

ELIZABETH A. JOHNSON-YOUNG

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EDUCATION

Ph.D., Communication, Rhetoric and Digital Media anticipated 2015

North Carolina State University

Chair: Dr. Andrew Binder

Vice-Chair: Dr. Melissa Johnson

Committee Members: Dr. Kelly Albada, Dr. Kami Kosenko, and Dr. Huiling Ding

M.A., Communication 2010

Virginia Tech

Thesis Title: *Sent to you by someone who thinks you're beautiful: The effects of regulatory focus, personal involvement, and collective efficacy in a social media campaign.*

Chair: Dr. Robert Magee

Additional Committee Members: Dr. Beth Waggenpack and Dr. Damion Waymer

B.A., Media Studies with concentration in Electronic News and Documentary 2006

Political Science minor

University of North Carolina at Greensboro

ACADEMIC APPOINTMENTS

Teaching/Research Assistant, North Carolina State University 2011-present

Adjunct Instructor of Communication, Guilford Technical Community College 2010-2011

Teaching Assistant, Virginia Tech 2008-2010

PEER-REVIEWED PUBLICATIONS

Magee, R. G. & **Johnson-Young, E. A.** (forthcoming). Collective efficacy and the regulatory framing of health messages: Influences on concern for body image. *Journal of Health Communication*.

CONFERENCE PRESENTATIONS

Albada, K. & **Johnson-Young, E. A.** (2013, April). *The Pregnant Ideal: Appearance and Body Characteristics of Pregnant Models in Entertainment and Pregnancy Magazines*. Paper to be presented at the Southern States Communication Association annual conference, Louisville, KY. (*Recipient of top paper award in the Mass Communication division*)

Johnson-Young, E. A., & Magee, R. G. (2012, August). *Social campaigns help our image, right?: Using the situational theory to explore effects on attitudes toward a brand and its issues*. Poster presented at the AEJMC National Conference, Chicago, Ill.

Albada, K. & **Johnson-Young, E. A.** (2012, August). *Women's nutrition information seeking and media use: Exploring the predictors of nutrition beliefs and eating behaviors during pregnancy*. Poster presented at the CDC's National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Albada, K. & **Johnson-Young, E.A.** (2012, August). *The association between infant feeding intentions, body issues, and information seeking behaviors during pregnancy*. Poster presented at the CDC's National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Johnson-Young, E. A. (2012, March). *Pregnancy, media use, and body image*. Paper presented at the AEJMC Southeast Colloquium, Blacksburg, VA. (with Albada, K.)

Johnson-Young, E. A. (2012, March). *Media use, body (dis)satisfaction, and behavioral intentions: Toward a model of media effects and health during pregnancy*. Poster presented at the 2012 North Carolina State University Graduate Research Symposium. (Advisor: Dr. Kelly Albada)

Johnson, E. A., & Magee, R. G. (2010, March). *Health campaigns and video messages: The role of regulatory focus and self esteem on behavioral intentions*. Paper presented at the AEJMC Southeast Colloquium, Chapel Hill, NC.

Magee, R. G., Cooper, E. L., **Johnson, E. A.**, Xenakis, G., Curry, G., and Chen, H. Y. (2010, March). *Web sites and attitudes toward charities: The role of color and knowledge activation*. Paper presented at the AEJMC Southeast Colloquium, Chapel Hill, NC.

WORKSHOP PRESENTATIONS AND INVITED TALKS

Anson, C., Dannels, D. & **Johnson-Young, E. A.** (2013, February). *Learning Outside the Box: Using Low-Stakes Writing and Speaking to Encourage Critical and Creative Thinking*. Workshop presented at NC State's Office of Faculty Development Workshop, Raleigh, NC.

Anson, C., Dannels, D. & **Johnson-Young, E. A.** (2012, October). *Why persistent lecturing in class is a lousy way to teach...and what you can do about it*. Workshop presented at NC State's Campus Writing and Speaking Program's Fall Workshop, Raleigh, NC.

Cooper, E. L., **Johnson, E. A.**, Long, S. E., Preston, M. P., and Shade, D. (2010, February). *Supporting GTAs: Building teaching confidence and competence*. Practice session

presented at the Conference on Higher Education Pedagogy, Blacksburg, VA.

RESEARCH EXPERIENCE

Research Assistant 2011-present

Department of Communication, North Carolina State University

Advisor: Dr. Andrew Binder

Researched the relationship between biographical characteristics of the 2008 presidential candidates and mentions of candidates in major news outlets. Also worked with data from the National Election Studies to explore the relationship between media use and knowledge regarding the 2008 presidential candidates and election.

Worked on interdisciplinary National Science Foundation (NSF) grant researching public perceptions of reclaimed water systems.

Research Assistant 2011

Department of Communication, North Carolina State University

Advisor: Dr. Kelly Albada

Worked on analyzing data from a content analysis that explores visual images of pregnancy in both entertainment and pregnancy magazines. Responsibilities included analyzing the data, cleaning up the literature review, writing up results and conclusions.

Research Assistant 2010

Department of Communication, Virginia Tech

Advisor: Dr. Yvonne Chen

Served on a grant-funded research project exploring critical media literacy and nutritional knowledge in lower-income communities. Responsible for working with available literature and EndNote.

TEACHING EXPERIENCE

Courses Taught

North Carolina State University, Department of Communication

COM 110, Public Speaking (face-to-face)

COM 112, Interpersonal Communication (face-to-face)

COM 376, Quantitative Research Methods in Communication (face-to-face)

Guilford Technical Community College, Department of Communication

COM 231, Public Speaking (3 sections of hybrid courses: half online and half face-to-face)

COM 120, Interpersonal Communication (1 section: face-to-face; 2 sections hybrid: one third face to-face, two thirds online)

COM 110, Introduction to Communication (4 sections, face-to-face)

Virginia Tech, Department of Communication

COM 2004, Public Speaking (8 total sections all modified-hybrid courses: half of the class met face-to-face while others were online, then switched)

Courses Assisted

North Carolina State University
COM 322, Nonverbal Communication

Teaching Interests

Introductory courses (such as: Communication, Interpersonal Comm., and Public Speaking)
Persuasion
Research Methods (both quantitative and qualitative)
Media Campaigns and Media Literacy
Mass Communication and Society/Culture

Teaching Coursework and Development

Courses: Communication Pedagogy (Virginia Tech, Fall 2009), Teaching College Communication (NC State University, Fall 2011), Technology and Pedagogy in Communication (NC State University, Fall 2012)

Center for Excellence in Undergraduate Teaching
Virginia Tech

Attended 2009 and 2010 Conference on Higher Education Pedagogy
Attended “What’s Culture Got to do With it?” workshop in April 2009

AFFILIATIONS, HONORS, AND EXTRACURRICULAR ACTIVITIES

National and Regional

Association for Education in Journalism and Mass Communication (AEJMC), member
Division membership: Graduate Students in Communication Theory & Method
Graduate Students in Mass Communication & Society,
Graduate Students in Communication Technology

Top Paper Award in Mass Communication (SSCA) 2012

University

Preparing Future Leaders Season Pass 2012
North Carolina State University
Participated in workshops within the graduate school in the following categories:
Communication, Responsible Conduct of Research, Career Development,
Leadership and Self-Awareness, Teaching and Mentoring

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| <i>North Carolina State University Graduate Fellowship Award</i> | 2011-2012 |
| <i>Nominated for Top Thesis Award in the Graduate School Virginia Tech</i> | 2010 |
| <i>Graduate Honor System Board Panelist Virginia Tech</i> | 2009-2010 |
| <i>Order of Omega Honor Fraternity UNC-Greensboro Positions: Secretary and Treasurer</i> | 2004-2006 |

Departmental

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| <i>Communication, Rhetoric, and Digital Media Graduate Student Association NC State University Positions: Secretary, Vice President</i> | 2011-present |
| <i>Communication Graduate Student Association Virginia Tech Positions: Secretary, Graduate Student Association Delegate, Faculty representative</i> | 2008-2010 |
| <i>Communication Laboratory (Comm Lab) Coach Virginia Tech Served weekly duty in Comm Lab and assisted students from all departments with speech preparation for various types of speaking occasions</i> | 2008-2010 |

ADMINISTRATIVE EXPERIENCE

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| <i>Graduate Assistant Director of the Campus Writing and Speaking Center North Carolina State University As the graduate consultant for the Campus Writing and Speaking program, I assist with the planning and advertising of events and advocate the implementation of writing and speaking curriculum. These events and duties include: planning and advertising monthly "Brown Bag Workshops" that bring in presenters from across campus to lead workshops and are open to students and faculty across the campus; assisting in the preparation and presentations of workshops, such as course flipping (Fall 2012); consulting with faculty across the curriculum; and working with the program's Web site.</i> | 2012-2013 |
| <i>Co-Chair of the 3rd Annual International Conference of the Pan-American Mobilities Network and the Cosmobilities Network As conference co-chair, I worked with Dr. Adriana de Souza e Silva in the Department of Communication to plan and execute this international conference. In my capacity as co-chair of the conference I was responsible for following up with participants and</i> | 2012 |

registrants, making contacts and plans with vendors for each day of the conference, and ensuring all printed materials were priced, ordered and completed properly. I also served as liaison between participants, conference organizers, vendors and the university in regards to registration, parking, meals, transportation, and overall day-to-day organization of the conference.

SELECTED PROFESSIONAL EXPERIENCE

The Carolina Theatre, Greensboro, NC; PR/Marketing Intern

- Shadowed CEO and PR/Marketing Director
- Created materials for upcoming events and programs, including fliers, posters, and online materials
- Advanced use of social media outlets to enhance PR and marketing, campaigns, gaining a broader audience
- Used Constant Contact and other outlets to keep in touch with members of community and advertise events
- Completed an internship paper and presentation for graduate course credit

Womble Carlyle Sandridge & Rice PLLC, Winston Salem, NC; Paralegal

- Summarized legal documents to be submitted into multi-firm computer system
- Completed coding and cataloging of documents under strict deadlines
- Handled late night confidential and publication requests from outside counsel
- QC process – checking and editing other team members' work

Democratic Headquarters of Guilford County, Greensboro, NC; Intern

- Updated resource books and databases
- Answered and directed phone calls from constituents
- Contacted precinct leaders and members of the community to organize meetings and events

Animators at Law, Alexandria, VA; Intern

- Worked with Microsoft Excel to keep updated client lists
 - Assembled marketing packages for current and potential clients
 - Worked with and shadowed graphic designers
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