

## Elaine Y. Chan

Broadcast and Electronic Communication Arts  
 College of Creative Arts  
 San Francisco State University  
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 San Francisco, California 94132  
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### EDUCATION

August 2008 University of Southern California  
 Annenberg School for Communication  
**Ph.D., Communication**

Dissertation: *Females' Video Game Playing Motivation and Performance: Examining Gender Stereotypes and Competence Goals*  
 Committee: Peter Vorderer (Chair), Stacy L. Smith, Albert A. Rizzo

May 2006 University of Southern California  
**M.A., Communication**

June 2002 University of California, Los Angeles  
**B.A., Political Science**  
**B.A., Classical Civilization**

### UNIVERSITY APPOINTMENTS

2008 – Present **Assistant Professor**, Broadcast and Electronic Communication Arts  
 San Francisco State University  
 2007 – 2008 **Instructor**, Annenberg School for Communication  
 University of Southern California  
 2004 – 2005 **Research Assistant**, Annenberg School for Communication,  
 University of Southern California  
 2003 – 2007 **Teaching Assistant**, Annenberg School for Communication  
 University of Southern California

### RESEARCH INTERESTS

- New media and new communication technologies
- Video game playing and competence motivation
- Social contexts of media use
- Media entertainment and well-being

### EXTERNAL RESEARCH APPOINTMENTS

Research Intern, HopeLab - Summer 2006  
 Organized and presented preliminary research for foundation project, analyzed video game playing data from clinical study

## TEACHING

### San Francisco State University

Summer 2009 BECA 300: Broadcast and Electronic Communication Arts Research  
 Spring 2009 BECA 200: Introduction to Electronic Communication  
                   BECA 300: Broadcast and Electronic Communication Arts Research  
 Fall 2008 BECA 300: Broadcast and Electronic Communication Arts Research  
                   BECA 422: Social Aspects of Electronic Media

### University of Southern California

Spring 2008 COMM 321: Communication in the Virtual Group  
*Instructor*  
 Fall 2007 COMM 202: Introduction to Communication and Technology  
*Teaching Assistant*  
                   COMM 301L: Empirical Research Methods in Communication  
*Teaching Assistant*  
                   CMGT 540: Uses of Communication Research  
*Teaching Assistant*  
 Spring 2007 CMGT 599: Communication, Culture, and Commerce in the Videogames Industry  
*Instructor*  
 Fall 2006 COMM 202: Introduction to Communication and Technology  
*Teaching Assistant*  
                   CMGT 510: Communication, Values, and Attitudes  
*Teaching Assistant*  
 Spring 2006 COMM 301L: Empirical Research Methods in Communication  
*Teaching Assistant*  
 Fall 2005 COMM 300: Entertainment, Communication, and Society  
*Teaching Assistant*  
 Fall 2004 COMM 300: Entertainment, Communication, and Society  
*Teaching Assistant*  
 Spring 2004 CMGT 597: Communication Research Practicum  
*Teaching Assistant*  
 Fall 2003 COMM 201: Communication as a Liberal Art  
*Teaching Assistant*

## ADVISING

### Graduate Exam Committees

Tommy Morahan, Annie Gaus, Ya-Han Ke

### Independent Study

Fall 2009: Benjamin Manoocheri

## PUBLICATIONS

### Book Chapters

Pieper, K.M., Chan, E., and Smith, S.L. (2009). Violent Video Games: Challenges to Assessing Content Patterns. In D. Kunkel, A. Jordan, J. Manganello, & M. Fishbein (Eds.), *Media Messages and Public Health: A Decisions Approach to Content Analysis* (pp. 211-230). New York: Routledge.

Chan, E. and Vorderer, P. (2006). Massively Multiplayer Online Games, in P. Vorderer & J. Bryant (Eds.), *Playing Video Games: Motives, Responses, and Consequences* (pp. 77-88). Mahwah, NJ: Erlbaum.

Vorderer, P., Steen, F. and Chan, E. (2006). Motivation. In J. Bryant & P. Vorderer (Eds.), *Psychology of Entertainment* (pp. 3-17). Mahwah, NJ: Erlbaum.

#### **Peer-reviewed Conference Papers**

Chan, E. (2009). More than just a game: Competence goals and video game playing motivation. Presented at the International Communication Association Conference in Chicago, IL. May 2009.

Chan, E. (2008). Girls playing games: The effect of gender stereotypes on video game playing motivation and performance. Presented at Meaningful Play. East Lansing, MI. October 2008.

Chan, E. (2007). The quest for Zarradyn's Gauntlets: Task and non-task group communication activity in AvatarMUD. Presented at the International Communication Association Conference in San Francisco, CA. May 2007.

Pieper, K.M., Chan, E., and Smith, S.L. (2005) Methodological Issues in Content Analysis of Video Games. Presented at the International Communication Association Conference in New York, June 2005.

#### **Other Presentations**

Chan, E. (2006). Technology, video games, and fitness. Presented at HopeLab in Palo Alto, CA. July 2006.

#### **Industry Reports**

Chan, E. (2006). Health-related self efficacy and patterns of video game play. Palo Alto, CA: HopeLab.

#### **SERVICE**

##### **Department and University Committees**

BECA Graduation Writing Assessment Requirement (GWAR), 2008  
Creative Arts, Student Research Competition Panel, 2009

##### **Reviewer**

SAGE Publications, 2009  
ICA Conference 2008 Communication and Technology Division, 2008