

# Déjà D. Rollins, M.A

Ph.D. Student | Graduate Teaching Assistant  
University of Illinois at Urbana Champaign  
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## EDUCATION

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- 2020 — **Ph.D. Communication**  
University of Illinois at Urbana-Champaign (UIUC), Champaign, IL  
Advisor: Travis Dixon  
*EGD*: May 2025
- 2018 **Master of Arts in Emerging Media and Communication**  
University of Texas at Dallas (UT Dallas), Richardson, TX
- 2012 **Bachelor of Science in Journalism**  
University of Texas at Tyler (UT Tyler), Tyler, TX  
*Minor*: Speech Communication

## RESEARCH INTERESTS

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Race and Media Effects; Media Psychology; Social Media Influence; Media Stereotypes

## CONFERENCE PRESENTATIONS

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- Anh, S., Cripe, E., Foucault, B., Fu, S., McGregor, S., Pearce, K. **Rollins, D.**, Steele, C., Vitak, J. (2021, May). Caregiving and COVID: Reimagining Parenting and Academia for a Post-Pandemic World. Panel presented at the 71<sup>st</sup> annual International Communication Association Conference, Virtual.
- Rollins, D. D.**, & Daniel, C. (2019, November). In living color: Navigating the world of broadcast media as a person of color. Panel discussion presented at the annual convention of College Broadcasters, Inc., St. Louis, MO.
- Rollins, D. D.**, & Drogos, K. L. (2019, March). Mo' Money, Mo' Problems: The relationship between rap music consumption and materialism. Poster presented at the 105<sup>th</sup> annual National Communication Association Conference, Baltimore, MD.

## PAPERS IN PROGRESS

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- Rollins, D. D.**, Drogos, K., Dixon, T. L. (In progress) Contemporary Rap Music Revisited: The Moderation of Black Identity on Rap Music's Materialism
- Rollins, D. D.** (In progress) An Experiment Examining Implicit and Explicit Attitudes Toward Black Women's Natural Hair on Air
- Radesky, J., Munzer, T., **Rollins, D.** (In progress) YouTube, Race Representation, and Children Studies.

Guntzviller, L. M., Pulido, M., \*Babu, S., \*Kelpinski, L., \*Makos, S., \***Rollins, D.**, & \*Zenzola, N. (submitted 2021). A longitudinal extension of advice response theory. Paper submitted to the 107th annual meeting of the National Communication Association, Seattle, WA.  
*\*Authors contributed equally and are listed in alphabetical order*

## INVITED TALKS

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**Rollins, D. D.** (2021, March) Black lives don't need performative allies. TEDx Talk presented for the University of Arkansas at Monticello TEDx conference, Monticello, AR.

**Rollins, D. D.** (2021, March) Elevating our ancestors D.R.E.A.M. Keynote speaker at the University of Texas at Dallas' Multicultural Center's annual Big Dinner Black History program, Richardson, TX.

**Rollins, D. D.** (2019, September) The 'Good Hair Experience: Using socially engaged art in the destruction of implicit and explicit biases toward Black women with natural hair. Artist talk presented in ATCM 6377 Creativity as Social Practice, School of Arts, Technology, and Emerging Communication, University of Texas at Dallas, Richardson, TX.

**Rollins, D. D.** (2017, October) Execution: The need for unity within Black and Brown communities. Speaker at the 10,000 Fearless Operation Unity Forum, Phoenix, AZ.

**Rollins, D. D.** (2014, June) Embracing your Black girlhood. Speaker at the annual teen empowerment summit, Longview, TX.

**Rollins, D. D.** (2013, December) This alumna's story: It all starts with UT Tyler. Alumni Speaker at the commencement ceremonies for the University of Texas at Tyler, Tyler TX.

## PROFESSIONAL EXPERIENCE

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2020 – Present	Ph.D. Student & Graduate Teaching Assistant, UIUC, Champaign, IL
2014 – 2020	Assistant Director of Student Media, UT Dallas, Richardson, TX
2011 – 2014	Newsroom Producer / Multimedia Journalist, CBS19 News, Tyler, TX
2009 – 2011	Weeknights Radio Host, 102.7 The Blaze FM, Tyler, TX

## SERVICE

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2021	Oratorical Judge, Jack and Jill of America, Inc., Greater Champaign-Urbana Area Chapter, Champaign, IL
2019	Awards Coordinator, National Student Electronic Media Convention, College Broadcasters, Inc., Baltimore, MD
2017–2018	Graduate Student Advisory Council, School of Arts Technology & Emerging Communication, UT Dallas, Richardson, TX

## **AWARDS & HONORS**

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- 2020            **Summer Pre-doctoral Institute's Outstanding Scholar Award**  
Graduate College, UIUC
- 2020            **Summer Pre-doctoral Institute Fellow - \$2,500**  
Graduate College, UIUC
- 2020            **Graduate College Fellow – \$75,000**  
Graduate College, UIUC

## **MEMBERSHIPS**

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- 2020 – present        International Communication Association
- 2019 – present        National Communication Association
- 2014 – 2020            College Broadcasters, Incorporated
- 2014 – 2020            College Media Association
- 2011 – present        Delta Sigma Theta Sorority, Incorporate

