

ELIZABETH A. JOHNSON-YOUNG
Doctoral Candidate

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EDUCATION

Ph.D., Communication, Rhetoric and Digital Media anticipated 2015
North Carolina State University

Dissertation Title: *Media's effect on what to expect when you're expecting:
Communication, body image, and health decisions during pregnancy.*

Chair: Dr. Andrew R. Binder

Vice-Chair: Dr. Melissa Johnson

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

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 G. 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

Published

Johnson-Young, E. A. & Magee, R. G. (2013). Collective efficacy and the regulatory framing of health messages: Influences on concern for body image. *Journal of Health Communication, 19*(3), 359-375.

Revise and Resubmit

Albada, K. & **Johnson-Young, E. A.** The pregnant ideal: Appearance and body characteristics of pregnant models in entertainment and pregnancy magazines. *Health Communication.*

CONFERENCE PRESENTATIONS

- Johnson-Young, E. A.** (2014, November). *Contributing to a lifetime perspective of media effects and body image: A uses and gratifications approach to media use, body Image, and weight concerns during pregnancy.* To be presented at the annual meeting of the National Communication Association (Mass Communication Division), Chicago, IL.
- Johnson-Young, E. A. & Bell, K.** (2014, May). *#rape, #slut, #whore : A Mixed methods Approach to examining hypermasculine hostile digital environments.* Paper presented at the Gender, Bodies, and Technology Conference, Blacksburg, VA.
- Binder, A. R., Cobb, M. D., Stormont, M. H., & **Johnson-Young, E. A.** (2013, November). *Framing the mosquito that bites you: How descriptive labels elicit cognitive schema and influence citizen evaluations of emerging technologies.* Paper presented at the annual meeting of the National Communication Association (Mass Communication Division), Washington, DC.
- Albada, K. & **Johnson-Young, E. A.** (2013, April). *The pregnant ideal: Appearance and body characteristics of pregnant models in entertainment and pregnancy magazines.* Paper 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.** (2013, March). *What do women have to compare themselves to?: Exploring visuals of pregnancy in online media content.* Poster presented at the 2013 North Carolina State University Graduate Research Symposium. (Advisor: Dr. Melissa Johnson)
- 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, IL.
- 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. 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

Analyzed 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. Analyzed data from a survey of pregnant women that focused on communication and nutrition decisions.

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

Teaching Interests

Introductory courses (such as: Communication, Public Relations, Mass Communication, Interpersonal Communication, and Public Speaking)

Research Methods

Health Communication

Media Campaigns and Media Literacy

Courses Taught

North Carolina State University, Department of Communication

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

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

COM 386, Quantitative Research Methods in Communication (face-to-face)

COM 226, Introduction to Public Relations (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 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, SERVICE, 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 of Science, Health,

Environment, and Risk.

National Communication Association (NCA), member

Division membership: Mass Communication (Research Reviewer, 2014)

Health Communication

Political Communication

National Conference on Health Communication, Marketing & Media

2013

Research Reviewer

Top Paper Award in Mass Communication (SSCA)

2012

University

Preparing Future Leaders Graduate Student Ambassador

2013-2014

North Carolina State University

Serve as one of ten graduate students from across the university nominated to represent the Preparing Future Leaders Program. In this capacity, ambassadors serve a leadership role within the graduate school, help to create, run, and organize graduate school workshops, promote PFL programs, speak to both students and faculty about PFL and graduate school programs, and provide other help to the graduate school (such as orientation).

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

<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

<i>Communication, Rhetoric, and Digital Media Graduate Student Association NC State University Positions: President, Vice President, and Secretary</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

<i>Graduate Assistant Director of the Campus Writing and Speaking Center North Carolina State University</i>	2012-2013
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As the graduate consultant for the Campus Writing and Speaking program, I assisted with the planning and advertising of events and advocated the implementation of writing and speaking across the curriculum. These events and duties included: planning and advertising monthly "Brown Bag Workshops" that bring in presenters from across campus to lead workshops 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 regarding writing and speaking in their classrooms; and working with the program's Web site.

Co-Chair of the 3rd Annual International Conference of the Pan-American Mobilities Network and the Cosmobilities Network 2012

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 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

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