

Eliana DuBosar

Assistant Professor of Public Relations
School of Communication and Journalism
College of Liberal Arts
Auburn University
emd0081@auburn.edu

Education

The University of Florida | Gainesville, FL

Ph.D. in Mass Communication, May 2024

Dissertation: The Role of Political Identity in Information Seeking and Sharing

Chair: Myiah Hutchens

Committee: Jay Hmielowski, Jieun Shin, Michael Martinez

The University of Florida | Gainesville, FL

MA in Mass Communication, May 2020

Thesis: Framing Gender During the 2016 Election: A Content Analysis of the Coverage of Hillary Clinton and Donald Trump

Chair: Myiah Hutchens

Committee: Kim Walsh-Childers, Ronald Rodgers

*Graduation with Distinction

Florida State University | Tallahassee, FL

BA in English, May 2018

Concentration: Editing, Writing, Media

Minor: Religion

*Magna Cum Laude

Academic Positions

Auburn University | College of Liberal Arts | Auburn, AL

Assistant Professor, August 2024 – current

Department of Public Relations

School of Communication and Journalism

The University of Florida | College of Journalism and Communications | Gainesville, FL

Adjunct Lecturer, June – August 2021, 2022, 2023; May – June 2024

Department of Public Relations

Graduate Research/Teaching Assistant, August 2020 – May 2024

Awards and Recognition

Top Conference Paper Reviewer, AEJMC, Communication Theory and Methodology Division, 2024

Promising Professors Competition, Third Place Graduate Student Entry, AEJMC, Mass Communication & Society Division, 2024

Third Place Top Paper, Faculty Competition, AEJMC, Communication Technology Division, 2024

Second Place Top Paper, Faculty Competition, AEJMC, Political Communication Division, 2024

Julie Dodd Outstanding Graduate Teaching Award, College of Journalism and Communications, University of Florida, 2024

Doctoral Dissertation Funding Award, College of Journalism and Communications, University of Florida, 2024, \$500

Finalist for JMCQ Outstanding Article Award, *Journalism and Mass Communication Quarterly*, 2023

Florida Medallion Scholars, Florida Bright Futures Scholarship Program, 2014-2019, \$9,828

Research Activities

Peer-Reviewed Journal Articles

13. Shaughnessy, B., **DuBosar, E.**, Hutchens, M.J., & Pittet-Gonzalez, L. (Accepted). (I don't know why) I go to extremes: Examining left- and right-wing American alternative media use, the role of populism, and extremist attitudes. *The Social Science Journal*.
12. Hmielowski, J.D., **DuBosar, E.**, Beam, M.A., & Hutchens, M.J. (2024). Effects or use?: Examining the over-time effects of media use and racial resentment. *Communication Quarterly*, 72(5), 461-479. <https://doi.org/10.1080/01463373.2024.2383431>
11. **DuBosar, E.** & Hutchens, M.J. (2024). Looking beyond the punchline: The effect of political entertainment on evaluations of political candidates. *Atlantic Journal of Communication*, 32(4), 512-525. <https://doi.org/10.1080/15456870.2023.2207700>
10. **DuBosar, E.**, Shaughnessy, B., & Hutchens, M.J. (2024). Seeing red (and blue): Partisan identity, emotion, and selective exposure. *Media Psychology*. Advance online publication. <https://doi.org/10.1080/15213269.2024.2347237>
9. Shaughnessy, B., **DuBosar, E.**, Hutchens, M.J., & Mann, I. (2024). An attack on free speech? Examining content moderation, (de-), and (re-)platforming on American right-wing

alternative social media. *New Media and Society*. Advance online publication.
<https://doi.org/10.1177/14614448241228850>

8. Shaughnessy, B., Hutchens, M.J., & **DuBosar, E.** (2024). That is so mainstream: The impact of hyper-partisan media use and right-, left-wing alternative media repertoires on consumers' belief in political misperceptions in the United States. *International Journal of Communication*, 18, 1-21.

7. Windels, K., **DuBosar, E.**, & Mueller, S. (2024). Same age, different experience: Exploring ageism in the advertising industry across departments and intersectional identities. *Journal of Current Issues & Research in Advertising*, 45(2), 257-275.
<https://doi.org/10.1080/10641734.2024.2303072>

6. Mueller, S., **DuBosar, E.**, & Windels, K. (2024). From below the glass ceiling: Female perspectives in the world of advertising. *Journal of Gender Studies*, 33(1), 45-57.
<https://doi.org/10.1080/09589236.2022.2115020>

5. **DuBosar, E.**, Hmielowski, J.D., Hutchens, M.J., & Beam, M.A. (2024). Celebrating wins, lamenting losses in the aftermath of presidential elections: Examining BIRGing, CORFing, information utility, and identity repair. *Journal of Media Psychology: Theories, Methods, and Applications*, 36(3), 145-156. <https://doi.org/10.1027/1864-1105/a000394>

4. Hutchens, M.J., Shaughnessy, B., & **DuBosar, E.** (2023). Populist hyperpartisans?: The interaction between partisan media exposure and populism in the 2020 US Presidential Election. *Mass Communication and Society*. Advance online publication.
<https://doi.org/10.1080/15205436.2023.2264265>

3. Hmielowski, J.D., & **DuBosar, E.** (2023). Country roads and cityscapes: Examining the relationship between place-based identity and feelings toward journalists. *Journalism & Mass Communication Quarterly*, 100(3), 595-618.
<https://doi.org/10.1177/10776990231162093>
 *Finalist for JMCQ Outstanding Article Award (2023)

2. Hmielowski, J.D., Cleve, M., **DuBosar, E.**, & Munroe, M. (2022). Feeling is NOT mutual: Political discussion, science, and environmental attitudes by party affiliation. *Environmental Communication*, 16(7), 960-976.
<https://doi.org/10.1080/17524032.2022.2140689>

1. **DuBosar, E.** (2022). Assessing differences in the framing of Hillary Clinton and Donald Trump during the 2016 presidential election. *Society*, 59(2), 169-180.
<https://doi.org/10.1007/s12115-021-00659-8>

Manuscripts Under Review

3. **DuBosar, E.**, & Shin, J. (Under Review). [TITLE REDACTED FOR ANONYMOUS PEER REVIEW]. *Mass Communication & Society*
2. **DuBosar, E.**, Shaughnessy, B., Pittet Gonzalez, L., & Hutchens, M.J. (R&R). [TITLE REDACTED FOR ANONYMOUS PEER REVIEW]. *Journal of Information Technology & Politics*
1. **DuBosar, E.**, Hmielowski, J.D., & Rasul, M.E. (R&R). [TITLE REDACTED FOR ANONYMOUS PEER REVIEW]. *Communication Research*

Posters and Presentations

23. **DuBosar, E.**, Shaughnessy, B., & Hutchens M.J. (August, 2024). *“I’ve been targeted for going against the narrative”: Understanding implications of content moderation and deplatforming*. Submitted to the Communication Technology Division of the Association for Education in Journalism and Mass Communication, Philadelphia. *Third Place Top Faculty Paper Award
22. **DuBosar, E.**, Shaughnessy, B., Pittet Gonzalez, L., & Hutchens M.J. (August, 2024). *This is why we can’t have nice things: Disagreeable political discussion frequency and content moderation*. Presented to the Political Communication Division of the Association for Education in Journalism and Mass Communication, Philadelphia. *Second Place Top Faculty Paper Award
21. **DuBosar, E.**, Romanova, E., Shaughnessy, B., Pittet Gonzalez, L., Sparks, J.F., & Hutchens, M.J. (August, 2024). *Watch the world burn: Need for chaos, alternative/hyper-partisan media use, and believing conspiracy theories*. Presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Philadelphia.
20. Shaughnessy, B., Pittet Gonzalez, L., **DuBosar, E.**, Sparks, J.F., & Hutchens, M.J. (August, 2024). *Maybe they’re not so bad: Political discussion, support for partisan compromise, and affective polarization*. Submitted to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Philadelphia.
19. **DuBosar, E.**, & Shin, J. (August, 2023). *Threat level midnight: Exploring the relationship between threatening language and engagement with news on social media*. Presented to the Political Communication Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.

18. **DuBosar, E.**, Hmielowski, J.D., & Rasul, M.E. (August, 2023). *In diversity we trust?: Examining the effects of ideological diversity on media trust*. Presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
17. Hampton, C.N., Shaughnessy, B., Kyles, T., Raja, U., **DuBosar, E.**, Jones, G., Jin, J., Maizel, J., & Johnson, B.K. (August, 2023). *Feelings, follows, and feeds: Mood effects on social media use*. Presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
16. Matthews, A., Albishri, O., Lynn, B., **DuBosar, E.**, & Kiousis, S. (August, 2023). *DeSantis vs. NOAA: Who are Florida journalists listening to on climate change?* Presented to the Communicating Science, Health, and Environmental Risk Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
15. Shaughnessy, B., **DuBosar, E.**, Hutchens, M.J., & Mann, I. (August, 2023). *An attack on free speech? Examining (de-) and (re-)platforming on American social media*. Presented to the Communication Technology Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
14. **DuBosar, E.**, Shaughnessy, B., & Hutchens, M.J. (May, 2023). *Seeing red (and blue): Partisan identity, emotion, and selective exposure*. Presented to the Political Communication Division of the International Communication Association, Toronto.
13. **DuBosar, E.** (May, 2023). *Why and under what conditions do Americans use partisan media?* Presented to the Political Communication Graduate Student Preconference for the International Communication Association, Toronto.
12. Hmielowski, J.D., & **DuBosar, E.** (August, 2022). *Ya ain't from around these parts are ya?: Examining the relationship between rural identity and media trust*. Presented to the Political Communication Division of the Association for Education in Journalism and Mass Communication, Detroit.
11. Romanova, E., **DuBosar, E.**, Xiao, L., & Kiousis, S. (August, 2022). *Divided by media: Partisan media use and perceptions of political in-groups and out-groups*. Presented to the Political Communication Division of the Association for Education in Journalism and Mass Communication, Detroit.
10. Shaughnessy, B., Hutchens, M.J., & **DuBosar, E.** (August, 2022). *That is so mainstream: Understanding US alternative media audiences and their relationship with misperceptions*. Presented to the Political Communication Division of the Association for Education in Journalism and Mass Communication, Detroit.

9. **DuBosar, E.**, Hmielowski, J.D., Hutchens, M.J., & Beam, M.A. (May, 2022). *Celebrating wins, lamenting losses: Examining BIRGing, CORFing, information utility, and identity maintenance in the aftermath of the 2020 presidential election*. Presented to the Political Communication Division of the International Communication Association, Paris.
8. Hutchens, M.J., Shaughnessy, B., & **DuBosar, E.** (May, 2022). *Populist hyper-partisans?: The interaction between partisan media exposure and populism in the 2020 US Presidential Election*. Presented to the Political Communication Division of the International Communication Association, Paris.
7. **DuBosar, E.** (August, 2021). *What drives you? Conceptualizing motivations for partisan media selectivity*. Presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Virtual.
6. Hmielowski, J.D., Cleve, M., **DuBosar, E.**, & Munroe, M. (August, 2021). *Feeling is NOT mutual: Assessing the association between discussion and science and environmental attitudes over time*. Presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Virtual.
5. Mueller, S., **DuBosar, E.**, & Windels, K. (August, 2021). *A woman's view from a man's world: The reality of being female in advertising*. Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Virtual.
4. Windels, K., **DuBosar, E.**, & Mueller, S. (August, 2021). *Advertising's youthful obsession: How a valorization of youthfulness has defined the advertising industry and impacted its workforce*. Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Virtual.
3. **DuBosar, E.** (May, 2021). *Examining the relationship between media use, ideology, political trust, and political participation*. Presented to the Political Communication Division of the International Communication Association, Virtual.
2. **DuBosar, E.** & Hutchens, M.J. (May, 2021). *Women on the trail: Political entertainment and trust*. Presented to the Mass Communication Division of the International Communication Association, Virtual.
1. **DuBosar, E.** (August, 2020). *Still a man's world? Framing Hillary Clinton and Donald Trump during the 2016 presidential election*. Presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Virtual.

Other Research Activities

Research Assistant, University of Florida (FL)

Supervisor: Dr. Myiah Hutchens (August – December 2022, 2023)

- Contributed to survey and experimental designs tied to political communication

- Cleaned and prepared survey data for analysis
- Contributed to multiple manuscripts submitted to journals and conferences
Supervisor: Dr. Spiro Kiousis (January – May 2022)
- Synthesized and collected research tied to agenda building and political public relations
- Participated in codebook development, refinement, and content analysis of information subsidies tied to environmental agenda building in political public relations
- Contributed to manuscripts submissions for academic conferences
Supervisor: Dr. Kasey Windels (August 2020 – May 2021)
- Transcribed and prepared interviews with advertising professionals for qualitative analysis
- Contributed to manuscripts examining the role of ageism and gender in shaping practitioner experiences in advertising agencies
- Assisted in the revise and resubmit process for multiple manuscripts

Research Groups, University of Florida (FL)

Member, Dr. Myiah Hutchens' Political Communication Lab, University of Florida (FL),

2022 – present

Member, Dr. Jieun Shin's Social Media Research Lab, University of Florida (FL), 2022 – 2024

Member, [Political Public Relations Lab](#), University of Florida (FL), January - May 2022

Invited Panels and Sessions

University of Florida

Guest Lecturer for JOU 3002: Understanding Audiences, Fall 2024

- Title of Presentation: “Political Communication: Dealing with the High-Choice Media Environment”

Invited Panelist for MMC 6929: Communication Colloquium, Fall 2024

- Provided insight to first year doctoral students into how to effectively utilize their Ph.D. studies to prepare for the job market and future careers in academia

Accepted Doctoral Students Day Q&A Session, Spring 2024

Research Friday: The Range and Intersections of Political Communication, Fall 2023

Incoming Ph.D. Student Orientation Q&A Session, Fall 2021

Master's Thesis Writing Advice for MMC6936 Academic Writing, Fall 2022

Incoming Master's Student Orientation Q&A Session, Fall 2019, 2023

Association for Education in Journalism and Mass Communication (AEJMC)

Using Technology to Increase Academic Productivity: Managing Time, Project, and Collaboration, Professional Freedom & Responsibility Session, Communication Technology (CTEC) and Communicating Science, Health, Environment, and Risk (COMSHER) Divisions, August 2024

Graduate Student and Early Career Professional Development Interactive Panel, Professional Freedom & Responsibility Session, Advertising Division (ADVD) and Graduate Student Interest Group (GSIG), August 2021

Teaching

Auburn University (2024 – Present)

Digital Style and Design for Public Relations Messages (PRCM 4020), Fall 2024.

University of Florida (2020 – 2024)**Instructor of Record**

Ethics and Professional Responsibility in Public Relations (PUR4203), Spring 2023, Summer 2023.

Public Relations Research (PUR3500), Summer 2021, Fall 2021, Summer 2022, Summer 2024.
Political Communication (PUR4480), Spring 2024.

Teaching Assistant

Ethics and Professional Responsibility in Public Relations (PUR4203), Fall 2022.
Public Relations Research (PUR3500), Fall 2020, Spring 2021.

Service

College/Departmental Service

Graduate Students in Mass Communication Association, College of Journalism and Communications, University of Florida

Co-President (2021-2022)

Social Media and Communications Coordinator (2020-2021)

Peer Mentor for Incoming Master's and Doctoral Students (2021-2023)

Volunteer for CJC Admitted Doctoral Students Day (2021-2024)

Professional Memberships

Association for Education in Journalism and Mass Communication (AEJMC), Member in Political Communication (PLCD), Mass Communication and Society (MCSD), and Communication Theory and Methodology (CTAM) Divisions

CTAM Executive Committee Member – 2024 – present

Division Newsletter Editor

Graduate Student Interest Group (GSIG) Executive Committee Member – 2020-2021

Social Media Content Creator

Conference Paper Reviewer for CTAM (2024) *Recognized as top reviewer

Conference Paper Reviewer for PLCD (2023, 2024)

Conference Paper Reviewer for CTEC (2024)

International Communication Association, Member in Mass Communication and Political Communication Divisions

Conference Paper Reviewer for Political Communication Division

Journal Involvement

Ad-Hoc Reviewer:

Asian Journal of Public Relations
Journalism Studies
Mass Communication and Society
Newspaper Research Journal
New Media and Society

Related Experience

Her Campus at Florida State University | Tallahassee, FL

The Florida State University chapter of a nationally recognized online publication geared toward college women.

Editor-in-Chief/Campus Correspondent (May 2017 – April 2018)

- Edited and scheduled content posted each week
- Maintained contact with national staff members
- Co-organized and ran a campus tour in partnership with national headquarters and sponsoring brands such as L’Oreal
- Created a style guide for content editors
- Oversaw and ran meetings for a staff comprised of nearly 100 members

Content Editor (January – April 2017)

- Oversaw and edited content from a group of five staff members
- Coordinated with co-editors to facilitate timely submission and publication of content

Staff Writer (August – December 2016)

Study Breaks Magazine | Remote

An online and print publication written by and for college students.

Writer (September 2017—January 2018)

- Wrote weekly content on topics tied to campus life, entertainment, and student profiles
- Participated in writing workshops and feedback sessions in both a group and online setting

All articles written can be found here:

<https://studybreaks.com/author/eliana-dubosar-florida-state-university/>

The Reading and Writing Center at Florida State University | Tallahassee, FL

Peer Tutor (October—December 2017)

- Worked with students in a one-on-one to improve both academic and professional writing samples
- Fostered greater writing skills among undergraduate students in a collaborative setting
- Provided feedback and help with multimedia projects