

Troy Elias, Ph.D.

School of Journalism and Communication
University of Oregon
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Academic Rank

Associate Professor in the School of Journalism and Communication, University of Oregon

Education

Degree	Institution	Date Degree Granted
Ph.D.	The Ohio State University Strategic Communication Advisor: Osei Appiah, Ph.D. Dissertation: Impact of positive and negative word-of-mouth from ingroup and outgroup members on consumer attitudes for racially targeted services	2009
M.A.	The Ohio State University Strategic Communication	2006
B.S./B.A.	Claflin University Computer Science Summa cum laude	2004

Academic Positions

University of Oregon, Eugene, OR Associate professor	2020 – Present
University of Oregon, Eugene, OR Assistant professor	2014 – 2020
University of Florida Assistant professor	2009 – 2014
Graduate Teaching/Research Assistant – Ohio State University	2004 – 2009

HONORS AND AWARDS FOR RESEARCH/CREATIVE WORK, TEACHING, PUBLIC ENGAGEMENT, AND SERVICE

Mentorship Award, Black Women of Achievement UO Student Group	2019
Top Faculty Paper, Minorities & Communication Division, AEJMC	2018
2018 Best Faculty Award, UO Student-Athlete Committee	2018

HONORS AND AWARDS FOR RESEARCH/CREATIVE WORK, TEACHING, PUBLIC ENGAGEMENT, AND SERVICE

Top Faculty Paper (3 rd), Minorities & Communication Division, AEJMC	2014
Teacher of the Year, College of Journalism & Communications, UF	2013-2014
AEJMC CT&M Barrow Minority Doctoral Student Scholarship	2008
Top (4th) Paper, Intercultural Communication, NCA Conference	2007
Awarded highest GPA Graduating Senior Class - Division of Natural Sciences and Mathematics, Claflin University	2004
2 nd Place Expository Writing– Great Works by Blacks Competition	2003
1 st Place Expository Writing– Great Works by Blacks Competition	2003
2 nd Place Column Writing awarded by South Carolina Press Association	2002

Current Membership in Professional Organizations

Association for Education in Journalism and Mass Communication	2008 – present year
National Association of Black Journalists	2016 – present year
The One Club for Creativity	2016 – present year
Media Center for Science and Technology, U. of Oregon	2018 – present year

RESEARCH, SCHOLARSHIP, AND CREATIVE WORK

Grants and Contracts

Received at the University of Oregon

Dean's grant: Latitudes, Attitudes, And Climate Change Agency
PI: Troy Elias and Mark Blaine
Amount: \$5,000

Dean's grant: The role of Efficacy and Fear Appeals in Earthquake Preparedness Messages Targeted to Individuals with Invisible Disabilities
PI: Troy Elias
Amount: \$3,340

PUBLICATIONS

Refereed Journal Articles

Elias, T., & Hmielowski, J. (in press). Media use, race, and the environment: The converging of environmental attitudes based on self-reported news use. *Environmental Values*.

Champlin, S., Elias, T., Kreshel, P.J., Li, M., Thomas, K.D., & Timke, E. (2020). American Academy of Advertisers: Teaching about Social Issues in Advertising. *Advertising & Society Quarterly* 21(2), doi:10.1353/asr.2020.0020.

Elias, T. (2020). The impact of media use, identity, and pro-environmental orientations on racial/ethnic groups' attitudes toward Ecobranding. *Howard Journal of Communications*, 31(1), 99-118. doi: 10.1080/10646175.2019.1649761
(<https://www.tandfonline.com/doi/abs/10.1080/10646175.2019.1649761>).

- Elias, T., Blaine, M., Morrison, D., & Harris, B. (2019). Media Use, Cross-National Samples, and the Theory of Planned Behavior: Implications for Climate Change Advocacy Intentions. *International Journal of Communication, 13*, 3694-3718. (<https://ijoc.org/index.php/ijoc/article/view/10704/2746>).
- Morton-Padovano, C., & Elias, T. (2018). Next steps in campaign strategies to reduce teen dating violence: Examining media campaigns through the lens of “boy culture.” *Cogent Social Sciences, 4*(1).
- Elias, T., Dahmen, N., Morrison, D., Morrison, D., & Morris, D. (2018). Understanding Climate Change Inactivity Across Hispanic, African American, and Anglo Racial/Ethnic Groups. *Howard Journal of Communications, 30*(1), 38-56.
- Elias, T., Phillips Honda, L., VanRysdam, M.K., & Chun, J. (2016). A mixed methods examination of 21st century hiring processes, social networking sites, and implicit bias. *Journal of Social Media in Society, 5*(1), 189-228.
- Elias, T., Jaisle, A., & Morton-Padovano, C. (2016). Ethnic identity as a predictor of microaggressive behavior towards Blacks, Whites, and Hispanic LGBs by Blacks, Whites, and Hispanics. *Journal of Homosexuality*. (Impact Factor: 0.78; 5 year: 1.364).
- Kim, J., Lee, C., & Elias, T. (2015). Factors affecting information sharing in social networking sites amongst university students: Application of the knowledge-sharing model to social networking sites. *Online Information Review, 290-309* (Impact Factor: 1.443; 5 year: 1.28).
- Elias, T., Appiah, O., & Gong, L. (2011). Effects of Black’s strength of ethnic identity on consumer attitudes: A multiple-group model approach. *Journal of Interactive Advertising, 11* (2).
- Elias, T., & Appiah, O. (2010). A tale of two social contexts: Race-specific testimonials on commercial web sites and their effects on numeric majority and numeric minority consumer attitudes. *Journal of Advertising Research, 50* (3), 250-264. (Impact Factor: 1.651; 5 year: 1.678)

Book Chapters

- Elias, T. (in progress). Guiding students on how to research issues of diversity and difference. *Struggles, Strategies and Scholarship of Teaching Race*.
- Elias, T. (2019). Interviewing and diversity: The importance of topics and sources of diversity. In Peter Laufer (Ed.), *Interviewing: The Oregon Method, 2nd Edition*, Oregon: School of Journalism and Communication Center for Journalism Innovation and Civic Engagement.
- Elias, T., Reid, A., & Asim, M. (2016). Examining the impact of flaming, message valence, and strength of organizational identity. In Paul Messaris and Lee Humphreys (Eds.), *Digital Media 2: Transformations in Human Communication*, New York: Peter Lang.
- Elias, T. (2013). Ethics, advertising, and racial segmentation: An integrated social identity perspective. In M. E. Drumwright (Ed.), *Ethical issues in communication professions: New Agendas in Communication Research*, New York: Routledge.

Appiah O., & Elias, T. (2010). Race specific advertising on commercial websites: Effects of computer-generated characters in a digital world. In M. S. Eastin, T. Daugherty, & N. M. Burns (Eds.), *Handbook of Research on Digital Media and Advertising* (pp. 161-179). Hershey, PA: Information Science Reference.

Trade Publications

Dahmen, N., Elias, T., Morrison, D., & Morrison, D. (2017). The overwhelming whiteness of US environmentalism is hobbling the fight against climate change. Quartz.
<https://qz.com/877447/the-overwhelming-whiteness-of-the-us-environmentalist-movement-is-hobbling-the-fight-against-climate-change/>

REFEREED MANUSCRIPTS IN PROGRESS

Elias, T., Asim, M., & Cicchirillo, V. (in progress). Cross cultural political persuasion: Assessing the moderating role of candidate ethnicity and strength of ethnic identification on candidate evaluation. (Data collected).

Elias, T. (in progress). The impact of media ideology on racial groups' intentions to reduce meat eating through the theory of planned behavior: Deconstructing Hispanic identity and examining environmental behaviors of impact. (Data collected).

Elias, T., Hmielowski, J., & Hernandez-Santos, E. (in progress). Environmental message language and environmental perceptions: Mexican-Americans and non-Hispanic White's environmental responses to bilingual, pro-environmental advertising. (Data collected).

CONFERENCE PRESENTATIONS

Elias, T., & Hmielowski, J. (2019). Expanding the theory of planned behavior: Implications for media use, race/ethnicity, and pro-environmental intentions. Paper presented to the Minorities and Communication Division of the Association for Education in Journalism and Mass Communication, August 2019.

Elias, T. (2018). Media use and pro-environmental orientations on racial groups' Ecobranding attitudes. Paper presented at the Minorities and Communication Division of the Annual Convention of the Association for Education and Journalism and Mass Communication, Washington, D.C., August 2018. *** Top Faculty Paper Award.

Elias, T. (2018). Media use and pro-environmental orientations on racial groups' Ecobranding attitudes. Paper presented at the Minorities and Communication Division of the Annual Convention of the Association for Education and Journalism and Mass Communication, Washington, D.C., August 2018. *** Top Faculty Paper Award.

Elias, T., Blaine, M., Morrison, D., & Harris, B. (2018). Latitudes, attitudes, and climate change agency. Paper presented at the ComSHER Division of the Annual Convention of the Association for Education and Journalism and Mass Communication, Washington, D.C., August 2018.

- Elias, T., Dahmen, N., Morrison, D., Morrison, D., & Morris, D. (2016). Understanding Climate Change Inactivity Across Hispanic, African American, and Anglo Racial/Ethnic Groups. Paper to be presented at the Mass Communication Division of the Annual Convention of the Association for Education and Journalism in Mass Communication, Minneapolis, Minnesota, August 2016.
- Elias, T., Reid, A., & Asim, M. (2016). Examining the impact of flaming, message valence, and strength of organizational identity. Paper to be presented at the Mass Communication Division of the Annual Convention of the Association for Education and Journalism in Mass Communication, Minneapolis, Minnesota, August 2016.
- Asim, M., Elias, T. & Jaisle, A. (2015). Cross cultural political persuasion: Assessing the moderating role of candidate ethnicity and strength of ethnic identification on candidate evaluation. Paper to be presented at the Minorities and Communication Division of the Annual Convention of the AEJMC, San Francisco, California, August 2015.
- Elias, T. & Jaisle, A., & Morton-Padovano, C. (2014). Ethnic Identity as a Predictor of Microaggressive Behavior Towards Blacks, Whites, and Hispanic LGBs by Blacks, Whites, and Hispanics. Paper presented at the Minorities and Communication Division of the Annual Convention of the AEJMC, Montreal, Canada, August 2014. *** Third Place Faculty Paper Award.
- Elias, T. & VanRysdam, M.K., & Chun, J. (2013). LinkedIn: An impediment to workplace diversity? Paper presented at the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2013.
- Elias, T. (March, 2012). Ethics, advertising, and racial segmentation: An integrated social identity perspective. New Agenda Project on Ethics in Communication Professions Conference, sponsored by Dean Rod Hart and the College of Communication at the University of Texas.
- Kim, J., Elias, T., & Lee, C. (2012). Why are social media users willing to share information on social networking sites? Applying the knowledge sharing model to social networking sites. Paper presented at the Annual Convention of the Advertising Association of America, Myrtle Beach, SC, March 2012.
- Elias, T. & Appiah, O. (2010). Consumer opinions as electronic word-of-mouth: A social identity theoretical framework. Paper presented at the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver, CO, August 2010.
- Elias, T. (2010). eFluence: The impact of participant race, racial relevance of a service, and WOM. Paper presented at the Minorities and Communication Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver, CO, August 2010.
- Appiah, O., & Elias, T. (2008). Effects of ethnically-targeted and ethnically-ambiguous computer-generated agents on browsers' evaluations of a commercial web site. Paper presented at the 27th Annual Convention of Advertising and Consumer Psychology, Philadelphia, PA, April 2008.
- Elias, T. (2008). A tale of two social contexts: Race-specific testimonials on commercial web sites and their effects on numeric majority and numeric minority consumer attitudes. Paper to be presented at the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2008.

- Elias, T., Appiah, O., & Gong, L. (2008). Effects of Black's strength of ethnic identity on consumer attitudes: A multiple-group model approach. Paper to be presented at the Mass Communication & Society Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2008.
- Elias, T. & Appiah, O. (2007). Implications for race-targeted sites: Effects of the vividness of online information and strength of ethnic identity on consumer attitudes. Paper presented at the Minorities and Communication Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, D.C., August 2007.
- Gong, L., Appiah, O., & Elias, T. (2008). Race as a real and virtual social identity: The moderating effects of ethnic identity on ingroup favoritism toward real versus virtual human representations. Paper presented at the annual convention of the International Communication Association, Montreal, Canada.
- Gong, L., Appiah, O., & Elias, T. (2007). See minorities through the lens of ethnic identity: Reflected onto racial representations of real humans and virtual humans. Paper presented at the annual convention of the National Communication Association. ****Awarded Top 4 Paper****
- Gong, L., Appiah, O., & Elias, T. (2007, August). The impact of ethnic identity in comparing audiences' responses to real versus virtual human product endorsers on an e-commerce web site. Paper presented at the annual convention of the Association for the Education in Journalism and Mass Communication, Washington, D.C.

TEACHING AND CURRICULUM DEVELOPMENT

ASSISTANT PROFESSOR

University of Oregon, School of Journalism and Communications

Theories of Persuasion

Graduate course where students are exposed to fundamental theories employed routinely in persuasion research. Course helps graduate students become critical analysts of persuasion studies and hones their skills in synthesizing theoretical frameworks as they conduct research inquiries.

- Average enrollment of 10 graduate students.

Advertising Campaigns

Undergraduate course where students put all of their advertising skills to use by creating an entire ad campaign designed to solve the problem(s) of a client. Students work as an agency team of five individuals, and analyze the market, establish objectives, as well as strategy and develop executions.

- Average enrollment of 29 undergraduate students.

Media Professions

This course provides an overview of today's media professions and careers. The course is structured around guest lectures from faculty and media professionals who have direct knowledge of today's media and communication landscape.

- Average enrollment of 400 undergraduate students.

Principles of Advertising

Undergraduate course that seeks to develop and enhance students' understanding of advertising. Students learn how to apply creative strategy to print, electronic, and social media. Students also explore the influences of advertising on American society, culture, and individuals.

- Enrollment of 275 undergraduate students in spring 2016; average of 40 in summer.

Advertising and Culture

Undergraduate course that explores the relationship between advertising and culture. Course materials focus on professional and creative practices that ensure more inclusive strategic communication. Students develop two advertising campaigns of mainstream products designed to appeal to American subcultures.

- Average enrollment of 50 undergraduate students.

Writing Design Concepts

Undergraduate course that deconstructs the advertising process and teaches how to create an effective campaign for a product – from SWOT analysis to strategy, to brief, to execution.

- Average enrollment of 16 undergraduate students.

Media & Society

Exploring media in a variety of different ways that helps students think critically about macro issues—the role of the media in society—as well as micro issues—the role of media in their individual lives.

- Average enrollment of 40 undergraduate students.

Understanding Media

Undergraduate course that examines the ways in which media are shaped through industrial, regulatory, and technological contexts. Students gain an understanding of the laws that govern media and the economics of media.

- Average enrollment of 40 undergraduate students.

ASSISTANT PROFESSOR

University of Florida, College of Journalism and Mass Communications

Social Influence in New Media Environments

This graduate course examines the impact of social psychological processes on intergroup behavior and contributes to the understanding of uniformities of social behavior through emerging technology.

- Average enrollment of 16 graduate students per semester.

Theories of Advertising

Graduate course that seeks to expose students to fundamental theories employed routinely in advertising research. Students are expected to articulate ideas through a theoretical lens and employ analytical and evaluative skills to develop a framework that guides scientific inquiry.

- Average enrollment of 8 graduate students per semester.

Copywriting and Visualization

Undergraduate students learn how to develop persuasive messages for a variety of media. The focus, apart from developing insight into the creative process, is to enhance students' abilities to generate and implement ideas individually and as part of a team. This course improves students' proficiency with Photoshop and InDesign and introduces them to web design using Dreamweaver.

- Average enrollment of 16 undergraduate students per semester.

Advertising Design and Graphics

Undergraduate course that provides an overview of visual communication and the principles of design in advertising. The fundamentals of print production processes are explicated in this class. Students are provided seven weeks of tutorials and five weeks to complete three original design-related advertising projects, of which two are heavily Photoshop and InDesign dependent.

- Average enrollment of 90 undergraduate students each semester.

University Scholars Program Research Mentor

Worked with undergraduate student, Andrew Reid on experimental study, “Choosing Mobile Applications: The role of electronic word-of-mouth, credibility of source, and organizational identity on consumers’ motivations to download.” (Paper published).

INTERNATIONAL TEACHING:

Instituto de Comunicación y Nuevas Tecnologías, Universidad Mayor, Santiago, Chile.

Strategic Communication, Social Influence & Branding Workshop, SPR '10

The workshop explored brand communication, brand engagement, and brand community in today's current media environment. The candidate also facilitated case studies and a micro-project to provide application and context for the theoretical frameworks.

INTERNATIONAL TEACHING:

University of Florida, College of Journalism and Mass Communications

Trends and Issues in Strategic Communications (Brazilian Professionals), SPR '11-'13

Explored and reviewed theoretical foundations of Strategic Communication and Social Influence. Examined challenges of brand communication in relation to emergent media through case studies.

ADVISING AND MENTORING

University of Oregon

Graduate Student Activities

Doctoral Student Advisees:

Brandon Harris (co-advisor) — 2017-present

University of Oregon

Graduate Student Activities

Doctoral Student Advising:

Jared Macary (committee) — expecting to defend Fall 2020

Master's Student Advising:

Tiara Darnell (committee) — defended, 2018

Brandon Bullas (chair) — expecting to defend Spring 2019

Maddie McClenaghan (chair) — expecting to defend Spring 2019

Fatoumata Traore (chair) — expecting to defend Spring 2019

Benjamin Zeller (chair) — expecting to defend Spring 2019

Undergraduate Student Activities

Undergraduate Honors Thesis Advising:

Madison Kinsella (chair) — expecting to defend Fall 2019

Undergraduate Thesis Advising:

Hannah Kloft (chair) — expecting to defend Spring 2019

University of Florida

Graduate Student Activities

Doctoral Student Advisees:

Mian Asim — 2011-2014

Junga Kim (Co-advisor) — 2014

Hasani McIntosh — 2013-2014

Doctoral Committee Service:

Melissa Miao Guo — defended

Chunsik Lee — defended

Eun Soo Rhee — defended

Dae Hee Kim — defended

Matthew Eichner — defended

Master's Student Advisees:

Jing Lin — defended

Min Xiao — defended

Brenden Bice — defended

Anabell Iglesias — defended

Sarah Prawer — defended

Jonathan Chase — defended

Kayla Gutierrez — defended

Michelle Lynch — defended

Hyungsang Son — defended

SERVICE AND PUBLIC OUTREACH

Related Professional Affiliations

Teaching Paper Competition Chair, AEJMC	2013
Research Paper Competition Chair, AEJMC	2012
Student Research Paper Competition Chair, AEJMC	2011
Student Research Paper Competition Chair, AEJMC	2011
Top Research Paper Discussant Advertising division	2012 & 2013
Reviewer, Mass Communication & Society division	2009 – present
Reviewer, Advertising division	2009 – present

University Level: University of Oregon

Member, Black Cultural Center Coordinator Search Committee, 2019

Member, Provost Teaching Academy, 2019-present

Member, Williams Council, 2019-present

Department Level: School of Journalism and Communication, University of Oregon
Faculty Advisor, National Association of Black Journalists (NABJ), 2016-present
Member, Dean's Advisory Committee, 2016-present
Member, Hall of Achievement Management Committee, 2018
Participant, Summer Academy to inspire Learning (SAIL), 2018
Participant, Meet the Recruits, UO Athletics, 2018
Participant, Scholars Recognition Day, 2018
Participant, panel for Academic Residential Community for Activism, 2018
Department Level: School of Journalism and Communication, University of Oregon
Member, Associate Dean of Undergraduate Affairs Search Committee, 2016
Member, Internal Relations Committee, 2014-2016

Department Level: College of Journalism and Communication, University of Florida
Member, Faculty Senate, University of Florida 2011-2013
Member, Research Seed Committee, University of Florida 2010-2014
Member, Faculty Search Committee, University of Florida 2010
Member, Strategic Communication Digital Lab Committee, University of Florida 2009-2012

Ad-Hoc Reviewer for Scholarly Journals:

Journal of Advertising Research
Journal of Broadcasting and Electronic Media
Journal of Interactive Advertising
Online information Review
Howard Journal of Communication

PROFESSIONAL EXPERIENCE

Brand Strategist – Summer Intern, 2007

Buchanan&Associates (B&a), Columbus, OH

Fully integrated advertising agency that emphasized strong tactical implementation of strategic concepts. B&a's client list included Charley's Grilled Subs, Ohio Health, and Opera Columbus.

- Responsible for conducting, analyzing, and presenting study of clients' perceptions of B&a

Brand Strategist – Summer Intern, 2007 | Buchanan&Associates (B&a), Columbus, OH

- Identifying target audience segments
- Planning, conducting, and analyzing qualitative interviews of clients' customer base
- Development of qualitative survey instruments
- Researched and identified industry trends
- Conducted usability testing of in-house designed client web sites

Web Usability Consultant - 2006

AC LENS, Columbus, OH

AC Lens is a full-service direct delivery contact lens supply company that currently ships lenses to all 50 U.S. states, as well as to Europe, South America and Asia.

- Responsible for conducting usability study to improve usability of primary web site

Strategic Marketing/Flash Design Consultant - 2005-2006

TOUCHSTONE MERCHANDISING GROUP, Columbus, OH

TMG is nationally ranked as the promotional merchandise industries 30th largest distributor with 2007 sales exceeding 17 million dollars. In 2006, TMG was recognized as Cincinnati's 7th fastest growing company and in 2007 as the 10th, by the Cincinnati Business Courier's Fast 55.

- Design of interactive, multimedia flash presentation

Web Design Consultant - 2005

Dr. Osei Appiah, Ph.D., The Ohio State University, Columbus, OH

- Design of Acura research website: Effects of online ethnically ambiguous characters.
- Design of Sprint research website: Effects of the vividness of information and strength of ethnic affiliation on consumer attitudes.

Web Design Consultant - 2005

Dr. Li Gong, Ph.D., The Ohio State University, Columbus, OH

- Design of simulated e-commerce research website: Effects of race specific computer generated characters and implicit racial attitudes on product preferences.

ATL2nite.com, Atlanta's most comprehensive listing of exclusive events

- Initial layout and design of Atlanta2nite web site

Procurement Technician – Summer Intern - 2001, 2003-2005

National Institutes of Health, National Cancer Institute, Bethesda, MD

- Development and maintenance of research contract spreadsheets
- Administrative Assistant duties

Web Page Designer – Summer Intern - 2002

Environmental Protection Agency, Office of Science and Technology, Washington, DC

- Web page design
- Attended EPA web workgroup conference

External Auditor/Staff Accountant I - 1998-2000

Pannell Kerr Foster, Trinidad and Tobago

- Preparation of Financial Statements and Balance Sheets
- Conducting external audits and accounting services