

# Déjà D. Rollins

University of Illinois at Urbana-Champaign • Department of Communication  
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 Deja at UIUC

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## **EDUCATION**

### **University of Illinois at Urbana-Champaign**

*Ph.D. Communication*

*August 2020 – present*

- *Expected Completion Date:* Fall 2025
- Committee: Travis Dixon (Advisor), Cabral Bigman, David Tewksbury, Stewart Coles

### **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*

## **RESEARCH EXPERIENCE**

### **Media Capture Lab**

*2024 – 2025*

- *Funded:* Senior Research Manager, U of I
- Assist with multiple research projects, schedule and attend project meetings, develop resources for project management, and supervise other student personnel.

### **Black Families & TV News**

*2022 – 2023*

- *Funded:* Research Assistant, U of I
- Content analysis determining the portrayals of Black families in traditional and new media sources.

### **YouTube & Racial Representations**

*2021 – 2022*

- *Funded:* Research Assistant, University of Michigan
- Write, code, and serve as the media contact for a project analyzing the portrayals of People of Color depicted during children's YouTube consumption.

## **TEACHING EXPERIENCE**

### **University of Illinois at Urbana-Champaign**

Fall 2021 - Instructor, CMN 101: Public Speaking

Spring 2022 - Instructor, CMN 101: Public Speaking

Summer 2022 - Teaching Assistant, CMN 336: Family Communication

Fall 2022 - Teaching Assistant, CMN 227: Intro to Mediated Communication

Spring 2023 - Teaching Assistant, CMN 227: Intro to Mediated Communication

## **RESEARCH INTEREST**

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Media effects, social media influence, media psychology, race & ethnicity, selective exposure, emotion, audience & reception, quantitative methods, journalism, popular culture, identity formation

## **PUBLICATIONS (Journal Articles, Book Chapters, & Digital Essays)**

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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. (2024). 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*, 1-12.

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.

**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. Retrieved February 12, 2021, from <https://mediacommmons.org/imr/content/digital-collective-gaze-how-black-women-twitter-used-hippolytas-futuristic-journey-look-back>.

## **MANUSCRIPTS UNDER REVIEW**

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Stamps, D., Jordan, J., & **Rollins, D.** (under review). Cultivating Copaganda: Black audiences' consumption of Black law enforcement TV characters and attitudes toward law enforcement. *Media Psychology*.

Stamps, D. & **Rollins, D.** (under review). Can exposure to intersectional television characters engender favorable attitudes toward transgender women of color? *Communication and the Public*.

Smith, M., Lim, S., Myers, C., **Rollins, D.**, Fields, T., Chong, M., Rodrigues, L., Njonge, W., Martin, O., & Clark, M. (under review). Tracing the Genealogy of Critical Race Theory Discourse in Partisan News. *Political Communication*.

## **MANUSCRIPTS IN PREPARATION**

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**Rollins, D.**, Coles, S. Give it to me Straight? Examining Effects of Black Women Reporters' natural Hair on White Audiences' Credibility Perceptions.

**Rollins, D.**, Drogos, K., & Dixon, T. Contemporary Rap Music Revisited: The Moderation of Black Identity on Rap Music's Materialism Effect.

## **CONFERENCE PRESENTATIONS**

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**Rollins, D.**, Coles, S. (November 2023). Give it to me Straight? Examining Effects of Black Women Reporters' Natural Hair on White Audiences' Credibility Perceptions. Paper presented at the 109<sup>th</sup> 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 109<sup>th</sup> Annual National Communication Association Conference, Washington, D.C.

Smith, M., Lim, S., Myers, C., **Rollins, D.**, Fields, T., Chong, M., Rodrigues, L., Njonge, W., Martin, O., & Clark, M. (August 2023). Tracing the Genealogy of Critical Race Theory Discourse in Partisan News. Paper presented at the 106<sup>th</sup> 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 73<sup>rd</sup> 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 71<sup>st</sup> annual meeting of the International Communication Association.

**Rollins, D.**, & Drogos, K. L. (March 2019). Rap Music Revisited: The relationship between rap music consumption and materialism. Presented at the 105<sup>th</sup> annual meeting of the National Communication Association, Baltimore, Maryland.

## **INVITED TALKS & GUEST LECTURES**

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

**Rollins, D. D.** (April 2024). Impacts of Social Media Engagement on 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 and Activism. Invited guest for the “Equity Matters” podcast series.

**Rollins, D. D.** (September 2022). Intercultural Social Media Engagement and Activism. Invited guest for the “Equity Matters” podcast series.

**Rollins, D. D.** (June 2022). Racial Representations & YouTube. Live television interview with ABC 7 News San Diego.

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

**Rollins, D. D.** (March 2021). Communicating Allyship Online. TEDx talk presented at the University of Arkansas at Monticello’s TEDX Conference.

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

**Rollins, D. D.** (September 2019). Hair on Air. Presentation given to UT Dallas’ Emerging Media & Communication 6337: Creativity as Social Practice.

## **GRANTS & AWARDS**

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2024 President’s Research in Diversity Travel Award (*awarded \$600 by the V.P. for Academic Affairs*)

2023 President’s Research in Diversity Travel Award (*awarded \$600 by the V.P. for Academic Affairs*)

2023 Student Travel Grant (*awarded \$300 by National Communication Association*)

2022 Ruth Anne Clark Research Grant (*awarded \$2,000 by UIUC Department of Communication*)

2022 Henry L. Muller Teaching Award, *UIUC Department of Communication*

2021 Student Travel Grant (*awarded \$300 by National Communication Association*)

2020 Summer Pre-Doctoral Institute Fellow (*awarded \$2,500 by Graduate College*)

2020 Summer Pre-Doctoral Institute Outstanding Scholar Award, *UIUC Graduate College*

2020 Graduate College Fellowship (*awarded \$75,000 by UIUC Graduate College*)

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

- Summer 2023 - Family Communication
- Spring 2023 - Intro to Mediated Communication
- Fall 2022 - Intro to Mediated Communication
- Summer 2022 - Family Communication
- Spring 2022 - Public Speaking
- Fall 2021 - Public Speaking

## **PAST PROFESSIONAL EXPERIENCE**

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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 Weeknights On-Air Radio Host, KBLZ The Blaze FM, Tyler, TX  
Social Media Manager

## **SERVICE**

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2024 Nominating Committee Member – *National Communication Association*  
2024 Capricious Grading Committee Member – *UIUC Department of Communication*  
2023 Graduate Student Mentor - *HBCU 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 Graduate Student Association*  
2019 National Awards Coordinator – *College Broadcasters, Inc.*

## **PROFESSIONAL MEMBERSHIPS**

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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)

## **REFERENCES**

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1. **Travis L. Dixon (Advisor)**  
Professor & Dean of Graduate Studies  
[tldixon@illinois.edu](mailto:tldixon@illinois.edu)
2. **Mardia J. Bishop**  
Teaching Associate Professor & Director of Public Speaking Instruction  
[mjbishop@illinois.edu](mailto:mjbishop@illinois.edu)
3. **Stewart M. Coles**  
Assistant Professor  
[smcoles@illinois.edu](mailto:smcoles@illinois.edu)