CURRICULUM VITAE

Amy B. Adcock

Old Dominion University
Darden College of Education
Room 168-3
Norfolk, VA 23529

EDUCATION:

DEGREE	YEAR	INSTITUTION	DISCIPLINE
Ed.D.	2004	The University of Memphis	Instructional Design & Technology
M.S.	1999	The University of Memphis	Instructional Design & Technology
B.S.	1992	Memphis State University	Biology

EXPERIENCE:

POSITION	DEPARTMENT/ DIVISION	INSTITUTION/ COMPANY/ ORGANIZATION	PERIOD
Associate Professor	Department of STEM Education and Professional Studies Instructional Design & Technology Program	Old Dominion University	July 2010-present
Assistant Professor	Department of STEM Education and Professional Studies Instructional Design & Technology Program	Old Dominion University	Aug 2009-July 2010
Assistant Professor	Educational Curriculum and Instruction Instructional Design & Technology Program	Old Dominion University	Aug 2004-present
Research Assistant	Institute for Intelligent Systems Department of Psychology	The University of Memphis	2001- 2004
Adjunct Faculty	Instruction and Curriculum Leadership Instructional Design & Technology Program	The University of Memphis	1999-2004

Site Researcher	Center for Research in Educational Policy	The University of Memphis	Sept 2001- May 2002
Teaching Assistant	Instruction and Curriculum Leadership Instructional Design & Technology Program	The University of Memphis	Aug 2000-May 2001
Instructional Designer/ Consultant	Instructional Design and Development Department	ExecuTrain of Memphis	May 1998-June 2000

TEACHING:

COURSE NUMBER	COURSE TITLE	SECTIONS TAUGHT
At The University of Memphis		
IDT 3600	Educational Applications of Computers (3)	2
IDT 7048	Media and Technology Utilization (3)	3
IDT 7061/8061	Microcomputers and Learning (3)	1
At Old Dominion University		
ECI 475/575	Web Development for Educators (3)	3
IDT 617	Foundations of Instructional Technology (3)	5
IDT 795/895	Designing Online Instruction (3)	3
IDT 760/860	Cognition and Instructional Design (3)	4
IDT 748/848	Instructional Technology Product Evaluation (3)	3
IDT 756/856	Instructional Gaming: Theory and Practice (3)	2
ECI 735/835	Technology in Education (3)	2

Students Mentored

Masters Level	Catherine Albertson
	Kirby Broyles
	Leon Edwards
	Stacy Hasselbacher
	Cathy McConaugha
	Melody Mondell
	Sarah Mordica
	Nicole Sneddon
	William Stamper
Doctoral Level	Olla Al-Shalchi
	David Cote
	Alecia Jones
	Mary Kickham-Samy (Dissertation Co-Chair)
	Michelle Hudiburg
	Julie Moustafa
	David Swift
	Michael Zellers

PUBLISHED ARTICLES, BOOK CHAPTERS AND PROCEEDINGS (*Not Refereed):

Morrison, G. & Adcock, A. (1999). Distance education research: The program. *TechTrends, 43*(5), 14-19.

*Moreno, K. N., Person, N. K., Adcock, A. B., Van Eck, R. N., Jackson, G. T., & Marineau, J. C. (2002). Etiquette and efficacy in animated pedagogical agents: The role of stereotypes. *Proceedings of the 2002 AAAI Fall Symposium on Etiquette for Human Computer Work*. AAAI Press.

Graesser, A.C., Moreno, K.N., Marineau, J.C., Adcock, A.B., Olney, A.M. & Person, N.K. (2003). AutoTutor improves deep learning of computer literacy: Is it the dialog or the talking head? In U. Hoppe, F. Verdejo, and J. Kay (Eds.), *Proceedings of Artificial Intelligence in Education*. (pp, 47-.54). Amsterdam: IOS Press.

Susarla, S., Adcock, A., Van Eck, R., Moreno, K., & Graesser, A.C. (2003). Development and evaluation of a lesson authoring tool for AutoTutor. In V. Aleven, U. Hoppe, J. Kay, R. Mizoguchi, H. Pain, F. Verdejo, and K. Yacef (Eds.), *AIED2003 Supplemental Proceedings* (pp. 378-387). Sydney, Australia: University of Sydney School of Information Technologies

Adcock, A.B. & Van Eck, R. (2005). Reliability and factor structure of the Attitude Toward Tutoring Agent Scale (ATTAS). *Journal of Interactive Learning Research, 16*(2), 195-217.

Duggan, M. H., Adcock, A. B., Nelson, E., & Nickel, C. (2006). Creating a web-based environment to enhance helping skills. *Human Service Education, 26*(1), 82-98.

Adcock, A.B., Duggan, M., Nelson, E. & Nickel, C. (2006). Teaching Effective Helping Skills at a Distance: The Development of Project CATHIE. *Quarterly Review of Distance Education, 7*(4), 349-360.

Duggan, M. & Adcock, A.B. (2007). Pedagogical Agents Teaching Helping Skills in an Online Environment: A Pilot Study. *Journal of Interactive Online Learning 6*(1) 56-71.

Searcy, C., Landaeta, R., Adcock A., Marken, J. & Dickerson, D. (2008). Student Perceptions of Cooperative Learning In a Blended Engineering Course. *World Review of Science, Technology and Sustainable Development – Special Issue on Technology in Engineering Education, 5*(3/4), 373-388.

*Adcock, A. (2008). Making digital-game based learning work: An instructional designer's perspective. *Library Media Connection 26*(2), 56-57.

Adcock, A., Duggan, M., Watson, G.S. & Belfore, L. (2010). The impact of content area focus on the effectiveness of a web-based simulation. *British Journal of Educational Technology, 41*(3), 388-402.

Adcock, A., Watson, G., Morrison, G. & Belfore, L. (2010). Effective knowledge development in game-based learning environments: Considering research in cognitive processes and simulation design. In R. Van Eck (Ed.) *Gaming & Cognition: Theories and Perspectives from the Learning Sciences.* (pp. 152-168). Hershey, PA: IGI Global

*Rees, C., Hartjes, L., Oh, Y., Adcock, A. & Novak, K. (in press). Wii Observe. To appear in S. Dikkers, C. Steinkuehler, K. Squire & E. Zimmerman (Eds.) *Real-Time Research: An Experiment in Design*. Pittsburgh, PA: ETC Press.

Adcock, A. & Van Eck, R. (accepted with revisions). Adaptive Game-Based Learning. To appear in N. Seel (Ed.) *Encyclopedia of the Sciences of Learning*. New York, NY: Springer (Invited to Submit)

CREATIVE WORKS:

2005-present: Instructional designer, developer and researcher of the Computer Agents Teaching Helping Interactions Effectively (CATHIE) learning environment. CATHIE is a web-based interview simulation designed to reinforce interpersonal and communication skills for a wide range of disciplines.

2008-present: Instructional design consultant for design, development, evaluation and implementation of the Algebra I instructional game-based learning environment. The game is a drill and practice supplemental module developed to reinforce instruction in 9th Grade Algebra square root concepts.

PUBLISHED ABSTRACTS (*Not Refereed):

*Adcock, A, Franceschetti, D.R. & Graesser, A. C. (2003). Analysis of strategies in expert tutoring dialog for use in intelligent tutoring system development. In R. Alterman and D. Hirsh (Eds.), *Proceedings of the 25rd Annual Conference of the Cognitive Science Society* (pp. 1). Boston, MA: Cognitive Science Society.

RESEARCH PAPERS PRESENTED AT PROFESSIONAL MEETINGS (*Invited):

National/International

Moreno, K. N., Person, N. K., Adcock, A. B., Van Eck, R. N., Jackson, G. T., & Marineau, J. C. (November, 2002). *Etiquette and efficacy in animated pedagogical agents: The role of stereotypes.* Paper presented at the 2002 AAAI Fall Symposium on Etiquette for Human Computer Work. Falmouth, MA.

Van Eck, R. & Adcock, A. (April, 2003). *Reliability and factor structure of the Attitude Toward Non-Intelligent Agent Scale (ATNAS).* Paper presented at the Annual Meeting of the American Educational ResearchAssociation. Chicago, IL.

Graesser, A.C., Moreno, K.N., Marineau, J.C., Adcock, A.B., Olney, A.M. & Person, N.K. (June, 2003). *AutoTutor improves deep learning of computer literacy: Is it the dialog or the talking head?* Paper presented at the 2003 Conference of Artificial Intelligence in Education (AI-ED), Sydney, Australia.

Susarla, S.C., Adcock, A.B., Van Eck, R.N., Moreno, K.N. & Graesser, A.C. (June, 2003) Development and evaluation of a lesson authoring tool for AutoTutor. Workshop presented at the 2003 Conference of Artificial Intelligence in Education (AI-ED), Sydney, Australia.

Susarla, S.C., Adcock, A.B., Van Eck, R.N. & Moreno, K.N. (November, 2003) *Authoring for AutoTutor – Adding a new dimension to an Intelligent Tutoring System.* Paper presented at the 2003 World Conference on E-Learning in Corporate, Government & Higher Education. Phoenix, AZ.

Graesser, A., Person, N., Haynes, B., Van Eck, R., & Adcock, A. (April, 2004). *AutoTutor has tutorial dialog in natural language, interactive simulation, and lesson authoring tools.* Paper presented for the annual meeting of the American Educational Research Association, San Diego, CA.

Adcock, A.B. (October, 2005). *Factors Contributing to Task Performance in Pedagogical Agent Learning Environments.* Paper presented at the Annual Conference of the Association for Educational Communications and Technology. Orlando, FL.

Adcock, A.B. & Duggan, M. (April, 2006). *Exploring the use of pedagogical agents in online Human Service courses.* Paper presented at the Annual Conference of the American Educational Research Association. San Francisco, CA.

Adcock, A.B. & Duggan, M. (October, 2006). *Project CATHIE: Developing a Web-Based Environment to Teach Essential Communication Skills.* Paper presented at the Annual Conference of the Association for Educational Communications and Technology. Dallas, TX.

Belfore, L., Adcock, A.B., & Duggan, M. (March, 2007). *The Implementation and Evaluation of an Interview Simulation Module for Distance Education Students.* Paper at the annual meeting of the Simulation Interoperability Standards Organization, Norfolk, VA.

Morrison, G.R., Belfore, L. & Adcock, A.B. (March, 2007). *Transitioning From Training Simulations to Instructional Games.* Paper presented at the annual meeting of the Simulation Interoperability Standards Organization, Norfolk, VA.

Dickerson, D. & Adcock, A. (April, 2007) *Secondary Students' Understanding of Groundwater*. Paper presented at the Annual Conference of the American Educational Research Association. Chicago, IL.

Adcock, A.B. & Duggan, M. (April, 2007). *Project CATHIE Phase II: Continuing the Quest to Teach Communication Skills to Students Online*. Paper presented at the Annual Conference of the American Educational Research Association. Chicago, IL.

Dickerson, D.L., Adcock, A., & Dawkins, K.R. (April, 2007). *The role of groundwater in students' understandings of our environment.* Paper presented at the annual meeting of the National Association for Research in Science Teaching, New Orleans, LA.

Adcock, A., Duggan, M. & Belfore, L. (October, 2007). *Tracking the Development of Response Discrimination Ability to Improve a Web-Based Simulated Interview*. Paper presented at the Annual Conference of the Association for Educational Communications and Technology. Anaheim, CA.

Searcy, C., Landaeta, R., Adcock, A., Marken, J., and Dickerson, D. (2007), *Technology-Enhanced Distance Education in Engineering: A Research Proposal*. Paper presented at the 28th Annual American Society for Engineering Management National Conference, Chattanooga, TN.

Adcock, A., Duggan, M. & Belfore, L. (March, 2008). *Does Content Knowledge Impact the Effectiveness of a Web-based Interview Simulation?* Paper presented at the Annual Conference of the American Educational Research Association. New York, NY.

*Adcock, A. (March, 2008). Invited Panel Discussant, *TICL 2: Knowledge Representation, Associated Theories and Implications for Instructional Systems: Dialogue on Deep Structures.* The Annual Conference of the American Educational Research Association. New York, NY

Moustafa, J., Moustafa, M., & Adcock, A., (June, 2008) *Using Inventor Analysis and Simulation to Enhance Students Comprehension of Stress Analysis Theories in a Design of Machine Elements Course*. Paper presented at the Association of Educational Communications and Technology Summer Research Symposium. Bloomington, IN.

*Adcock, A. (July, 2008). Invited Panel Discussant, *What Should I Do, Now That I'm in the Game? 3 Years Later of 'The Papers, Projects, and Practices of Teaching Educational Games*. 2008 Games, Learning and Society Conference. Madison, WI.

Loh, C.S., Van Eck, R. & Adcock, A. (November, 2008). *Creating a Serious Game World Together: A Multi-site Effort.* Paper presented at the Annual Conference of the Association for Educational Communications and Technology. Orlando, FL.

Adcock, A., Watson, G., Morrison, G. & Belfore, L. (November, 2008). *The Design of an Electronic Self-Regulation Skill Notebook for the Development of Meta-Cognitive Strategies and Self-Assessment in Digital Game-Based Learning Environments*. Paper presented at the Annual Conference of the Association for Educational Communications and Technology. Orlando, FL.

Watson, G., Morrison, G. & Adcock, A. (November, 2008). *Modeling, Simulation & Gaming in the ID&T Curriculum: A Review of U.S. Programs.* Paper presented at the Annual Conference of the Association for Educational Communications and Technology. Orlando, FL.

Belfore, L., Adcock, A. & Watson, G. (March, 2009). *Introducing Digital Logic Concepts in a Game-like Environment*. Paper presented at the 2009 Spring Simulation Multiconference. San Diego, CA.

*Adcock, A. (April, 2009). Invited Panel Discussant, *TICL 2: Knowledge Representation, Associated Theories and Implications for Instructional Systems: Dialogue on Deep Structures.* Presented at The Annual Conference of the American Educational Research Association. San Diego, CA.

Doll, Carol, Adcock, A. & Watson, G.S. (November, 2009). *Rev up Learning in your Library with Digital Games*. Paper presented at the Annual Meeting of the American Association of School Librarians. Charlotte, NC.

Adcock, A. & Duggan, M. (April/May, 2010). *The Evaluation of Interactive Learning Modules to Reinforce Helping Skills in a Web-based Interview Simulation Training Environment*. Paper presented at the Annual Conference of the American Educational Research Association. Denver, CO.

Adcock, A. & McConaugha, C. (April/May, 2010). *A Comparison of Student Labeled vs. Student Generated Drawings on Understanding of Earth Science Concepts*. Paper presented at the Annual Conference of the American Educational Research Association. Denver, CO.

Adcock, A. & Watson, G. (April/May, 2010). *Tracking the Attention of Expert Counselors in a Counselor Training Computer Program*. Paper presented as part of a Symposium on Research and Training of Expertise and Expert Performance at the Annual Conference of the American Educational Research Association. Denver, CO.

Van Eck, R., Adcock, A.B., Watson, G., Kallay, J., Malliet, S., Martens, H. Swan, R. (July, 2010). Interdisciplinary approaches to serious games: Emerging concepts, theory, and future directions. Panel to be presented at the 2nd Global Conference: Videogame Cultures and the Future of Interactive Entertainment. Oxford, UK.

Regional/Local

Adcock, A. B., Franceschetti, D. R. & Graesser, A.C., (May, 2003). *Detailed modeling of physics tutoring dialog moves for intelligent tutoring system development.* Paper presented at The 5th Annual Memphis Area Engineering and Science Conference. Memphis, TN.

Van Eck, R.N., Adcock, A. & Susarla, S. (March, 2005). *Embedded design: How authoring tools can ensure that instructional design is present when we can't be there.* Paper presented at the First Southeastern Conference in Instructional Design & Technology. Mobile, AL.

*Adcock, A. (March, 2005). Invited Panel Discussant, *Designing for "neomillennial" learning styles*. First Southeastern Conference in Instructional Design & Technology. Mobile, AL.

Adcock, A.B. (March, 2005). *The effect of two pedagogical agent instructional roles on perceptions of the agent and performance in an instructional planning task*. Paper presented at the First Southeastern Conference in Instructional Design & Technology. Mobile, AL.

Adcock, A.B. & Duggan, M. (September, 2006). *Creating an Online Learning Environment to Practice Communication Skills*. Paper presented at the Beyond Boundaries: Integrating Technology into Teaching and Learning Conference. Grand Forks, ND.

Doll, C., Adcock, A. & Watson, G. (April, 2008). *Got Game?* Presented at the Region II Virginia Educational Media Association Conference. Virginia Beach, VA.

GRANTS AWARDED:

INVESTIGATOR(S)/ TITLE	DATES	AGENCY	GRANT TITLE	FUNDING AMOUNT
Adcock, A. /PI	2004-2005	ODU Office of Research Summer Research Fellowship	Exploring the use of animated pedagogical agents to enhance the communication skills of human services students	$5,000.00
Reed, P.A./PI Ritz, J.M./Co-PI Netherton, D. /Co-PI Morrison, G.R./Co-PI Adcock, A. /Co-PI	2005-2006	Computer Sciences Corporation; Defense Integrated Solutions & Services	The Army Basic Instructor Course (ABIC): A Training Development Project	$420,000.00

			Division Grant	
Adcock, A. /PI Duggan, M. /Co-PI	2005-2006	ODU Faculty Innovator Grant	CATHIE: Computer Agents Teaching Helping Interactions Effectively	$3,000.00
Morrison.G.R. /PI Manfra, M. /Co-PI Adcock, A. /Co-PI Marken, J. /Co-PI	2005-2008	Northampton County Public Schools	Beyond History	$152,038.00
Allen, K. /PI Belfore, L. /Co-PI Duggan, M. /Co-PI Latko, C. /Co-PI Adcock, A. /Co-Pi	2005-2007	Portsmouth Public Schools	Program SAFE	$135,432.00
Duggan, M. /PI Adcock, A. /Co-PI Belfore, L. /Co-PI	2006-2007	ODU Faculty Innovator Grant	CATHIE Revisited: Using Interactive Learning Modules to Teach Helping Skills	$3,000.00
Zhu, H./PI Shen, Y./Co-PI Adcock, A./Co-PI	2009-2010	Old Dominion University Office of Research: Multidisciplinary Seed Funding Grant	Multiplayer Online Games for Information Quality Management	$74,257.00
Watson, G.S./PI Papelis, Y./Co-PI Adcock, A./Co-PI	2010-2011	Virginia Department of Education	Leading-Edge, Media-Rich, Online Modeling, Simulations & Games	$118,317.00

CONSULTING ACTIVITIES

Adcock, A. Watson, G. Belfore, L.	2008-2009	Hampton Roads Educational Partnership	Algebra I Game Design	$15,000.00
Adcock, A.	2009-2011	Institute for Intelligent Systems	Enhancing learning in online course modules	$6,000.00

ADL CoLab
and
Joint Forces
Knowledge
Development
Online

HONORS AND AWARDS:

- 2001-Graduate Assistant Meritorious Teaching Award; The University of Memphis
- 2004-Student Research Forum, First Prize, Education Division; The University of Memphis
- 2008-Outstanding Service to the Division; Design & Development Division, Association for Educational Communications and Technology
- 2009-Student Affairs Shining Star Award; Old Dominion University
- 2009-Darden College of Education Instructional Publications Award

MEMBERSHIP IN PROFESSIONAL SOCIETIES:

- Association for Educational Communications and Technology
  - 2007-2008-Vice President of Communications, Design & Development Division
  - 2008—2009-President-Elect and 2009 Conference Planner, Design & Development Division
  - 2009-2010-President, Design & Development Division
- American Educational Research Association
- International Society of the Learning Sciences

UNIVERSITY SERVICE:

- Information Technology Advisory Council, 2005 – present
- Distance Learning/Technology Enrollment Management Committee, 2008-2009
- Faculty Governance Research and Scholarship Committee, 2005 – 2008, (served as Chair in year 2006-07)
- Faculty Governance Professional Development Awards Committee, 2008-2009
- ECI Department Budget Committee, 2007-2008
- STEMPS Department Budget Committee, 2009-present
- Invited Presenter, ODU Center for Learning Technologies, Summer Institute on Learning with Social Media
- Search Committee, Dean of the College of Education, 2009-2010
- Old Dominion Office of Research Grant Writer Search Committee, 2010
- SACS Quality Enhancement Plan Committee, 2010-present

PROFESSIONAL SERVICE:

- Managing Editor, Technology, Instruction, Cognition & Learning Journal

- Editorial Review Board, Journal of Interactive Online Learning
- Reviewer, Journal of Educational Computing Research
- Reviewer, International Journal of Human-Computer Studies
- Consulting Editor, Educational Technology Research and Development
- Reviewer for the Annual Meeting of the Association for Educational Communication and Technology (2005-present)
    - Design & Development Division
    - Distance Learning Division
    - Multimedia Production Division
- Reviewer for the Annual Meeting of American Educational Research Association (2005-present)
    - Division C: Learning and Instruction
    - SIG-IT: Instructional Technology
    - SIG-TICL: Technology, Instruction, Cognition and Learning
- Reviewer for National Science Foundation
    - Computer and Information Science & Engineering Directorate 2005-2008
- Chair, Association for Educational Communications and Technology Design and Development PacifiCorp Design Competition
- Member, Association for Educational Communications and Technology Definition and Terminology Committee
- Planning Committee, Institute for Intelligent Systems Virtual Conference on Virtual Worlds
- Associate Editor, Educational Psychology Section, Encyclopedia of the Sciences of Learning

COMMUNITY SERVICE:

- Invited Speaker, Frank Cox High School Game Design Club
- Invited Workshop on Games and Game Design, Get Set Go Girl! Saturday program Paul D. Camp Community College, Franklin, VA