

Ryan S. Eanes, Ph.D.

Curriculum Vitae

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Education

- 2015 Ph.D., Media Studies
University of Oregon, School of Journalism and Communication
Eugene, Oregon
Dissertation: *Self-Monitoring and Perceptions of Situational Privacy as Potential Moderators of Smartphone Uses and Gratifications: An Experimental Investigation*
- 2014 Certificate, New Media and Culture
University of Oregon, Graduate School
Eugene, Oregon
- 2008 M.A., Media Studies
The New School for Public Engagement, School of Media Studies
New York, New York
- 2003 B.A., Communication
Wake Forest University
Winston-Salem, North Carolina

Full-Time Academic Appointments

- 2015 Assistant Professor
Washington College, Department of Business Management
Chestertown, Maryland

Research Interests

My primary research agenda aims to better our understanding of the relationships between the process of consumption and the act of communication. Recognizing that consumption of all manner of things—as well as the messages sent by the consumptive act—can be intentional or unintentional, constructive or destructive, subtle or direct, this research framework has so far focused on consumer attitudes, beliefs, and knowledge of consumptive activities, particularly as they relate to food and drink. An emergent secondary research stream utilizes neuromarketing and media effects approaches to explore various electronic media and ICTs related to food, drink, and hospitality.

Journal Articles

- J1. **Eanes, R. S.** (Under review). The edible predator with a PR problem: Consumer knowledge of lionfish (*Pterois* L.) and its potential moderators. *Food Quality & Preference*.
- J2. **Eanes, R. S.** (2014). Top Chef and taste: Traditional foods as trends. *Digest*, 3(1). http://digest.champlain.edu/rn2_2_2.html

Encyclopedia Entries

- E1. **Eanes, R. S.** (Under review). Cell phone data. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. New York, NY: Springer.
- E2. **Eanes, R. S.** (Accepted for publication). Mobile analytics. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. New York, NY: Springer.
- E3. **Eanes, R. S.** (2016). Brazil (South America), Brazilian American food. In L. M. Long (Ed.), *Ethnic American cooking: Recipes for living in a new world* (pp. 30-31). Lanham, MD: Rowman & Littlefield.
- E4. **Eanes, R. S.** (2015). Websites on food. In K. Albala (Ed.), *The SAGE encyclopedia of food issues* (vol. 3, pp. 1469-1472). Thousand Oaks, CA: SAGE Publications.
- E5. **Eanes, R. S.** (2015). Brazil. In L. M. Long (Ed.), *Ethnic American food today: A cultural encyclopedia* (vol. 1, pp. 82-85). Lanham, MD: Rowman & Littlefield.

Book Reviews

- R1. **Eanes, R. S.** (2014). Review of *Food and social media: You are what you tweet* by Signe Rousseau. *Gastronomica*, 14(4), 87-88. doi:10.1525/gfc.2014.14.4.86
- R2. **Eanes, R. S.** (2014). Review of *Mobile interface theory: Embodied space and locative media* by Jason Farman and *Mobile interfaces in public spaces: Locational privacy, control, and urban sociability* by Adriana de Souza e Silva and Jordan Frith. *Mobile Media & Communication*, 2(3), 369-370. doi:10.1177/2050157914530353

Unsubmitted Manuscripts in Progress

- U1. **Eanes, R. S.**, & van den Broek, C. Y. (In progress). “Just like Grandmother used to make”: Recipes, ritual, and family memory.
- U2. **Eanes, R. S.** (In progress). Toward a taxonomy of consumption.
- U3. **Eanes, R. S.** (In progress). A constellation of stars: Exploring the relationship between consumer and professional restaurant reviews.

Refereed Conference Presentations

- P1. **Eanes, R. S.** (2015, May). *A real 'cone of silence': Smartphones, portability, and psychological privacy*. Working paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico.
- P2. **Eanes, R. S.** (2015, April). *Eyes everywhere (...sort of): Smartphone ubiquity and antecedents for citizen journalism*. Working paper presented at What is Journalism? Exploring the Past, Present, and Future of Journalism, Portland, OR.
- P3. **Eanes, R. S., & Pittman, M.** (2015, February). *Secrets in plain sight: Mining data sets in the social sciences*. Working paper presented at the annual University of Oregon Graduate Research Forum, Eugene, OR.
- P4. **Eanes, R. S.** (2015, January). "*Greetings, lazy human*": *Apps, anthropomorphism, and self-actualization*. Working paper presented at the Hawaii International Conference on Arts and Humanities, Honolulu, HI.
- P5. **Eanes, R. S.** (2014, May). *Top Chef and the good life: The convergence of highbrow and lowbrow*. Paper presented at the annual conference of the International Communication Association, Seattle, WA.
- P6. **Eanes, R. S.** (2014, February). "*You will watch this, and you will like it*": *Netflix, small data, and entertainment agenda setting*. Working paper presented at the annual conference of the Southwest Popular Culture & American Culture Associations, Albuquerque, NM.
- P7. **Eanes, R. S.** (2013, June). *Truly magical: Advertising rhetoric and the iPad*. Paper presented at the annual conference of the International Association for Media and Communication Research, Dublin, Ireland.
- P8. **Eanes, R. S.** (2013, April). *Magic, rhetoric, and the iPad*. Working paper presented at The Tablet Symposium: Examining New Media Objects, Brighton, England.

Invited Presentations and Panels

- I1. **Eanes, R. S.** (2016, October). *Staying safe in an 'always on' world*. Invited talk for H.O.Y.A.S.-C.P.I.P., Chestertown, MD.
- I2. **Eanes, R. S.** (2016, September). "So you're the new guy, eh?" In M. Eastman (Chair), *Productivity in a small or one-person department*. Panel conducted at the Marketing Management Association Fall Educators' Conference, Providence, RI.
- I3. **Eanes, R. S.** (2015, May). *Technology at the table: Mobile devices, dining out, and social connections*. Invited talk for the University of Oregon Food Studies Research Series, Eugene, OR.

Conferences, Symposia and Events Attended

- 2016 NCA Annual Convention (November 10-13)
 National Communication Association, Philadelphia, PA
- DuPont Summer Seminar for Liberal Arts College Faculty (June 12-July 1)
 National Humanities Center, Research Triangle Park, NC
- Media, Communication, and Film Studies at Liberal Arts Colleges (MCFLAC)
 Symposium (May 24-25)
 Muhlenberg College, Allentown, PA
- Winter Marketing Academic Conference (February 26-28)
 American Marketing Association, Las Vegas, NV
- 2015 Social Media Technology Conference and Workshop (October 1-2)
 Howard University, Washington, DC
- 2013 Food Systems Research Symposium (November 1)
 Portland State University, Portland, OR

Grants

- 2016 Cromwell Center for Teaching & Learning Innovative Pedagogy Grant
 \$2,500 – Digital marketing simulation software
 \$5,000 – Innovative pedagogy stipend
- Washington College Dean’s Faculty Travel Fund
 \$ 960 – Travel to Marketing Management Association Fall Educators’ Conference
 \$ 300 – Travel to MCFLAC Symposium
- Washington College Faculty Enhancement Fund
 \$1,739 – Statistics & research-related professional development & certification
 \$1,800 – Equipment to support research projects
- 2015 Washington College Dean’s Faculty Travel Fund
 \$ 600 – Travel to Social Media Technology Conference and Workshop
 \$ 800 – Travel to AMA Winter Marketing Academic Conference
- Washington College Faculty Enhancement Fund
 \$1,450 – Survey research support
- University of Oregon School of Journalism and Communication Travel Grant
 \$1,100 – Travel to International Communication Association conference
- 2014 University of Oregon Food Studies Graduate Research Grant
 \$ 300 – Survey research support

- University of Oregon School of Journalism and Communication Research Grants
 - \$ 300 – Dissertation research expenses
 - \$ 300 – Survey research expenses

- University of Oregon School of Journalism and Communication Travel Grants
 - \$ 700 – Travel to Hawaii International Conference on Arts & Humanities
 - \$ 600 – Travel to Southwest Popular Culture Association & American Culture Associations conference
 - \$ 650 – Travel to International Communication Association conference

- 2013 University of Oregon School of Journalism and Communication Research Grant
 - \$ 300 – Research coder incentives

- University of Oregon School of Journalism and Communication Travel Grant
 - \$ 800 – Travel to International Association for Media and Communication Research conference

Awards, Scholarships and Honors

- 2015 Kappa Tau Alpha National Honor Society

- 2014-2015 Graduate Affiliate, University of Oregon Libraries Digital Scholarship Center

- 2014 Golden Key International Honour Society

- 2013-2014 Leon Culbertson Scholarship, University of Oregon

- 2012-2015 Columbia Media Studies Scholarship, University of Oregon

- 2005-2008 Media Studies Scholarship, The New School for Public Engagement

- 2000-2003 Curtis Overby Scholarship for Communication Studies, Wake Forest University

- 1999-2003 George Foster Hankins Scholarship, Wake Forest University

- 1999-2003 Kutteh Family Scholarship, Wake Forest University

Departmental, University & Organizational Service

- 2016- Member, Committee on Academic Standing and Advising, Washington College
 Co-Director, Minor in Marketing, Washington College
 Faculty Advisor, American Marketing Association, Washington College
 Member, Interest Group, Eastern Shore Food Lab
 Member, Planning Committee, MCFLAC Symposium

- 2016-2017 Chair, Faculty Search Committee for Assistant Professor of Communication and Media Studies (Tenure-Track), Washington College
- 2016 Member, Faculty Search Committee for Visiting Assistant Professor of Marketing, Washington College
- 2015-2017 Member, Faculty Search Committee for Assistant Professor of Marketing (Tenure-Track), Washington College
- 2015-2016 Member, Working Group for Interdisciplinary Major in Communication and Media Studies, Washington College
Member, Working Group for Minor in Marketing, Washington College
Member, Faculty Search Committee for Assistant Professor of Strategic Management (Tenure-Track), Washington College
- 2015 Technology Advisor and Graduate Research Fellow, UNESCO Crossings Institute for Conflict-Sensitive Reporting and Intercultural Dialogue, University of Oregon
Graduate Conference Coordinator, “What is Journalism?”, University of Oregon
Graduate Member, Faculty Search Committee for Assistant Professor of Advertising (Tenure-Track), University of Oregon

Peer Reviewing

- 2017 *Computers in Human Behavior* (articles)
Media Ecology Association at National Communication Association (competitive papers)
American Marketing Association Summer Educators’ Conference (competitive papers)
- 2016 *Computers in Human Behavior* (articles)
Society for Consumer Psychology Winter Conference (competitive papers)
Marketing Management Association Fall Educators’ Conference (competitive papers)
Association for Internet Research conference (abstracts)
International Association for Media and Communication Research conference (abstracts)
- 2014 Association for Internet Research conference (abstracts)

Professional Memberships & Affiliations

American Marketing Association	National Communication Association
Marketing Research Association	Association of Internet Researchers
International Communication Association	Neuromarketing Science & Business Assoc.

Courses Prepared to Teach

Communication Theory	Advertising & Promotion
Media Literacy	Digital/Social Media Marketing
Research Methods in Marketing	Media Criticism
Research Methods in Communication	Creativity & Innovation
Food and Media	Introduction to Digital Media Production

Relevant Industry Experience

- 2014-2016 Owner & Principal Consultant
Axon Foundry LLC, Eugene, OR
Freelance design and marketing firm. Designed, built, and maintained websites using a variety of commercial and open-source content management systems (CMS). Performed website usability testing and search engine optimization (SEO). Designed logos, stationery, and identity concepts for clients and their businesses, including published authors, attorneys, and radio personalities.
- 2003-2012 Director of Design and Usability
Bill Me, Inc., New York, NY
Firm specializing in day-to-day operation and management of media personalities' web properties. Proposed, designed, and supervised implementations of major and incremental website modifications and upgrades. Implemented social media strategies, performed usability testing, and conducted user surveys. Shot and edited photos and videos. Designed a variety of logos, advertisements, motion graphics, and broadcast-ready stills.

Related Proficiencies

Adobe Photoshop	Apple Keynote
Adobe InDesign	SPSS
Adobe Premiere	WordPress
Final Cut Pro	HTML & CSS
Microsoft Office	

References

Thom Gencarelli, Ph.D.
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