

EDUCATION

University of Oregon, School of Journalism & Communication, Eugene, OR
Doctoral Student in Media Studies, Graduate Employee, 2016-present
Dissertation Committee: Dr. Janet Wasko (chair), Dr. Ed Madison, Dr. Bish Sen,
Dr. Joanna Goode
Proposed Dissertation: "Media Literacy Education, Democracy, and Neoliberalism
in the United States of America"

Penn State University, College of Communications, University Park, PA
Master of Arts in Media Studies
Thesis Committee: Dr. Jeanne Lynne Hall (advisor), Dr. Matthew McAllister, Dr.
Matthew Jordan
Thesis: "Li'l Fatties: A Textual Analysis of Gender, Race, and Class Identity
Portrayals of Overweight and Obese Children in Popular Children's Films"

Penn State University, Schreyer Honors College, College of Communications,
University Park, PA (with honors, with highest distinction)
Bachelor of Arts in Media Studies, Sociology minor, with honors and highest distinction
Advisor: Dr. Ron Bettig
Honors Thesis: "Alienating the Audience: A Political Economy and Textual Analysis of
Media Education Foundation Films"

REFEREED JOURNAL ARTICLES

Guldin, Rachel. "Of Gloops and Goldbergs: An Analysis of Fat Boys and Class in United States Children's Films with Ensemble Casts." *The Journal of Popular Culture*, In press, forthcoming October 2020.

Smith, Hollie, Sunshine Menezes, Katherine Canfield, Rachel Guldin, Meredith Morgoch, and Katharine McDuffie. "Moving Toward Inclusion: Participant Responses to the Inclusive SciComm Symposium." *Frontiers in Communication*, vol. 4, no. 77, Jan 2020, pp. 1-9.

REFEREED BOOK CHAPTERS

Guldin, Rachel and Brandon C. Harris. "Who wouldn't want to summon dragons and trolls?": Constructing communities at Friday Night Magic." *Essays on Magic: The Gathering*, edited by Shelly Jones, McFarland & Co, Inc., forthcoming 2021.

Madison, Ed, Rachel Guldin, and Ross Anderson. "Cultivating Agency and Advocacy through Journalistic Learning." *Theory to Practice: Educational Psychology for Teachers and Teaching*, edited by Mike Yough and Lynley H. Anderman, Information Age Publishing, forthcoming 2021.

Guldin, Rachel, Janelle Applequist, and Travis Bell. "Disney is Ruining My Kid!": A Case for Cultivation and Social Learning in Tween TV by Examining Depictions of Social Aggression in 2000s Disney Channel Programming." *Lizzie McGuire to Andi Mack: The*

Disney Channel's Tween Programming 2000-2019, edited by Christopher Bell, McFarland and Company Publishers, Inc., in press, forthcoming 2020.

TECHNICAL AND PROFESSIONAL REPORTS

Smith, Hollie and Rachel Guldin. "Inclusive Science Communication Symposium: Evaluation Technical Report." Prepared for the Metcalf Institute for Marine and Environmental Reporting, 2019.

Smith, Hollie and Rachel Guldin. "Science Communication as Professional Outreach in the National Park Service." Prepared for the University of Oregon Media Center for Science and Technology, 2019.

IN-PROGRESS MANUSCRIPTS

Guldin, Rachel and Krystal Noga-Styron. "Changes in News Consumption and News Literacy During COVID-19."

Guldin, Rachel, Ed Madison, and Ross Anderson. "Writing for Social Justice: Cultivating Awareness and Agency Among Latina Students Through Journalistic Learning."

Guldin, Rachel. "Receiving and Resisting: Toward a Market-Driven Cultural Hybridity."

DeRosia, Nicholetta and Rachel Guldin. "Near Peer Mentoring Programs: A Review."

Guldin, Rachel. "Peeling *The Onion*: Examining Satire in Media Literacy Education."

REFEREED RESEARCH PRESENTATIONS

Bybee, Carl and Rachel Guldin. "Media, Society, and Ecology: Using Capra & Luisi's *The Systems View of Life: A Unifying Vision* to Teach Media in the Anthropocene." Critical Media Literacy Conference of the Americas, Hayward, CA, 17-18 October 2020. Conference Presentation. Submitted.

Bybee, Carl and Rachel Guldin. "Why Ecology Needs to be at the Center of Media Education: Communication and How Life Works." The Future of Education International Conference, Florence, Italy, 18-19 June 2020. Virtual Conference Presentation.

Guldin, Rachel, Ed Madison, and Ross Anderson. "Writing for Social Justice: Cultivating Awareness and Agency Among Latina Students Through Journalistic Learning." International Communication Association, Gold Coast, Australia, 21-25 May 2020. Virtual Conference Presentation.

Guldin, Rachel. "Peeling *The Onion*: Examining the Role of Media Literacy in Satire and Misinformation." What is Information? Conference, Portland, Oregon, 30 April-2 May 2020. Virtual Conference Presentation.

Guldin, Rachel, Ed Madison, and Ross Anderson. "Life Lessons: Understanding Social Justice in Journalistic Education Among Latina Middle School Students." American Education Research Association, San Francisco, CA, 17-21 April 2020. Conference Presentation. Conference canceled.

Guldin, Rachel. "Moments and Milestones: Teaching Critical Media Literacy through History and Popular Culture." Popular Culture Association, Philadelphia, PA, 15-18 April 2019. Conference Presentation. Conference canceled.

Baldwin, Martina and Rachel Guldin. "Media/Literacy 2020." Society for Cinema and Media Studies, Denver, CO, 1-5 April 2020. Conference Workshop. Conference canceled.

Guldin, Rachel, Janelle Applequist, and Travis Bell. "'Disney is Ruining My Kid!': Making a Case for Cultivation and Social Learning Theories Through Examining Social Aggression in 2000s Disney Channel Series." National Communication Association, Baltimore, MD, 14-17 November 2019. Conference Presentation.

Guldin, Rachel. "Receiving and Resisting: Toward a Market-Driven Cultural Hybridity." Union for Democratic Communication, Hayward, CA, 31 October- 3 November 2019. Conference Presentation.

Guldin, Rachel. "'Whenever, Wherever, We're Meant to Be Together': Complicating Hybridity in Latin American Popular Music through Case Studies of Shakira and Lila Downs." International Association for Media and Communication Research, Madrid, Spain, 7-11 July 2019. Conference Presentation.

Guldin, Rachel. "Of Gloops and Goldbergs: An Analysis of Class and Fatness in American Children's Films." Popular Culture Association, Washington, D.C., 17-20 April 2019. Conference Presentation.

Smith, Hollie and Rachel Guldin. "Science Communication as Professional Outreach within the National Park Service," National Communication Association, Salt Lake City, UT, 8-11 November 2018. Conference Presentation.

Guldin, Rachel. "'We Should All Be...': Introducing Social Justice in the Classroom." Eastern Communication Association Convention—Building Bridges, Pittsburgh, PA, 25-29 April 2018. Research Panel, Presentation.

Guldin, Rachel. "'You're Killing Me, Smalls!' A Textual Analysis of Fat Stigmatization in Three Children's Films," Union for Democratic Communications, State College, PA, 14-16 October 2010. Conference Presentation.

RESEARCH PANELS, POSTERS, & SERIES

Smith, Hollie, Meredith Morgoch, and Rachel Guldin. "Moving toward Inclusion: Participant Responses to the Inclusive SciComm Symposium." Center for Science Communication Research Winter Research Forum, Eugene, OR, 7 February 2020. Poster Presentation.

Smith, Hollie, Meredith Morgoch, and Rachel Guldin. "Moving toward Inclusion: Participant Responses to the Inclusive SciComm Symposium." School of Journalism & Communication Research Presentation Series, Eugene, OR, 31 January 2020. Research Presentation.

Guldin, Rachel. "Instagram: Threat or Tool? A Case for #CriticalMediaLiteracy." University of Oregon Graduate Research Forum, Eugene, OR, 17 May 2019. Research Panel Presentation.

Guldin, Rachel, Janelle Applequist and Travis Bell. "Disney is Ruining My Kid!": A Case for Cultivation and Social Learning in Tween TV." School of Journalism & Communication Research Presentation Series, Eugene, OR, 15 March 2018. Research Presentation.

INVITED GUEST LECTURES

"Fake News, Mis/Disinformation, and Fact-Checking." For J 201-Media and Society with Dr. Biswarup Sen, forthcoming Fall 2020.

"Media Literacy: Media Studies in Action." For J 314-Intro to Media Studies with Phil Duncan.

"How to Read for College." For J 201-Media and Society with Dr. Carl Bybee, Winter 2020.

"Video Games and Society" For J 201-Media and Society with Dr. Bish Sen, Fall 2016.

RESEARCH EXPERIENCE

Research Assistant, School of Journalism and Communication, University of Oregon, with Dr. Ed Madison, Fall 2018 – present

- Perform research for "My STEM Story," a \$1.2M National Science Foundation grant-funded study with the University of Oregon School of Journalism and Communication and College of Education.
- Create teacher training for classroom intervention protocol.
- Facilitate day-long intervention protocol teacher training.
- Review and provide feedback for intervention materials, including intervention protocols, student curricular materials, classroom data collection tool, and intervention digital storytelling videos.

Research Assistant, School of Journalism and Communication, University of Oregon, with Dr. Hollie Smith, Fall 2018 – Winter 2019.

- Performed qualitative analysis and wrote results on study examining participant experiences for an inclusive science communication symposium. Research resulted in a refereed journal publication, a white paper, a refereed conference presentation, and two university research presentations.
- Performed qualitative analysis and wrote results on study examining science communication experiences among National Parks Service workers; research resulted in authorship on a white paper report.

Graduate Associate, Journalistic Learning Initiative, with Dr. Ed Madison, 2017-2019.

- Supported curriculum development, online course management system development and implementation, and financial grant preparation.
- Analyzed student and instructor data. Research yielded an article that is currently in preparation for submission.

TEACHING EXPERIENCE

Instructor of Record, School of Journalism and Communication, University of Oregon.

J 213 Fact or Fiction, Spring 2020, Summer 2020

- Taught via remote instruction during 2020 COVID-19 pandemic. Fully transitioned course from in-person delivery to online delivery in one week.
- Course description: How to grapple with information in the digital age to evaluate credibility, social media algorithms, and data and numerical literacy.

J 212 Writing for Communicators (lab), Winter 2019, Summer 2019

- Course description: Develop the ability to write for a variety of professional platforms and while achieving strategic purposes.

Teaching Assistant, School of Journalism and Communication, University of Oregon.

J 101 Grammar for Communicators, Winter 2017, Spring 2017

- Course description: Get an intensive review of grammar, word use, spelling, and principles of clear, concise writing. Introduction to media style.

J 201 Media & Society, Fall 2016, Winter 2020

- Course description: Get an introduction to the critical examination of the roles of media in society.

J 213 Fact or Fiction, Fall 2019

- Course description: How to grapple with information in the digital age to evaluate credibility, social media algorithms, and data and numerical literacy.

J 387 Media History, Spring 2019

- Course description: Explore the changing structure and character of the media in the United States.

Visiting Instructor, Department of Rhetoric, University of Iowa.

Rhetoric (RHET 1030), Fall 2015, Spring 2016

- Course description: Analysis and critique to discover, question, explain, and justify positions and claims made in writing and speaking; reading and listening to comprehend and assess arguments; employment of rhetorical concepts (e.g., purpose, audience); understanding research as responsible inquiry for speaking and writing; special topics, activities.

Instructor, School of Education, Johns Hopkins University

Internship in Transformational Leadership & Teaching 1 (ED 813.601), Fall 2014

- Course description: Educators will determine what transformational teaching looks like in the unique context of their field experience: classroom, school, and community. Each session will focus on specific topics that educators will evaluate for alignment with their vision of transformational teaching. Finally, they will develop a plan of action to apply within their own context. (Online)

Internship in Transformational Leadership & Teaching 2 (ED 813.602), Spring 2015

- Course description: Educators will determine what transformational teaching looks like in the unique context of their field experience: classroom, school, and community. Each session will focus on specific topics that educators will evaluate for alignment with their vision of transformational teaching. Finally, they will develop a plan of action to apply within their own context. (Online)

LEADERSHIP & SERVICE

President, Journalism & Communication Graduate Student Association, 2019-2020

- Act as liaison between graduate students, graduate faculty, and administration.
- Attend monthly faculty meetings and Graduate Affairs Committee meetings as graduate student representative.
- Plan, organize, and facilitate social events for graduate students.
- Organized and facilitated town hall meeting between graduate students and school leadership after COVID-19 educational disruptions

Graduate Student Coordinator, Organizing Team Member, What Is Information? Conference, University of Oregon, 30 April – 2 May 2020

- Assist in planning, organization, and logistics necessary to host conference, specifically for accepted presenter and registration-related communications
- Support transition from physical conference to cyberconference

Host-Moderator, What Is Information? Conference, University of Oregon, 30 April – 2 May 2020

- Host and moderate online panel presentations at cyberconference
- Panels: “Activism/Public Media,” “Fake News”

Journalism Faculty, Summer Academy to Inspire Learning, University of Oregon, 2019

- Represented SOJC as part of a university-wide initiative to encourage students to enroll and succeed in college through early exposure and exploration.
- Developed and implemented six hours of hands-on multimedia curriculum for underrepresented high school students.

Conference Paper Reviewer

Emerging Scholars Network, International Communication and Media Research Association, 2020

Children, Adolescents, and Media Division, International Communication Association, 2020

Popular Communication Division, International Communication Association, 2020 Undergraduate Research Symposium, University of Oregon, 2019

Undergraduate Scholars Conference, Eastern Communication Association, 2019, 2020

Undergraduate Scholars Research Conference, Western States Communication Association, 2020

Conference Assistant, What is Universe? Conference, School of Journalism, University of Oregon, 2019

Conference Assistant, What is Life? Conference, School of Journalism, University of Oregon, 2017

Department Steward, Graduate Teaching Fellows Federation, 2016-2017
Conference Planning Committee Member, Union for Democratic Communications,
Penn State University, 2010
New Student Mentor, Graduate Students in Communication, Penn State University,
2010-2011
Conversation Partner, Graduate Students in Communication, Penn State University,
2010-2011

OUTREACH & COMMUNITY LEADERSHIP

Mentor, Schreyer Honors College Mentoring with Honors Program, Penn State
University, 2014-2017
Protégé, Commission for Women's Mentoring Program, Penn State University, 2014-
2015
Admissions Office Liaison, Undergraduate Education United Way Committee, Penn
State University, 2014-2015
Mentor, FastStart Mentoring Program, Penn State Alumni Association, 2014
Conversation Partner, Global Connections, Penn State University, 2015, 2006-2008

PROFESSIONAL EXPERIENCE

Elementary Classroom Teacher
Ridgecrest Elementary School, Prince George's County Public Schools, 2017
Patapsco Elementary Middle School, Baltimore City Public Schools, 2011-2013
Undergraduate Admissions Counselor,
Undergraduate Admissions Office, Penn State University, 2013-2015

HONORS & AWARDS

School of Journalism and Communication Dissertation Research Fellowship, University
of Oregon, 2020-2021
School of Journalism and Communication Lokey Scholarship, University of Oregon,
2020-2021
Kappa Tau Alpha Honor Society, 2020
Michael Schoenecke Travel Grant, Popular Culture Association Endowment, 2019
Columbia Scholarship, University of Oregon, 2016, 2017, 2018, 2019
Champion for Student Success, University of Iowa, 2015
John W. White Graduate Fellowship, Penn State University, 2009-2010
Media Studies Marshal at Commencement (first in class), 2009
Omicron Delta Kappa Honor Society, 2009
Skull & Bones Senior Honor Society at Penn State, 2008
Phi Kappa Phi Honor Society, 2008
Phi Eta Sigma Honor Society, 2006

RELEVANT TRAINING & PROFESSIONAL DEVELOPMENT

QPR Suicide Prevention Gatekeeper Program, WellSpan Philhaven, 2018
Large Classes: Course Design & Interaction, University of Oregon, 2016
Large Classes: Using Technology, University of Oregon, 2016

Basic Teaching Skills, University of Oregon, 2016

Safe Zone Project (LGBTQ) Training Phases I & II, University of Iowa, 2015

PROFESSIONAL MEMBERSHIP

American Educational Research Association

International Association for Media and Communication Research

National Association for Media Literacy Education

Popular Culture Association

Society for Cinema and Media Studies

Union for Democratic Communications

Penn State University Alumni Association