University of Cincinnati
2015	Faculty Incentive Award, University of Cincinnati
2013	Best presentation (2nd place), 2013 ILS Doctoral Research Forum, Department of Information and Library Science, School of Informatics and Computing, Indiana University Bloomington
2012	Best presentation (1st place), 2012 SLIS Doctoral Research Forum, School of Library and Information Science, Indiana University Bloomington
2010-2014	Dean's Fellowship, Department of Information and Library Science, Indiana University Bloomington

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EDUCATION

2015	Ph.D. in Information Science, School of Informatics and Computing, Indiana University - Bloomington Ph.D. Minor: Social Media and User Experience Ph.D. Advisor: Susan C. Herring
2007	M.A., Philosophy, Huazhong University of Science and Technology, China
2005	B.A., Philosophy, Huazhong University of Science and Technology, China B.A., English, Huazhong University of Science and Technology, China

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ACADEMIC APPOINTMENTS

2018-present	Assistant Professor, School of Computing (Human-Centered Computing division), College of Engineering, Computing, and Applied Sciences, Clemson University
2015-2018	Assistant Professor, School of Information Technology, College of Education, Criminal Justice, and Human Services, University of Cincinnati
2014-2015	Research Assistant, School of Informatics and Computing, Indiana University Bloomington

2011-2015 **Adjunct Instructor,** School of Informatics and Computing, Indiana University Bloomington

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INDUSTRY APPOINTMENTS

Sep. – Dec. 2022 **Consultant,** Behavioral Insights/Meta Platforms, Inc.

Responsibility: Advisory Board member for mitigating bully and harassment in the future metaverse

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GRANTS

External Funding Sources **Total: $20,409,819**

As Sole PI: $574,665

Freeman amount as PI or co-PI: $1,774,420

2021-2024 **Sole PI,** HCC: Small: Mitigating Online Risks: Designing Social VR to Prevent New Forms of Online Harassment, **National Science Foundation**, $399,785 (Awarded). 10/1/2021-9/30/2024. (**Freeman amount: $399,785**)
[J31, J28, J27, C39, C38, C37, C33]

2021-2024 **Co-PI,** The Spread of Trust and Distrust in Distributed Human-Autonomy Teaming Constellations (PI: Nathan J. McNeese), **Air Force Office of Scientific Research**, $ 1,302,658 (Awarded). 10/1/2021-9/30/2024. (**Freeman amount: $260,531)**
[S14]

2020-2023 **Co-PI**, Considerations of Ethical and Unethical Behavior on Trust in Human-Autonomy Teaming (PI: Nathan J. McNeese), **Air Force Office of Scientific Research**, $586,538 (Awarded). 10/1/2020 - 9/30/2023. (**Freeman amount: $87,980)**
[J34,J32]

2021-2026 **Co-PI**, The Virtual Prototyping of Ground Systems (PI: Zoran Filipi), **US Army**, $18,450,281 (Awarded). 10/1/2021 – 9/30/2026. (**Freeman amount: $851,244**)
[C35,C34]

2019-2022 **Sole PI**, CRII: CHS: Redesigning Democratized Technology: The Broadening of Citizen Participation in Bottom-Up Technological Innovation, **National Science Foundation**, $174,880 (Awarded). 6/1/2019 - 5/31/2022. (**Freeman amount: $174,880**)
[J30, J23, J21, J16, J15, J14, C40, C31, C27, C22, C19]

2018-2021 **Senior Personnel**, ITEST: Strategies: Trans-disciplinary Education in Biology and Engineering Technology. **National Science Foundation**. $1,198,120 (Awarded). 8/1/2018 – 7/31/2022 (PI: Stephanie M. Rollmann, University of Cincinnati).

Internal Funding Sources **Total: $147,000**

2018 **PI**, Making is Playing: Bottom-Up Innovation and Digital Gaming. University Research Council Arts, Humanities, and Social Sciences Summer Stipend Grant. University of Cincinnati. **$12,500**.

2018 **Co-PI**, Using Virtual Reality to Understand Criminal Decision-Making: A Novel Interdisciplinary Approach. Collaborative Research Advancement Grant. University of Cincinnati, **$25,000**

2017 **PI**, Explaining Technology-Mediated Interaction in Live streaming, Faculty Development Grant, College of Education, Criminal Justice, & Human Services, University of Cincinnati, **$2,000**

2016 **PI,** Exploring Team Dynamics in Electronic Sports (eSports): Implications for Improving Computer-Supported Collaborative Work (CSCW), Faculty Development Grant, College of Education, Criminal Justice, & Human Services, University of Cincinnati, **$2,000**

2016 **PI,** Exploring Social Dynamics in eSports, UHP (University Honors Program) + Discover, University of Cincinnati, **$1,000**

2016 **PI,** Experiencing and Envisioning Virtual Reality Technologies: Digital Creativity, Collaborative Innovation, and Collective Learning, Academic Technology and Instructional Design grant, College of Education, Criminal Justice, & Human Services. University of Cincinnati, **$2,000**

2016 **Co-PI**, Game-based Second Language Learning: Sociability, Collaboration, and Learning, Academic Technology and Instructional Design Grant, College of Education, Criminal Justice, & Human Services. University of Cincinnati, **$1,000**

2016 **Co-PI,** Gaming for Innovative and Active Learning: CECH Gaming Laboratory and Virtual School District. University of Cincinnati Provost Technology Innovation Award, **$94,000**

2016 **PI**, Facilitating English language learners' math and language development through gaming. University of Cincinnati STEM Interdisciplinary Grant. **$5,000**

2015 **PI,** Let the World See Your Imagination: Young Asian Women's Computer-Mediated Collaborative Game Development, Faculty Development Grant, College of Education, Criminal Justice, & Human Services. University of Cincinnati, **$2,500**

Pending Funding Sources **Total: $1,200,000**

2023-2026 **PI,** Collaborative Research: HCC: Medium: Protecting Adolescents from Embodied Online Risks in Novel Online Social Spaces, **National Science Foundation, $1,200,000**

PUBLICATIONS **Google Scholar Citations: 3205; h-index: 25; i10-index: 47**

In the field of Human-Computer Interaction, conference papers are considered equivalent to journal publications, as they are peer-reviewed and archived as proceedings. Asterisks (*) denote students supervised. Pounds (#) denote co-first authorship.

Journal Articles (Peer-Reviewed Full Papers)

J35 Zheng, Q.*, Xu, S.*, Wang, L.*, Tang, Y.*, Salvi, R.*, **Freeman, G.**, & Huang, Y. (2023). Understanding Safety Risks and Safety Design in Social VR Environments. In *Proceedings of the ACM on Human Computer Interaction* (*PACM HCI*), CSCW.

J34 Schelble, B.*, Lopez, J.*, Textor, C.*, Zhang, R.*, McNeese, N. J., Pak, R., & **Freeman, G.** (2022). Towards Ethical AI: Empirically Investigating Dimensions of AI Ethics, Trust, and Performance in Human-AI Teaming. *Human Factors: The Journal of the Human Factors and Ergonomics Society*. https://doi.org/10.1177/00187208221116952

J33 **Freeman, G.**, Wu, K.*, Nower, N.*, & Wohn, D.Y. (2022). Pay to Win or Pay to Cheat: How Players of Competitive Online Games Perceive Fairness of In-Game Purchases. In *the Proceedings of ACM on Human-Computer Interaction,* 6, CHIPLAY, Article 247 (October 2022), 24 pages. https://doi.org/10.1145/3549510 **[Best Paper Honorable Mention Award: Top 5%]**

J32 Textor, C.*, Zhang, R.*, Lopez, J.*, Schelble, B.*, McNeese, N.J., **Freeman, G.**, Pak, R., Tossel, C., de Visser, E.J. (2022). Exploring the Relationship Between Ethics and Trust in Human-AI Teaming: A Mixed Methods Approach. *Journal of Cognitive Engineering and Decision Making.* https://doi.org/10.1177/15553434221113964

J31 **Freeman, G.,** & Acena, D*. (2022). "Acting Out" Queer Identity: The Embodied Visibility in Social Virtual Reality. In the *Proceedings of ACM on Human-Computer Interaction*, 6, CSCW2, Article 263 (November 2022), 32 pages. https://doi.org/10.1145/3555153

J30 Li, L.*, **Freeman, G.,** & McNeese, J. (2022). Channeling End-User Creativity: Leveraging Live Streaming for Distributed Collaboration in Indie Game Development. In the *Proceedings of ACM on Human-Computer Interaction*, 6, CSCW2, Article 282 (November 2022), 28 pages. https://doi.org/10.1145/3555173

J29 Schelble, B.*, Flathmann, C.*, Musick, G.*, McNeese, N., & **Freeman, G.** (2022). I See You: Examining the Role of Spatial Information in Human-Agent Teams. In the *Proceedings of ACM on Human-Computer Interaction*, 6, CSCW2, Article 374 (November 2022), 17 pages, https://doi.org/10.1145/3555099

J28 **Freeman, G.,** Zamanifard, S.*, Maloney, D.*, & Acena, D*. (2022). Disturbing the Peace: Experiencing and Mitigating Emerging Harassment in Social Virtual Reality. In the *Proceedings of ACM on Human-Computer Interaction*, 6, CSCW1, Article 85 (April 2022), 30 pages. https://doi.org/10.1145/3512932.

J27 **Freeman, G.,** Acena, D.*, McNeese, N.J., & Schulenberg, K*. (2022). Working Together Apart through Embodiment: Engaging in Everyday Collaborative Activities in Social Virtual Reality. In the *Proceedings of ACM on Human-Computer Interaction*, 6, GROUP, Article 17 (January 2022), 25 pages.

https://doi.org/10.1145/3492836. **[Best Paper Honorable Mention Award: Top 5%]**

J26 Schelble, B.*, Flathmann, C.*, McNeese, N. J., **Freeman, G.,** & Mallick, R.* (2022). Let's Think Together! Assessing Shared Mental Models, Performance, and Trust in Human-Agent Teams. In *the Proceedings of ACM on Human-Computer Interaction,* 6, GROUP, Article 13 (January 2022), 29 pages. https://doi.org/10.1145/3492832. **[Best Paper Honorable Mention Award: Top 5%]**

J25 Musick, G.*, **Freeman, G.,** & McNeese, N.J. (2021). Gaming as Family Time: Digital Game Coplay in Modern Parent-Child Relationships. In *the Proceedings of ACM on Human-Computer Interaction,* 5, CHIPLAY, Article 251 (September 2021), 25 pages. https://doi.org/10.1145/3474678.

J24 Li, L.*, **Freeman, G.,** & Wohn, D. Y. (2021). The Interplay of Financial Exchanges and Offline Interpersonal Relationships through Digital Peer-to-Peer Payments. *Telematics and Informatics*, vol.63, https://doi.org/10.1016/j.tele.2021.101671.

J23 **Freeman, G.,** & McNeese, N. (2021). A Tale of Creativity and Struggles: Team Practices for Bottom-Up Innovation in Virtual Game Jams. In *the Proceedings of ACM on Human-Computer Interaction,* 5, CSCW1, Article 76 (April 2021), 27 pages. https://doi.org/10.1145/3449150.

J22 Musick, G.*, Zhang, R.*, McNeese, N., **Freeman, G.,** & Hridi, A*. (2021). Leveling Up Teamwork in Esports: Understanding Team Cognition in a Dynamic Virtual Environment. In *the Proceedings of ACM on Human-Computer Interaction,* 5, CSCW1, Article 49 (April 2021), 30 pages. https://doi.org/10.1145/3449123.

J21 **Freeman, G.** & Wohn, D.Y. (2020). Streaming Your Identity: Navigating the Presentation of Gender and Sexuality through Live Streaming. *Computer Supported Cooperative Work (CSCW): The Journal of Collaborative Computing and Work Practices,* 29, pp. 795–825. https://doi.org/10.1007/s10606-020-09386-w.

J20 **Freeman, G.** & Maloney, D.* (2020). Body, Avatar, and Me: The Presentation and Perception of Self in Social Virtual Reality. *In the Proceedings of ACM on Human-Computer Interaction,* 4, CSCW3, Article 239 (December 2020), 27 pages. https://doi.org/10.1145/3432938.

J19 Zhang, R.*, McNeese, N., **Freeman, G.,** & Musick, G.* (2020). "An Ideal Human": Expectations of AI Teammates in Human-AI Teaming. In *the Proceedings of ACM on Human-Computer Interaction,* 4, CSCW3, 1-25. https://doi.org/10.1145/3432945.

J18 Maloney, D.*, **Freeman, G.,** & Wohn, D. Y. (2020). "Talking without A Voice": Understanding Non-verbal Communication in Social Virtual Reality. In *the Proceedings of ACM on Human-Computer Interaction*, 4, CSCW2, Article 175 (October 2020), 25 pages. https://doi.org/10.1145/3415246.

J17 Li, L.*, Uttarapong, J.*, **Freeman, G.,** Wohn, D. Y. (2020). Spontaneous, Yet Studious: Esports Commentators' Live Performance and Self-Presentation Practices. In *the Proceedings of ACM on Human-Computer Interaction,* 4, CSCW2, Article 103 (October 2020), 25 pages. https://doi.org/10.1145/3415174.

J16 **Freeman, G.,** Bardzell, J., Bardzell, S., & McNeese, N. (2020). Mitigating Exploitation: Indie Game Developers' Reconfigurations of Labor in Technology. In *the Proceedings of ACM on Human-Computer Interaction,* 4, CSCW1, Article 56 (May 2020), 23 pages. https://doi.org/10.1145/3392864. **[Best Paper Honorable Mention Award: Top 5%]**

J15 **Freeman, G.,** McNeese, N., Bardzell, J., & Bardzell, S. (2020). "Pro-Amateur"-Driven Technological Innovation: Participation and Challenges in Indie Game Development. In *the Proceedings of ACM on Human-Computer Interaction*, 4, GROUP, Article 4 (January 2020), 22 pages. https://doi.org/10.1145/33751841.

J14 **Freeman, G.,** & McNeese, N. (2019). Exploring Indie Game Development: Team Practices and Social Experiences in A Creativity-Centric Technology Community. *Computer Supported Cooperative Work (CSCW): The Journal of Collaborative Computing and Work Practices*, 28, 723–748. https://doi.org/10.1007/s10606-019-09348-x.

J13 **Freeman, G.,** Bardzell, S., & Bardzell, J. (2019). Open Source, open vision: The Makerpro network and the broadening of participation in setting Taiwan's IT vision agenda. *Human-Computer Interaction*, 34, 5-6, 506-540. https://doi.org/10.1080/07370024.2018.1555043.

J12 Wohn, D.Y. & **Freeman, G.** (2020). Live streaming, playing, and money spending behaviors in eSports. *Games and Culture*, 15, 1, 73-88. https://doi.org/10.1177/1555412019859184.

J11 **Freeman, G.,** & Wohn, D.Y. (2018). Understanding eSports Team Formation and Coordination**.** *Computer Supported Cooperative Work (CSCW): The Journal of Collaborative Computing and Work Practices, 27,* 1019-1050. https://doi.org/10.1007/s10606-017-9299-4.

J10 Nemer, D., & **Freeman, G.** (2015). Self-presentation on Facebook and Orkut: A cross-cultural study of Brazilians and Indians. *Journal of Technologies and Human Usability*, 10, 2, 1-15. https://doi.org/10.18848/2381-9227/CGP/v10i02/59504.

J9 Nemer, D., & **Freeman, G.** (2015). Empowering the marginalized: Rethinking selfies in the slums of Brazil. *International Journal of Communication*, *9*, 1832-1847. https://ijoc.org/index.php/ijoc/article/view/3155

J8 Demarest, B., **Freeman, G.,** & Sugimoto, C. R. (2014). The reviewer in the mirror: Examining gendered and ethnicized notions of reciprocity in peer review. *Scientometrics*, 101, 1, 717-735. https://doi.org/10.1007/s11192-014-1354-z.

J7 Ding, Y., **Zhang, G.,** Chambers, T., Song, M., Wang, X., & Zhai, C. (2014). Content-based citation analysis: The next generation of citation analysis. *Journal of the American Society for Information Science & Technology*, 65, 9, 1820-1833. https://doi.org/10.1002/asi.23256.

J6 Li, R., Chambers, T., Ding, Y., **Zhang, G.,** & Meng, L. (2014). Patent citation analysis: Calculating science linkage based on citing motivation. *Journal of the American Society for Information Science & Technology*, 65, 5, 1007-1017. https://doi.org/10.1002/asi.23054.

J5 Song, M., Kim, S., **Zhang, G.,** Ding, Y., & Chambers, T. (2014). Productivity and influence in bioinformatics: A bibliometric analysis using PubMed central. *Journal of the American Society for Information Science & Technology*, 65, 2, 352-371. https://doi.org/10.1002/asi.22970.

J4 **Zhang, G.,** & Jacob, E. (2013). Understanding boundaries: Physical, epistemological and virtual dimensions. *Information Research*, 18, 3, paper c21. http://InformationR.net/ir/18-3/colis/paperC21.html.

J3 **Zhang, G.,** Ding, Y., & Milojević, S. (2013). Citation content analysis (CCA): A framework for syntactic and semantic analysis of citation content. *Journal of the American Society for Information Science and Technology*, 64, 7, 1490-1503. https://doi.org/10.1002/asi.22850.

J2 Lee, C., Sugimoto, C. R., **Zhang, G.,** & Cronin, B. (2013). Bias in peer review. *Journal of the American Society for Information Science and Technology*, 64, 1, 2-17. https://doi.org/10.1002/asi.22784.

J1 **Zhang, G.,** & Jacob, E. (2012). Reconceptualizing cyberspace: "Real" places in digital space. *The International Journal of Science in Society*, 3, 2, 91-102. https://doi.org/10.18848/1836-6236/CGP/v03i02/51318.

Conference Proceedings (Peer-Reviewed Full Papers)

C40 **Freeman, G.**, Li, L.*, McNeese, N., & Schulenberg, K.* (2023). Understanding and Mitigating Challenges for Non-Profit Driven Indie Game Development to Innovate Game Production. *The 2023 ACM Conference on Human Factors in Computing Systems (CHI'23).*

C39 Schulenberg, K.*, Li, L.*, **Freeman, G.**, & McNeese, N. (2023). Towards Leveraging AI-based Moderation to Address Emergent Harassment in Social Virtual Reality. *The 2023 ACM Conference on Human Factors in Computing Systems (CHI'23).*

C38 Li, L.*, **Freeman, G.**, Schulenberg, K.*, & Acena, D.* (2023). "We Cried on Each Other's Shoulders": How LGBTQ+ Individuals Experience Social Support in Social Virtual Reality. *The 2023 ACM Conference on Human Factors in Computing Systems (CHI'23).*

C37 Zamanifard, S.* & **Freeman, G.** (2023). A Surprise Birthday Party in VR: Leveraging Social Virtual Reality to Maintain Existing Close Ties Over Distance. *iConference 2023*. Acceptance rate: 35%.

C36 Schulenberg, K.*, Hauptman, A.*, Schlesener, E.*, Watkins, H.*, & **Freeman, G.** (2023). "I Felt Like I Wasn't Really Meant to be There": Understanding Women's Perceptions of Gender in Approaching AI Design & Development. *The 2023 Hawaii International Conference on System Sciences (HICSS 2023)*. **[Best Paper Nomination Award]**

C35 Khade, V.*, Masoudi, N., Acena, D.*, **Freeman, G.**, Rai, R., Gorsich, D., Rizzo, D., & Castanier, M. (Accepted). Requirements Elicitation: Impacts of Gamification on Variety, Novelty, and Completeness. *Proceedings of the ASME 2022 International Mechanical Engineering Congress and Exposition.*

C34 Masoudi, N., Rai, R., Ortiz, J.*, Sutton, M..*, Khade, V.*, Acena, D.*, **Freeman, G.**, Summers, J., Gorsich, D., Rizzo, D., & Smereka, J. (2022). Elicitation, Computational Representation, and Analysis of Mission and System Requirements. *SAE Technical Paper* 2022-01-0363, 2022, https://doi.org/10.4271/2022-01-0363.

C33 **Freeman, G.#,** Maloney, D.*#, Acena, D.*, & Barwulor, C.* (2022). (Re)discovering the Physical Body Online: Strategies and Challenges to Approach Non-Cisgender Identity in Social Virtual Reality. *The 2022 ACM Conference on Human Factors in Computing Systems (CHI'22)* (#: co-first authors who made equal contribution). https://doi.org/10.1145/3491102.3502082. Acceptance rate: 23%. **[Best Paper Honorable Mention Award: Top 5%]**

C32 Sykownik, P.*, Maloney, D.*, **Freeman, G.,** & Masuch, M. (2022). Something Personal from the Metaverse: Goals, Topics, and Contextual Factors of Self-Disclosure in Commercial Social VR. *The 2022 ACM Conference on Human Factors in Computing Systems (CHI'22)*. https://doi.org/10.1145/3491102.3502008. Acceptance rate: 23%.

C31 Lopez, J.* & **Freeman, G.** (2022). To Tag or Not to Tag: The Interplay of the Twitch Tag System and LGBTQIA+ Visibility in Live Streaming. *The 2022 Hawaii International Conference on System Sciences (HICSS 2022)*, 1-10. https://doi.org/10.24251/HICSS.2022.413. Acceptance rate: 40%.

C30 Maloney, D.*, **Freeman, G.**, & Robb, A. (2021). Stay Connected in An Immersive World: Why Teenagers Engage in Social Virtual Reality. In The 2021 ACM Conference on Interaction Design and Children (IDC), pp. 69-79. https://doi.org/10.1145/3459990.3460703. Acceptance rate: 30%.

C29 **Freeman, G.** & Acena, D.* (2021). Hugging from a Distance: Building Interpersonal Relationships in Social Virtual Reality. The 2021 ACM International Conference on Interactive Media Experiences (IMX, previously TVX), pp. 84-95. https://doi.org/10.1145/3452918.3458805. Acceptance rate: 40%.

C28 Li, L.*, & **Freeman, G.** (2021). Money vs. Social Life: Why People Choose Not to Use Facebook Messenger Payment. *Hawaii International Conference on System Sciences (HICSS 2021),* pp. 4466-4475. http://hdl.handle.net/10125/71159. Acceptance rate: 40%.

C27 Li, L.*, Maloney, D.*, & **Freeman, G.** (2021). Collaboration, Dedication, and Social Pressure: A Comparative Analysis of Virtual and Face-to-Face Game Jams. *Hawaii International Conference on System Sciences (HICSS 2021)*, pp. 2824-2833. https://hdl.handle.net/10125/70959. Acceptance rate: 40%.

C26 Maloney, D.*#, Zamanifard, S.*#, & **Freeman, G.** (2020). Anonymity vs Familiarity: Self-Disclosure and Privacy in Social Virtual Reality. *The 2020 ACM Symposium on Virtual Reality Software and Technology (VRST 2020)*, Article 25, pp. 1-9. (#: co-first authors who made equal contribution). https://doi.org/10.1145/3385956.3418967. Acceptance rate: 26.5%.

C25 Maloney, D*, & **Freeman, G.** (2020). Falling Asleep Together: What Makes Activities in Social Virtual Reality Meaningful to Users. *CHI PLAY '20: The 2020 annual symposium on Computer-Human Interaction in Play,* pp. 510-521. . https://doi.org/10.1145/3410404.3414266. Acceptance rate: 29.3%.

C24 Maloney, D*, **Freeman, G.,** & Robb, A. (2020). A Virtual Space for All: Exploring Children's Experience in Social Virtual Reality. *CHI PLAY '20: The 2020 annual symposium on Computer-Human Interaction in Play*, pp. 472-483. https://doi.org/10.1145/3410404.3414268. Acceptance rate: 29.3%.

C23 Li, L.Y.*, **Freeman, G.,** Wohn, D.Y. (2020). Power in Skin: The Interplay of Self-presentation, Tactical Play, and Spending in Fortnite. *CHI PLAY '20: The 2020 annual symposium on Computer-Human Interaction in Play,* pp.71-80. https://doi.org/10.1145/3410404.3414262. Acceptance rate: 29.3%.

C22 Wohn, D.Y., & **Freeman, G.** (2020). Audience Management Practices of Live Streamers on Twitch. *The 2020 ACM International Conference on Interactive Media Experiences* (*IMX*, previously *TVX*), 11 pages. https://doi.org/10.1145/3391614.3393653. Acceptance rate: 31%.

C21 Bardzell, J., **Freeman, G.,** Bardzell, S., & Chen, P. Y.* (2020). Join.Love: A Sociotechnical Genealogy of the Legalization of Same-Sex Marriage. *The 2020 ACM Conference on Human Factors in Computing Systems (CHI'20)*, paper 476, 13 pages. https://doi.org/10.1145/3313831.3376603. Acceptance rate: 24%.

C20 Cai, J., Wohn, Y., & **Freeman, G.** (2019). Who Purchases and Why? Explaining Motivations for In-game Purchasing in the Online Survival Game Fortnite. *Proceedings of the 2019 Annual Conference on Computer-Human Interaction in Play* (*CHI PLAY '19*), pp. 291-296. http://dx.doi.org/10.1145/3311350.3347196. Acceptance rate: 28%.

C19 **Freeman, G.,** Bardzell, J., & Bardzell, S. & McNeese, N. (2019). The Innovation ecology: Collaborative information, community support, and policy in a creative

technology community. *The 2019 iConference.* In N.G. Taylor et al. (Eds.), Lecture Notes in Computer Science (LNCS), 11420, pp. 614-624. Springer. https://doi.org/10.1007/978-3-030-15742-5_58. Acceptance rate: 30%. **[The 2019 Lee Dirks Award for Best Full Research Paper Nomination: Top 5 out of 133]**

C18 **Freeman, G.**, Bardzell, S., Bardzell, J., Liu, C.*, Lu, X.,* & Cao, D.* (2019). Smart and fermented cities: An approach to placemaking in urban informatics. *The 2019 ACM Conference on Human Factors in Computing Systems (CHI'19)*, Paper 44, 13 pages. https://doi.org/10.1145/3290605.3300274. Acceptance rate: 23%. **[Best Paper Honorable Mention Award: Top 5%]**

C17 **Freeman, G.,** Bardzell, S., & Bardzell, J. (2018). Bottom-up imaginaries: The cultural-technical practice of inventing regional advantage through IT R&D. In *Proceedings of the 2018 ACM Conference on Human Factors in Computing Systems (CHI'18),* paper 325, pp.1-11. https://doi.org/10.1145/3173574.3173899. Acceptance rate: 23%. [**Best Paper Honorable Mention Award: Top 5%**]

C16 Wohn, D. Y., **Freeman, G.,** & McLaughlin, C. (2018). Explaining Viewers' Emotional, Instrumental, and Financial Support Provision for Live Streamers (full paper). In *Proceedings of the 2018 ACM Conference on Human Factors in Computing Systems (CHI'18),* paper 474, pp. 1-13. https://doi.org/10.1145/3173574.3174048. Acceptance rate: 23%.

C15 **Freeman, G.,** & Wohn, D.Y. (2017). Social support in eSports: Building emotional and esteem support from instrumental support interactions in a highly competitive environment. In *Proceedings of the 2017 ACM SIGCHI Conference on Computer-Human Interaction in Play* (*CHI PLAY*) (pp. 435-447). https://doi.org/10.1145/3116595.3116635. Acceptance rate: 25.2%.

C14 **Freeman, G.,** Bardzell, J., & Bardzell, S. (2017). Aspirational design and messy democracy: Partisanship, policy, and hope in an Asian city. *The 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2017)* (pp. 404-416). New York: ACM. http://dx.doi.org/10.1145/2998181.2998291. Acceptance rate: 25%.

C13 Kozachuk, J.*, Foroughi, C. K.*, & **Freeman, G.** (2016). Exploring electronic sports: An interdisciplinary approach. In *Proceedings of the 60th International Annual Meeting on Human Factors and Ergonomics Society* (pp. 2118-2122). Sage. https://doi.org/10.1177/1541931213601479. Acceptance rate: 35%.

C12 **Freeman, G.,** Bardzell, J., & Bardzell, S. (2016). Revisiting computer-mediated intimacy: In-game marriage and dyadic gameplay in Audition. In *Proceedings of the 2016 ACM Conference on Human Factors in Computing Systems (CHI'16)* (pp. 4325-4336). http://dx.doi.org/10.1145/2858036.2858484. Acceptance rate: 23%.

C11 **Freeman, G.,** Bardzell, J., & Bardzell, S. (2016). Intimate experiences in virtual worlds: The interplay among hyperpersonal communication, avatar-based systems, and

experiential drives. In *Proceedings of iConference 2016* (pp. 1-10). http://hdl.handle.net/2142/89293. Acceptance rate: 30%.

C10 **Freeman, G.,** Bardzell, J., Bardzell, S., & Herring, S. C. (2015). Simulating marriage: Gender roles and emerging intimacy in an online game. In *Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2015)* (pp. 1191-1200). New York: ACM. http://dx.doi.org/10.1145/2675133.2675192. Acceptance rate: 25%.

C9 Zytko, D., **Freeman, G.,** Grandhi, S., Herring, S. C., & Jones, Q. (2015). Enhancing evaluation of potential dates online through paired collaborative activities. In *Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2015)* (pp. 1849-1859). New York: ACM. http://dx.doi.org/10.1145/2675133.2675184. Acceptance rate: 25%.

C8 Bardzell, J., Bardzell, S., **Zhang, G.,** & Pace, T. (2014). The lonely raccoon at the ball: Designing for intimacy, sociability, and selfhood. In *Proceedings of the 2014 ACM Conference on Human Factors in Computing Systems (CHI'14)* (pp. 3943-3952). http://dx.doi.org/10.1145/2556288.2557127. Acceptance rate: 23%.

C7 **Zhang, G.,** & Herring, S. C. (2013). In-game marriage and computer-mediated collaboration: An exploratory study of *Audition*. *Selected Papers of Internet Research 14.0: Resistance + Appropriation.* October 23-26, Denver, CO. https://spir.aoir.org/ojs/index.php/spir/article/view/8673.

C6 Jacob, E., & **Zhang, G.** (2013). The role of virtual boundaries in knowledge sharing and organization. *Fourth North American Symposium on Knowledge Organization (NASKO 2013)*, June 13-14, Milwaukee, WI, pp. 1-9. http://dx.doi.org/10.7152/nasko.v4i1.14652.

C5 **Zhang, G.,** & Jacob, E. K. (2012). Community: Issues, definitions, and operationalization on the Web. Proceedings of the World Wide Web Conference Companion, 2012 (WWW 2012) (pp. 1121-1130). New York: ACM. https://doi.org/10.1145/2187980.2188250. Acceptance rate: 21%.

C4 **Zhang, G.,** & Herring, S. C. (2012). Globalization or localization? A longitudinal study of successful American and Chinese online store websites. In M. Strano, H. Hrachovec, F. Sudweeks & C. Ess (Eds.), *Proceedings of Cultural Attitudes Towards Technology and Communication Conference 2012 (CATaC): Beyond the digital/cultural divide – In/visibility and new media* (pp. 430-445). Australia: Murdoch University. http://sammelpunkt.philo.at/id/eprint/3454.

C3 **Zhang, G.** (2011). Age, culture, and communication: Contextualization and framing in a playful online forum. In *Proceedings of the 74th Annual Conference of the American Society for Information Science & Technology (ASIST 2011)*, October 9-12, 2011, New Orleans, LA, pp. 1-9. https://doi.org/10.1002/meet.2011.14504801029.

C2 **Zhang, G.,** & Jacob, E. K. (2011). Places for digital ecosystems, digital ecosystems in places. *Proceedings of the ACM International Conference on Management of*

Emergent Digital EcoSystems (MEDES'11) (pp. 145-149). New York: ACM. https://doi.org/10.1145/2077489.2077516.

C1 Ekbia, H. R., & **Zhang, G.** (2011). Objects of identity, identity of objects: For a materialist account of online behavior. In C. Ess & R. Hagengruber (Eds.), *Proceedings of IACAP 2011: The Computational Turn: Past, Presents, Futures?* (pp. 265-268). Munster: Monsenstein und Vannerdat. http://www.gordana.se/work/PUBLICATIONS-files/2011-IACAP11-PROCEEDINGS.pdf#page=265.

Conference Proceedings (Peer-Reviewed Extended Abstracts, Late Breaking Works, and Workshop Papers)

S14 Schelble, B.*, Flathmann, C.*, Scalia, M.*, Zhou, S.*, Myers, C., McNeese, N., Gorman, J., & **Freeman, G.** (Accepted). Addressing the Spread of Trust and Distrust in Distributed Human-AI Teaming Constellations. Position Paper for Workshop on Trust and Reliance in AI-Human Teams (TRAIT), CHI 2022. Acceptance rate: 16.7%.

S13 Acena, D.* & **Freeman, G.** (2021). "In My Safe Space": Social Support for LGBTQ Users in Social Virtual Reality. *The 2021 ACM Conference on Human Factors in Computing Systems (CHI'21) Late Breaking Work*, pp. 1-6. https://doi.org/10.1145/3411763.3451673.

S12 Maloney, D.*, **Freeman, G.,** & Robb, A. (2021). Social Virtual Reality: Ethical Considerations and Future Directions for An Emerging Research Space. *2021 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)*, IEEE, pp.271-277. https://doi.org/10.1109/VRW52623.2021.00056.

S11 Zhang, R.*, **Freeman, G.,** McNeese, N. (2020). Breakups on Social Media: Social Behaviors and Dilemmas. *In Conference Companion Publication of the 2020 on Computer Supported Cooperative Work and Social Computing (CSCW '20 Companion).* ACM, New York, NY, USA, pp.431–435. https://doi.org/10.1145/3406865.3418310.

S10 Maloney, D.*, **Freeman, G.,** & Robb, A. (2020). It Is Complicated: Interacting with Children in Social Virtual Reality. *2020 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW),* pp. 343-347. IEEE. https://doi.org/10.1109/VRW50115.2020.00075.

S9 **Freeman, G.,** Zamanifard, S.*, Maloney, D.*, & Adkins, A*. (2020). My Body, My Avatar: How People Perceive Their Avatars in Social Virtual Reality. *The 2020 ACM Conference on Human Factors in Computing Systems (CHI'20) Late Breaking Work.*, paper 250, 8 pages. https://doi.org/10.1145/3334480.3382923.

S8 Anaraky, R.*, **Freeman, G.,** Tallapragada, M., Aragon, O.R., & Knijnenburg, B. (2019). The Dark Side of Social Media: What Makes Some Users More Vulnerable Than Others?. *Proceedings of the 2019 ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW'19 Companion),* pp.1-5. https://doi.org/10.1145/3311957.3359493.

S7 Zamanifard, S.*, & **Freeman, G.** (2019). "The Togetherness that We Crave": Experiencing Social VR in Long Distance Relationships. *Proceedings of the 2019 ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW'19 Companion)*, pp. 438–442. https://doi.org/10.1145/3311957.3359453.

S6 **Freeman, G.,** & Wohn, D.Y. (2017). eSports as an emerging research context at CHI: Diverse perspectives on definitions. *In 2017 ACM Conference on Human Factors in Computing Systems (CHI'17) Late Breaking Work* (pp. 1601-1608). New York: ACM. http://dx.doi.org/10.1145/3027063.3053158. Acceptance rate: 35%.

S5 **Freeman, G.** (2016). Making games as collaborative social experiences: Exploring an online gaming community. In *Proceedings of the 19th ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW 2016)* (pp. 265-268). http://dx.doi.org/10.1145/2818052.2869076. Acceptance rate: 25%.

S4 **Freeman, G.** (2014). She makes me brave: The emergence of intimacy in gameplay. In *Proceedings of the 77th Annual Meeting of the Association for Information Science and Technology (ASIS&T)*, pp.1-4. New York: ACM. https://doi.org/10.1002/meet.2014.14505101070.

S3 **Zhang, G.** (2014). Can you marry me?: Conceptualizing in-game marriage as intimacy-mediated collaboration. In *Proceedings of the 17th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2014)* (pp. 273-276). http://dx.doi.org/10.1145/2556420.2556473. Acceptance rate: 25%.

S2 **Zhang, G.,** Demarest, B. & Sugimoto, C. R. (2012). Gender and ethnicity trends in journal peer review: An empirical investigation using JASIST. *Proceedings of the 75th Annual Conference of the American Society for Information Science & Technology (ASIST 2012)*, pp. 1-5. October 26-30, 2012, Baltimore, MD. https://doi.org/10.1002/meet.14504901338.

S1 **Zhang, G.,** & Ding, Y. (2012). Scholarly conformity: Origins, framework, applications and implications. *Proceedings of the 75th Annual Conference of the American Society for Information Science & Technology (ASIST 2012),* pp.1-4. October 26-30, 2012, Baltimore, MD. https://doi.org/10.1002/meet.14504901235.

Book

B1 **Freeman, G.** (2018). *Multiplayer online games: Origins, players, and social dynamics.* CRC Press/Taylor and Francis.

Invited Book Chapters

BC1 **Freeman, G.** (Forthcoming, 2023). Esports: Competitor Experiences and Communication Strategies. *Oxford Research Encyclopedia of Communication.* Oxford University Press.

CONFERENCE PRESENTATIONS (PEER REVIEWED)

P27 Disturbing the Peace: Experiencing and Mitigating Emerging Harassment in Social Virtual Reality. Virtual presentation at *the 2022 ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).* Virtual conference, November 8-22, 2022.

P26 "Acting Out" Queer Identity: The Embodied Visibility in Social Virtual Reality. Virtual presentation at *the 2022 ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).* Virtual conference, November 8-22, 2022.

P25 Pay to Win or Pay to Cheat: How Players of Competitive Online Games Perceive Fairness of In-Game Purchases. *The 2022 ACM SIGCHI Conference on Computer-Human Interaction in Play* (*CHI PLAY'22*). Bremen, Germany, November 2-5, 2022.

P24 (Re)discovering the Physical Body Online: Strategies and Challenges to Approach Non-Cisgender Identity in Social Virtual Reality. *The 2022 ACM Conference on Human Factors in Computing Systems (CHI'22)*. New Orleans, USA, April 30-May 5, 2022.

P23 A Tale of Creativity and Struggles: Team Practices for Bottom-Up Innovation in Virtual Game Jams. Virtual presentation at *the 2021 ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).* Virtual conference, October 23-27, 2021.

P22 Hugging from A Distance: Building Interpersonal Relationships in Social Virtual Reality. The 2021 ACM International Conference on Interactive Media Experiences (IMX, previously TVX), Virtual Conference, New York City, United States, June 21-23, 2021.

P21 Streaming Your Identity: Navigating the Presentation of Gender and Sexuality through Live Streaming. The 19th European Conference on Computer-Supported Cooperative Work (ECSCW 2021), Virtual Conference, Zurich, Switzerland, June 7-11, 2021.

P20 Mitigating Exploitation: Indie Game Developers' Reconfigurations of Labor in Technology. Virtual presentation at *the 2020 ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).* Virtual conference, Minneapolis, MN, United States, October 2020.

P19 Body, Avatar, and Me: The Presentation and Perception of Self in Social Virtual Reality. Virtual presentation at *the 2020 ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW).* Virtual conference, Minneapolis, MN, United States, October 2020.

P18 "Pro-Amateur"-Driven Technological Innovation: Participation and Challenges in Indie Game Development. *The 2020 ACM International Conference on Supporting Group Work (GROUP),* January 6-8, Sanibel Island, Florida.

P17 Exploring Indie Game Development: Team Practices and Social Experiences in A Creativity-Centric Technology Community. *The 17th European Conference on Computer-Supported Cooperative Work (ECSCW'19*), June 8-12, Salzburg, Austria.

P16 Smart and Fermented Cities: An Approach to Placemaking in Urban

Informatics. *The 2019 ACM Conference on Human Factors in Computing Systems (CHI'19)*, May 4-9, Glasgow, UK.

P15 The Innovation ecology: Collaborative information, community support, and policy in a creative technology community. *The 2019 iConference*, March 31 – April 3, 2019, Washington DC.

P14 Bottom-up imaginaries: The cultural-technical practice of inventing regional advantage through IT R&D. *The 2018 ACM Conference on Human Factors in Computing Systems (CHI'18),* April 21-26, 2018, Montreal, Canada.

P13 Aspirational design and messy democracy: Partisanship, policy, and hope in an Asian city. *The 20th ACM Conference on Computer Supported Cooperative Work and Social Computing Companion* (*CSCW 2017*), February 25–March 1, 2017, Portland, OR, USA.

P12 Exploring electronic sports: An interdisciplinary approach. The *60th International Annual Meeting on Human Factors and Ergonomics Society (HFES 2016)*. September 19-23, Washington DC, USA.

P11 Revisiting computer-mediated intimacy: In-game marriage and dyadic gameplay in Audition. *The 2016 ACM Conference on Human Factors in Computing Systems (CHI'16)*, May 7-12, San Jose, CA, USA.

P10 Intimate experiences in virtual worlds: The interplay among hyperpersonal communication, avatar-based systems, and experiential drives. *iConference 2016*, March 20-23, Philadelphia, PA, USA.

P9 Simulating marriage: Gender roles and emerging intimacy in an online game. *The 18th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2015)*, March 14-18, Vancouver, Canada.

P8 In-game marriage and computer-mediated collaboration: An exploratory study of ***Audition***. *Internet Research 14.0: Resistance + Appropriation.* October 23-26, Denver, CO.

P7 Online community or alone together? A case of multiplayer online games (MOGs). *Fifth International Conference on Internet Technologies & Applications (ITA'13),* September 10-13, Wrexham, North Wales, UK.

P6 Understanding boundaries: Physical, epistemological and virtual dimensions. *Eighth International Conference on Conceptions of Library and Information Science*, Copenhagen, Denmark, August 19-22, 2013.

P5 Globalization or localization?
A longitudinal study of successful American and Chinese online store websites. *Cultural Attitudes towards Technology and Communication Conference (CATaC) 2012: Beyond the digital/cultural divide: In/visibility and new media,* June 18-20, Aarhus, Denmark.

P4 Community: Issues, definitions, and operationalization on the Web. *The International World Wide Web Conference 2012 (WWW 2012),* April 16-20, Lyon, France.

P3 Places for digital ecosystems, digital ecosystems in places. *ACM International*

Conference on Management of Emergent Digital EcoSystems. November 21-23, San Francisco, CA.

P2 **Age, culture, and communication: Contextualization and framing in a playful online forum.** *74th Annual Meeting of the American Society for Information Science and Technology.* October 9-13, New Orleans, LA.

P1 **Reconceptualizing cyberspace: 'Real' places in digital space.** *Third International Conference on Science in Society.* August 5-8, Washington, D.C.

INVITED TALKS/GUEST LECTURES

T19 **Towards Designing Inclusive Social Virtual Reality Spaces to Combat New Forms of Online Harassment.** Invited Talk, Department of Computer Science Seminar Series, Emory University, November 11, 2022, Emory University.

T18 **Understanding and Mitigating Emerging Harassment in Social Virtual Reality.** Invited Talk, Northeastern Game Lecture Series, April 1, 2022, Northeastern University.

T17 **Social Virtual Reality: The Next Generation of Online Social Spaces**. Invited Talk, Department of Computer Science, Oakland University, March 12, 2021. Rochester, Michigan.

T16 **Conducting Remote Interview for Qualitative User Research**. Invited Talk, Clemson Human Factors and Ergonomics Society Usability Workshop Series. November 13, 2020. Clemson, SC.

T15 **Understanding eSports Teams: Formation, Coordination, and Social Support.** Invited talk, University of California – Irvine, October 11, 2018. Irvine, California.

T14 **An Academic Primer on Pokémon Go.** Invited panelist, University of Cincinnati Game Lab, September 2, 2016. Cincinnati, OH.

T13 **Computer-mediated intimacy: How computing technologies shape interpersonal relationships.** Keynote talk, Design Based Information Technologies Learning Experiences (DITLE) Summer Camp, June 16, 2016. University of Cincinnati.

T12 **Avatar-mediated communication.** Guest lecture, Z543: Computer-Mediated Communication. April 18, 2016. Indiana University, Bloomington, IN.

T11 **When video games meet video streaming: How technological convergence shapes online social experiences.** In The Workshop on Social Influence in (cross-platform) Online Contexts, March 19, 2016, Drexel University, Philadelphia, PA, USA.

T10 **Gender performance and sexuality in digital games and virtual worlds.** Guest lecture, Z544: Gender and Computerization. April 6, 2015. Indiana University, Bloomington, IN.

T9 **Simulating marriage: Gender roles and emerging intimacy in an online game.** Invited talk, Center for Computer-Mediated Communication Symposia, April 2, 2015. Indiana University, Bloomington, IN.

T8 **Social network analysis for the Web.** Guest lecture, Z642: Content analysis for the Web. October 6, 2014. Indiana University Bloomington, IN.

T7 **Conducting qualitative research in online environments.** Guest lecture, IS375: Understanding customers. September 15, 2014. New Jersey Institute of Technology, NJ.

T6 **In-game marriage as intimacy-mediated collaboration.** Invited talk, Center of Excellence for Women in Technology. April 16, 2014. Indiana University Bloomington, IN.

T5 **Gender performance and sexuality in digital games and virtual worlds.** Guest lecture, Z544: Gender and Computerization. March 27, 2014. Indiana University, Bloomington, IN.

T4 **Avatar-mediated communication.** Guest lecture, Z543: Computer-Mediated Communication. December 9, 2013. Indiana University, Bloomington, IN.

T3 **Text analysis and image analysis for computer-mediated communication.** Guest lecture, S543: Computer-Mediated Communication. February 18, 2013. Indiana University, Bloomington, IN.

T2 **International information issues.** Guest lecture, S541 Information Policy, May 30, 2012. Indiana University, Bloomington, IN.

T1 **Creative structure of Special Internet Language Varieties (SILVs): Background, features, challenges, and implications.** Guest lecture, S641: Computer-Mediated Discourse Analysis, February 6, 2012. Indiana University, Bloomington, IN.

INVITED PARTICIPATION IN INSTITUTES AND CONSORTIA

2019 Invited participant, **Early Career Development Workshop,** *CHI 2019*, May 4, 2019, Glasgow, UK.

2016 Invited participant, **Games+Learning+Society Early Career Workshop**, August 16, 2016, Madison, Wisconsin.

2016 Invited participant, **The Workshop on Social Influence in (cross-platform) Online Contexts,** March 19, Drexel University, Philadelphia, PA.

2015 Invited participant, **The 2015 iConference Doctoral Colloquium.** March 24-27, Newport Beach, California

2014 Invited participant, **The 2014 Annual Meeting of the Association for Information Science and Technology (ASIS&T) Doctoral Seminar for Research and Career Development.** October 31-November 5, 2014, Seattle, WA.

2014 Invited participant, **2014 Digital Societies and Social Technologies (DSST) Summer Institute.** July 8–10, 2014, University of Missouri-Columbia, Columbia, MO.

2014 Invited participant, **WebSci 2014 Doctoral Consortium** at the *ACM Web Science 2014 Conference* (WebSci 2014). June 23, 2014, Indiana University, Bloomington, IN.

2013 Invited participant, **Doctoral Colloquium at *Internet Research 14.0: Resistance + Appropriation*.** October 23-26, Denver, CO.

TRAVAL GRANTS

2016 **Travel award to the 2016 Data Quality in an Era of Big Data Workshop**. Indiana University, Bloomington, IN.

2014 **Rob Kling Center for Social Informatics (RKCSI) Travel Grant**, Indiana University Bloomington

Travel grant for the 2014 Annual Meeting of the Association for Information Science and Technology (ASIS&T) Doctoral Seminar for Research and Career Development, American Society for Information Science and Technology (ASIS&T)

Travel grant for 2014 Digital Societies and Social Technologies (DSST) Summer Institute, the National Science Foundation

2012 **Travel grant for Summer Social WebShop 2012**, the National Science Foundation and the Social Media Research Foundation

Travel grant for Summer School of Research on Computer-Mediated Communication in Linguistics (RCMCL), ThinkSwiss

2010-2015 **Doctoral Student Travel Grants**, Department of Information and Library Science, Indiana University Bloomington

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TEACHING

New Course Development

2019 **HCC8510: Computing and Online Relationships**, Clemson University

2018 **CPSC4820/6820: Game Design,** Clemson University

I2050C: Game Design and Society, University of Cincinnati

2017 **IT7031: Advanced Technologies for Game Development,** University of Cincinnati

2016 **IT7032: Advanced Multiplayer Games,** University of Cincinnati

2015 **IT7030: Games for Learning and Simulation,** University of Cincinnati

IT7001: Information Technology Graduate Seminar, University of Cincinnati

I399: Communication in Electronic Environments (Topic: Online intimacy, romance, and computing), Indiana University - Bloomington

Clemson University

Graduate level teaching

Spring 2022 **HCC8510: Computing and Online Relationships** (3 cr.). School of Computing, Clemson University

26 students, student evaluation: 4.5/5

Fall 2021 **HCC8310: Fundamentals of Human-Centered Computing** (3 cr.). School of Computing, Clemson University

22 students, student evaluation: 4.63/5

Spring 2021 **HCC8510: Computing and Online Relationships** (3 cr.). School of Computing, Clemson University

12 students, student evaluation: 4.88/5

CPSC6820: Game Design (3 cr.). School of Computing, Clemson University

3 students, student evaluation: 4.44/5

Fall 2020 **Maternity leave**

Spring 2020 **HCC8510: Computing and Online Relationships** (3 cr.). School of Computing, Clemson University

10 students, no student evaluation due to COVID

Fall 2019 **CPSC6820: Game Design** (3 cr.). School of Computing, Clemson University

9 students, student evaluation: 4.7/5

Spring 2019 **HCC8510: Computing and Online Relationships** (3 cr.). School of Computing, Clemson University

9 students, student evaluation: 4.8/5

Undergraduate level teaching

Spring 2021 **CPSC4820: Game Design** (3 cr.). School of Computing, Clemson University

34 students, student evaluation: 4.36/5

Fall 2019 **CPSC4820: Game Design** (3 cr.). School of Computing, Clemson University

30 students, student evaluation: 4.9/5

Fall 2018 **CPSC4820: Game Design** (3 cr.). School of Computing, Clemson University

30 students, student evaluation: 4.9/5

University of Cincinnati

Graduate level teaching

Summer 2018 **IT6101: Introduction to Information Technology** (1 cr.). School of Information Technology, University of Cincinnati

11 students, student evaluation: 4.6/5

IT6102: Hardware and Operating Systems (1 cr.). School of Information Technology, University of Cincinnati

11 students, student evaluation: 4.6/5

IT6104: Digital Media Creation and Publishing (1 cr.). School of Information Technology, University of Cincinnati

11 students, student evaluation: 4.6/5

Spring 2018 **IT7030: Games for Learning and Simulation** (3 cr.). School of Information Technology, University of Cincinnati

8 students, student evaluation: 4.7/5

Fall 2017 **Maternity Leave**

Summer 2017 **IT6101: Introduction to Information Technology** (1 cr.). School of Information Technology, University of Cincinnati

10 students, student evaluation: 4.8/5

IT6102: Hardware and Operating Systems (1 cr.). School of Information Technology, University of Cincinnati

10 students, student evaluation: 4.8/5

IT6104: Digital Media Creation and Publishing (1 cr.). School of Information Technology, University of Cincinnati

8 students, student evaluation: 4.8/5

Spring 2017 **IT7031: Advanced Technologies for Game Development** (3 cr.). School of Information Technology, University of Cincinnati

8 students, student evaluation: 4.8/5

IT7032: Advanced Multiplayer Games (3 cr.). School of Information Technology, University of Cincinnati

8 students, student evaluation: 4.9/5

Fall 2016 **IT7001: Information Technology Graduate Seminar** (3 cr.). School of Information Technology, University of Cincinnati

40 students, student evaluation: 4.7/5

IT7030: Games for Learning and Simulation (3 cr.). School of Information Technology, University of Cincinnati

8 students, student evaluation: 4.1/5

Summer 2016 **IT6010: IT Essentials** (3 cr.). School of Information Technology, University of Cincinnati

11 students, student evaluation: 4.6/5

Spring 2016 **IT7031: Advanced Technologies for Game Development** (3 cr.). School of Information Technology, University of Cincinnati

2 students, student evaluation: 5/5

Fall 2015 **IT7001: Information Technology Graduate Seminar** (3 cr.). School of Information Technology, University of Cincinnati

17 students, student evaluation: 4.9/5

IT7030: Games for Learning and Simulation (3 cr.). School of Information Technology, University of Cincinnati

3 students, student evaluation: 4.8/5

Undergraduate level teaching

Spring 2018 **I2050C: Game Design and Society** (3 cr.). School of Information Technology, University of Cincinnati

24 students, student evaluation: 4.2/5

Indiana University

Graduate level teaching

- Z543: Computer-Mediated Communication (solo instructor). School of Informatics and Computing, Indiana University-Bloomington, Fall 2014
- Z518: Communication in Electronic Environments (Topic: Online intimacy, romance, and computing), School of Informatics and Computing, Indiana University-Bloomington, Fall 2014
- Z641: Computer-Mediated Discourse Analysis (co-taught with Susan C. Herring). School of Informatics and Computing, Indiana University-Bloomington, Spring 2014
- Z401: Computer-Based Information Tools (co-taught with Debora Shaw). School of Informatics and Computing, Indiana University-Bloomington, Spring 2014
- Z642: Content Analysis for the Web (co-taught with Brad Demarest). School of Informatics and Computing, Indiana University-Bloomington, Fall 2013
- Z543: Computer-Mediated Communication (teaching assistant for Susan C. Herring). School of Informatics and Computing, Indiana University-Bloomington, Fall 2013
- S641: Computer-Mediated Discourse Analysis (teaching assistant for Susan C. Herring). School of Library and Information Science, Indiana University-Bloomington, Spring 2012
- S503: Representation and Organization (solo instructor). School of Informatics and Computing, Indiana University-Bloomington, Summer 2015, Summer 2014, Summer 2013, Spring 2013, Fall 2012, Summer 2012, Spring 2012, Fall 2011

Undergraduate level teaching

- I399: Communication, Social Media, and Social Life (co-offered with Z543, solo instructor). School of Informatics and Computing, Indiana University-Bloomington, Fall 2014
- I399: Communication in Electronic Environments (Topic: Online intimacy, romance, and computing) (co-offered with Z518, solo instructor). School of Informatics and Computing, Indiana University-Bloomington, Fall 2014

ADVISING AND MENTORING

PhD Students Graduated (as Committee Chair, N=1)

- Divine Maloney: Ph.D. in Human-Centered Computing, Clemson University (Co-Chair) [J28, J20, J18, C33, C32, C30, C27, C26, C25, C24, S12, S10, S9]

  Microsoft Ada Lovelace Ph.D. Fellowship Recipient

  Dissertation title: A Youthful Metaverse: Designing Safe, Equitable, and Emotionally Fulfilling Social Virtual Reality Spaces for Younger Users
  Graduation date: December 2021
  Current Position: R&D Research Scientist at Apple

PhD Students Graduated (as Committee Member, N=8)

- Arcadia Zhang: Ph.D. in Computer Science, University of Colorado Boulder

Dissertation title: Software Patches and Their Impact on Online Gaming Communities
Graduation date: May 2021

- Geoff Musick: Ph.D. in Human-Centered Computing, Clemson University [J29, J25, J22]
  Dissertation topic: Developing and Facilitating Temporary Team Mental Models Through an Information-Sharing Recommender System
  Graduation date: December 2022

- Alex Adkins: Ph.D. in Human-Centered Computing, Clemson University [S9]
  Dissertation title: The Importance of Hand Motions for Communication and Interaction in Virtual Reality.
  Graduation date: December 2022

- Daricia Wilkinson: Ph.D. in Human-Centered Computing, Clemson University
  Dissertation title: Fair, trustworthy, and Just: A Sociotechnical Approach to Online Safety
  Graduation date: December 2022

- Reza Ghaiumy Anaraky: Ph.D. in Human-Centered Computing, Clemson University [S8]
  Dissertation title: Empowering Older Adults with Their Privacy Management
  Graduation date: December 2022

- Earl W. Huff, Jr.: Ph.D. in Human-Centered Computing, Clemson University
  Dissertation title: Designing and Evaluating Accessible E-learning for Students with Visual Impairment in K-12 Computing Education
  Graduation date: May 2022

- John Porter III: Ph.D. in Human-Centered Computing, Clemson University
  Dissertation title: The longitudinal impacts of VR
  Graduation date: May 2021

- Lorenzo Barberis Canonico: Ph.D. in Human-Centered Computing, Clemson University
  Dissertation title: Human-Machine Teamwork: An Exploration of Team Cognition, Collective Intelligence, and Swarm Intelligence
  Graduation date: December 2019

Current PhD Students (as Committee Chair, N=3)

- Lingyuan Li: Ph.D. candidate, Human-Centered Computing, Clemson University, 2019 – present [J30, J24, J17, C40, C39, C38, C28, C27, C23]
  2023 Outstand HCC PhD Student Award
  Dissertation title: Redesigning Digital P2P Payments for Social Connections
  Graduation date: Dissertation proposal defended March 2022; expected graduation in May 2023

- Samaneh Zamanifard, Ph.D. student, Human-Centered Computing, Clemson University, 2019 - present [C39, C37, J28, C26, S9, S7]
  Facebook 2020-2022 Ph.D. Fellowship Recipient
  Dissertation topic: Privacy concerns in social virtual reality

- Kelsea Schulenberg, Ph.D. student, Human-Centered Computing Clemson University, 2021 – present [J27, C40, C39, C38, C36]
  Clemson CECAS Dean's Fellowship recipient and Graduate School Fellowship Recipient
  Dissertation topic: Mitigating harassment in social virtual reality

Current PhD Students (as Committee Member, N=12)

- Philipp Sykownik, Ph.D. candidate, Department of Media and Computer Science and Entertainment Computing, University of Duisburg-Essen, Germany (Secondary Supervisor), 2022 – present [C32]
  Dissertation topic: Social interaction dynamics in social virtual reality

- Vinayak Khade: Ph.D. candidate, Automotive Engineering, Clemson University [C35,C34]
  Dissertation title: Techniques to improve Representation and Analysis of Automotive Requirements

- Aaron Gluck: Ph.D. candidate, Human-Centered Computing, Clemson University
  Dissertation topic: Accessible Virtual Reality for Older Adults

- Cheng Guo: Ph.D. candidate, Human-Centered Computing, Clemson University
  Dissertation title: Identity and Behavior in Social Media Platforms with Multi-level Identity Policies

- Beau Schelble: Ph.D. candidate, Human-Centered Computing, Clemson University [J32, J29, J26, S14]
  Dissertation topic: Human-AI teaming

- Rui Zhang: Ph.D. candidate, Human-Centered Computing, Clemson University [J32, J22, J19, S11]
  Dissertation topic: How to Structure AI's Communication? An Exploration of AI's Communication Strategies in Human-AI Teams

- Allyson Hauptman: Ph.D. candidate, Human-Centered Computing, Clemson University [C36]
  Dissertation topic: Design implications for adaptive autonomous teammates in human-AI teams

- Lijie Guo: Ph.D. candidate, Human-Centered Computing, Clemson University
  Dissertation topic: User control over the adaptive experience

- Moloud Nasiri: Ph.D. candidate, Human-Centered Computing, Clemson University
  Dissertation topic: How perception and action change in vr over time

- Caitlin Lancaster: Ph.D. student, Human-Centered Computing, Clemson University
  Dissertation topic: AI for social good (AI4SG) and progressive AI

- Kristopher Kohm: Ph.D. student, Human-Centered Computing, Clemson University
  Dissertation topic: Longitudinal impacts of VR

- Shuyu Huang: Ph.D. candidate, Education, Clemson University
  Dissertation topic: The effect of game experience on students' creative performance in video game environments: A mixed methods study

Master Students Graduated (as Primary Advisor, N=4)

- Dance Acena: Master's in Computer Science, Clemson University [J31, J28, J27, C38, C33, C29, S13]
  Graduation date: August 2021
  Current Position: Software developer at General Motors

- Annie Walker: Master's in Computer Science, Clemson University
  Graduation date: May 2020
  Current Position: Data scientist at SRI International

- Sanju Dongol, Master's in Information Technology, University of Cincinnati
  Graduation Date: August 2018

- Kelsey Davidson, Master's in Information Technology, University of Cincinnati
  Graduation Date: August 2018

Undergraduate Student Advising (N=5)

- Karen Wu, undergraduate student, New Jersey Institute of Technology, 2020 – present

  Project: "Pay to Win or Pay to Cheat: How Players of Competitive Online Games Perceive Fairness of In-Game Purchases" [J33]

- Nicholas Nower, undergraduate student, The College of New Jersey, 2020 – present

  Project: "Pay to Win or Pay to Cheat: How Players of Competitive Online Games Perceive Fairness of In-Game Purchases" [J33]

- Jirassaya Uttarapong, undergraduate student, New Jersey Institute of Technology, 2020

  Project: "Spontaneous, Yet Studious: Esports Commentators' Live Performance and Self-Presentation Practices" [J17]

- Nicholas Gustafson, undergraduate student, School of Computing, Clemson University, 2020

  Project: "Lost in Spaze: An Audio Maze Game for the Visually Impaired," published as CHI 2020 Late Breaking Work (https://doi.org/10.1145/3334480.3381660); CHI 2020 Student Design Competition Finalist

- Dean Hayes, undergraduate student, College of Nursing, University of Cincinnati, 2016

  Project: University Honors Program (UHP)+DISCOVER Summer Research Project

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CREATIVITY WORK

Game Design (as faculty mentor)

- Adkins, A., Kohm, K., Zhang, R., & Gustafson, N. (2020). Lost in Spaze: An Audio Maze Game for the Visually Impaired. In Extended Abstracts of the 2020 CHI Conference on Human Factors in Computing Systems (pp. 1-6). **[ACM CHI 2020 Student Game Competition Finalist]**

- Schlesener, E. A., Lancaster, C., Barwulor, C., Murmu, C., & Schulenberg, K. (2023). TitleIX: Step Up & Step In! A Mobile Augmented Reality Game Featuring Interactive Embodied Conversational Agents for Sexual Assault Bystander Intervention Training on US College Campuses. In Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems**. [ACM CHI 2023 Student Game Competition Finalist]**

ACADEMIC SERVICE

Professional Service

- **Member,** ACM CHI PLAY Steering Committee, 2022 – present
- **General Conference Chair**, ACM GROUP 2025
- **Editor**, Proceedings of ACM on Human-Computer Interaction, CHI PLAY 2022, 2023 issue
- **Papers Chair**, ACM CHI PLAY 2022, 2023
- **Faculty mentor**, ACM GROUP 2023 Doctoral Consortium
- **Judge**, CHI 2022 Student Design Competition
- **Grant proposal reviewer**, US Amy Research Office, 2022
- **PC member**, CHI 2020, 2022, 2023 Program Committee
- **PC member,** CHIPLAY 2019, 2020, 2021 Program Committee
- **PC member**, CSCW 2018, 2019, 2020, 2021, 2022 Program Committee
- **PC member,** CSCW 2022 Awards Committee
- **Grant proposal reviewer**, Natural Sciences and Engineering Research Council of Canada (NSERC), 2020, 2021
- **Papers Chair**, ACM IMX 2021
- **Faculty mentor**, ACM CHIPLAY 2020 Doctoral Consortium
- **Judge**, ACM CHIPLAY 2020 Student Game Design Competition
- **Panelist**, NSF, 2019, 2022
- **PC member**, OZCHI 2019 Program Committee
- **Registration Chair**, DIS 2019 Organizing Committee.
- **PC member**, CHI 2017, 2019 Late Breaking Work (LBW) Program Committee
- **Session chair**, iConference 2019
- **Judge**, iConference 2019 Best Poster Award

Journal Reviewer

- ACM Transactions on Computer Human Interaction (TOCHI)

- Asian Journal of Communication
- Behavior & Information Technology
- Computers in Human Behavior
- Computer Supported Cooperative Work (CSCW): The Journal of Collaborative Computing and Work Practices
- Entertainment Computing
- Games and Culture
- Human-Computer Interaction
- Interacting with Computers
- International Journal of Human-Computer Studies
- Journal of Computer-Mediated Communication
- New Media & Society

Conference Reviewer

- CHI PLAY, 2014 – present [***Exceptional Reviewer Recognition*** for CHI PLAY 2019, 2020 Full Papers]
- IEEE VR, 2020 - present
- iConference, 2015 - present
- Mobile HCI, 2015 - present
- The ACM Conference on Designing Interactive Systems (DIS), 2017 – present [***Exceptional Reviewer Recognition*** for DIS 2022]
- The ACM Conference on Human Factors in Computing (CHI), 2015 – present [**Three *Exceptional Reviewer Recognition*** for CHI 2021 Papers; **one *Exceptional Reviewer Recognition*** for CHI 2023 Papers]
- The ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW), 2014 – present

University Service

- Member, Clemson University School of Computing Director Search Committee, 2022
- Member, Clemson University Human-Centered Computing Portfolio Review Committee, 2018 – present
- Member, Clemson University Human-Centered Computing Graduate Recruiting Committee, 2018 – present
- Member, Clemson University School of Computing Graduate Student Recruiting Committee, 2018 – present
- Member, CECAS Search Committee for Associate Dean for Excellence in Inclusion and Equity, 2019 – 2020
- Advisor, Women in Technology (WIT). University of Cincinnati. 2016 – 2018
- Member, School of Information Technology Transition Taskforce, 2016 – 2018
- Member, School of Information Technology ABET Taskforce, 2016 – 2017
- Member, Academic Technology Instructional Design Committee. University of Cincinnati. 2016 – 2017

- Member, Competence-Based Education (CBE) Curriculum Development Committee. University of Cincinnati. 2016 – 2018
- Member, School of Information Technology Ph.D. Program Planning Committee, University of Cincinnati, 2016 – 2018
- Leader, School of Information Technology BSIT Gaming Track Planning, University of Cincinnati, 2016 – 2018
- Member, School of Information Technology search committee, University of Cincinnati 2016-2017
- Mentor, UHP (University Honors Program) + Discover, University of Cincinnati, Summer 2016
- Reviewer, 2016-2017 Faculty Development Grant, University of Cincinnati
- Judge, High School Project Competition, 2016 IT Expo. University of Cincinnati.
- Consultant, Game Programming Advisory Committee, Hamilton High School, Cincinnati, OH. 2016 – 2018
- Member, Faculty Campaign Fundraising Committee, University of Cincinnati. 2016 – 2018
- Member, Digital Media Collective (DMC). University of Cincinnati. 2015 – 2018
- Member, Reappointment, Promotion, and Tenure committee 2015-2016, College of Education, Criminal Justice, & Human Services. University of Cincinnati.
- Member, School of Information Technology search committee 2015-2016, University of Cincinnati.

SELECTED MEDIA COVERAGE

- "Une brève histoire de l'avatar" (A Brief History of Avatar). October 2022 issue. Usbek & Rica. Pp.26-31.
- "How human-like avatars animate online experiences." November 6, 2022. Dell Technologies. https://www.dell.com/en-us/perspectives/how-human-like-avatars-animate-online-experiences/
- "Here's why you still look terrible in virtual reality." August 25, 2022. CNN. https://www.cnn.com/2022/08/25/tech/vr-avatars/index.html
- "Why an assault on your VR body can feel so real." June 29, 2022. ScienceLine. https://scienceline.org/2022/06/virtual-reality-assault-psychology/
- "Harassment is a problem in VR, and it's likely to get worse." May 5, 2022. CNN. https://www.cnn.com/2022/05/05/tech/virtual-reality-harassment/index.html
- "New world, new me! The science of metaverse relationships." February 18, 2022, Canvas8. https://www.canvas8.com/library/reports/2022/02/18/new-world-new-me-the-science-of-metaverse-relationships
- "Fast rise in social virtual reality stirs harassment concerns." September 21, 2021, Clemson News. https://news.clemson.edu/fast-rise-in-social-virtual-reality-stirs-harassment-concerns/
- "Freeman Receives NSF HCC Grant." August 19, 2021, Clemson School of Computing News. https://blogs.clemson.edu/computing/freeman-receives-nsf-hcc-grant/
- "Guo Freeman - Anonymity vs. Familiarity: Self-Disclosure and Privacy in Social Virtual Reality." May 19, 2021, Journey's Edge Technology Podcast. https://podcasts.apple.com/eg/podcast/guo-freeman-anonymity-vs-familiarity-self-disclosure/
- "Facebook Fellowships fund Ph.D. research in School of Computing." February 10, 2020, Clemson News. https://news.clemson.edu/facebook-fellowships-fund-ph-d-research-in-school-of-computing/

PROFESSIONAL AFFILIATIONS

- ACM Special Interest Group on Computer-Human Interaction (SIGCHI)
- American Society for Information Science and Technology (ASIS&T)
- Association of Internet Researchers (AoIR)
- Center of Computer-Mediated Communication (CCMC), Indiana University