

Ryan Tan
Curriculum Vitae (2024)

Name : Ryan RuiYang Tan
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Education:

Name of School : Pennsylvania State University
Certification level : PhD in Mass Communications
Duration : August 2018 – August 2023

Name of School : Nanyang Technological University
Certification level : MA in Communication and Information
Duration : January 2016 – January 2018

Name of School : Nanyang Technological University
Certification level : BA (Hons) in English Literature, Double Major in Communications
Duration : August 2011 – May 2015

Name of School : Innova Junior College
Certification level : “A” Level
Duration : January 2007 – January 2009

Publications

1. Oliver, M. B., **Tan, R.**, & Reed, O. S. (2021). Meaningful responses to narrative digital media: research from a media psychology perspective. In A. Jacobs & D. Kuiken (Eds.), *Handbook of Empirical Literary Studies*.
2. Velez, J. A., Schmierbach, M., Sherrick, B., Chae, S. W., **Tan, R.**, & Rosenberg, K. A. (2021). A recipe for success: The effect of dyadic communication and cooperative gameplay on subsequent non-gaming task performance. *Human Communication Research*.
3. **Tan, R.**, Shoenberger, H., Cong, W., & Mahdavi, M. (2022). Understanding the structural components behind the psychological effects of autonomous sensory meridian response (ASMR) with machine learning and experimental methods. *Journal of Media Psychology*.

Upcoming Publications

1. Schmierbach, M., Sherrick, B., **Tan, R.** (In print). Difficulty and challenge in video games. *Oxford Research Encyclopedia of Communication*.
2. **Tan, R.** (In print). The rules of engagement: Exploring regulatory influences on Esports spectatorship. In Farquha, L. (Ed.) & Rogers, R. (Ed.), *Esports Motivations: What's Driving the Fastest Growing Sports Phenomenon?*. Lexington Books.
3. Cotter, K., Kumar, P., De, A., **Tan, R.** (Minor Revisions Accepted). Technology is a wish your heart makes: How Disney harnesses practical magic discourse to legitimize MyMagic+. *New Media and Society*.

Submitted – Awaiting Peer Review

1. Shen, F., Shoenberger, H., **Tan, R.**, Zhang., B, E, Z. (Submitted). Effets of immersive experience in the branded metaverse. *Journal of Interactive Advertising*.

Conference Papers

2. **Tan, R.** (August, 2022). *The sound of flow: Influences of game-music tempo and mode on players' challenge-skill balance experience*. Paper presented at the 105th Annual AEJMC conference, Detroit, MI.
3. Chen, J., **Tan, R.**, & Schmierbach, M. (May, 2022). *Pandemic gaming experiences: Examining post-game emotions and recovery in relation to game demand*. Paper presented at the 72nd Annual ICA Conference, Hybrid.
4. Solis, E., Dooley, A., Xu, Q., & **Tan, R.** (May, 2022) *Evaluating the relationships between narrative challenge and fandom behaviors*. Paper presented at the 72nd Annual ICA Conference, Hybrid.
5. **Tan, R.** & Cheng, C. (Aug, 2021). *Community building with Discord: Effects of interface elements on user perception and experiences with Discord servers*. Paper presented at the 104th Annual AEJMC conference, Virtual.
6. Liao, M. & **Tan, R.** (May, 2021). *Talking to Tech: An investigation of task-device usage in relation to voice personality preference*. Paper presented at the 71st Annual ICA conference, Virtual.
7. **Tan, R.**, Liao, M., & Wang, Y. (Aug, 2020). *Friendly mistakes: Investigating the relationship between AI error, social cues, and trust in gameplay*. Paper presented at the 103rd Annual AEJMC conference, Virtual.

8. Zhang, Z., E, Z., **Tan, R.**, Shoenberger, H., & Reed, O. (Aug, 2020). *Influencer engagement with Chinese audiences: The role of language*. Paper presented at the 103rd Annual AEJMC conference, Virtual.
9. **Tan, R.**, & Shoenberger, H. (May, 2020). *ASMR: Harnessing the pleasurable psychophysiological potential of sound*. Paper presented in the Promising Student Papers session at the 70th Annual ICA conference, Virtual.
10. **Tan, R.** & Chen H.H. (May, 2019). *Understanding gameplay preference based on mechanics*. Paper presented at the 69th Annual ICA conference, D.C., WA, United States.
11. Erlichman, S., Reed, O., **Tan, R.**, Chen, C., Ford, S., & Oliver, M.B. (May, 2019). *Talking About Inception: How unresolved movie endings impact audiences' responses to film*. Paper presented at the 69th Annual ICA conference, D.C., WA, United States.
12. Shoenberger, H., Sukalla, F. and **Tan, R.** (Aug, 2019). *Predicting parasocial relationships, binge watching and social media engagement from favourite tv character perceived personality attributes*. Paper presented at the annual meeting of the AEJMC, Sheraton Centre Toronto, TOR, Canada.
13. **Tan, R.** & Chen, H.H. (May, 2018). *Reconceptualizing gameplay experiences through the virtual embodiment process*. Paper presented at the 68th Annual ICA Conference, Prague, Czech-Republic.
14. **Tan, R.** & Chen, H.H. (May, 2017). *Mechanics, narratives, and ludonarratives in gamification*. Paper presented at the 2017 ICA Pre-conference "My So-Called Gamified Life", Barra Barra Saloon, SD, United States.
15. **Tan, R.** & Chen, H.H. (July, 2016). *Narrative experiences in video games: Temporality in Story-telling*. Paper presented at the 2016 conference of the International Association for Media and Communication Research (IAMCR), University of Leicester, United Kingdom.
16. **Tan, R.** (June, 2016). *Ludonarrative Value and its Influence on Video Game Enjoyment*. Paper presented at the 2nd International Summer School, Nanyang Technological University, Singapore.

Awards:

- Excellence in Communications Doctoral Award (2021-2022) – Donald P. Bellisario College of Communications

Teaching & Syllabus Design Experience:

- Syllabus Design & Teaching

- [UNL]JOMC 317 (online) – Videogames and Society
- [UNL]ADPR355 – Event Planning for Branded Activations + Experiences
- [UNL]JOMC 317 – Videogames and Society
- [PSU]COMM190 – Games and Interactive Media
- [PSU]COMM190 (World Campus) – Games and Interactive Media
- [PSU]COMM118 – Introduction to Media Effects
- [PSU]COMM325 – Game Effects
- Teaching
 - [PSU]COMM428D (World Campus) – Research and Analytics for Advertising and PR

Service/Mentorship Experience:

- Editorial Liaison and Production Team for the journal of Mass Communication and Society (MCS; AEJMC)
 - Conducted initial reviews of manuscripts to be submitted to the Editor in Chief
 - Liaised with Associate Editors for review assignments and administrative tasks
 - Liaised with authors for revision requests and production follow-up
 - Formatted and copy-edited manuscripts for publication
 - Created and operated the MCS twitter account
- Faculty Advisor for the League Club at PSU
 - Mentored executive board, president, vice president regarding operations of an esports-related organization
 - Provided conflict resolution between members
 - Served as a liaison between the club and Student Organization as well as Student Accountability and Conflict Resolution on misconduct cases
 - Mentored coaches and arranged for industry professionals to give talks to coaches and competitive players
- Supervisor for a Practical Experience Internship (College of Information Sciences and Technology)
 - Advised and mentored student in the development of a data-visualization platform
 - Evaluated student performance
- Co-advised two undergraduate honors students (College of Communications / Schreyer Honors College) alongside Dr Heather Shoenberger
 - Mentored students through the process of conceptualizing, developing, and executing empirical social science research culminating in an ICA presentation
 - Mentored students through their graduate school application process – advising regarding CVs and application letters
- Mentored junior graduate students
 - Two students as part of the graduate school mentorship program

- One student – syllabus design and teaching COMM118
- One student – as part of the handover process of the Editorial Liaison role at the journal of Mass Communication and Society

Work Experience:

Company : University of Nebraska-Lincoln

Location : United States

Position : Assistant Professor

Duration : 2023-(ongoing)

Company : Avalon eSports

Location : Singapore / United States

Position : Director of Esports Development

Duration : 2016 – 2019

Job Scope : Oversaw the development of Esports teams, events, and marketing strategies. In charge of hiring and training team managers and in charge of providing on site strategic and public relations support at competitive events. Responsible for the development of internal organizational structure and the introduction of three (1 professional, 2 competitive) Esports teams.

Company : Multi-plAtform Game Innovation Centre (MAGIC)

Location : Singapore

Position : Research Assistant, Game Developer

Duration : 2016 – 2017

Job Scope : Research and development on serious games – working with artists, programmers, and communications scholars to create prosocial games on the Facebook games platform. As design lead: directed user interface and character designs, and designed mechanics and value-tracking systems based on reviews of relevant games, media, and communications literature.

Company : Garena

Location : Singapore

Position : Head Community Manager

Duration : 2010 – 2012 (2012-2014 part time)

Job Scope : Worked on game operations with game developers: S2 Games, Riot, and Vertigo Games. Community and events management for the game “Heroes of Newerth” (HoN). Designed communication system mechanics and marketing strategies based off sustainable online and offline interaction with community members through event activities, focus groups, and forums. Designed narrative based in-game events to sustain player interest. Designed and portrayed in-game personae to foster innovative community outreach activities as well as to directly interact with the HoN playerbase to gather feedback. Worked with the Blackshot team to create character backstories, video narratives, and event narratives. Worked with the League of Legends publication team on community management and events.

Company : DuskBin Esports

Location : Singapore / Malaysia
Position : HoN Editor / HoN Proteam Manager
Duration : 2009 - 2013

Job Scope : Recruited, coached, and managed the professional Heroes of Newerth team. Maintained global top 10 ranking for two years. In charge of online publication covering competitive news, hardware reviews, and other information pertaining to the online game Heroes of Newerth. In charge of player and team-based PR and ensuring brand prominence of our sponsors. Managed the team's transition from HoN to Dota2.

Company : SAF – National Day Parade 2010

Location : Singapore
Position : Designer / Administrative Support
Duration : September 2009 - August 2010

Job Scope : Designed and aided in administration of the Mobile Armored Column and Heartland Celebrations segment of the NDP2010. Aided with designing NDP2010 tickets and heartland displays.

Event : Digital Youth Awards 2010
Location : Singapore / Malaysia
Position : Head Tournament Administrator
Duration : 2010

Job Scope : Administrated and operated the Heroes of Newerth \$20,000 prize pool tournament: developing and setting rules, managing player and media personnel, and ensuring the overall smooth running of the event.

Skills:

Languages Spoken/Written:

- English
- Chinese (Spoken)

Application/Computer Skills:

- Unity (via C# & Bolt)
- Unreal Engine 4 (via Blueprint)
- Godot Engine (Basic Competence)
- Microsoft Office Suite
- Social Media Platforms
- SPSS – Data Analytics
- SPSS – AMOS
- Adobe Photoshop
- Adobe Premier Pro
- Adobe Aero
- Adobe Mixamo
- Sony Vegas Pro