

Déjà D. Rollins

Department of Communication • University of Illinois at Urbana-Champaign
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EDUCATION

University of Illinois at Urbana-Champaign

Ph.D. Communication (ABD)

Completion: May 2026

- Committee: Travis Dixon (Chair), Stewart Coles, Cabral Bigman, & David Tewksbury
- Dissertation: *Identity, Selective Exposure in Algorithmic Media, & Positive Affective Outcomes*

University of Texas at Dallas

M.A. Emerging Media & Communication

December 2018

University of Texas at Tyler

B.S. Journalism

May 2012

Minor: Public Relations | Speech Communication

PROFESSIONAL EXPERIENCE

- 2014 – 2020 Assistant Director of Student Media (Student Affairs), UT Dallas, Richardson, TX
- 2011 – 2014 Multimedia Journalist / Newsroom Producer, KYTX CBS19 News, Tyler, TX Social Media Manager
- 2009 – 2011 On-Air Radio Show Producer & Host, KBLZ The Blaze FM, Tyler, TX

TEACHING EXPERIENCE

University of Illinois at Urbana-Champaign

- Fall 2025 – Instructor, CMN 101: Public Speaking*
- Summer 2023 - Teaching Assistant, CMN 336: Family Communication
- Spring 2023 - Teaching Assistant, CMN 227: Intro to Mediated Communication*
- Fall 2022 - Teaching Assistant, CMN 227: Intro to Mediated Communication*
- Summer 2022 - Teaching Assistant, CMN 336: Family Communication
- Spring 2022 - Instructor, CMN 101: Public Speaking*
- Fall 2021 - Instructor, CMN 101: Public Speaking*

*= List of Teachers Ranked as Excellent by Their Students: University of Illinois at Urbana-Champaign

INVITED TALKS & MEDIA ENGAGEMENT

Rollins, D. D. (November 2024). Mastering the Art of Professional Interviewing. Presentation given to UIUC's Communication 215: Interviewing.

Bishop, M.J., & **Rollins, D. D.** (November 2024). Strategies for Addressing Microaggressions in the Classroom. Presentation given to Faculty through UIUC's Center for Innovation in Teaching & Learning.

Rollins, D. D. (April 2024). Impacts of Social Media Engagement on Professional Cultural Communication & Intergroup Understanding. Presentation given to U of I's Educational Psychology 202: Exploring Cultural Diversity.

Rollins, D. D. (April 2024). Cultivating Collective Joy Online. Instagram Live Discussion presented before members of The American Psychological Association Division 17.

Rollins, D. D. (September 2022). Intercultural Social Media Engagement. Invited guest for the "Equity Matters" podcast series.

Rollins, D. D. (June 2022). Representations & Children's YouTube Consumption. Live television interview with ABC 7 News Los Angeles.

Rollins, D. D. (November 2021). Intercultural Social Media Engagement and Understanding. Invited guest for "The Professor is In" podcast series.

Rollins, D. D. (February 2021). Keynote speaker at the University of Texas at Dallas Multicultural Center Black History Month program.

Rollins, D. D. (September 2019). Hair on Air. Presentation given to University of Texas at Dallas' Emerging Media & Communication 6337: Creativity as Social Practice.

PUBLICATIONS (*Peer-Reviewed Journal Articles & Book Chapters*)

Stamps, D., Jordan, J., & **Rollins, D.** (2025). The plight of police propaganda: audiences' consumption of in-group police TV characters and attitudes toward the police. *Journal of Applied Communication Research*, 1-18. <https://doi.org/10.1080/00909882.2025.2602656>

Smith, M. A., Myers, C. L., Chong, M., Clark, M. D., Lim, S., **Rollins, D. D.**, Fields, V. F., Rodrigues, L., Njonge, W., & Martin, O. (2025). Rooted in White identity politics: Tracing the genealogy of critical race theory discourse in identity-based disinformation. *Political Communication*. 42(5), 815-837. <https://doi.org/10.1080/10584609.2025.2458069>

Thompson, C. M., Bishop, M. J., Dillard, T. C., Maurice, J. M., **Rollins, D. D.**, Pulido, M. D., Salas, M. J., Mendelson, E. A., Yan, J., Gerlikovski, E. R., Benevento, S. V., Zeinstra, C., & Kesavadas, T. (2025). Healing health care disparities: Development and pilot testing of a virtual reality implicit bias training module for physicians in the context of Black maternal health. *Health communication*, 40(3), 445-456. <https://doi.org/10.1080/10410236.2024.2347000>

Weeks, K. R., Dixon, T. L., Butkowski, C. P., Smith, M. A., Benevento, S. V., **Rollins, D. D.**, & Tolbert, A. N. (2024). The Portrayal of Black Family Social Instability: A Content Analysis of Family and Race across Traditional and New Media Sources. In *US Media and Diversity* (pp. 83-100). Routledge.

Guntzviller, L. M., Pulido, M. D., Kelpinski, L. F., Makos, S., **Rollins, D. D.**, Zenzola, N. V., & Babu, S. (2023). An extension of advice response theory over time. *Human Communication Research*, 49(4), 361-371. <https://doi.org/10.1093/hcr/hqad017>

MANUSCRIPTS UNDER REVIEW

- Rollins, D.**, Coles, S. (Under Review). Give it to me Straight? Examining Effects of Black Women Reporters' Natural Hair on White Audiences' Credibility Perceptions. *Journal of Mass Communication Quarterly*.
- Rollins, D.**, Drogos, K., & Dixon, T. (Under Review). More than Money: Identification, Materialism, and Meaning in Contemporary Rap Music. *Howard Journal of Communication*.
- Smith, M., Dixon, T., Lella, M., **Rollins, D.** (2nd R&R). A Computational Content Analysis of National Communication Association Conference Presentation. *Communication Monographs*.

REPORTS & OTHER PUBLICATIONS

- Rollins, D.**, Bridgewater, E., Munzer, T., Robb, M., Weeks, H., Schaller, A., Yancich, M., Gipson, W., Drogos, K., & Radesky, J. (2022). Who is the YOU in YouTube? Missed Opportunities in Race and Representation in Children's YouTube Videos. *Common Sense Media Report*.
- Rollins, D. D.** (2021, February 8). A Digital Collective Gaze: How Black Women on Twitter used Hippolyta's Futuristic Journey to Look Back. *Media Commons*.

RESEARCH FUNDING & AWARDS

- 2025 Top Paper Award – *NCA's African American Critical Cultural Division*
- 2025 NCA Doctoral Honors Program, *National Communication Association*
- 2024 System-wide President's Research Travel Award, *University of Illinois System (\$600)*
- 2024 Ruth Anne Clark Research Grant, *UIUC Department of Communication (\$2,250)*
- 2023 System-wide President's Research Travel Award, *University of Illinois System (\$600)*
- 2022 Ruth Anne Clark Research Grant, *UIUC Department of Communication (\$2,000)*
- 2022 Henry L. Muller Teaching Award, *UIUC Department of Communication*
- 2020 Summer Pre-Doctoral Institute Fellow, *UIUC Graduate College (2,500)*
- 2020 Summer Pre-Doctoral Institute Outstanding Scholar Award, *UIUC Graduate College*
- 2020 Graduate College Fellowship, *UIUC Graduate College (\$75,000)*
- 2024 Ruth Anne Clark Research Grant, *UIUC Department of Communication (\$2,250)*
- 2023 System-wide President's Research Travel Award, *University of Illinois System (\$600)*
- 2022 Ruth Anne Clark Research Grant, *UIUC Department of Communication (\$2,000)*
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- 2020 Summer Pre-Doctoral Institute Outstanding Scholar Award, *UIUC Graduate College*
- 2020 Graduate College Fellowship, *UIUC Graduate College (\$75,000)*

CONFERENCE PRESENTATIONS

- Dixon, T. L., Smith, M. A., Lella, O. M., & **Rollins, D. D.** (November 2025). A computational content analysis of National Communication Association conference presentation titles presented at the 111th National Communication Association Conference. Denver, CO. **Top Paper Award.**
- Smith, M., Dixon, T., **Rollins, D.**, Om Sai Krishna, M. (September 2025). Media Use, White Racial Consciousness, and the 2024 Presidential Vote. Paper presented at the 121st Annual American Political Science Association Conference, Vancouver, Canada.
- Rollins, D.**, Coles, S. (November 2024). Give it to me Straight? Examining Effects of Black Women Reporters' Natural Hair on White Audiences' Credibility Perceptions. Replication study presented at the 110th Annual National Communication Association Conference, New Orleans, Louisiana.
- Rollins, D.**, Coles, S. (November 2023). Natural Hair on Air: Perceived Credibility (or lack-thereof) of Black Women Journalist Who Wear Their Natural Hair on While Reporting. Paper presented at the 109th Annual National Communication Association Conference, Washington, D.C.
- Thompson, C. M., Bishop, M. J., Dillard, T. C., Maurice, J. M., **Rollins, D. D.**, Pulido, M. D., Salas, M. J., Mendelson, E. A., Yan, J., Gerlikovski, E. R., Benevento, S. V., Zeinstra, C., & Kesavadas, T. (November 2023). Healing health care disparities: A pilot test of a virtual reality implicit bias training module for physicians in the context of Black maternal health. Paper presented at the 109th Annual National Communication Association Conference, Washington, D.C.
- Smith, M. A., **Rollins, D.**, Rodrigues, L., Fields, V., Lim, S., Myers, C. L., Chong, M., & Njonge, W. (August 2023). Tracing the Genealogy of Critical Race Theory Discourse in Partisan News. Paper presented at the 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington, D.C.
- Stamps, D., Jordan, J., & **Rollins, D.** (May 2023). Cultivating Copaganda: Black audiences' consumption of Black law enforcement TV characters and attitudes toward law enforcement. Paper presented at the 73rd Annual International Communication Association, Toronto, Canada.
- Bishop, M., Weeks, K., Banks, Fields, V. T., Bencevenga, S. V., & **Rollins, D.** (November 2021). Inclusionary Practices in the Classroom: Tools to Transform Your Classroom to an Inclusive Space. Short Course presented at the 107th Annual National Communication Association, Seattle, Washington.
- Guntzviller, L. M., Pulido, M., Kelpinski, L. F., Makos, S. M., **Rollins, D. D.**, Zenzola, N., & Babu, S. (November 2021). An extension of advice response theory over time. Paper presented at the 107th annual meeting of the National Communication Association, Seattle, Washington.
- Bishop, M., Weeks, K., Banks, S., Terry, J., & **Rollins, D.** (November 2021). Story-keepers, Truth-seekers, and Justice-speakers: Transforming inclusion culture in Pennsylvania libraries. Chair for a panel discussion presented at the 107th Annual National Communication Association, Seattle, Washington.
- Pearce, K., **Rollins, D.**, McGregor, S., Ahn, S., Fu, S., Cripe, E., Vitak, J., Foucault-Wells, B., Knight-Steele, C., & Waldherr, A. (May 2021). Caregiving and COVID: Reimagining Parenting and Academia for a Post-Pandemic World. Blue Sky workshop presented virtually at the 71st annual meeting of the International Communication Association.
- Rollins, D.**, & Drogos, K. L. (March 2019). Contemporary Rap Music Revisited: The relationship between rap music consumption and materialism. Presented at the 105th annual meeting of the National Communication Association, Baltimore, Maryland.

SERVICE TO THE PROFESSION

- 2024 Nominating Committee Member – *National Communication Association*
- 2024 Capricious Grading Committee Member – *UIUC Department of Communication*
- 2023 Graduate Student Mentor – *NCA’s Communication Ph.D. Pipeline Program*
- 2023 President / Social Media Manager – *UIUC Black Graduate Student Association*
- 2022 Treasurer / Social Media Manager – *UIUC Black Graduate Student Association*
- 2022 Faculty Search Committee Member – *UIUC Department of Communication*
- 2021 Secretary-Elect – *NCA Mass Communication Division Annual Meeting*
- 2019 Events Coordinator – *UT Dallas ATEC Graduate Student Association*
- 2019 National Awards Coordinator – *College Broadcasters, Inc.*

PROFESSIONAL MEMBERSHIPS

- 2020 – Present International Communication Association (ICA)
- 2020 – Present National Communication Association (NCA)
- 2014 – 2020 College Broadcasters, Incorporated (CBI)
- 2014 – 2020 College Media Association (CMA)
- 2014 – 2020 Texas Intercollegiate Press Association (TIPA)
- 2011 – Present Delta Sigma Theta Sorority, Incorporated

REFERENCES

1. **Travis L. Dixon** (Advisor & Dissertation Chair)
Professor & Dean of Graduate Studies
tldixon@illinois.edu
2. **Mardia Bishop** (Teaching Supervisor)
Teaching Professor & Director of Public Speaking Instruction
mjbishop@illinois.edu
3. **Stewart M. Coles** (Dissertation Committee Member)
Assistant Professor
smcoles@illinois.edu