

# LAUREN H. BRYANT

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## EDUCATION

- 2014      Ph.D., Sociology and Communication, University at Albany, SUNY  
Dissertation: Gender balanced or gender biased? An examination of news coverage of male and female governors  
Committee: Dr. Jennifer Stromer-Galley, Dr. Christine Bose, Dr. Ron Jacobs, Dr. Mihye Seo
- 2008      M.A., Communication, University at Albany, SUNY
- 1998      B.A., Sociology, University of Virginia

## RESEARCH AND TEACHING INTERESTS

Communication theories, media studies, social media, political communication, campaign communication, gender inequality, gendered communication

## ACADEMIC POSITIONS

- 2018-present    Lecturer, Department of Communication, University at Albany, SUNY
- 2017-2018      Visiting Assistant Professor, Department of Communication, University at Albany, SUNY
- 2015-2016      Visiting Assistant Professor, Department of Communication, University at Albany, SUNY
- 2011-2015      Adjunct, Department of Communication, University at Albany, SUNY

## PEER- REVIEWED PUBLICATIONS

- Jackson, S., Zhang, F., Boichak, O., Bryant, L., Li, Y., Hemsley, J., Stromer-Galley, J., Semaan, B., & McCracken, N. (2017). Identifying political topics in social media messages: A lexicon-based approach. In *Proceedings of the 8<sup>th</sup> International Conference on Social Media & Society*, Toronto, Canada.
- Zhang, F., Tanupabrungrun, S., Hemsley, J., Robinson, J., Semaan, B., Bryant, L., Stromer-Galley, J., Boichak, O., & Hegde, Y. (2017). Strategic temporality on social media during the general election of the 2016 U.S. presidential campaign. In *Proceedings of the 8<sup>th</sup> International Conference on Social Media & Society*, Toronto, Canada.
- Stromer-Galley, J., Bryant, L. & Bimber, B. (2015). Context and medium matter: Expressing disagreements online and face-to-face in political deliberations. *Journal of Public Deliberation*, 11(1).

Stromer-Galley, J. & Bryant, L. (2011). Agenda control in the 2008 CNN/YouTube debates. *Communication Quarterly*, 59(5), 529-546.

#### CONFERENCE PRESENTATIONS

Jackson, S., Zhang, F., Boichak, O., Bryant, L., Li, Y., Hemsley, J., Stromer-Galley, J., Semaan, B., & McCracken, N. (August 2017). A method for computational topic identification in social media messages. American Political Science Association, San Francisco, CA.

Stromer-Galley, J., Hemsley, J., Rossini, P., Robinson, J., Bryant, L., Semaan, B., & Boichak, O. (May 2017). Explaining Trump: Analyzing the relationship between social media and mainstream media coverage. International Communication Association, San Diego, CA.

Rossini, P., Jackson, S., Zhang, F., Bryant, L., Kenski, K., & Stromer-Galley, J. (May 2017). Disrupting controlled interactivity? An analysis of public comments on Facebook in the 2016 U.S. presidential campaign. International Communication Association, San Diego, CA.

Stromer-Galley, J., Rossini, P. G. C., Hemsley, J., Kenski, K., Zhang, F., Bryant, L., & Semaan, B. (October 2016). Social media, U.S. presidential campaigns, and public opinion polls: Disentangling effects. Association of Internet Researchers Annual Conference, Berlin, Germany.

Stromer-Galley, J., Rossini, P. G. C., Bryant, L., Semaan, B., Hemsley, J., Kenski, K., & Zhang, F. (August 2016). Online interaction: Do candidates still avoid it? American Political Science Association Political Communication Preconference, Philadelphia, PA.

Stromer-Galley, J., Tanupabrungsun, S., Zhang, F., Hemsley, J., McCracken, N., Bryant, L., Dobreski, B., Semaan, B. (June 2016). Strategic changes in gubernatorial campaign messaging over time: A computational analysis. International Conference on Computational Social Science, Chicago, Illinois.

Stromer-Galley, J., Kenski, K., Hemsley, J., Bryant, L., Xu, H., & Semaan, B. (October 2015). How it begins and how it ends: U.S. gubernatorial campaign messaging on social media over time. Association of Internet Researchers Annual Conference, Phoenix, AZ.

Bryant, L. (November 2016). Gender balanced or gender biased? An examination of news coverage of male and female governors. Paper presented at the annual meeting of the Political Communication Division of the National Communication Association, Philadelphia, PA.

Bryant, L. (November 2010). The spouses of presidential candidates: The media's coverage of the unofficial running mates. Paper presented at the annual meeting of the Political Communication Division of the National Communication Association, San Francisco, CA.

Stromer-Galley, J. & Bryant, L. (November 2010). Agenda control in the 2008 CNN/YouTube debates. Paper presented at the annual meeting of the Mass Communication Division of the National Communication Association, San Francisco, CA.

Stromer-Galley, J. & Bryant, L. (November 2009). Journalists vs. citizens as questioners: Comparing the CNN/YouTube and MSNBC 2008 campaign primary debates. Paper presented at the annual meeting of the Political Communication Division of the National Communication Association, Chicago, IL.

### **TEACHING EXPERIENCE**

#### **COM 265X – Introduction to Communication Theory**

Fall 2017, 2018, 2019; Spring 2018, 2019, 2020

This course is taught using a full Team-Based Learning approach. Classes are devoted to in-class team tasks that introduce students to group, interpersonal, intercultural, and mass communication theories. The theories discussed help students solve everyday communication problems and become savvier and more critical consumers of communication messages. This course fulfills the information literacy requirement of the general education curriculum.

#### **COM 378 – Social Media: Theory and Practice**

Fall 2014, 2015, 2016, 2017, 2018, 2019; Spring 2015, 2016, 2017, 2018, 2019, 2020

This fully online course provides students with a fundamental theoretical understanding of social media as well as the practical application of social media skills. Students examine social media as it relates to organizational, political, and health communication.

#### **COM 203 – Speech Composition and Presentation**

Spring 2011, 2012, 2014, 2017; Fall 2012, 2013, 2018, 2019

This course provides students with the knowledge to design, implement, and evaluate oral presentations. Students learn a variety of purposes in oral presentations including giving and evaluating introductory, informative, persuasive, and ceremonial speeches.

#### **COM 378 – Gender and Communication**

Spring 2016; Fall 2016

This course introduces students to different theories about gender construction, gender identities, and gender roles and how these theories intersect with communication. Students examine gender in several contexts including interpersonal, organizational, health, and political communication.

#### **COM 382 – Introduction to Political Communication**

Fall 2015

This course is an overview of the field of political communication. Topics include political campaigns, public opinion, and the role of governmental and media institutions in the political process.

## **RESEARCH EXPERIENCE**

- 2016-2017     Research Assistant, Illuminating 2016, Syracuse University  
The goal of this research project was to use machine learning to provide journalists with a summary of the content and sentiment of online political communication.
- 2009            Research Assistant, Department of Communication, University at Albany, SUNY  
Duties included collecting and transcribing questions from CNN/YouTube and MSNBC presidential debates, coding debate questions and analyzing content analysis data.
- 2008-2009     Research Assistant, Department of Communication, University at Albany, SUNY  
Deliberative E-Rule Making Decision Facilitation Project (DeER), Funded by the National Science Foundation.  
This research project used online public deliberation and natural language processing technologies to test the value of different types of feedback on federal agency rules.

## **PROFESSIONAL DEVELOPMENT**

- 2019            Designing for Online Learning Workshop, University at Albany, SUNY.
- 2017            Team-Based Learning Academy, University at Albany, SUNY. The academy consisted of a two-day workshop followed by a series of consultations with the Institute for Teaching, Learning & Academic Leadership staff to develop a full team-based learning course.
- 2014            Online Course Development Program, University at Albany, SUNY. Selected to participate in summer long program to develop a new, fully online course for the Department of Communication.

## **PROFESSIONAL SERVICE**

- 2018-present   University in the High School Communication Department Liaison
- 2018-present   Undergraduate Curriculum Committee member, Department of Communication
- 2019, 2017     Manuscript Reviewer: *Communication Quarterly*
- 2015            Manuscript Reviewer: *The Electronic Journal of Communication*

## **AWARDS**

- 2016            Outstanding Service Award, Disability Resource Center
- 2015            Nominated for the Gerald R. Miller Outstanding Doctoral Dissertation Award
- 2009-2010     Student travel grant, University at Albany, SUNY, Department of Communication