

JAKKI O. BAILEY
Communication Department
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EDUCATION

- Ph.D. Candidate, Communication, Stanford University, 2011- Expected Spring 2017
Adviser: Jeremy Bailenson, Director of the Virtual Human Interaction Lab
Additional Committee members: Byron Reeves, Jeff Hancock, and Jelena Obradović
- M.A., Sociology (Social Psychology and Interpersonal Processes), Stanford University, 2007
- B.A., Communication, Stanford University, 2007

RESEARCH EXPERIENCE

- 2015-present **Stanford University, Communication Department**
Research Assistant
Virtual Reality to Facilitate Empathy (Among Child Populations)
Part of a Robert Wood Johnson Foundation grant focused on leveraging immersive virtual reality (IVR) to promote and study empathy in lab and field settings. Designed and conducted a study examining young children's cognitive and social responses to a virtual character in IVR compared to non-immersive VR (i.e. television). Trained and managed a team of undergraduates that aided in data collection in the lab and field.
- 2013-2014 **Stanford University, Communication Department**
Research Assistant
Testing Embodied Cognition Theory in Virtual Reality
Investigated how mental representations are created through a mind-body relationship, and its relation to experiences in immersive virtual environments. Conducted a study examining how altered arm movements in VR can relate to perceptions of good and bad in the physical world, testing the body-specificity hypothesis. Trained and managed a team of undergraduates that aided in data collection.
- 2011- 2014 **Stanford University, Communication Department**
Research Assistant
Reducing Energy Consumption with Virtual Reality
Conducted research for a Department of Energy grant focused on using technology to reduce energy consumption. Investigated the use of personal and vivid messages in VR to reduce hot water use among college students. Trained and managed a team of undergraduates that aided in data collection.
- 2009-2011 **Stanford University, Psychiatry and Behavioral Sciences**
Research Assistant
Online Interventions to Prevent Mental Disorders

Conducted clinical interviews and moderated online discussion groups for a National Institute of Mental Health (NIMH) clinical trial of an Internet based intervention for the prevention of eating disorders and reducing comorbidities in at-risk college women.

JOURNAL PUBLICATIONS

Bailey, J.O., & Bailenson, J.N., Obradović, J., & Aguiar, N.R. (under review, invited submission). Immersive virtual reality challenges children's inhibitory control and influences their social behavior. *Proceedings of the National Academy of Sciences*.

Bailey, J.O., & Bailenson, J.N. (under review). Examining research with children and immersive virtual reality. *Journal of Media Psychology*.

Bailey, J.O., & Bailenson, J.N. (in press). Considering virtual reality in children's lives. *Journal of Children and Media*.

Bailey, J.O., Bailenson, J.N., & Casasanto, D. (in press). When does virtual embodiment change our minds? *Presence: Teleoperators & Virtual Environments*.

Laha, B., Bailenson, J.N., Won, A.S., & **Bailey, J. O.** (in press). Evaluating control schemes for the third arm of an avatar. *Presence: Teleoperators & Virtual Environments*.

Taylor, C.B., Kass, A.E., Trockel, M., Cunniff, D., Weisman, H., **Bailey, J.**, ... Wilfley, D.E. (2016). Reducing eating disorder onset in a very high risk sample with significant comorbid depression: A randomized controlled trial. *Journal of Consulting and Clinical Psychology, 84*(5), 402-414.

Bailey, J., Bailenson, J.N., Flora, J.A., Armel, K.C., Voelker, D., & Reeves, B. (2015). The impact of vivid messages on reducing energy consumption related to hot water use. *Environment and Behavior, 47*(5), 570-592.

Zhang, A., Fisher, A.J., **Bailey, J.O.**, Kass, A.E., Wilfley, D.E., & Taylor, C.B. (2015). The Self-Rating of the Effects of Alcohol questionnaire predicts heavy episodic drinking in a high-risk eating disorder population. *International Journal of Eating Disorders, 48*(3), 333-336.

Purvis, C.K., Jones, M., **Bailey, J.O.**, Bailenson, J., Taylor, C.B. (2015). Developing a novel measure of body satisfaction using virtual reality. PLOS ONE. doi: 10.1371/journal.pone.0140158

BOOK CHAPTERS & CONFERENCE PROCEEDINGS

Bailey, J.O., & Bailenson, J.N. (in press). Immersive virtual reality and the developing child. In P. Brooks and F. Blumberg (Eds.), *Cognitive Development in Digital Contexts*.

Bailey, J., Bailenson, J.N. (2015). Virtual reality and collaboration. In R.A. Calvo, S.K., D'Mello, J. Gratch, and A. Kappas (Eds). *The Oxford Handbook of Affective Computing*. (pp. 494-502). Oxford University Press: New York doi: 10.1093/oxfordhb/9780199942237.013.007

Purvis, C.K., Jones, M., **Bailey, J.**, Bailenson, J.N., & Taylor, C.B. (2013). Designing virtual environments to measure behavioral correlates of state-level body satisfaction In B.K. Wiederhold, & G. Giva (Eds). *Annual Review of Cybertherapy and Telemedicine 2013* (pp. 168-172). Fairfax, VA: IOS Press, Inc.

Bailey, J., Bailenson, J.N., Won, A.S., Flora, J., & Armel, K.C. (2012). Presence and memory: Immersive virtual reality effects on cued recall. *Proceedings of the International Society for Presence Research annual Conference*. October 23-26, Philadelphia, Pennsylvania, USA.

Weisman, H., **Bailey, J.**, Winzelberg, A., & Taylor, C. B. (2011). Computer-based approaches to prevention. In T. F. Cash & L. Smolak (Eds.), *Body image: A handbook of science, practice, and prevention* (2nd ed.; pp. 442-450). New York, NY: Guilford.

CONFERENCE PRESENTATIONS

Bailey, J.O., & Bailenson, J.N. (2016, October). *Examining young children's inhibitory control in and social responses to immersive virtual reality*. Poster and demonstration at the 2016 SRCD Special Topic Meeting: Technology and Media in Children's Development, Irvine, California.

Bailey, J. (2016, June). *When faces blur the uncanny valley: Physiological and cognitive responses to category conflict*. Poster presented at the International Communication's 66th Annual Conference, Fukuoka, Japan.

Bailey, J., Bailenson, J.N., & Casasanto, D. (2015, May). *Identifying the good and the bad: The virtual body's impact on cognition*. Paper presented at the International Communication's 65th Annual Conference, San Juan, Puerto Rico.

Bailey, J., Bailenson, J.N., Flora, J.A., Armel, K.C., Voelker, D., & Reeves, B. (2014, May). *The impact of vivid and personal messages on energy savings behavior*. Paper presented at the International Communication's 64th Annual Conference, Seattle, Washington.

Bailey, J. (2013, June). *Born for Presence: An embodied cognition approach to spatial, self, and social presence*. Panel presentation at the International Communication Association's 63rd Annual Conference, London, England.

Taylor, K., Jones, M., Kass, A.E., **Bailey, J.**, Genkin, B., Rizk, M., Shorter, A., Redman, M., Romer, P., Williams, J., Trockel, M., Wilfley, D., Taylor, C.B. (2012, April). *Staying Fit: A pilot study of a school-based online universal and targeted healthy weight regulation/eating disorder prevention program*. Poster presented at the Annual Meeting of the Society of Behavioral Medicine (SBM), New Orleans, LA.

Bailey, J., Nafiz, N., Sinton, M., Weisman, H., Rizk, M., Chang, V.Y., Wilfley, D.E., & Taylor, C.B. (2010, November). *The impact of social networking site use on weight and shape concerns in women at high risk for developing eating disorders*. Poster presented at the Annual Association for Behavioral and Cognitive Therapies Convention, San Francisco, CA.

INDUSTRY PRESENTATIONS

Bailey, J. (2016, July). *Ethical Considerations for the future of virtual reality content*. Presentation to Google Global Product Policy Department members. Stanford University, Virtual Human Interaction Lab.

Bailey, J. (2016, May). Nickelodeon and Viacom. *Children's experiences in virtual reality: Past research and future directions*. Presentation to Nickelodeon and Viacom Digital Publishing members. Stanford University, Virtual Human Interaction Lab.

Bailey, J. (2014, December). Sesame Workshop, *Considering best practices for creating virtual reality content for preschoolers*. Presentation to Sesame Workshop Education, Research and Outreach members. Stanford University, Virtual Human Interaction Lab.

Taylor, C. B., **Bailey, J.**, & Weisman, H. (2010, June). *Media standards and practices: Considerations for body image, weight stigma, and eating disorders*. Invited presentation for Disney Corporation Department of Standards and Practices.

TEACHING EXPERIENCE

Summer 2015 **Stanford University, Communication Department**

Course Instructor

Growing up Digital: Technology's Role in Social and Cognitive Development

Created and taught a course focused on technology's role in child cognitive and social development, and how it relates to media design undergraduate and graduate students. Lectured on topics related to child development such as brain development, cognition, social cognition, socio-cultural influences, and how they may relate to digital media. Created and facilitated in class lab sessions in which students interacted with and evaluated a digital technology. Students designed a digital technology based on lessons learned in class.

Winter 2014 **Stanford University, Communication Department**

Teaching Assistant/Guest Lecturer

Virtual People

Taught weekly small group sessions and created exam questions on virtual reality and human digital representation to undergraduate and graduate students. Guest lectured on the conceptualization and measurement of social interactions and presence in virtual reality.

Summer

2012, 2013

Stanford University, Communication Department

Graduate Student Mentor

Raising Interest in Science and Engineering (RISE) Program

Mentored high school students from underrepresented or disadvantaged populations on their original research and poster presentations.

Fall 2012

Stanford University, Communication Department

Teaching Assistant

The Psychology of Communication about Politics in America

Assisted in teaching about the use of surveys to understand and shape public opinion in American politics. Taught undergraduate and graduate students.

ACADEMIC SERVICE

2016 Journal of Adolescent Research
Peer-Reviewer

2016 IEEE VR 2017 Conference
Peer-Reviewer

2016 Cyberpsychology, Behavior, and Social Networking

Peer-Reviewer

2013-2014 **Stanford University, Institute for Research in the Social Sciences (IRiSS)
Graduate Student Advisory Council Member**
Collaborated with the Director of IRiSS on strategies and events to improve and unite the university's graduate student social science community.

PROFESSIONAL ORGANIZATION

International Communication Association, Member

Society for Research in Child Development, Member

Stanford University Black Graduate Student Association, Member