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RESEARCH, DESIGN AND DEVELOPMENT EXPERIENCE

Research Projects

2014

Play-by-Play: Narrativizing Competitive gaming

Collaborating researcher. Funded by the Laboratory for Analytic Sciences, this research documents the communicative resources and processes through which video game spectators make sense of onscreen action, as part of the larger *Narrative Processing* study led by Dr. Michael Young (Computer Science, NC State).

2013

Learning to LoL

Principal investigator. Funded by an NC State University Faculty Research and Professional Development (FRPD) award, this qualitative case study asks what communicative and computational competencies are required for (and cultivated through) intensive play in a competitive, team-based game.

2013

Play Dead

Principal investigator. This study employs “microethnographic” tools and techniques to explore the connections between subjectivity, affect and digital gaming, as instantiated through participants’ play of Telltale’s *The Walking Dead*.

2011-2012

Feminists in Games

Collaborating researcher. This SSHRC-funded partnership development grant, led by Dr. Jennifer Jenson and Dr. Suzanne de Castell, is aimed at creating more equitable conditions for women in the fields of game studies and design, through a series of joint academy/industry initiatives.

2009-2012

Virtual Environment/Real User Study (VERUS)

Post-doctoral researcher and project manager. An international study sponsored by the U.S. government, the VERUS study connects the activities of avatars in massively multiplayer online games (MMOGs) to players’ real world attributes.

2010

Peel District School Board Review of Teaching and Learning Technology

Research associate. This review, funded by the Director’s Office of the Peel District School Board, examines the current state of technology-based teaching and learning in the board; conducted through interviews, school-based observations, and surveys.

- 2009-2010** **Critical Review and Analysis of “Skills, Technology and Learning”**
Research associate. Funded by the Ontario Ministry of Education, this is an investigation of recent policy shifts, both globally and nationally, in the area of technology-based formal education.
- 2008-2009** **Smarter Than She Looks: Next-Gen Studies of Gender and Gaming**
Senior research assistant. Supervised by Dr. Jennifer Jenson, Faculty of Education, York University. Funded by the Social Sciences and Humanities Research Council, this research examined gender differences in the cultivation of technical and game-related expertise in a school-based digital gaming club.
- 2002-2003** **Charting Emerging Educational Discourses**
Research assistant. Supervised by Dr. Suzanne de Castell, Faculty of Education, Simon Fraser University. This study, funded by the Social Sciences and Humanities Research Council, investigated verbal and non-verbal educational communications in non-formal contexts, including zoos and art galleries.

Design and Development Projects

- 2012-Present** **CIRCUIT Studio**
Co-director. Together with David Rieder and Adriana de Souza e Silva, I secured funding for and launched, and now co-direct an interdisciplinary, collaborative research space for faculty and graduate students. [CIRCUIT Studio](#) facilitates and supports development of projects in digital media, digital humanities, physical computing, and mobile media, from conception to completion.
- Jan. 24-26, 2014** **NCSU Game Jam**
Co-organizer. With Tiffany Barnes (Computer Science), I helped organize NCSU’s 2014 Game Jam, part of the “Global Game Jam”, a series of 48 hour video game “hackathons” taking place simultaneously in over 450 locations worldwide. As part of NCSU’s special focus on “inclusion/exclusion” this year, I am organizing a series of pre-event workshops for non-programmers to get them involved in game design.
- 2010-2012** **Digital Games for Learning and Training**
Post-doctoral researcher. For this initiative, funded by the Graphics, Animation and New Media Network Center for Excellence, I was part of an interdisciplinary team developing and assessing innovations in game-based learning.
- 2008-2009** **Epidemic: Self-care for Crisis**
Project manager. This online learning resource is a Flash-based environment in which players aged 13-18 can learn about contagious disease prevention and self-care through a variety of play-based activities, including avatar creation and animated comic book production. Funded by the Inukshuk Wireless Partnership.
- 2007-2008** **TafelKIDS: Quest for the Arundo Donax**
Project manager. This Flash-based educational video game for children aged 8-13 provides a play-based introduction to Baroque music and cultural forms. Funded by the Tafelmusik Baroque Orchestra.

- 2006-2007** **Learning Advanced Essential Skills Online**
Instructional designer. For this initiative, I was responsible for development of two online learning resources, presented in French and English, designed to instruct cultural industry professionals in advanced skills related to their professions. Funded by the Cultural Human Resources Council of Canada.
- 2004-2007** **Simulation and Advanced Gaming Environments for Learning**
Project manager and content developer. For this research and development initiative funded by the Social Sciences and Humanities Research Council, I was part of a team that developed *Contagion*, a Flash-based adventure game for learning contagious disease prevention and treatment.
- 2004-2005** **ELSE: Ethics and Legal Studies in Education.**
Project manager and content developer. This tutorial is designed for York University teachers in training to become familiar with legal issues related to the teaching profession, and has been used by over 4000 students. Funded by the Faculty of Education, York University.

Grants and Funding

- 2015-present** **Re-Figuring Innovation in Games**
 I serve as co-investigator and member of the Executive Committee for this \$2.5 million (CDN) Partnership Grant funded by the Social Sciences and Humanities Research Council and led by York University. The initiative develops and implements both policy-level and grassroots efforts to make digital play, production and education more inclusive.
- 2014** **Narrative Processing**
 I was a collaborating researcher on a project funded by the Laboratory for Analytic Sciences at NC State to investigate how people form predictions based on complex data (in this case, footage of a team-based competitive game). I received \$49,763 to employ and supervise two graduate students on the mixed-methods study of competitive gaming spectatorship.
- 2014** **NCSU CHASS Undergraduate Research Award**
 For the Spring 2014 semester, I received \$1440 to fund and support the work of John LaBelle, Senior Undergraduate in the Department of Communication, to conduct analyses of video- and online forum-based data involving informal teaching and learning in competitive, team-based digital gaming.
- 2013-2014** **NCSU CHASS Faculty Research and Professional Development Award**
 For 2013-2014, I received just under \$4000 to conduct a qualitative, video-based case study of community mentorship and apprenticeship in *League of Legends (LoL)*, currently one of the most popular team-based competitive 'e-sports'. Entitled *Learning to LoL*, the study has resulted in collaborations and planned publications with communication scholars at Michigan State University.
- 2013** **NCSU CHASS Undergraduate Research Award**
 For the Spring 2013 semester, I received \$1440 to fund and support the work of Daniel Gallagher, Senior Undergraduate in the Department of Communication, to create an

annotated list of e-sports organizations, and compile a literature review on 'professional', team-based competitive play.

2013**NCSU Department of Communication Mentorship Mini-grant**

In Spring 2013, I received \$1200 to fund two rounds of meetings with Dr. TL Taylor, Associate Professor in MIT's Comparative Media Studies program. The award enabled me to travel to MIT and network with Dr. Taylor's colleagues, both at MIT and at the Microsoft Research Group, and also allowed Dr. Taylor to visit NC State to give a keynote talk for the Department of Communication's "Communication Week".

EDUCATION

- 2004-2009** Ph.D, Language, Culture and Teaching, York University.
Dissertation: *Power play: Digital gaming goes pro*.
Committee members: Jennifer Jenson (York University), Suzanne de Castell (Simon Fraser University), Ron Owston (York University), TL Taylor (IT University, Copenhagen)
- 2003** M.A., Joint Program in Communication and Culture, Ryerson University and York University.
- 2001** B.Hum. (Honours), College of Humanities, Carleton University.

TEACHING EXPERIENCE, GUEST LECTURES, WORKSHOPS, AND AWARDS

Teaching Experience

North Carolina State University, Department of Communication. Raleigh, NC, 2012-present.

Course director. Courses in the Department of Communication and the Communication, Rhetoric and Digital Media (CRDM) PhD program at NC State focus on qualitative research methods, pedagogy and technology, digital gaming, and critical perspectives on media, and include “Critical Approaches to Communications Media” (COM 327), “Game Studies” (COM 427), “Qualitative Methods in Applied Communication Research (COM 542) and “Games and Social Networks” (COM 537). Doctoral courses in CRDM include “Technologies and Pedagogies in the Communication Arts” (CRD 704).

York University, Faculty of Education. Toronto, ON, 2007-2011.

Course director and teaching assistant. Co-taught with Jennifer Jenson an undergraduate course in the Faculty of Education entitled “New Media Literacies and Culture”. Undergraduate courses taught also include “Studies in Popular Culture.” Co-director with Suzanne de Castell on graduate course, “Qualitative Research Methods in Education” and to Taline Kavoukian for teacher training course, “Practicum Seminar in Language, Culture and Teaching”.

Guest lecturer. I have given guest lectures on gender and technology, digital gaming communities, game-based learning, and qualitative research methods for graduate and undergraduate courses including “Communication Inquiry” (Andrew Binder, course director), “Game Design” (R. Michael Young, course director), “Re-tooling the Learning Game” (Jennifer Jenson, course director), “Research Ethics in Education” (Katrin Berdelmann, course director) and “Studies in Popular Culture” (Margaret Manson, course director).

Ryerson University, Faculty of Arts. Toronto, ON, 2005-2007.

Course director and senior teaching assistant. Directed the undergraduate course, “Writing as a Cultural Act” in 2007. Served as senior teaching assistant for the same course in 2005-2006, for Kate Eichorn and Stuart Murray.

Invited talks and Workshops

I have been invited to give invited talks to scholars in the fields of new media studies, gender and technology, education, and digital gaming. These include a talk at Georgia Tech in April 2014 entitled “Now You’re Playing with Audience Power: The Work of Watching Games”, a keynote address to the “Scholarship, Learning and the

Digital Video Game” symposium at the University of Calgary in Alberta (Winter 2011), an invited talk for the University of West of England’s “Play Research Group” at the UWE Bristol (Fall 2010), and an invited talk for the IT University’s “Speaker Series in Digital Games”, in Copenhagen (Fall 2010).

I have also had the opportunity to run workshops on educational game theory and design for audiences including librarians and library scientists (Toronto Public Library, “Console Gaming @ Your Library”, Toronto, ON, Fall 2010); e-Learning scholars, educators and industry workers (Advanced Broadband-Enabled Learning Summer Institute, Toronto, ON, 2010 and 2011); and new media researchers and professionals (2010 INPlay Conference, 2010, Toronto, ON).

Professional Service

- 2015-present** ***Editorial board.*** *Games and Culture.*
- 2013** ***Program co-chair.*** Serious, Documentary and Learning Games track, Digital Games Research Association.
- 2012-2013** ***Vice-president.*** Canadian Game Studies Association.
- 2010-2012** ***Conference co-chair.*** Canadian Games Studies Association Conference.
- 2011** ***Program committee member.*** Digital Games Research Association 2011 Conference.
- 2008-2011** ***Secretary-treasurer.*** Canadian Games Studies Association.
- 2005-2013** ***Reviewer and moderator.*** Foundations of Digital Games (FDG); International Communication Association (ICA); Digital Games Research Association (DiGRA); Association of Internet Research (AoIR); American Educational Research Association (AERA); Canadian Society for the Study of Education (CSSE).

Awards

- Nov. 21, 2014.** Top Paper Panel. National Communication Association (NCA), Ethnography Division, Chicago, IL.
- June 19, 2013** Winner, Best Paper Award. International Communication Association (ICA), Game Studies Track, London, England.
- May 24, 2009** Winner, Best Paper Award. Canadian Games Studies Association (CGSA) Conference, Carleton University, Ottawa, Canada.

SELECTED PUBLICATIONS, PAPERS & PRESENTATIONS

Book Chapters

Taylor, N. (2012). “A silent team is a dead team”: Communicative norms in team-based Halo 3 play. In G. Voorhees, (Ed.), *Guns, grenades and grunts: First person shooter games*. New York: Continuum.

Jenson, J., de Castell, S., Taylor, N., Droumenva, M. and Fisher, S. (2012). Learning instruments: Baroque culture gets game. In J. Fromme and A. Unger (Eds.), *Computer games, game cultures: A handbook on the state and perspectives of digital games studies*. New York, NY: Springer.

de Castell, S., Jenson, J., and Taylor, N. (2010). Educational games: Moving from theory to practice. In D. Kaufman and Louis Sauvé, (Eds.), *Educational gameplay and simulation environments* (133-145). Hershey, PA: Information Science Reference.

Taylor, N. Jenson, J., and de Castell, S. (2005). Pimps, players and foes: Playing Diablo II 'outside the box'. In Nathan Garrets, (Ed.), *Digital gameplay: Essays on the nexus of games and gamer*. Jefferson, NC: McFarland.

Refereed Journal Articles

Taylor, N., Kampe, C. & Bell, K. (2015). Me and Lee: Identification and the play of attraction in *The Walking Dead*. *Game Studies*, 15(1). Online at: <http://gamestudies.org/1501/articles/taylor>.

Taylor, N. (2015). Play to the camera: video ethnography, spectatorship and e-sports. *Convergence*. DOI: 10.1177/1354856515580282.

Taylor, N., Bergstrom, K., Jenson, J. & de Castell, S. (2015). Alienated playbour: relations of production in *EVE Online*. *Games and Culture*. DOI:10.1177/1555412014565507

Bell, K., Taylor, N. & Kampe, C. (2015). Of headshots and hugs: Challenging hypermasculinity through *The Walking Dead* play. *ADA: A Journal of Gender, New Media and Technology*, 7. Online at <http://adanewmedia.org/2015/04/issue7-bellkampetaylor/>.

Jenson, J., Taylor, N., de Castell, S. & Dilouya, B. (2015). Playing with our selves: Multiplicity and identity in online games. *Feminist Media Studies*. DOI: 10.1080/14680777.2015.1006652.

Ratan, R., Taylor, N., Hogan, J., Kennedy, T., & Williams, D. (2015). Stand by your man: an examination of gender disparity in *League of Legends*. *Games and Culture*. DOI: 10.1177/1555412014567228.

de Castell, S., Jenson, J., Taylor, N. and Thumiert, K. (2014). Re-thinking foundations: theoretical and methodological challenges (and opportunities) in virtual worlds research. *Journal of Gaming and Virtual Worlds*, 6(1), pp. 3-20. DOI: 10.1386/jgvw.6.1.3_1

Taylor, N., Jenson, J., de Castell, S. & Dilouya, B. (2014). Public displays of play: Studying online games in physical settings. *Journal of Computer-Mediated Communication*. DOI: 10.1111/jcc4.12054

Chee, F. M., Taylor, N., and de Castell, S. (2013). Re-mediating research ethics: End-user license agreements in online games. *Bulletin of Science, Technology and Society*, 32(6), 497-506.

Jenson, J., Taylor, N. and de Castell, S. (2011). Epidemic: Learning games go viral. *Journal of the Canadian Association for Curriculum Studies*, 8 (11).

Taylor, N. (2011). Play globally, act locally: The standardization of pro Halo 3 gaming. *International Journal of Gender, Science and Technology*, 3(1), 228-242.

- Taylor, N. (2009). Cheerleaders, booth babes, Halo hoes: pro-gaming, gender and jobs for the boys. *Digital Creativity*, 20(4), 239-252.
- Taylor, N. (2008). Periscopic play: Re-positioning "the field" in MMO studies. *Loading... Journal of the Canadian Games Studies Association*, 2(3).
- de Castell, S. and Jenson, J., and Taylor, N. (2007). Digital games for education: When meanings play. *Intermedialities*, 9, 45-54.
- Taylor, N. (2007). Mapping gendered play. *Loading... Journal of the Canadian Games Studies Association*, 1(1).
- Jenson, J., Taylor, N., and de Castell, S. (2007). Shifting design values: A playful approach to serious content. *E-Learning*, 4(4), 497-507.

Book Reviews

- Taylor, N. (2007). Charting a Field in Play. *Communication Review*, 10, 77-87.

Research Reports

- Murray, J.M, Arns, D.C., Chesney, T., de Castell, S., Jenson, J. and Taylor, N. (2012). *Reynard Verus Final Report*. Prepared by SRI International for the Air Force Research Laboratory (AFRL-RY-WP-TR-2012-0286).
- Jenson, J., Taylor, N., and Fisher, S. (2011). *Peel District School Board Technology Review*. Report prepared for the Director's Office, Peel District School Board.
- Jenson, J., Taylor, N., and Fisher, S. (2010). *Critical Review and Analysis of the Issue of "Skills, Technology and Learning"*. Report prepared for the Province of Ontario Ministry of Education. Online at http://www.edu.gov.on.ca/eng/research/Jenson_ReportEng.pdf.

Refereed Conference Proceedings

- Taylor, N., McArthur, V., and Jenson, J. (2012). Virtual postcards: Multimodal stories of online play. *Alt.chi '12 Extended Abstracts on Human Factors in Computing Systems*. Austin, TX: May 6-10, 2012.
- Taylor, N., de Castell, S., Jenson, J. and Humphrey, M. (2011). Modeling play: Re-casting expertise in MMOGs. *Proceedings of the SIGGRAPH2011 Conference*, Vancouver, BC.

Refereed Conference Presentations

- Taylor, N., Kampe, C. and Bell, K. (2014). Me and Lee: Identification and the play of attraction in *The Walking Dead*. Paper presented at the National Communication Association, Chicago, IL.

Awarded Top Paper in the NCA Ethnography Division.

- Taylor, N. (2014). Collegiate Duty: E-sports meets varsity athletics. Digital Games Research Association Conference, Snowbird, UT, Aug. 3-6.
- Taylor, N., Kampe, C., and Bell, K. (2014). "Performing the inhuman": Playing *The Walking Dead*. Paper

presented at the Gender, Bodies and Technology Conference, Blacksburg, VA, May 2.

Taylor, N. (2013). *Watching the watchers: New perspectives on spectatorship, gaming and online media*. Panel chair. Association of Internet Researchers Conference, Denver, CO.

Taylor, N. DIGRA (2013). *Played out: Race and game genre in e-Sports*. Paper presented at the Digital Games Research Association 2013 Conference, Atlanta, GA.

Taylor, N. (2013). *Play to the camera: Audio-visual research and spectatorship in e-Sports*. Paper presented at the International Communication Association, London, England.

Awarded Top Paper in the ICA Game Studies Division.

Taylor, N., Jenson, J. and de Castell, S. (2013). *We came to play: Studying MMOGs in public settings*. Paper presented at the International Communication Association, London, England.

Taylor, N. (2011). *Re-assembling the ludic: The multiple realities of virtual worlds*. Panel chair. Association of Internet Researchers Conference, Seattle, WA.

Taylor, N. (2011). *Playing in public: A latitudinal look at LANS*. Paper presented at the Digital Games Research Association 2011 Conference, Hilversum, Netherlands.

Taylor, N. (2011). *'Getting tested': Diagnosing learning and engagement in "Epidemic: Self-Care for Crisis"*. Paper presented at the American Educational Research Association (AERA) Conference, New Orleans, LA.

Taylor, N. (2009). *Where the women aren't*. Paper presented at the Digital Games Research Association (DiGRA) Conference, London, UK.

de Castell, S., Jenson, J., Taylor, N., and Lindo, L.M. (2007). *Transvaluing communicative discourse: Using new media for new knowledge construction*. Panel presented at the Society for the Social Studies of Science Conference, Montreal, QC.

Taylor, N. (2005). *A closer Look at boredom: 'Behavioral enrichment' and serious play*. Paper presented at the Society for Social Studies of Science (4S) Annual Conference, Pasadena, CA.

Non-refereed Conference Presentations

Evans, S., Taylor, N. and Craig, E. (2015). *"Queer(ing) game studies: Reviewing research on digital play and non-normativity*. History of Gender and Gaming Conference, Montreal, QC.

Hammond, A. and Taylor, N. (2015). *Outside the lanes: Supporting a non-normative League of Legends community*. History of Gender and Gaming Conference, Montreal, QC.

Taylor, N. and Chess, S. (2015). *Not so straight shooters: Queering the cyborg body in masculinized gaming*. History of Gender and Gaming Conference, Montreal, QC.

Taylor, N. (2013). *Moving targets: Case studies of a competitive gaming scene in transition*. Panel chair. Presented at the Popular Culture Association Conference, Washington, DC.

Taylor, N. (2013). *Played out: Interrogating game genre in relation to race*. Paper presented at the CRDM

Research Symposium, Raleigh, NC.

Taylor, N. (2011). *High fidelity: Avatars and their players*. Paper presented at the Videogame Cultures and the Future of Interactive Entertainment Conference, Oxford, England.

Taylor, N. (2010). *Reactivity, reflexivity and reciprocity in ethnographic work with pro-gamers*. Plenary talk presented at Canadian Games Studies Association 2010 Conference, Montreal, QC.

Taylor, N. (2008). *Accountable play*. Paper presented at the 2nd Annual Canadian Games Studies Association 2008 Conference, Vancouver, BC.

Taylor, N. (2007). *S(t)imulating learning: Contagion and the question of content*. Paper presented at the Simulation and Advanced Gaming Environments for Learning Student Videoconference, Toronto, ON.

Taylor, N. (2006). *Devaluating pedagogic interactivity: The case of ELSE*. Paper presented at the MERLOT International Conference, Ottawa, ON.

Taylor, N. (2006). *Literacies at play: Re-working the gender gap*. Paper presented at the Society for the Study of Social Problems (SSSP) Annual Conference, Montreal, QC.

Taylor, N. (2006). *Powerful pedagogies: Play, videogames and education*. Paper presented at the Ontario Library Association Super Conference, Toronto, ON.

Taylor, N. (2005). *Megamen: Masculinities at play in a campus arcade*. Paper presented at the Digital Games Research Association (DiGRA) Conference, Vancouver, BC.

Taylor, N. and Jenson, J. (2004). *Playing by design: Putting 'serious play' to work*. Paper presented at the Association of Media and Technology in Education in Canada Conference, Sudbury, ON.