

Christina Leone DeVoss, PhD
cdevoss@astate.edu

Education

PhD University of Connecticut, Communication
September 2018
Emphasis: Communication Technology
Dissertation: When Friends Share About Brands: A study of eWOM on Social
Networking Sites
Advisor: David Atkin, PhD
Committee members: Saraswathi Bellur, PhD; Kenneth Lachlan, PhD;
Anne Oeldorf-Hirsch, PhD

Graduate Certificate in College Instruction, University of Connecticut
May 2016

MS University of Kansas, William Allen White School of Journalism & Mass
Communications
May 2010
Thesis: A Boy for Every Girl: Romance and Relationships in Girls Life magazine
Advisor: Barbara Barnett, PhD
Committee Members: Kelley Massoni, PhD; Carol Holstead, MA

Graduate Certificate in Nonprofit Management, Washington University in St. Louis
May 2006

BA Washington University in St. Louis
May 2004
Comparative literature and Italian

Academic Experience

Assistant Professor

August 2023- present
Arkansas State University, Department of Communication
Jonesboro, AR (remote)

Lecturer

August 2022-December 2023
John Carroll University, Tim Russert Department of Communication
University Heights, OH

Assistant Professor, tenure track

August 2017-August 2022
John Carroll University, Tim Russert Department of Communication
University Heights, OH

Lecturer

August 2016-May 2017
John Carroll University, Tim Russert Department of Communication and Theatre
University Heights, OH

Instructor

June 2014-May 2016
University of Connecticut, Department of Communication
Storrs, Connecticut

Teaching Assistant

January 2013-May 2014
University of Connecticut
Storrs, Connecticut

Teaching Assistant

August 2008-May 20110
University of Kansas, William Allen White School of Journalism & Mass
Communication
Lawrence, Kansas

Courses Taught

Arkansas State University

Account Planning
Global Strategic Communication
Seminar in Nonprofit Communication
Social Media in Strategic Communication (graduate and undergraduate)
Social Media Measurement (graduate and undergraduate)
Strategic Writing II

John Carroll University

Advertising/PR Theory Seminar
Branding
Communicating about Health
Communication Research Methods
IMC Campaigns
Introduction to IMC
Media Writing
Social Media
Nonprofit Marketing (undergraduate and graduate level)
Branding and Content Strategy (graduate level)
Internship Capstone Course
First-year seminar

University of Connecticut

Media Literacy and Criticism
Media Effects
Mass communication systems (teaching assistant)
Processes of Human Communication (teaching assistant and discussion section instructor)

University of Kansas

Media & Society (teaching assistant)

Research

Oeldorf-Hirsch, A., & DeVoss, C. L. (2020). Who posted that story? Processing layered sources in Facebook news posts. *Journalism & Mass Communication Quarterly*, 1, 97(1), 141–160. <https://doi.org/10.1177/1077699019857673>

Bellur, S. & DeVoss, C. (2018). Apps and Autonomy: Perceived Interactivity and Autonomous Regulation in mHealth Applications. *Communication Research Reports*, 35(4), 314-324. <https://doi.org/10.1080/08824096.2018.1501672>

Rainear, A. M., Lachlan, K. A., Oeldorf-Hirsch, A., & DeVoss, C. L. (2018). Examining Twitter Content of State Emergency Management During Hurricane Joaquin. *Communication Research Reports*, 35(4), 325-334. <https://doi.org/10.1080/08824096.2018.1503945>

Conference Presentations (peer-reviewed)

DeVoss, C. and Atkin, DJ (2020, April) Social Media Trust and eWOM. Paper accepted to the annual meeting for the Eastern Communication Association, Baltimore, Maryland. Conference canceled due to Covid-19 (complete cancelation; no virtual conference).

DeVoss, C. and Atkin, DJ (2019, May) When Friends Share about Brands: eWOM on Social Networking Sites. Paper to be presented at the annual meeting for the International Communication Association, Washington, DC.

Bellur, S. and **DeVoss, C.** (2017, August) Self-tracking with cell phones: Exploring the effects of self-monitoring and perceived control in mHealth applications. Paper presented at the annual meeting for the Association for Education in Journalism and Mass Communication, Chicago, IL.

DeVoss, C. and Oeldorf-Hirsch, A. (2016, August) The Effect of Collaborative Filtering on Online News Processing. Paper presented at the annual meeting for the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

DeVoss, C. and Bellur, S. (2016, November) Self-health: Self-Determination Theory, Technology Acceptance and mHealth Applications. Paper presented at the 2016 annual convention of the National Communication Association, Philadelphia, PA.

Merceron, A., Wang, Y., Rogers, D., and **DeVoss, C.** (2014, June) Understanding the Effect of Affective Priming on Health News Processing and Health Information Seeking Intention Over Time. Poster presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Service

Advisor – Public Relations Student Society of American, John Carroll University Chapter, 2018-2022

Director, Graduate Program in Digital Marketing and Communication Strategy, John Carroll University, 2021-2022

Committee Member -- University Committee on Academic Policies, Fall 2019

Reviewer – ICA Communication & Technology Division

Awards and Honors

Doctoral student travel award grant – University of Connecticut, Fall 2016

Pre-doctoral fellowship grant – University of Connecticut, Summer 2013, 2014, 2015, 2016

Bruce Linton Graduate Scholarship in Electronic Media – University of Kansas, 2009-2010

Spencer/Teagle Graduate Student Fellow – University of Kansas, Spring 2010

Phi Kappa Phi and Kappa Tau Alpha honoraries – University of Kansas, Spring 2010

Professional Experience

Marketing copywriter, EF Education First, Boston, Massachusetts
December 2010-January 2013

Publications Writer & Editor, Washington University in St. Louis
September 2004-July 2008

Freelance copywriter, Boston, Massachusetts & Cleveland, OH
August 2010-August 2016, clients include: Mandarina Design Studio, Refinery 43, The Bancroft School

Volunteer Experience

Vice President, Communications, Delta Gamma Cleveland East Alumnae Chapter Board
Member, June 2017-July 2020