

JONATHAN VILLARREAL

Assistant Professor of Communication & Digital Media
Department of Communication & Digital Media
School of Liberal Arts & Sciences
University of North Texas at Dallas jonathan.villarreal@untDallas.edu

EDUCATION

DOCTOR OF PHILOSOPHY in Media and Communication, May 2020
Texas Tech University
Dissertation: On Jump Scares, Enjoyment, and the Dimensional Theory of Emotion: A
Media Psychophysiology Approach to Enjoyment of Horror Video Games
Chair: Paul Bolls
Committee: Paul Bolls, Bobby Schweizer, Melissa Gotlieb, and Zachary Hohman

MASTERS OF ARTS in Communication, 2011
Texas A&M University Corpus Christi
Area of Specialization: New Media
Thesis: Lag, Glitches, and Grievers: An Ethnographic Approach to Video Games and
Frustration
Chair: Ethan Thompson
Committee: David Gurney and Ethan Thompson

BACHELORS OF ARTS in Communication, Journalism Minor, 2008
Texas A&M University Corpus Christi

TEACHING

Assistant Professor (Fall 2021 –)
University of North Texas at Dallas, Dallas, TX
Courses Taught:
COMM 1010 – Introduction to Communication
COMM 2200 – Introduction to Interpersonal Communication
COMM 2310 – Introduction to Strategic Communication
COMM 2311 – Introduction to Social Media
COMM 3312 – New Media Literacies
COMM 3060 – Public Relations Event Development & Design
COMM 3080 – Persuasion & Social Influence
COMM 3325 – Video Games & Society
COMM 3330 – Creative Concepts
COMM 3331 – Social Media Campaigns
COMM 4330 – Crisis Communication
COMM 4335 – Strategic Communication Campaigns

Visiting Assistant Professor (Fall 2020 – Summer 2021)
University of North Texas at Dallas, Dallas, TX

Courses Taught:

COMM 1010 – Introduction to Communication
COMM 2311 – Introduction to Social Media
COMM 2220 – Sports Communication & Public Relations
COMM 2240 – Sports and Entertainment Writing
COMM 3312 – New Media Literacies
COMM 3324 – Podcasting
COMM 3331 – Social Media Campaigns

Instructor (Summer 2021, Summer 2020, also Summer 2009, 2010, 2011) Upward Bound Program, Texas A&M University-Corpus Christi, Corpus Christi, TX

Courses Taught:

College Preparation and Strategies for Success
ACT/SAT Exam Preparation
Computer Media
Public Speaking
Journalism

Instructor Assistant (Spring 2020) College of Media and Communication, Texas Tech University, Lubbock, TX.

Courses Co-taught:

MCOM 2330 – Media Literacy: Honors

Graduate Part-Time Instructor (August 2016 – July 2019), College of Media and Communication, Texas Tech University, Lubbock, TX.

Courses Taught:

PR 3311 – Public Relations Strategies
MCOM 2301 – Business and Professional Communication

Instructor of Communication (August 2011 – May 2016), Department of Communication and Mass Media, Angelo State University, San Angelo, TX.

Courses Taught:

COMM 2301 – Public Speaking and Civic Engagement
USTD 1201 – Critical Thinking
USTD 1101 – Strategies for Learning

First-Year Instructor (August 2010 – May 2011), First-Year Learning Community Program, Texas A&M University Corpus Christi.

Courses Taught:

UCCP 1101 – First-Year Seminar I
UCCP 1102 – First-Year Seminar II

Instructor Assistant:

POLS 2306 – State and Local Government (Department of Political Science)
HIST 1302 – US History Since 1865 (Department of History)

Graduate Teaching Assistant (August 2009 – May 2010), Department of Communication and Media, Texas A&M University Corpus Christi.
Instructor Assistant:
COMM 1312 – Public Speaking

RESEARCH

PUBLICATIONS

Villarreal, J., Mu, D., Bolls, P., Jerin, S., & Khan, T. (2025). Scare Me, Thrill Me! The Role of Motivation Activation and Emotional Responses in Enjoyment of Horror Video Games. Manuscript in preparation for publication.

Velez, J., Loof, T., Smith, C., Jordan, J., Villarreal, J., & Ewoldson, D. (2019). Switching Schemas: Do effects of “mindless” interactions with agents carry over to humans and vice versa? *Journal of Computer-Mediated Communication*, 24(6), 335-352.

Velez, J.A, Ewoldsen, D.R., Hanus, M., & Villarreal, J.A. (2018). Social comparisons and need fulfillment: Interpreting video game enjoyment in the context of leaderboards. *Communication Research Reports*, 35(5), 424-433.

Velez, J. A., Gotlieb, M. R. Graybeal, G. M., Abitbol, A. & Villarreal, J. A. (2018). *Live Streams and Revenue Streams*. In N. D. Bowman (Ed.), *Video games: A medium that demands our attention*. New York, Routledge.

PAPERS PRESENTED AT CONFERENCES

Villarreal, J., Liu, X., & Mu, D. (November 2024). “Uninstall the Game, Bro”: Exploring the Role of Frustration, Motivation, Self-Determination Theory, and Reengagement in Video Games. Paper presented at the 110th Annual National Communication Association Conference, New Orleans, LA.

Villarreal, J., Mu, D., Bolls, P., Jerin, S., & Khan, T. (May 2022). Scare Me, Thrill Me! The Role of Motivation Activation and Emotional Responses in Enjoyment of Horror Video Games. Paper presented at the 72nd Annual International Communication Association Conference, Paris, France.

Villarreal, J., Bolls, P., & Velez, J. (May, 2020). Sensation-seeking, Enjoyment, and Psychophysiological Responses to Horror Video Games. Paper presented at the 70th Annual International Communication Association Conference, Gold Coast, Australia.

Villarreal, J. & Schweizer, B. (May, 2019). Building frights: Haunted houses, VR games, and genre conventions. Paper presented at the 69th Annual International Communication Association Games + Communication Ante-Conference, Washington, D.C.

Velez, J., Ewoldson, D., Loof, T., Villarreal, J., & Jordan, J. (May, 2019). One-way or two-way streets: Do effects of “mindless” interactions with agents carry over to humans and vice versa? Paper presented at the 69th Annual International Communication Association Conference, Washington, D.C.

Villarreal, J. (2016, November). Lag, glitches, and griefers: An ethnographic approach to video games and frustration. Paper presented at the Eighth International Research Conference, San Marcos, TX.

Villarreal, J. (2016, March). Trolling myself: Frustration and aggression in video games. Paper presented at the Fifth International Doing Autoethnography Conference, San Angelo, TX.

Villarreal, J. (2013, October). Developing a first-year learning community at Angelo State University. Paper presented at the Texas Speech Communication Association Convention, Corpus Christi, TX.

RESEARCH WORK

Research Assistant (Fall 2016 – July 2019) College of Media and Communication, Texas Tech University, Lubbock, TX.

SERVICE

DEPARTMENTAL SERVICE

Assessment Coordinator (2024 -), Communication & Digital Media Department Communication Day, University of North Texas at Dallas, Dallas, TX.

Interviewer (May 2024), Communication & Digital Media Capstone Interviews, University of North Texas at Dallas, Dallas, TX.

Member (2024 -), Annual Evaluation Subcommittee, Rank, Promotion, and Tenure Committee, University of North Texas at Dallas, Dallas, TX.

Interviewer (December 2023), Communication & Digital Media Capstone Interviews, University of North Texas at Dallas, Dallas, TX.

Panelist (May 2023), Communication & Digital Media Department Communication Day, University of North Texas at Dallas, Dallas, TX.

Interviewer (May 2023), Communication & Digital Media Capstone Interviews, University of North Texas at Dallas, Dallas, TX.

Faculty Advisor (2022 - 2023), Student Debate Club (*The Voice*), University of North Texas at Dallas, Dallas, TX.

Member/Department Representative (AY 2022 -), Faculty Senate Work Life Committee, University of North Texas at Dallas, Dallas, TX.

Member/Department Representative (AY 2022 -), Rank, Promotion, and Tenure Committee, University of North Texas at Dallas, Dallas, TX.

Member (Fall 2020 – Spring 2021), Lecturer of Digital Production Search Committee, Department of Communication & Technology, University of North Texas at Dallas, Dallas, TX.

Member (Fall 2019 – Spring 2020), Graduate Grade Appeal Committee, College of Media and Communication, Texas Tech University, Lubbock, TX.

University/Department representative (August, 2018), Public Relations Division of the Association for Education in Journalism and Mass Communication Conference social, College of Media and Communication, Texas Tech University, Washington, D.C.

Member (April 2018 – August, 2018), Assistant Professor of Game Studies and Interactive Media Search Committee, College of Media and Communication, Texas Tech University, Lubbock, TX.

Assistant (June 2017), Summer STEM Camp, College of Media and Communication, Texas Tech University, Lubbock, TX.

Voice actor/Assistant (Fall 2016 – Spring 2017), The Liberators Project, Texas Holocaust and Genocide Commission, College of Media and Communication, Texas Tech University, Lubbock, TX.

Research Assistant (August 2016 – May 2019), College of Media and Communication, Texas Tech University, Lubbock, TX.

Judge (April 2014, 2015, 2016), University Interscholastic League (UIL) Regional Meet [Speech and Debate], Angelo State University, San Angelo, TX.

Member (August 2014– November 2014), Introductory Course Textbook Search Committee, Department of Communication and Mass Media, Angelo State University, San Angelo, TX.

UNIVERSITY SERVICE

Faculty Marshal (May 2024), Liberal Arts & Sciences Spring 2024 Commencement, University of North Texas at Dallas, Dallas, TX.

Presenter (April 2024), *Video Games for Everyone: The Current Age of Video Games, Ubiquity, and Accessibility*, Liberal Arts & Science Faculty Showcase, University of North Texas at Dallas, Dallas, TX.

Member (2024 -), UNTD Core Curriculum Committee, University of North Texas at Dallas, Dallas, TX.

Co-chair (Fall 2023 –), Liberal Arts & Sciences Gallup Taskforce, University of North Texas at Dallas, Dallas, TX.

Presenter (April 2023), *Media, the Brain, and Psychophysiology: Understanding Cognitive and Emotional Processing in Media Consumption*, Liberal Arts & Science Faculty Showcase, University of North Texas at Dallas, Dallas, TX.

Member (2022 - 2023), Liberal Arts & Science Faculty Showcase Organizing Committee, University of North Texas at Dallas, Dallas, TX.

Subcommittee Leader (2022 – 2023), Core Curriculum Assessment Taskforce, University of North Texas at Dallas, Dallas, TX.

Subcommittee Member (Spring 2022 –), Strategic Planning Committee, University of North Texas at Dallas, Dallas, TX.

Volunteer (October, 2021), Homecoming Events Student Activities, University of North Texas at Dallas, Dallas, TX.

Member (Fall 2021 –), Strategic Planning Committee, University of North Texas at Dallas, Dallas, TX.

Member (Spring 2021 –), Core Curriculum Assessment Taskforce, University of North Texas at Dallas, Dallas, TX.

Member (Fall 2020 – Spring 2021), UNT Dallas Rankings Committee, University of North Texas at Dallas, Dallas, TX.

Reviewer (March 2018), 10th Annual Undergraduate Research Conference, Texas Tech University, Lubbock, TX.

Graduate Student Representative for College of Media and Communication (September 2017 – May, 2019), Library Student Advisory Board, University Library, Texas Tech University, Lubbock, TX.

Academic Insight Mentor (August 2009 – May 2011), Center for Academic Student Achievement, Texas A&M University Corpus Christi.

Facilitator (August 2009 – May 2011), Student Success Workshops (e.g., test taking strategies, time management), Center for Academic Student Achievement, Texas A&M University Corpus Christi.

ACADEMIC SERVICE

Reviewer (December 2023), 74th Annual International Communication Association Conference, Gold Coast, Australia.

Reviewer (November 2021), 72nd Annual International Communication Association Conference, Paris, France.

Reviewer (Spring – Summer 2021), *Psychology of Popular Media*, American Psychological Association.

Panel chair (May 2020), 70th Annual International Communication Association Conference, Gold Coast, Australia.

Reviewer (November 2019), 70th Annual International Communication Association Conference, Gold Coast, Australia.

Reviewer (September, 2018), DiGRA Nordic 2018 Conference, University of Bergen, Norway.

GRANTS

Baggerly, J., Villarreal, J., & Al-Sultan, S. (2022). Vaping Inhibited by Psychophysiology (VIP) for Black and Latinx Adolescents. Proposal submitted to NIH for review.

PROFESSIONAL DEVELOPMENT

National Summer Institute on Learning Communities, Washington Center at the Evergreen State College, Olympia, WA, Summer 2013.

COMMUNITY SERVICE

Public Relations Team Member (Fall 2010), Fish for Life, Corpus Christi, TX.

Public Relations Team Member (Fall 2007), Texas Gear Up/STAR, Corpus Christi, TX.

Event Organizer (Spring 2007), PeeWee's Pet Sanctuary, Corpus Christi, TX.

Youth Camp Counselor (Summer 2004, 2005, 2006), The Women's Shelter of South Texas, Corpus Christi, TX.

Volunteer (1999 – 2013), HEB Feast of Sharing, Corpus Christi, TX.

AWARDS / HONORS

C.R. Hutcheson Endowed Graduate Fellowship (August 2018 – May 2019), College of Media and Communication, Texas Tech University.

Helen DeVitt Jones Endowed Graduate Fellowship (August 2016 – May 2018), College of Media and Communication, Texas Tech University.

Graduate Teaching Assistant (August 2009 – May 2011), Department of Communication and Media, Texas A&M University Corpus Christi.
Dean's List (Spring 2008), Texas A&M University Corpus Christi.

National Dean's List, 2004 – 2005.

PROFESSIONAL MEMBERSHIPS

National Communication Association, Fall 2024 –

International Game Developers Association, Spring 2024 –

International Communication Association, Spring 2019 – present.

Association for Education in Journalism and Mass Communication, Summer 2018 – Summer 2019.

Texas Speech Communication Association, Fall 2013.

Lambda Pi Eta, Fall 2007 – Spring 2011.