

# SHANE L BURRELL JR.

University of Oregon  
School of Journalism and Communication  
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## EDUCATION

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<b>Ph.D.</b>	University of Oregon School of Journalism and Communication Media and Communication Studies	September 2021 to Current
<b>MA</b>	California State University, San Bernardino Communication Studies Thesis: "Did That Just Happen?": Influence of Embodiment and Immersion on Character Identification in Virtual Reality Environments. Advisor: Dr. Mihaela Popescu	March 2019 to August 2021
<b>BA</b>	California State University, San Bernardino Communication Studies Mass Communication Concentration	March 26, 2016

## HONORS AND AWARDS

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### Awards

CSU Chancellor's Doctoral Incentive Program	2021
CSU Pre-Doctoral Scholar Recipient	2020

### Fellowships

xREAL Graduate Fellowship	2021
CSUSB Graduate Equity Fellowship	2019

### Scholarships

General University Scholarship	2022
Columbia Scholarship	2021

### Grants

Gray E Foundation Graduate Professional Development Grant	2022
CSUSB SSI Culminating Grant	2020
CSUSB Associate Students Incorporated Travel Grant	2019

### Competition

CSUSB Student Research Competition, College of Arts and Letters First Place	2020
CSUSB Meeting of the Minds Conference Competition, College of Arts and Letters, First Place for Poster Presentation	2020

### Honors

## RESEARCH EXPERIENCE

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### **Dissertation**

University of Oregon, Eugene OR.

Advisor: Dr. Daniel Pimentel

“En-Roling and De-Roling: Exploring Character Adaptation and Relinquishing in Virtual Reality”

### **Thesis**

California State University, San Bernardino. San Bernardino, CA.

June 2021

Advisor: Dr. Mihaela Popescu

“Did that just happen?”: Influence of Embodiment and Immersion on Character Identification in Virtual Reality Environments.

### **Study**

VESL: Virtual Environments Studying Learning

Sept 2022

**University of Oregon**

**Position:** Research Assistant

**Supervisor:** Danny Pimentel

En-Roling and De-Roling in Virtual Reality through Affect Theory

Sept 2022

**University of Oregon**

**Position:** Lead Researcher

**Supervisor:** Dr. Danny Pimentel

Reconnections: Understanding the Environment from Ingenuous perspective Aug 2021

**University of New Mexico**

**Position:** Co-Founder/Co-Lead Researcher

**Supervisor:** Dr. Michael Lechuga & Dr. Kate Hoyt

“Did that just happen?”: Influence of Embodiment and Immersion on Character Identification in Virtual Reality Environments.

July 2021

**California State University, San Bernardino** San Bernardino, CA.

**Position:** Lead Investigator

**Supervisor:** Dr. Mihaela Popescu

### **Study**

“Exploring En-Roling and De-Roling in Virtual Reality”(interrupted to COVID)January 2020

**California State University, San Bernardino**, San Bernardino, CA.

**Position:** Lead Investigator

**Supervisor:** Dr. Mihaela Popescu

## RESEARCH INTEREST

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Virtual Reality  
Augmented Reality  
Embodiment  
Identification  
Media Effects  
Innovative Technology  
Human interaction with Innovative Tech  
Cultural Communication  
Chicano/a/x & Latinx Communication  
Gender Communication

## PUBLICATIONS

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**Burrell, S., & Wilson, A.** (Under Review). “Born Again”: En-Roling and De-Roling in Virtual Reality through the Affect Lens. *Information Communication and Society*.

Can, O., Foxman, M., Wilson, A., Cote, A., Rahman, W., **Burrell, S.**, Harris, B., Hansen J., and Fickle T. (2023). The Limits of Influence: Negotiating the Hegemony of Game Companies in Collegiate Esports in the US. Paper accepted to the Digital Games Research Association Annual Conference. Seville, Spain.

Cote, A., Rahman, M., Foxman, M., Wilson, A., **Burrell, S.**, Harris, B., Can, O., Hansen, J. and Fickle, T. (2023). The Fandom Frontier: Understanding the Limitless(?) Potential of Collegiate Esports Fans. Paper accepted to the Digital Games Research Association Annual Conference. Seville, Spain.

**Burrell, S. L.** (2023, March). DC-“Born Again”: En/De-Roling, Character Identification, & VR Effects. In *2023 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)* (pp. 973-974). IEEE.

Lechuga, M., Hoyt, K. D., & **Burrell, S.** (2023). Reconnections: remembering land when the university wants us to forget us to forget. *Communication and Critical / Cultural Studies*, 20(1), 9–15. <https://doi.org/10.1080/14791420.2023.2169483>

**Burrell, S.** (2021). “DID THAT JUST HAPPEN?”: INFLUENCE OF EMBODIMENT AND IMMERSION ON CHARACTER IDENTIFICATION IN VIRTUAL REALITY ENVIRONMENTS.

## Peer Reviewed Conference Presentations

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Burrell, S. (2023). DC-“Born Again”: En/De-Roling, Character Identification, & VR Effects. In *2023 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)*. IEEE VR Conference. Shanghai, China.

Lechuga, M., Hoyt, K. D., & Burrell, S. (2023). Reconnections: remembering land when the university wants us to forget us to forget. South-Western Popular Culture Association Conference. Albuquerque, NM.

- Burrell, S., Cote, A., Rahman, M., and Foxman, M. (upcoming 2022). Identification, Spectatorship, and the Role of Virtual Reality in Collegiate Esports Fandom. Paper accepted to the 2022 National Communication Association Conference. New Orleans, LA.
- Rahman, M., Wear, H., Burrell, S., Hansen, J., Harris, B., Can, O., and Cote, A. (2022, May 28). Esports Fandom: Collegiate Program Influence on Perceptions of Host Institutions. Poster presented at the 72<sup>nd</sup> Annual International Communication Association Conference. Paris, France
- Burrell, S. L., (2020, May 15) Exploring En-Roling and De-Roling in Virtual Reality: A Review. Competitive poster presented at the CSUSB Meeting of the Minds, San Bernardino, CA. United States.
- Burrell, S., L., (2020, April 27) Identification in Virtual Environments: Identifying in Virtual Reality. Competitive paper presented at the California State University, Student Research Competition, Oakland, CA.
- Burrell, S. L., (2020, February 22) Exploring En-Roling and De-Roling in Virtual Reality: A Review. Competitive paper presented at the Western States Communication Association, Denver, CO. United States.
- Burrell, S., L., (2020, February 7) Identification in Virtual Environments: Identifying in Virtual Reality. Competitive paper presented at the California State University, San Bernardino Student Research Competition, San Bernardino, CA.
- Burrell, S., L., (2020, April 13) Virtual Reality and Identity Politics, Competitive paper presented at the Conferencia Jóvenes Con Futuro, Guadalajara, Mexico. (Virtual Conference)
- Burrell, S., L., (2020, April 24) Identification in Virtual Environments: Identifying in Virtual Reality. Competitive paper presented at the California State University Student Research Competition. (Virtual Conference)
- Burrell, S. L., (2020, April) Japanese Cholos: Media Influence on Japanese Chicano Communities. Competitive paper presented at the National Conference of Popular Culture Association, Philadelphia, PN, United States. \*\*
- Burrell, S., L., (2020 May) En-roline and De-Roling in Virtual Reality. Competitive paper presented at California State University, San Bernardino Meeting of the Minds. San Bernardino, CA. (Virtual Conference).
- Burrell, S., L., (2020 May) Investigating Character Identification in Virtual Reality. Competitive paper presented at Presence Conference 2020. (Virtual Conference).  
 (\*\* Conference canceled due to the COVID-19 Pandemic)

### **Conference Presentation Invitations**

- Burrell, S. L., (2020, February 19). Exploring En-Roling and De-Roling in Virtual Reality. Paper submission at the Southwestern Popular Culture Association, Albuquerque, NM. United States. (submitted a section of research.)

### **Conference Workshop**

Burrell, S. L., (2019, Oct. 11). Living in the Borderlands. Workshop presented at the AJAASJoteria Conference at Portland State University, Portland, OR. United States.

### **Mentorship**

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- **Isabella Cantu**
  - Undergraduate Student at California State University, San Bernardino
    - Current PhD Student in Sociology at University of California, Davis
- **Xavier Resendez**
  - Undergraduate Student at California State University, San Bernardino
    - Current PhD Student in History at University of California, Riverside
- **Stephanie Alfonso**
  - Undergraduate Student at California State University, San Bernardino
    - Current Masters Student in Sociology at California State University, San Bernardino
- **Viviana Alvarez**
  - Undergraduate Student at California State University, San Bernardino
    - Current PhD Student in History at University of California, Irvine

### **PROFESSIONAL AFFILIATIONS**

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International Communication Association (ICA), 2020-Present. Student Member

Association of Latino Faculty, Staff and Students (ALFSS), 2019-Present Member.

Popular Culture Association (PCA) & American Culture Association, 2019-Present Member.

The Graduate Student Society (TGSS), CSUSB, 2020-2021  
Director of Research

### **PROFESSIONAL SERVICE**

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**Guest Speaker** November, 2023  
Introduction to Graduate Communication Studies, CSUSB

**Pathway to PhD** March, 2023  
Virtual Panel/Talk, CSUSB

**Salley Casanova Pre-Doctoral Information Session** Sept, 2022  
Virtual Workshop, CSUSB

**Professor for a Day** March, 2021  
Virtual Panel, CSUSB

**Co-Founder -MUVE Lab** January, 2021  
University of New Mexico

Shane Burrell -

<b>Teaching Resource Center Graduate Student Panelist</b> Panelist for e-Portfolio Academy	January, 2020
<b>Success 101: Practical Resume Skills Workshop</b> Contributor	March, 2020
<b>Information Technology Services Town Hall CSUSB Graduate Student Panel</b> Graduate Student	April, 2020
<b>TED Talk: CSUSB Initiative to host an Official TEDx Event</b> Contributor	April, 2020
<b>International Communication Association Reviewer</b> Reviewed papers for ICA conference	December 2020
<b>CSUSB First-Generation Co-Organizer</b> Committee Member for First Generation Reception	September, 2019
<b>Ombuds Graphic Designer</b> Created Flyers for Ombuds events	September, 2019
<b>Teaching Resource Center Workshop (Teaching Mission Statement)</b> Collaborated with Director of Teaching Resource Center	October, 2019
<b>So You Want Your PhD? Workshop</b> Created Workshop and Collaborated with CSUSB's Graduate Studies Department.	December, 2019

#### **TEACHING EXPERIENCE Instructor of Record**

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<b>Instructor of Record: J211: Gateway to Media (Media Production)</b> University of Oregon, Eugene, OR.	Summer, 2023
<b>Instructor of Record: J429/J529: Topic: VR &amp; Gaming Studies</b> University of Oregon, Eugene OR.	Summer, 2022
<b>Instructor of Record: Comm-120: Public Speaking</b> California State University, San Bernardino CA	2019-2021

#### **TEACHING EXPERIENCE Lab Instructor**

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<b>Lab Instructor: J211 Gateway to Media (Media Production)</b> University of Oregon, Eugene OR.	Fall, 2023
<b>Lab Instructor: J212 Writing for Communicators</b> University of Oregon, Eugene OR.	Spring, 2023

**Lab Instructor:** J211 Gateway to Media (Media Production)  
University of Oregon, Eugene OR.

Fall 2021-Winter, 2023

### **TEACHING EXPERIENCE Breakdown**

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**Graduate Employee** September 2021 to Current

**University of Oregon**

- Teach a class of 100-200 students
- Deliver materials clearly and effectively for student learning
- Mentor and guide students in their educational journeys
- Deliver lectures twice a week, both online and in-person
- Grade student assignments
- Develop effective online materials

**MMUF Graduate Student Assistant** July 2020 to Current

**California State University, San Bernardino**

- Assisting 1<sup>st</sup> Year Cohort Fellows with current and furthering their research
- Attending all MMUF events for research
- Guiding MMUF Fellows with one-on-one meetings to help assess their needs and research goals
- Assisting 2<sup>nd</sup> Year Cohort Fellows with their personal statements for Graduate school
- Providing one-on-one assistance with their applications and mentorship

**Graduate Teaching Assistant for Communication Studies** July 2020 to June 2021

**California State University, San Bernardino**

**Teaching Assistant**

- Teach a class of 30 students
- Deliver materials clearly and effectively for student learning
- Mentor and guide students in their educational journeys
- Deliver lectures twice a week, both online and in-person
- Grade student assignments
- Develop effective online materials

**Shadow Internship with Instructor Penny Drake-Green** January 2020 to March 2020

**California State University, San Bernardino**

**Shadow Intern**

- Shadowed an Instructor in Communication Studies at CSUSB
- Gave three lectures to students
- Critiqued and Graded students
- Students gave me a review of my teaching

**E-Learning Academy** April, 2019 to Current

**California State University, San Bernardino**

**VETI Graduate Assistant**

- Comprehension of Blackboard, Designing Blackboard courses specific to discourse
- Comprehending policy and procedure of the University, Appealing for the needs of undergraduate students, applying pedagogical aspects of teaching to transfer to the online platform.

**California State University, San Bernardino,** August 2019 to December 2019

**Volunteer Teaching Assistant, Communication Studies Department**

- Assisted Students and Faculty in Communication 365, Chicano/a/x Film and Media.

**California State University, San Bernardino,** August 2015 to December 2015  
**Volunteer Teaching Assistant,** Communication Studies Department

- Assisted Students and Faculty in Course Writing for the Media.

## **WORK/PROFESSIONAL EXPERIENCE**

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### **Graduate Student Assistant at California State University, San Bernardino**

San Bernardino, CA.

Faculty Center for Excellence (FCE) Current

- Scheduling student assistants, reserving rooms, collaborating with departments and department function coordination. Maintaining a weekly account of all events in spread sheets, IT control and maintenance.
- Customer service and first experience for all that arrive within the FCE, making sure that all needs for faculty, staff, and graduate students are met timely and effectively.

### **E-Learning Academy at California State University, San Bernardino**

San Bernardino, CA

VETI Graduate Assistant Current

- Comprehension of Blackboard, Designing Blackboard courses specific to discourse
- Comprehending policy and procedure of the University, Appealing for the needs of undergraduate students, applying pedagogical aspects of teaching to transfer to the online platform.

### **Shadow Mentorship for Oral Communication (Public Speaking) Communication-120**

San Bernardino, CA

California State University, San Bernardino

- Lectured students on the aspects of public speaking
- Worked directly with an Instructor to learn student critique, grading, creating lesson plans, lectures, activities for students (Kahoots, Word Cloud), assessing students, and creating assignments.
- Speaking in front of students and connecting with students regarding the course content and daily lives.

### **Coyote Chronicle at California State University, San Bernardino**

San Bernardino, CA

Sports Editor, Copy Editor and Layout Editor

- Staff Management (both Writers and Editors), Content Management (both Written and Visual), Advanced Skills in AP-Style writing and Editing.
- WordPress expert, Coding (novice), Adobe InDesign and PhotoShop (Advanced), Microsoft Office (advanced).
- Taught students to write content according to AP Style guidelines. Worked with multiple departments to develop honest and truthful content.
- Detail orientation with all content and designs. Created designs according to the Athletic events according to the inverted pyramid of Journalistic writing.

## **PROFESSIONAL TRAINING**

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### **Certifications**

FERPA Certification

April, 2019

CITI Certification

April, 2019 to March, 31<sup>st</sup> 2021

HIPAA Certification

June 2019

Shane Burrell -



## LANGUAGES

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**English:** Native Language

**Spanish:** Professional Speaker

## COMPUTER SKILLS

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**Programming:** R program, EHR (Nextgen), Microsoft Office (Word, Excel, PowerPoint and Outlook), Adobe Creative Cloud (InDesign, Photoshop, and Light Room.) Blackboard Course Construction, ZOOM conference, WordPress, Web Design (Basic), Qualitative/Quantitative Research application (5+ years)

**Applications:** Contract Management, Physician Management, Public Relations Specialist, Creative Director, Executive Management Collaboration, Data Management and filing, Financial Manager, Office Manager 2+ years' experience, AR analysis, Communication Coordination, Onsite and Satellite communication experience, Type 45-60 words a minute, Excellent Written and Oral Communication, Excellent Customer Service Skills (in both English and Spanish), Detailed Orientated, Conflict Resolution, Cash Handling, Content Editor with 5+ years' Experience.

## REFERENCES

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**Dr. Danny Pimentel**, Assistant Professor in the School of Journalism and Communication  
University of Oregon  
Email: [pimend@uoregon.edu](mailto:pimend@uoregon.edu)

**Dr. Amanda Cote**, Assistant Professor in the School of Journalism and Communication  
University of Oregon  
Email: [acote@uoregon.edu](mailto:acote@uoregon.edu)

**Dr. Maxwell Foxman**, Assistant Professor in the School of Journalism and Communication  
University of Oregon  
Email: [mfoxman@uoregon.edu](mailto:mfoxman@uoregon.edu)

**Dr. Mihaela Popescu**, Professor in Communication Studies  
Communication Studies  
California State University, San Bernardino  
Email: [popescum@csusb.edu](mailto:popescum@csusb.edu)

**Dr. Liliana Conlisk-Gallegos**, Professor in Communication Studies  
Communication Studies  
California State University, San Bernardino  
Email: [lilianagallegos@csusb.edu](mailto:lilianagallegos@csusb.edu)

**Dr. Jo Anna Grant**, Professor in Communication Studies  
Communication Studies  
California State University, San Bernardino  
Email: [jgrant@csusb.edu](mailto:jgrant@csusb.edu)