

Ryan S. Eanes PH.D., IPC

Curriculum Vitae

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EDUCATION

- 2015 Ph.D., Media Studies
School of Journalism and Communication, **University of Oregon**
Eugene, Oregon
- 2008 M.A., Media Studies
School of Media Studies, **The New School**
New York, New York
- 2003 B.A., Communication
Wake Forest College, **Wake Forest University**
Winston-Salem, North Carolina

FULL-TIME ACADEMIC APPOINTMENTS

- 2019-... Assistant Professor of Instruction
Klein College of Media & Communication, **Temple University**
Philadelphia, Pennsylvania
- 2015-19 Assistant Professor
Department of Business Management, **Washington College**
Chestertown, Maryland

CERTIFICATIONS

- 2020 Certificate, Teaching in Higher Education
College of Education, **Temple University**
- 2017-... Insights Professional Certification (IPC)
Insights Association, Washington, D.C.
- 2014 Certificate, New Media and Culture
Graduate School, **University of Oregon**

RESEARCH INTERESTS

- Consumption behaviors related to impression management & self-monitoring
- Anti-brand communities and “brand hate”
- Consumer psychology of food culture and eating & drinking places

TEACHING EXPERIENCE (INSTRUCTOR-OF-RECORD)

- 2019-... **Temple University** Philadelphia, Pennsylvania
Klein College of Media and Communication, Department of Advertising & PR
- Persuasive Writing
 - Introduction to Media and Society
 - Introduction to Brand Strategy and Research
 - Advertising and Society
 - Psychology of Advertising
 - Advanced Writing for Academic & Professional Communication
- 2019 **University of Delaware** Wilmington, Delaware
Associate in Arts Program
- Introduction to Statistical Methods I (+lab)
- 2015-19 **Washington College** Chestertown, Maryland
Department of Business Management
- Principles of Marketing
 - Digital Marketing
 - Consumer Behavior
 - Advertising
 - “Neurons and Networks” (first-year seminar)
 - AMA Collegiate Case Competition (practicum)
 - The Business of Food (short-term faculty-led study abroad)
- 2014 **University of Oregon** Eugene, Oregon
School of Journalism and Communication
- Understanding Media
- 2009-12 **Manhattan College** Riverdale, New York
School of Liberal Arts, Department of Communication
- Web Design

PEER-REVIEWED JOURNAL ARTICLES

- [1] **Eanes, R. S.** (2014). Top Chef and taste: Traditional foods as trends. *Digest*, 3(1).
http://digest.champlain.edu/rn2_2_2.html

PEER-REVIEWED BOOK CHAPTERS

- [1] **Eanes, R. S.,** & van den Broek, C. Y. (2019). Playing alone, together: Pokémon GO, public mobility, and locational privacy. In Henthorn, J., Kulak, A., Purzycki, K., & Vie, S. (Eds.), *The Pokémon GO phenomenon: Essays on public play in contested spaces* (pp. 32-48). McFarland.

BOOK CHAPTERS

- [1] **Eanes, R. S.** (2019). The restaurant: A perfect collision of public and private? In. C. P. Greene (Ed.), *Foodscapes: Food, space, and place in a global society* (pp. 61-76). Peter Lang.
- [2] **Eanes, R. S.** (2017). The omnipresent opiate: Reconsidering Internet addiction in the network era. In. P. Rose (Ed.), *Confronting Technopoly: Charting a course towards human survival* (pp. 33-52). Intellect Books.
- [3] Pittman, M., & **Eanes, R. S.** (2015). So many choices, so little choice: Streaming media, algorithmic efficiency, and the illusion of control. In R. C. MacDougall (Ed.), *Communication and control: Tools, systems, and new dimensions* (pp. 133-145). Lexington Books.

ENCYCLOPEDIA ENTRIES

- [1] **Eanes, R. S.** (2019). eCommerce. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE.
- [2] **Eanes, R. S.** (2019). Psychographics. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE.
- [3] **Eanes, R. S.** (2019). Viral marketing. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE.
- [4] **Eanes, R. S.** (2019). Attention span. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE.
- [5] **Eanes, R. S.** (2018). Cell phone data. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. Springer. https://doi.org/10.1007/978-3-319-32001-4_33-1
- [6] **Eanes, R. S.** (2017). Mobile analytics. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. Springer. https://doi.org/10.1007/978-3-319-32001-4_138-1
- [7] **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). Rowman & Littlefield.
- [8] **Eanes, R. S.** (2015). Websites on food. In K. Albala (Ed.), *The SAGE encyclopedia of food issues* (vol. 3, pp. 1469-1472). SAGE Publications. <https://doi.org/10.4135/9781483346304.n454>
- [9] **Eanes, R. S.** (2015). Brazil. In L. M. Long (Ed.), *Ethnic American food today: A cultural encyclopedia* (vol. 1, pp. 82-85). Rowman & Littlefield.

BOOK REVIEWS

- [1] **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), 92-93. <https://www.ingentaconnect.com/content/hsp/jbs/2018/00000007/00000001/art00010>
- [2] **Eanes, R. S.** (2014). Review of *Food and social media: You are what you tweet* by Signe Rousseau. *Gastronomica*, 14(4), 87-88. <https://doi.org/10.1525/gfc.2014.14.4.86>
- [3] **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. <https://doi.org/10.1177/2050157914530353>

REFEREED CONFERENCE PRESENTATIONS

- [1] **Eanes, R. S.** (2019, November). *Using mixed qualitative methods integration in family brand consumption research*. [Working paper]. VI International Congress of Methodologies in Communication Research, Madrid, Spain.
- [2] **Eanes, R. S.** (2017, July). *A constellation of stars: Is there a relationship between Yelp and Michelin restaurant ratings?* [Working paper]. Annual Conference of the International Association for Media and Communication Research, Cartagena, Colombia.
- [3] **Eanes, R. S.** (2017, March). *An appetite for the unusual: Persuasive challenges for edible invasive species*. [Working paper]. "What is Life? Lifestyles, Lifeworlds, Lifeworks" Conference, Portland, Oregon.
- [4] **Eanes, R. S.** (2015, May). *A real 'cone of silence': Smartphones, portability, and psychological privacy*. [Working paper]. Annual Conference of the International Communication Association, San Juan, Puerto Rico.
- [5] **Eanes, R. S.** (2015, April). *Eyes everywhere (...sort of): Smartphone ubiquity and antecedents for citizen journalism*. [Working paper]. "What is Journalism? Exploring the Past, Present, and Future of Journalism" Conference, Portland, Oregon.
- [6] **Eanes, R. S., & Pittman, M.** (2015, February). *Secrets in plain sight: Mining data sets in the social sciences*. [Working paper]. University of Oregon Graduate Research Forum, Eugene, Oregon.
- [7] **Eanes, R. S.** (2015, January). *"Greetings, lazy human": Apps, anthropomorphism, and self-actualization*. [Working paper]. Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii.

- [8] **Eanes, R. S.** (2014, May). *Top Chef and the good life: The convergence of highbrow and lowbrow*. Annual Conference of the International Communication Association, Seattle, Washington.
- [9] **Eanes, R. S.** (2014, February). "You will watch this, and you will like it": *Netflix, small data, and entertainment agenda setting*. [Working paper]. Annual Conference of the Southwest Popular Culture & American Culture Associations, Albuquerque, New Mexico.
- [10] **Eanes, R. S.** (2013, June). *Truly magical: Advertising rhetoric and the iPad*. Annual Conference of the International Association for Media and Communication Research, Dublin, Ireland.
- [11] **Eanes, R. S.** (2013, April). *Magic, rhetoric, and the iPad*. [Working paper]. The Tablet Symposium: Examining New Media Objects, Brighton, England.

INVITED PRESENTATIONS, TALKS & PANELS

- [1] **Eanes, R. S.** (2019, March). *Consumer financial literacy and protection: History, policy, and predictions*. [Seminar]. 2018-19 Sustainable Finance Colloquium, Washington College, Chestertown, MD.
- [2] **Eanes, R. S.** (2018, August). *Leveraging social media for student publications*. [Invited talk]. Student Publication Summer Boot Camp, Washington College, Chestertown, MD.
- [3] **Eanes, R. S.** (2018, March). *Consumer as critic: Yelp and tensions of taste*. [Invited talk]. Faculty Brown Bag Forum, Washington College, Chestertown, MD.
- [4] **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]. Marketing Management Association Fall Educators' Conference, Pittsburgh, PA.
- [5] **Eanes, R. S.** (2017, August). *Leveraging social media for student publications*. [Invited talk]. Student Publication Summer Boot Camp, Washington College, Chestertown, MD.
- [6] **Eanes, R. S.** (2016, October). *Staying safe in an 'always on' world*. [Invited talk]. H.O.Y.A.S.-C.P.I.P. Speaker Series, Chestertown, MD.
- [7] **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]. Marketing Management Association Fall Educators' Conference, Providence, RI.
- [8] **Eanes, R. S.** (2015, May). *Technology at the table: Mobile devices, dining out, and social connections*. [Invited talk]. University of Oregon Food Studies Research Series, Eugene, OR.

MEDIA APPEARANCES, COMMENTARY & COVERAGE

- [1] **Eanes, R. S.** (2020, May 7). *Ask the experts: Grocery credit card shopping tips*. WalletHub. [https://wallethub.com/best-credit-card-for-groceries#experts= Ryan_S._Eanes](https://wallethub.com/best-credit-card-for-groceries#experts=Ryan_S._Eanes)
- [2] **Eanes, R. S.** (2020, April 27). *Best airline credit cards of 2020*. Finder. <https://www.finder.com/credit-cards/airline-credit-cards#expander-6>
- [3] **Eanes, R. S.** (2019, February 14). *Capital One credit cards: Ask the experts*. WalletHub. https://wallethub.com/credit-cards/capital-one/#expert=Ryan_S._Eanes
- [4] **Eanes, R. S.** (2018, July 11). *Best rewards credit card: Ask the experts—Bright minds on the best rewards*. WalletHub. <https://wallethub.com/best-rewards-credit-card/#expert=ryan-s-eanes>

CONFERENCES, SYMPOSIA AND EVENTS ATTENDED

- 2018 7th Consumer Neuroscience Satellite Symposium (October 4)
Society for NeuroEconomics, Philadelphia, PA

Summer Academic Conference (August 10-12)
American Marketing Association, Boston, MA

Course Hero Higher Education Summit (July 27)
Redwood City, CA
- 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 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

GRANTS

Temple University

2019 Klein College of Media and Communication Dean's Travel Fund Grant

Washington College

2018-19 Rebecca Corbin Loree Endowed Fund for Career Development

2018 Cromwell Center for Teaching & Learning Discretionary Grant

2016 Cromwell Center for Teaching & Learning Innovative Pedagogy Grant

2015-18 Dean's Faculty Travel Fund Grant

Faculty Enhancement (Research Support) Fund Grant

University of Oregon

2014 Food Studies Graduate Research Grant

2013-15 School of Journalism and Communication Travel Grant

2013-14 School of Journalism and Communication Research Grant

AWARDS, SCHOLARSHIPS, AND HONORS

2019 Course Hero-Woodrow Wilson Fellowship for Excellence in Teaching (**Finalist**)

2015 Kappa Tau Alpha National Honor Society

2014-15 Digital Scholarship Center, University of Oregon Libraries (**Graduate Resident**)

2014 Golden Key International Honour Society

2013-14 Leon Culbertson Scholarship, University of Oregon

2012-15 Columbia Media Studies Scholarship, University of Oregon

2005-08 Media Studies Scholarship, The New School for Public Engagement

2000-03 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

Washington College

2018-19 Committee on Academic Standing and Advising (**Chair**)

2018 Service and Scholarship Committee

2017-19 Minor in Marketing (**Director**)

2017-18 Search Committee, Assistant Professor of International Finance

2016-18 Committee on Academic Standing and Advising

2016-17 Search Committee, Assistant Professor of Communication and Media Studies
(**Chair**)

Minor in Marketing (**Co-Director**)

2016-19 American Marketing Association Collegiate Chapter (**Faculty Advisor**)

2016 Search Committee, Visiting Assistant Professor of Marketing

2015-17 Search Committee, Assistant Professor of Marketing

2015-16 Working Group, Interdisciplinary Major in Communication and Media Studies
Working Group, Minor in Marketing
Search Committee, Assistant Professor of Strategic Management

University of Oregon

2015 UNESCO Crossings Institute for Conflict-Sensitive Reporting and Intercultural Dialogue (**Graduate Research Fellow**)
“What is Journalism?” Conference (**Graduate Conference Coordinator**)
Search Committee, Assistant Professor of Advertising

PEER REVIEW ACTIVITIES

ONGOING 2016-... *Computers in Human Behavior* (articles)
International Association for Media and Communication Research
conference (abstracts)
2017-... American Marketing Association Academic Conferences (competitive
papers & posters)
Association for Consumer Research conference (competitive papers)
2017 National Communication Association (competitive papers)
Summer American Marketing Association Conference (competitive papers)

REFERENCES

Thom Gencarelli, Ph.D.

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Manhattan College
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