

Ryan S. Eanes PH.D., PRC

Curriculum Vitae

Updated February 2018

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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*
- 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

Certifications

- 2017 Professional Researcher Certification (PRC)
Insights Association
Washington, D.C.
- 2014 Certificate, New Media and Culture
University of Oregon, Graduate School
Eugene, Oregon

Full-Time Academic Appointments

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

Research Interests

My research views consumption as a demonstrative act that is used consciously and unconsciously for the purposes of impression management. Drawing from scholarship in the fields of consumer behavior, media effects, interpersonal communication, psychology and neuroscience, this interdisciplinary work examines the meanings created by consumption behaviors and the complications introduced by external factors including place, space, and privacy.

Journal Articles

- J1. Eanes, R. S. (Revisions pending). The consumer knowledge gap: Lionfish marketing problems and potential solutions.
- 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. (2018). Cell phone data. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. New York, NY: Springer.
- E2. Eanes, R. S. (2017). 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. (2018). Review of *Creating signature stories: Strategic messaging that persuades, energizes and inspires* by David Aaker. *Journal of Brand Strategy*, 7(1).
- R2. 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
- R3. 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. (In progress). Toward a taxonomy of consumption.

- U2. **Eanes, R. S.** (In progress). *Falling stars: The curious relationship between Yelp ratings and Michelin star awards.*

Refereed Conference Presentations

- P1. **Eanes, R. S.** (2017, July). *A constellation of stars: Is there a relationship between Yelp and Michelin restaurant ratings?* Working paper presented at the annual conference of the International Association for Media and Communication Research, Cartagena, Colombia.
- P2. **Eanes, R. S.** (2017, March). *An appetite for the unusual: Persuasive challenges for edible invasive species.* Working paper presented at the “What is Life? Lifestyles, Lifeworlds, Lifeworks” conference, Portland, OR.
- P3. **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.
- P4. **Eanes, R. S.** (2015, April). *Eyes everywhere (...sort of): Smartphone ubiquity and antecedents for citizen journalism.* Working paper presented at the “What is Journalism? Exploring the Past, Present, and Future of Journalism” conference, Portland, OR.
- P5. **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.
- P6. **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.
- P7. **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.
- P8. **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.
- P9. **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.

- P10. 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. (2018, March). *Consumer as critic: Yelp and tensions of taste*. Invited talk for Faculty Lunchtime Forum, Washington College, Chestertown, MD.
- I2. Eanes, R. S. (2017, September). Using intragroup scoring methods to evaluate students' group collaboration and participation. In B. Anderson (Chair), *You and me, together: Approaches for successful group projects and presentations*. Panel conducted at the Marketing Management Association Fall Educators' Conference, Pittsburgh, PA.
- I3. Eanes, R. S. (2017, August). *Student publications social media bootcamp*. Invited talk for The Elm & The Collegian, Washington College, Chestertown, MD.
- I4. 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.
- I5. 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.
- I6. 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.

Other Publications

- O1. Eanes, R. S. (Accepted for publication). Thank you, Mr. Letterman. In M. Dalton (Ed.), *Sharing gratitude: Daily reflections*. Winston-Salem, NC: Library Partners Press.

Conferences, Symposia and Events Attended

- 2017 Making Social Media Matter Workshop (October 20-22)
Boston University, Boston, MA
- 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

- 2017 Washington College Dean's Faculty Travel Fund
\$1,500 – Travel to International Association for Media and Communication Research conference
\$1,454 – Travel to “What is Life?” conference
- Washington College Faculty Enhancement Fund
\$2,000 – Participation & travel to “Making Social Media Matter” workshop
- 2016 Cromwell Center for Teaching & Learning Innovative Pedagogy Grant
\$2,500 – Digital marketing simulation software
- 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, Certifications, 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

- 2018 Member (Interim), Service and Scholarship Committee, Washington College
- 2017- Director, Minor in Marketing, Washington College
- 2017-2018 Member, Faculty Search Committee for Assistant Professor of International Finance, Washington College
- 2016-2017 Chair, Faculty Search Committee for Assistant Professor of Communication and Media Studies (Tenure-Track), Washington College
Co-Director, Minor in Marketing, Washington College
- 2016- Member, Committee on Academic Standing and Advising, Washington College
Affiliated Faculty, Major in Communication and Media Studies, Washington College
College
Faculty Advisor, American Marketing Association, Washington College
Member, Interest Group, Eastern Shore Food Lab
Member, Planning Committee, Symposium on Media, Communication, and Film Studies at Liberal Arts Colleges
- 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

- 2018 Summer American Marketing Association Academic Conference (competitive papers & posters)
Computers in Human Behavior (articles)
Association for Consumer Research conference (competitive papers)
International Association for Media and Communication Research conference (abstracts)
- 2017 Winter American Marketing Association Academic Conference (competitive papers & posters)
Computers in Human Behavior (articles)
Media Ecology Association at National Communication Association (competitive papers)
Summer American Marketing Association Conference (competitive papers)
Symposium on Media, Communication, and Film Studies at Liberal Arts Colleges (program proposals & competitive papers)
Association for Internet Research conference (abstracts)
Association for Consumer Research conference (competitive papers)
International Association for Media and Communication Research conference (abstracts)
- 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)

Courses Prepared to Teach

Consumer Behavior	Digital/Social Media Marketing
Marketing Research Methods (Introductory and Advanced, Quantitative or Qualitative)	Food & Drink Marketing
Advertising & Integrated Marketing Communications	Marketing for Hospitality, Tourism & Events
	Neuromarketing/Consumer Neuroscience
	Creativity & Innovation
	Multimedia Production

Professional Memberships & Affiliations

American Marketing Association
Insights Association
International Association for Media &
Communication Research

Internet Marketing Association
Neuromarketing Science & Business
Association

Relevant Industry Experience

- 2017- Owner & Principal
Ryan Consumer Insights, Wilmington, DE
Boutique marketing research operation specializing in survey design, deployment,
analysis and reporting, as well as customized research designs including foot
traffic, audience analysis, sentiment analysis, and more.
- 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.

References

Thom Gencarelli, Ph.D.

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