CHRISTINE TOMLINSON

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EDUCATION

PhD, Sociology, University of California, Irvine, 2017
Dissertation: "Masters of the Realm: Understanding Success and Achievement among Women Playing Video Games."
Committee: Francesca Polletta, Catherine Bolzendahl, and Tom Boellstorff

M.A., Sociology, University of California, Irvine, 2013

B.A., Sociology, *summa cum laude* with Honors, University of California, Irvine, 2011

RESEARCH AND TEACHING INTERESTS

Video Games • Gender/Sexualities • Race/Ethnicity • Esports • Digital Media • Online Cultures

SKILLS

- Collaborating with, managing, mentoring, and leading teams with diverse training backgrounds and varying levels of experience (e.g., student, graduate student, intern, and associate-level researchers) in industry lab and academic collaborative research settings.
- Conducting research centering on video games and game design, online spaces and cultures, esports, identity, and platform affordances in online and multiplayer contexts.
- Developing, using, and analyzing surveys, interviews, focus groups, cultural probe kits, telemetry data, eye tracking data, and ethnographic methods and data.
- Teaching and applying computational methods in qualitative and quantitative research (e.g., use of Dedoose and NVivo for coding and analysis and use of Tableau and Python for data visualization).
- Implementing statistical analysis using Stata, SPSS/PASW, JASP, and R in research and teaching.

PUBLICATIONS

- Tomlinson, Christine. 2024. "Video Games in the Classroom: Highlighting Biases, Player Behaviours, and Ethical Decision-Making." *Gamevironments*.
- Tomlinson, Christine. 2024. "The 'Playersexuality' Debate: Love, Romance, Identity, and Player Perceptions of Baldur's Gate 3 and the Dragon Age Series." In *The Middle Ages in Modern Games Conference Proceedings*. https://middleagesinmoderngames.net/mamg24/inclusivity-exclusion-and-dehumanisation/the-playersexuality-debate-love-romance-identity-and-player-perceptions-of-baldurs-gate-3-and-the-dragon-age-series/
- Tomlinson, Christine. 2023. "Community Grievances, Personal Responsibility, and DIY Protection: Frustrations and Solution-Seeking Among Marginalized Twitch Streamers." *Convergence*.
- Tomlinson, Christine. 2022. "Gender, Stress, Satisfaction, and Persistence: The Complex State of Digital Games as Leisure." *Acta Ludologica*, *5*(1).
- Tomlinson, Christine and Mike Romain. 2022. "Data Collection as a Game: A Brief Creative Research Guide." *DIY Methods Conference*.
- Tomlinson, Christine. 2021. "Priority Pixels: The Social and Cultural Implications of Romance in Video Games." *Information, Communication & Society, 24*(5), 717-732.
- Tomlinson, Christine and Sam Srauy. 2021. "Beware Asian Servers: Racialized Perceptions of Cheating and Skill Among Video Game Players." *Selected Papers of Internet Research 2021*.
- Tomlinson, Christine and Maria J. Anderson-Coto. 2020. "Sowing Seeds of Distrust: Video Game Player Perceptions of Companies in Online Forums." *Selected Papers of Internet Research 2020*.
- Tomlinson, Christine. 2020. "The Influence of Gender on Stress Among Video Game Players." *DiGRA*.
- Tomlinson, Christine. 2020. "Player Definitions of Success, Skill, and Leadership in Video Games." *DiGRA*.
- Anderson-Coto, Maria J., Christine Tomlinson, Justin Collado, and Kurt Squire. 2019. "Fandom Culture and Identity in Esports." *Esports Conference Proceedings*.
- Tomlinson, Christine. 2019. "Disappointing and Being Disappointed: Video Game Player Trust in Each Other."

Selected Papers of Internet Research 2019.
- Tomlinson, Christine. 2019. "Building a Gamer: Player Preferences and Motivations Across Gender and Genre." *DiGRA*.
- Polletta, Francesca and Christine Tomlinson. 2014. "Date Rape After the After School Special." *Sociological Forum 29*(3):527-548.

BOOKS

- Tomlinson, Christine. Under Contract. *Communities and Online Cultures of Play: Creating and Navigating Gaming Culture*. Lexington Books.
- Burton, Anthony Glyn, Wendy Hui Kyong Chun with Liliana Bounegru, Melody Devries, Amy Harris, hannah holtzclaw, Ioana Jucan, Alex Juhasz, D. W. Kamish, Ganaele Langlois, Jasmine Proctor, Christine Tomlinson, Roopa Vasudevan, and Esther Weltevrede. 2023. *Algorithmic Authenticity*. Meson Press.

BOOK CHAPTERS

- Tomlinson, Christine. Forthcoming. "Horror, But Make It Cozy: *Beacon Pines'* Use of Alternative Narrative and Design Strategies For Scary Video Games."
- Tomlinson, Christine. Forthcoming. "Pushing Digital Boundaries: Exploring Sex and Love in Video Games." In *Handbook on Sex and Sexuality in Video Games*. Bloomsbury.
- Tomlinson, Christine, Jared Kilmer, and Rachel Kowert. Under Review. "Who's Your Daddy? How and Why We Love Joel." In A. Domasin (Ed), *The Psychgeist of Pop Culture: The Last of Us*. Pittsburgh: Play Story Press.
- Tomlinson, Christine. Under Review. "Talk the Talk: Masculinity, Language, and Interactions Among Esports Fans."
- Tomlinson, Christine. Under Review. "Boyfriend Dungeon and Roguelite Romance: Genre Bending Design and Audience Impact."
- Tomlinson, Christine. 2024. "'This Whole War is on You': Historical and Military Framing of Iraq in *House of Ashes*." In Y. Kang, K. C. C. Yang, M. Mochocki, J. Majewski, & P. Schreiber (Eds.), *Asian Histories and Heritages in Video Games.* London: Routledge.
- Tomlinson, Christine. 2023. "Light, Blood, Stone, and Order: The Religious Beliefs and Systems of *Dragon Age*." In *Fictional Practices of Spirituality I*. Eds. Leonardo Marcato and Felix Schniz. Columbia University Press.
- Tomlinson, Christine. 2023. "*Dragon Age*." In *Learning, Education, & Games Volume 4: 50 Games to Use for Inclusion, Equity, and Justice*. Eds. Karen Schrier, Rachel Kowert, Diana Leonard, and Tarja Porkka-Kontturi. Carnegie Mellon University: ETC Press.
- Tomlinson, Christine. 2022. "UX Screeners." In *Playtest Kit* by Steve Bromley. https://gamesuserresearch.com/playtest-kit/
- Tomlinson, Christine. 2021. "SocSci 189: Introduction to Video Gaming." In *Teaching the Game*. Eds. Richard E. Ferdig, Emily Baumgartner, & Enrico Gandolfi. Carnegie Mellon University: ETC Press.

SELECTED EXPERIENCE

Assistant Professor of Games and Esports, School of Arts, Media, and Engineering at Arizona State University, Aug 2024-Present

- Teaching courses on video game design and development, UX research and design, esports, and the games industry.
- Conducting collaborative and independent research on marginalized communities online and in gaming, video game design and impacts on players, and the changing landscape of esports.

Postdoctoral Researcher, University of Southern Denmark, Nov 2023-Present
PI: Dr. Anders Drachen

- Leading a large-scale quantitative project centered on human-computer interaction and telemetry data.
- Overseeing a graduate student researcher and assisting with development of interactive data visualizations.
- Preparing a website to present data to video game creators and players as well as policy makers.
- Writing papers for academic publication and white papers for public access to results and findings from analyses of data collected by video game companies.

Lecturer, University of California, Irvine, Jan 2018-Present

- Developing new courses on video games and esports, data science, and user experience research for the School of Social Sciences.
- Teaching undergraduate courses emphasizing theory and methods, video game design and content, esports, digital cultures, online interaction, representation in games and media, and video game player experiences.
- Teaching undergraduate students various methods of interdisciplinary research focused on video games and digital cultures, including quantitative approaches, qualitative methods (interview, focus group, ethnographic observation, and content analysis), and computational methods.

User Researcher (UX/UI Study Lead), Activision, Sept 2022-May 2023

- Leading the User Experience/User Interface (UX/UI) portion of Activision's User Research team.
- Producing study plans, developing research questions, creating surveys and interview scripts, and collecting participant data during play tests.
- Running a research lab and managing researchers at varying levels of experience.
- Mentoring and assisting researchers in methods, research, and career development.
- Communicating with, producing studies and reports for, and maintaining contact with stakeholders.
- Collaborating with a team of researchers to produce reports on actionable design elements in video games.

Game Studies Specialist, Digital Democracies Institute, Simon Fraser University, Oct 2020-Aug 2022
PI: Dr. Wendy Hui Kyong Chun

- Leading and collaborating with undergraduate, graduate, and postdoctoral students and researchers in research highlighting AI, online moderation, and experiences in online and gaming spaces.
- Working on a collaborative interdisciplinary and international team of scholars.
- Developing interview and focus group questions to coincide with and build upon cultural probe kits with the aim of exploring user experience with video games, online interaction, and moderation.
- Assisting with the design of cultural probe kits to explore user experiences.
- Running research sessions with participants, including collecting data through focus groups and cultural probe kit research.

Co-researcher, with Maria Anderson-Coto, Justin Collado, and Kurt Squire, University of California, Irvine, June 2018-Oct 2019

- Collaborating with and advising a small team of interdisciplinary researchers.
- Assisting in online data collection and analysis.
- Investigating the formation of identity among esports fans, particularly in the context of gender, expressions of fandom, and the creation of culture.
- Using online forum data to assess fan interactions and experiences with esports and esports teams.

EDITORIAL ROLES

- Editor, *The Psychgeist of Dragon Age*, ETC Press.
- Editorial Board Member, *Popular Culture Review.*

TEACHING EXPERIENCE

Lecturer, University of California, Irvine, Jan 2018-Present

- SocSci 189: Introduction to Video Gaming
- SocSci 189/Soc 179: Video Games and Society
- SocSci 189/Soc 39: Gender and Video Games
- SocSci 189: Introduction to Data Science and UX Research
- SocSci 3A: Computational Research in the Social Sciences
- SocSci 172AW: American Culture

Teaching Associate, University of California, Irvine, June 2015- Aug 2017

- Soc 1: Introduction to Sociology

Lecturer, California State University, Los Angeles, Sept 2015-June 2016

- Soc 201: Introduction to Sociology
- Soc 444: Sociology of Popular Culture

AWARDS

- Nomination: Lecturer of the Year Award, University of California, Irvine, May 2024
- Outstanding Teaching Award, University of California, Irvine, June 2022
- Outstanding Teaching Award, University of California, Irvine, Dec 2019

FELLOWSHIPS AND GRANTS

- Simon Fraser University Data Fellowship ($695), 2021
- Sociology Departmental Summer Funding ($1,100), 2017
- School of Social Sciences Associate Dean's Fellowship ($6,000), 2016
- Sociology Departmental Summer Funding ($1,100), 2016
- Sociology Departmental Summer Funding ($1,000), 2012
- DECADE Summer Research Program Fellowship ($5,000), 2011

SELECTED INVITED TALKS

Pop Culture Dialogues: Underexplored Areas of Fandom, May 2024

- Invited as a panelist to discuss areas of fandom that are underexplored and should be given more scholarly attention.

Gender in Games (Hosted by Activision User Research), June 2023

- Speaking with the User Research team at Activision on gender, gender identity, and trends in video games related to these topics and experiences.

Methods Workshop with the Digital Democracies Institute, Sept 2021

- Preparing and running a workshop on how to use online ethnography and interviews as methods for studying online spaces and multiplayer video games.

Pop Culture Dialogues: Digital Popular Culture (Hosted by the *Popular Culture Studies Journal*), Jan 2021

- Invited as a panelist to discuss the state of digital popular culture and how the internet has changed how we use, consume, and study popular culture.

Featured Talks with the Digital Democracies Institute, Jan 2021

- Speaking to the Institute and outside guests about qualitative methods (including interviews and online ethnography) for studying online interactions and phenomena and findings in my research on experiences, interactions, and cultures in both video games and online spaces.

Be Valiant: Girls in Gaming Summit (Hosted by Microsoft and team Valiant of Overwatch League), May 2018

- Invited as a panelist to discuss gender in gaming spaces and possible solutions to online hostility and toxicity.

SELECTED PRESENTATIONS

The Middle Ages in Modern Games, *Online, June 2024*

- The 'Playersexuality' Debate: Love, Romance, Identity, and Player Perceptions of Baldur's Gate 3 and the Dragon Age Series

International Communication Association Conference, Toronto, Canada, May 2023

- Community and Calamity: Assessing the Gaps in Addressing Online Toxicity

Multiplay Network Science Fiction and Fantasy Gaming Conference, Online, March 2023

- Humanity, Robots, and the Space Between: Ethics and Empathy in Mass Effect

History of Games Conference, Online, Oct 2022

- Unlike Us: A Brief History and Reception of Animal Avatars in Digital Games

Sociology (un)Conference, Online, Sept 2022

- Theoretical Considerations and Big Ideas, with Anna Gibson

MultiPlay Network: Queering and Questioning Video Games Conference, Online, June 2022

- Non-binary and Asexual Representation in Video Games, with Rachel Peskett

Pacific Sociological Association Annual Meeting, Online, April 2022

- "The Use of Online Forums to Foster Identity and Community Among Marginalized Video Game Players"

Association of Internet Researchers Annual Conference, Online, Oct 2021

- "Beware Asian Servers: Racialized Perceptions of Cheating and Skill Among Video Game Players", with Sam Srauy

Pacific Sociological Association Annual Meeting, Online, April 2021

- "Expectations, Norms, and the Struggle to Realign Twitch Culture"

American Sociological Association Annual Meeting, San Francisco, USA, Aug 2020

- "Priority Pixels: Video Game Players and Online Discussions of Romantic Encounters with Characters"

Esports Conference, University of California, Irvine, USA, Oct 2019

- "Fandom Culture & Identity in Esports," with Maria Anderson-Coto

Association of Internet Researchers, Brisbane, Australia, Oct 2019

- "Disappointing and Being Disappointed: Video Game Player Trust In Each Other"

Digital Games Research Association Annual Meeting, Kyoto, Japan, Aug 2019

- "Building a Gamer: Player Preferences and Motivations Across Gender and Genre"

Pacific Sociological Association Annual Meeting, Long Beach, California, March 2018

- "The Changing Face of Gaming: Gender and Access to Identity and Community"

Pacific Sociological Association Annual Meeting, Portland, Oregon, USA, March 2017

- "Gaming with Depth: Building Bonds with Characters"

SERVICE

Co-chair, Diversity, Equity, and Inclusion Committee for the CITAMS section of the American Sociological Association, Nov 2020-Aug 2022

- Overseeing efforts to improve and encourage diverse representation in section membership, participation, and recognition.
- Analyzing and evaluating membership data and proposing policy changes to ASA.

Ombuds Secretary, Digital Games Research Association, Nov 2019-Jan 2022

- Assisting an international team in responding to association member concerns, helping to develop new diversity policies, and reassessing current approaches to academic conferences and member communication.