Virginia Tech G.A.M.E.R. (Gaming and Media Effects Research) Lab

Investigating the social impact of video games, immersive virtual environments, simulations, and related media technologies.
Program Dimensions

- Department of Communication, College of Liberal Arts & Human Sciences
- Investigators: Drs. James Ivory; Adrienne Holz Ivory; *et al*
- Education: Graduate students; undergraduate course
- Research:
  - Social and psychological dimensions of new media and communication technologies
  - Content and effects of new entertainment media such as video games, simulations, and virtual environments on behavior
COMM 3274: Social Dimensions of Games, Simulations, and Virtual Environments

• Identify key issues and research findings related to the social role of video games.
• Examine and evaluate ethical and social dimensions of video games’ role in society.
• Produce original professional-quality media content related to the video game industry.
• Plan, implement, and interpret an original empirical research or design project investigating a social dimension of video games and related technologies.
Research Titles


• **No Business For a Lady? A Systematic Content Analysis of Audience Responses to Online Performances by Male and Female Competitive Video Game Players.** Emma Nadia Dosky-McQuade, Christine Heyward, Madison Lanier, Sara Lepley, Kate Monick, David McLean, James D. Ivory. Virginia Tech.


• **Video Game Use as Risk Exposure, Protective Incapacitation, or Inconsequential Activity Among University Students – Comparing Approaches in a Unique Risk Environment.** Adrienne Holz Ivory, James D Ivory, Madison Lanier. Virginia Tech.
Study focuses on the unique risk aspects of the college and university environment.

Comparison of three competing models (additive risk, incapacitation, or inconsequential) in predicting alcohol and substance use, sexual risk, interpersonal violence, bullying victimization, suicide, disordered eating, and exercise.

Video game play was most consistently associated with outcomes related to suicide and interpersonal violence, and more sporadically associated with some other outcomes.

Pre-Registered Report

Video Game Use as Risk Exposure, Protective Incapacitation, or Inconsequential Activity Among University Students

Comparing Approaches in a Unique Risk Environment

Adrienne Holz Ivory, James D Ivory, and Madison Lanier

Virginia Tech, Blacksburg, VA, USA

Abstract: While there is extensive literature exploring the possible negative effects of video games, and many such studies using college student samples, there is little research on how video game use impacts the unique risk environment of college students. This study focuses on the unique risk aspects of the college and university environment with a pre-registered survey comparing three competing models of video games’ possible role (games as risk, incapacitation, or inconsequential) in predicting alcohol and substance use, sexual risk, interpersonal violence, bullying victimization, suicide, disordered eating, and exercise to provide a baseline measure of what risk, if any, video games play in the college and university risk environment. Video game play was most consistently associated with outcomes related to suicide and interpersonal violence, and more sporadically associated with some other outcomes.

Keywords: video games, risk, college, university, health

Journal of Media Psychology (2017), 29(1), 42–53
Strategic Relevance

Virginia Tech at National Landing – Human Cyber Networks