Jabari M. Evans
School of Journalism and Mass Communication
University of South Carolina
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Columbia, SC 29208
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AREAS OF INTEREST:

Creative and Cultural Industries, Connected Learning, Digital Media Literacy, Creator and Influencer Studies, Black Youth Development Strategy, Digital and Urban Ethnography, Hip-Hop Culture, Race in Sports, and Civic Media

EDUCATION:

Northwestern University Evanston, IL
Doctorate of Philosophy; Media, Technology and Society September 2016- June 2021
Dissertation Title: *Exploring Hip-Hop Artistic Practices as an Equity and Empowerment Based Model for Media Literacy Education With Black Youth– The Case of Foundations of Music*
Advisor and Committee Chair: Dr. Ellen Wartella
Committee: Dr. Aymar Jean Christian, Dr. Claudio Benzecry, Dr. Nichole Pinkard

University of Southern California Los Angeles, CA
Master's Degree of Social Work, Mental Health Concentration January 2012 – July 2014

University of Pennsylvania Philadelphia, PA
Bachelor of Arts, Communication and Culture September 2000- May 2004

APPOINTMENTS:

University of South Carolina
Columbia, SC
Assistant Professor of Race and Media, School of Journalism and Mass Communications (SJMC)
August 2021– July 2026

Mass Communication Sequence Head, School of Journalism and Mass Communications (SJMC)
August 2026 - Present

Associate Professor, School of Journalism and Mass Communications (SJMC)
August 2026 - Present

Harvard University
Cambridge, MA
Visiting Scholar, Institute for Rebooting Social Media, Berkman Klein Center for Internet and Society
August 2022 - September 2023

Faculty Associate, Berkman Klein Center for Internet and Society
September 2023 - Present

Faculty Associate, Blackbox Lab, Digital Data Design (D3) Institute at Harvard Business School
September 2023 – June 2025

Massachusetts Institute of Technology
Cambridge, MA
Martin Luther King Jr. Visiting Professor, Department of Comparative Writing and Media Studies
September 2026 - September 2027 (*incoming)

RESEARCH EXPERIENCE:

Northwestern University Center on Media and Human Development
Evanston, IL *Research Associate*
September 2016 – June 2021

- The Center on Media and Human Development in the School of Communication at Northwestern University is directed by Dr. Ellen Wartella. The Center on Media and Human Development was created with three primary goals: training, research, and public policy outreach. The Center is dedicated to training future researchers to conduct research in the field of human development and media.
- Research assistant on a multi-year multi-site grant entitled "Collaborative Research: Media Characters: The Un-hidden Persuaders in Food Marketing to Children," **National Science Foundation Reese Program**, DRL-1251345 (PI: Wartella, 2015-2018). Work duties included creating an online survey, drafting IRB proposals, and recruiting participants.
- Research assistant on an internal University cultural grant entitled "Arts leaders addressing racial bias: Case Studies with Enrich Chicago," A collaboration with the Network for Non-Profit and Social Impact (PI: Novak-Leonard, 2018-19). Work duties included conducting participant interviews, compiling a literature review, and co-authoring a Case Study for Northwestern's Master of Science Leadership in Creative Enterprise (MSLCE) program.
- Research assistant on a **Netflix global survey** of more than 5,000 adolescents, young adults, and parents of adolescents from the United States, the United Kingdom, Brazil, and Australia/New Zealand. Work duties included helping analyze survey data for a Netflix internal report that examined how viewers of *13 Reasons Why*, a show that features tough topics in its narrative, perceived, related to and were reportedly influenced by the popular Netflix series. (PI: Wartella 2017-18)
- Research assistant on a project showing how technology is influencing storytelling and political communication strategies, as well as future ways that news and social media could be used to improve the quality of democratic life. (PI: Boczkowski 2018-19) Work duties included compiling a comprehensive literature review and annotated bibliography.

Social Media Collective, Microsoft Research
Cambridge, MA *PhD Research Intern*
June 2019 – September 2019

- The Social Media Collective (SMC) is a network of social science and humanistic researchers, part of the Microsoft Research labs in New England. It includes full-time researchers, postdocs, interns, and visitors. The lab's primary purpose is to provide rich contextual understanding into the social and cultural dynamics that underpin social media technologies.
- Completed a 12-week internship as a visiting scholar working on a qualitative research project examining social media habits of DIY youth musicians; working in collaboration with Principal

Researcher, Dr. Nancy Baym. Work duties included drafting IRB proposals, creating interview protocols, interviewing participants, analyzing qualitative data and drafting two scholarly manuscripts.

Convergence Design Lab for Innovative Education, Columbia College Chicago
Chicago, IL *Qualitative Research Consultant*
January 2018 – December 2018

- The Convergence Design Lab is an innovation incubator within Columbia College's School of Media Arts committed to the future design of learning experiences, with a focus on participatory civics and holistic problem solving, and a commitment to strengthening the competencies needed to thrive in a convergent digital media environment. Convergence works as a strategic partner with civic agencies, educational organizations, and foundations to innovate and test new ways to build civic capacity in our communities.
- Research consultant on program evaluations of SpyHop Productions (Salt Lake City, Utah) and Free Spirit Media (Chicago, IL). Work duties included conducting participant observations, interviews and focus groups, performing invited talks at external presentations, co-authoring internal case studies, and compiling comprehensive literature review.

HONORS, GRANTS AND AWARDS

Mass Communication Micro-Teaching Grant ($300)
University of South Carolina, School of Journalism and Mass Communication
Spring 2026
CIC Career Influencer Award (Voted by students)
University of South Carolina, College of Information and Communications
Fall 2025
SEC Faculty Travel Grant Award (PI $2,000)
Southeastern Conference
June 2025
CIC Internal Artificial Intelligence (AI) Research Grant Award (PI $4,000)
University of South Carolina, College of Information and Communications
August 2024
CIC Rising Star Award ($500)
University of South Carolina, College of Information and Communications
April 2024
CIC Internal Research Grant Award (Co-PI $4,000)
University of South Carolina, College of Information and Communications
August 2023
2023-2024 Beyond the Classroom Departmental and Unit Grant ($3,000)
University of South Carolina, Center for Integrative and Experiential Learning
April 2023
Thank a Teacher Award
University of South Carolina, Center for Teaching Excellence
January 2023
Sponsored Research Grant (Co-PI; $30,831)
Burrell Communications (in partnership with University of South Carolina, College of Information and Communications)
July 2022

Innovative Pedagogy Grant ($2,000)
University of South Carolina, Center for Teaching Excellence
May 2022
Racial Equity and Social Justice Research Fund Grant Award ($10,000)
University of South Carolina, Office of Research
January 2022
CIC Internal Research Grant Award ($10,000)
University of South Carolina, College of Information and Communications
August 2021
Communication Studies Top Graduate Dissertation Award ($400)
Northwestern University, School of Communication
July 2021
The Sexualities Project at Northwestern (SPAN) Summer Research Grant ($2,500)
Northwestern University
May 2020
Top Student Paper
International Communications Association Conference, Popular Communication Division
May 2020
Edward Bouchet Graduate Honor Society Award
Northwestern University, Office Of Diversity and Inclusion
March 2020
Top Student Poster
Northwestern University Black Graduate Student Association 22nd Annual Graduate Research Conference
April 2019
Top Student Paper
International Communications Association Conference, Instructional and Developmental Division
March 2018
School of Communication Graduate Research Ignition Grant Award ($2,000)
Northwestern University
March 2018
TGS Graduate Student Research Support Award ($5,000)
Northwestern University
September 2016 - 2020
Graduate Student Fellowship Award ($54,000)
Northwestern University
September 2016 - 2021
35 Under 35 Young Leaders Making an Impact
The Chicago Scholars Foundation
March 2015
DCASE 2013 Individual Artist Grant Award ($5,000)
City of Chicago, Department of Cultural Affairs and Special Events
July 2013
Carl A. Scott Book Scholarship Award ($500)
Council on Social Work Education
October 2013
Chicago Music Summit Advisory Board Selection
City of Chicago, Department of Cultural Affairs and Special Events
September 2013

Board of Governors
The Recording Academy, Chicago Grammy Chapter
September 2012
Undergraduate Fellow
T-Howard Foundation Summer Internship for Minorities in Communication
June 2004
Campus Leader Award (Undergraduate)
Kappa Alpha Psi Fraternity Incorporated
June 2004

PUBLICATIONS:

Book Projects

Evans, J. M., & Campbell, K. (Eds.). (Forthcoming). *Black media at 200: Civil rights, public culture, and the evolution of Black voices.* University of South Carolina Press.

Evans, J. M. (2025). *Hip-Hop Civics: Connected Learning in the Rap Classroom*. Ann Arbor, MI: University of Michigan Press

Evans, J. M. (2024). *Drill Rap, Sex Work, and the Digital Underground: (Clout)chasing on Chicago's Southside. Langham, MD: Rowman and Littlefield.*

Refereed Journal Articles

Evans, J. M. (Accepted, forthcoming). Reframing civic media pedagogy through hip-hop: A case study of a pilot undergraduate special topics course. *Journal of Media Literacy Education*. Accepted with minor revisions, June 30, 2026.

Evans, J. M. (Accepted, Forthcoming). Tales from the Hood: Exploring YouTube Content Creation as a Transitional Labor Practice of OG's in Chicago's Drill Rap Scene. *Popular Music.* Accepted with minor revisions, August 6, 2025.

Evans, J.M. & Ozenna, C. (2024) The New (Black) Civics: How Popular Media Cultivates Connected Learning, and Civic Engagement Among African American College Students. *First Monday.* 29(12). December 2024. https://dx.doi.org/10.5210/fm.v29i12.13737

Evans, J.M. (2023). 'BLACK TWITTER IS DEAD… BUT ITS SPIRIT WILL LIVE ON.' *Flow Journal: A Critical Forum on Media and Culture*, 29(3), pp. 01-05, https://www.flowjournal.org/2023/05/black-twitter-is-dead-but-its-spirit-will-live-on/

Evans, J.M. (2022). 'Pussy Rap And All Of That: Distilling The Modern Women's Movement In Hip-Hop.' *Flow Journal: A Critical Forum on Media and Culture*, 29(7), pp. 00–07, https://www.flowjournal.org/2022/12/pussy-rap-and-all-of-that/

Evans, J.M. (2022). 'Link in bio: Exploring the emotional and relational labour of Black women rappers in sexual dance economies on OnlyFans.' *Journal of Global Hip Hop Studies*, 2(2), pp. 00–21, https://doi.org/10.1386/ghhs.

Evans, J. M. (2022). Exploring Social Media Contexts for cultivating connected learning with Black Youth in Urban Communities: The Case of Dreamer Studio. *Qualitative Sociology, 45(3). DOI: 10.1007/s11133-022-09514-6.*

Evans, J.M. & Baym, N.K. (2022) The Audacity of Clout(chasing): Digital Strategies of Black Youth in Chicago DIY Hip-Hop. *International Journal of Communication, 16(19)*.

Evans, J. M. (2022). We (MOSTLY) Carry Guns for the Internet: Visibility Labor, Social Hacking and Chasing Digital Clout by Black Male Youth in Chicago's Drill Rap Scene. *Journal of Global Hip Hop Studies, 1(2), 227–47.*[1]

Evans, J. M. (2021). Reframing civic education through hip-hop artistic practices: an empowerment and equity based learning model for black adolescents. *Pedagogy, Culture & Society*. DOI: 10.1080/14681366.2021.1952294

Evans, J. M., Lauricella, A., Cingel, D., Cino, D., Wartella, E. A. (2021). Behind the Reasons: Examining the Relationship of Youth Risk Factors for Suicide with Their Exposure to Season One of Netflix's 13 Reasons Why. *Frontiers in Human Dynamics, 3(32).*

Evans, J. M. (2020). Connecting Black youth to critical media literacy through hip hop making in the music classroom. *Journal of Popular Music Education,* 4(3), 277-293.

Evans, J. M. (2019). 'Deeper Than Rap': Cultivating Racial Identity and Critical Voice Through Media Production: The Case of Chicago's Foundations of Music. *Journal of Media Literacy Education.* 11(3), 1-24.

Book Chapters

Evans, J. M. (Forthcoming, 2026). *Sensation staging and the making of Canada's deadliest rapper: The case of Toronto's Top5.* In P. Harper & S. Gamble (Eds.), *The Oxford handbook of online music culture.* Oxford, United Kingdom: Oxford University Press.

Evans, J. M. (2026). The Chief Keef Effect: Drill Rap's Unintended Impact on the Music Industry. In Lind, R. A.(Ed.). *Race/gender/class/media: Considering diversity across audiences, content, and producers (6th Edition)*. New York. NY: Routledge.

Evans, J. M. (2025). **Invited *Author,*** "*Global Media Today and Culture*" case study boxes (Chapters 1–14). In Turow, J. (Ed.), *Media Today* (9th ed.). New York, NY: Routledge.

Evans, J. M. (2025). The Art of Capping: Exploring Digital Cloutchasing Strategies of Black Male Youth in Chicago's Drill Rap Scene. In de Lacey, A. & Bramwell, R. (Eds.), *Cambridge Campanion to Global Rap Music.* Cambridge, UK: Cambridge University Press

Evans, J.M. & Baym, N.K. (2024) The Audacity of Clout(chasing): Digital Strategies of Black Youth in Chicago DIY Hip-Hop. In Bradley, R., Forman, M., & Neal, M. A. (Eds.). *That's the joint!: the hip-hop studies reader (3rd Edition)*. New York, NY: Routledge.

Evans, J. M. (2024). Understanding Ideological Tensions and Administrative Constraints of Hip-Hop Teaching Artists in the Elementary School Music Classroom. In Eusterbrock, L., Kattenbeck, C., Kautnyde, O. (Eds.), *Hip Hop & Music Education.* Cologne, Germany: Transcript Press.

[1] Article accepted September 1, 2021 and final proof published February 2022.

Evans, J. M. (2024). Whoopin' For the Innanet: Exploring YouTube Vlogs and Podcasts as Intermediaries for Artist Branding and Chasing Digital Clout in Chicago's Drill Rap Scene. In Arditi, D. & Nolen, R. (Eds.), *Handbook of Critical Music Industry Studies.* New York, NY: Palgrave.

Evans, J. M. (2023). Using Social Media to Cultivate Connected Learning and Social and Emotional Support Through a Hip-Hop Based Education Program. In P. Dale, P., Burnard & Travis, R. (Eds.), *Music for Inclusion and Healing in Schools and Beyond: Hip Hop, Techno, Grime, and More.* Oxford, UK: Oxford University Press

Evans, J. M. (2022). "It's Bigger Than Hip-Hop:" The Socio-Emotional Effect of Media Making Within Music Education on Black Youth." In Bonnette-Bailey. L. M. & Belk, A. (Eds.), *For The Culture: Hip-Hop and the Fight for Social Justice* (Chapter 3). Ann Arbor, MI: University of Michigan Press.

Evans, J. M. (2022) Connecting Black Youth to Critical Media Literacy Through Student-Driven Hip-Hop Songwriting in the Music Classroom. In Powell, B. & Smith, G. D. (Eds.) *Places and Purposes of Popular Music Education: Perspectives from the Field.* Bristol, United Kingdom: Intellect Books

Evans, J. M. (2021). *"Old Hits Verzuz New Technology: How a Pandemic Ushered Legacy Artists into the Clout Economy."* In Pickett-Miller, N. (Ed.), *#Verzuz and Club Quarantine: Sustaining Black Music and Black Culture During COVID-19. Langham, MD: Lexington Books*.

Wartella, E., Lauricella, A., **Evans, J.**, Pila, S., Lovato, S., Hightower, B., & Echevarria, R. (2018). Digital Media Use by Young Children: Learning, Effects and Health Outcomes. In Beresin, E., & Olsen, C.. (Eds.). *Child Psychiatry and the Media*. Cambridge, MA: Elsevier.

Evans, R.C., **Evans, J. M.** & Evans H.L. (2015). Depression Among African Americans Across the Lifespan. In Grey, H., & Hall-Clark, B. N. (Eds.), *Cultural considerations in African American Mental Health*. Oxford, United Kingdom: Oxford University Press.

Court Appearances and Expert Witness Testimony

R v Ali [2024 June 12] 2 Cr App R (S) 25 (Toronto, ON, Canada) CITATION: R. v. Ali, 2024 ONSC 5208 COURT FILE NO.: CR-23-50000281-0000 and CR-23-50000323-0000 DATE: 20240919
Click here to read judgment

R v Monteith [2025] B.C.J. No. 720. (British Columbia Supreme Court, New Westminster, British Columbia.) Judge F.E. Verhoeven J. Heard: February 25 & 27 and March 3-4, 2025 (Voir Dire) Oral judgment: March 5, 2025. Docket: X083817.
Click Here to View Judgment

Op-Eds, Essays and News Commentary

Jacobs, P. (2026, July 21). More than a color: Gamecock fans wrestle with new Nike shade of garnet." *The Post and Courier* [Quoted expert].
https://www.postandcourier.com/free-times/news/gamecock-nike-gear-garnet-shade/article_d77bf72c-df9c-4db0-996e-5e75cb128c15.html

Evans, J. (2026, June 18). *30 years after* Reasonable Doubt, *Jay-Z's career embodies hip-hop's biggest contradictions*. *The Conversation US*. **https://doi.org/10.64628/AAI.9svvkamhk** [2]

[2] Featured as The Conversation's top author (June 2026) with 11,056 reads, the highest readership among all USC contributing authors for the month

Sisson, O. (2026, May 11). *Midlands mothers turn grief into gun safety advocacy* (featuring Jabari M. Evans). South Carolina Public Radio. **https://www.southcarolinapublicradio.org/sc-news/2026-05-11/midlands-mothers-turn-grief-into-gun-safety-advocacy**

Evans, J. M. (2026, February 23). *Echoes of Tomorrow: The Future Soundscape* [Television program]. The AUXdacity, South Carolina ETV and Public Radio, Columbia, SC. https://www.scetv.org/stories/2026/echoes-tomorrow-future-soundscape-auxdacity

Evans, J. M. (2025, September 23). *NBA YoungBoy concert canceled | Hip-hop culture expert reacts* [Television broadcast]. *Fox32 Chicago.* https://www.fox32chicago.com/video/1712556

Evans, J. M. (2025, September 24). *United Center cancels Wednesday's NBA YoungBoy concert amid rapper's beef with Lil Durk. Block Club Chicago.* https://blockclubchicago.org/2025/09/24/united-center-cancels-wednesdays-nba-youngboy-concert-amid-rappers-beef-with-lil-durk/

Evans, J. (2025, October 25). The Teaching Corner: Hip-Hop Civics. *Evening WURDS.* [Radio Broadcast] Philadelphia, PA: WURD. https://wurdradio.com/shows/evening-wurds/

Evans, J. (2024, October 28). Rap personas on trial: A Toronto rapper's murder trial and the criminalization of hip-hop. *The Conversation Canada.* Melbourne, Australia: Creative Commons. https://theconversation.com/i-research-rap-lyrics-and-testified-in-a-toronto-rappers-murder-trial-241884

Evans, J. M. (2024). Hip Hop Civics : Empowering South Carolina Black Youth. In Campbell, K (Ed.), *The State of Black South Carolina, 2024 Edition.* Columbia, SC: Columbia Urban League

Evans, J. (2024, May 30). Drake's beef with Kendrick Lamar isn't nearly as important as his tiff with Tupac Shakur's estate over using the dead rapper's voice. *The Conversation US.* Melbourne, Australia: Creative Commons. https://theconversation.com/drakes-beef-with-kendrick-lamar-isnt-nearly-as-important-as-his-tiff-with-tupac-shakurs-estate-over-using-the-dead-rappers-voice-229471

Evans, J. (2023, August 23) 'All we want is revenge': How social media fuels gun violence among teens. New York City, NY: National Public Radio. https://www.npr.org/sections/health-shots/2023/08/25/1195680218/social-media-fuels-teen-gun-violence

Evans, J. (2023, May 7) TikTok Bill Q&A: Experts Forecast Legal & Creative Impact. Institute on Rebooting Social Media. Cambridge, MA: Berkman Klein Center for Internet and Society at Harvard University. https://rebootingsocialmedia.org/2024/05/07/tiktok-divest-or-ban-qa-experts-forecast-legal-creative-impact/

Evans, J. (2023, October 23). Atlanta-based Overtime Elite is forging a new path to the NBA. WABE. Atlanta, Georgia: National Public Radio. https://www.wabe.org/atlanta-based-overtime-elite-is-forging-a-new-path-to-the-nba/

Evans, J. (2023, June 28). Overtime Elite– a private school, basketball league and media conglomerate. *The Conversation US.* Melbourne, Australia: Creative Commons. https://www.sc.edu/uofsc/posts/2023/06/conversation_overtime_elite.php

Evans, J. (2022, December 22). Calling Deion Sanders a sellout ignores the growing role of clout-chasing in college sports. *The Conversation US.* Melbourne, Australia: Creative Commons. https://theconversation.com/calling-deion-sanders-a-sellout-ignores-the-growing-role-of-clout-chasing-in-college-sports-196792

Evans, J., Ripp, R. (2022, October 7). Social Media's Impact on Students. *CBS19: News at 5.* Columbia, SC: WLTX.
https://www.wltx.com/article/news/local/social-medias-impact-on-students-columbia-south-carolina/101-f61c3f3f-77dd-4328-875f-4684238ea464

Evans, J. (2022, March 22). 'I wanted a professor like me' – a hip-hop artist explains his turn to academia. *The Conversation US.* Melbourne, Australia: Creative Commons.
https://theconversation.com/i-wanted-a-professor-like-me-a-hip-hop-artist-explains-his-turn-to-academia-179163

Aronczyk, M., Cohen, J., **Evans, J.** & Lane, J. (Hosts). (**2022, March 18)**. Digital Ethnography (No. 64) [Audio podcast episode]. In *Annex Sociology Podcast*. Queens College Podcast Lab.
https://socannex.commons.gc.cuny.edu/episodes/

Evans, J. (2021, November 17). Chief Keef changed the music industry – and it's time he gets the credit he deserves. *The Conversation US.* Melbourne, Australia: Creative Commons.
https://theconversation.com/chief-keef-changed-the-music-industry-and-its-time-he-gets-the-credit-he-deserves-170172

Evans, J. (2017, October 16). Digital Connect: Sharing Experiences with Parents Benefits Children's Media Literacy. *Center for Digital Ethics & Policy*. Chicago, IL: Loyola University.

Book Reviews

Evans, J. (2023). [Review of the book Getting Signed, by D. Arditi]. *Journal of Popular Music Studies*, 35(2), 82-83.

CONFERENCE PANELS, PRESENTATIONS, REFEREED PAPERS, INVITED TALKS AND WORKSHOPS

Evans, J. (2026). *Examining the shaping of gendered sexual scripts for young adult Black women in Twenty versus One (20v1) videos*. **Paper presentation accepted for** the 76th Annual Conference of the International Communication Association, Cape Town, South Africa. June 4-8.

Evans, J. M. (2026, April 22). ***Invited speaker,*** *Annenberg Creator Research Network (ACoRN) meeting on digital platforms, rap, and Black youth expression* [Virtual presentation]. University of Southern California Annenberg, Los Angeles, CA.

Evans, J. M. (2026, April 13–14). Chair, keynote session featuring Peter Levine [Conference session chair]. [Conference title: Civic Engagement, Voting Rights, and the Founding Documents Conference], University of South Carolina, Columbia, SC, United States.

Evans, J. M. (2026). *The Audacity of (clout)Chasing.* Invited Speaker by Dr. Jeff Lane at the Department of Communication.. Rutgers University, New Brunswick, NJ. February 12.

Evans, J. (2026). *From airwaves to algorithms: Hip hop, clout, and the future of commercial radio.* **Invited talk** at the Spinning Hits: Radio Programming Practices and the Development of Genre Cultures in the USA Symposium, Country Music Hall of Fame and National Museum of African American Music, Nashville, TN. February 12.

Evans, J. M. (2025). ***Invited symposium*** *panelist on the Impact of Social Media on Youth Violence at the Center for the Study and Practice of Violence Reduction (VRC).* University of Maryland, College Park, MD. November 9-10.

Evans, J. M. (2025). ***Invited Panelist****, Black Parenting Magazine Panel (AfroTech Conference).* Houston, TX. October 30.

Evans, J. M. (2025). *Clout, drill, and the courtroom: When rap becomes evidence* **[Keynote presentation]**. Cook County Public Defenders' Nutshell Conference, Malcolm X College, Chicago, IL. October 15–16

Evans, J.M. (2025). *Hip Hop as Humanities: Counterstories for the Canon, Classroom, and Country*. **Invited Speaker and Lecturer** for three-week combined institute for 25-30 secondary English language arts teachers. The institute will be held virtually for two consecutive weeks, July 7 to July 18, 2025, and in-person on the campus of Drexel University in Philadelphia, Pennsylvania from July 28 to August 1, 2025. **Sponsored by National Endowment for the Humanities**. Click For More Information

Stevens, W., Habib, S., Edrington, C. **& Evans, J.M.** (2025). Sharing the burden to "speak in their experiences": Examining Millennial and Gen Z's perceptions of branding, social justice, and public discourse following the George Floyd protests, Stop Asian Hate, and the COVID-19 pandemic. **Peer refereed paper (Activism and Social Justice Division)** presented for the 75th Annual International Communication Association (ICA) Conference. Denver, Colorado. June 10-17.

Evans, J.M. (2025). *Drill Rap, Sex Work and the Digital Underground: Cloutchasing on Chicago's Southside*. **Invited Speaker** at the Student Salon Series for the Race, Tech and Media Working Group in the Berkman Klein Center for Internet and Society at Harvard University Sponsored by Harvard Law School. Cambridge, MA. April 17.

Evans, J,M..(2025). *Drill Rap, Sex Work and Digital Underground.* Invited Speaker for the USC Humanities Collaborative Book Launch Series at the University of South Carolina. Columbia, SC. April 11.

Evans, J.M. & Jenkins, T. (2025). *Hip-Hop as the Bridge: A Conversation with Dr. Jabari M. Evans.* **Panel organized and presented** at the Media and Civil Rights History Symposium for the College of Information and Communication at the University of South Carolina. Columbia, SC. March 28.

Evans, J.M. (2025). *Hip-Hop Civics: Connected Learning in the Rap Classroom.* **Invited Speaker** by Dr. Brandon Alston at the Department of Sociology at The Ohio State University. Columbus, OH. March 25.

Evans, J. M. (2025, February 27–March 1*). Culture Not Evidence Expert Witness Training Program.* **Invited Speaker** Howard University School of Law Criminal Justice Clinic & University of Richmond. Washington, DC.

Evans, J.M. (2024). *Exploring YouTube Vlogs and Podcasts as Intermediaries for Artist Branding and Chasing Digital Clout in Chicago's Drill Rap Scene.* **Peer refereed extended abstract** presented at the Association of Internet Researchers Annual Conference. Sheffield, UK. November 2.

Evans, J.M. (2024). *Fitted in Black: The Greatest Rebrand in Sports History.* **Invited Panelist** at the 2024 Major League Baseball All-Star Game. **Co-sponsored by Michelob**. Arlington, TX. July 16.

Evans, J.M. (2024). *Exploring Civic Mindedness Through Racial Identity: Cultivating Social Media Skills, Connected Learning, and Civic Engagement among Black and Latino Youth.* **Peer refereed paper (Social Justice and Activism Division)** presented for the 74th Annual International Communication Association (ICA) Conference. Gold Coast, Australia. June 20-24.

Evans, J. M. (2024). *Whoopin' For the Innanet: Exploring YouTube Vlogs and Podcasts as Intermediaries for Artist Branding and Chasing Digital Clout in Chicago's Drill Rap Scene.* **Peer refereed paper in progress (Popular Media and Culture Division)** presented for the 74th Annual International Communication Association (ICA) Conference. Gold Coast, Australia. June 20-24.

Riley, J., Monger, G., Evans, J.M. (2024). **Shaping the Future of Music and Rights in the Creator Economy**. **Invited Panelist for the Speaker Series of** the blackBox Lab at the Digital, Data and Design Center (d3) at Harvard Business School. Cambridge, MA. April 30.

Evans, J.M. (2024). Research *Perspectives from Faculty Members*. **Invited panelist for** the Inclusive Excellence Graduate Program Open House at the University of South Carolina College of Information and Communication. Columbia, SC. March 22.

Evans, J.M. (2023). *Moment4Life: Music and Mental Health.* **Invited Panel Moderator** for the CSS Teens and Screens Summit University of California at Los Angeles Center for Scholars and Storytellers. **Sponsored by UCLA Center for Scholars and Storytellers** . Los Angeles, CA. October 26.

Evans, J.M. (2023). *These Girls (Strip) For The Clout: Exploring Aspirational, Emotional And Erotic Labor Of Black Women Hip-Hop Artists On Onlyfans.* **Peer refereed paper** presented at the Association of Internet Researchers Annual Conference. Philadelphia, PA. October 18.

Evans, J. M. & Crump, L. (2023). Beyond the Classroom: A Conversation with Rapper David Banner. **Moderator and Faculty Event Coordinator** for the University of South Carolina Center of Integrative and Experiential Learning, African American Studies Department, School of Journalism and Mass Communication, Center for Civil Rights History and Research and the College of Information & Communication in conjunction with the Office of Access and Opportunity. Event held at Richland Library Main Auditorium, Columbia, SC. October 12.

Evans, J.M. (2023). *How to be a Social Media Influencer.* **Invited Panelist** at the University of South Carolina College of Information and Communication **Co-sponsored by UNESCO**. Columbia, SC. September 29

Evans, J.M. (2023). *Exploring Civic Mindedness Through Racial Identity: Cultivating Social Media Skills, Connected Learning, and Civic Engagement among Black and Latino Youth.* **Peer refereed abstract and poster** presented at the Association of Educators in Journalism and Mass Communication (AEJMC). Washington, DC. August 8.

Evans, J.M. (2023). T*he Business of Clout(chasing): Hood Aesthetics, Relational Labor and Visibility Strategies of Black Youth in Chicago's Drill Rap Scene*. **Invited Speaker** at the Student Salon Series for the Race and Media Working Group in the Berkman Klein Center for Internet and Society at Harvard University Sponsored by Harvard Law School. Cambridge, MA. August 2.

Evans, J.M. (2023). *Promise or Peril? Distilling Music & Internet in the Age of Intelligence.* **Invited Keynote Speaker for the** Music and Internet Conference at the Department of Music at the University of Chicago School of the Humanities. Chicago, IL. June 10.

Glatt Z., Christin, A., Marler, W., DeLeyn, T. & **Evans, J.** (2023) *Getting Real: Authenticity of Self and Data in Digital Ethnography.* **Peer reviewed panel** (Popular Media and Culture Division) for the 73rd Annual International Communication Association (ICA) Conference. Toronto, Canada. May 27.

Evans, J. M. (2023). *These Girls (Strip) For the Clout: Exploring Relational and Emotional Labor of Emerging Female Rappers on OnlyFans*. Peer-reviewed paper presented at the NYU Clive Davis School of Music for the 2023 PopCon Music Conference, Brooklyn, NY. April 26-29.

Evans, J.M. (2023). AI and Music: Unpacking Artificial Intelligence's implications for music, authorship, and cultural appropriation. **Invited Speaker** at the Student Salon Series for the AI Governance Working Group in the Berkman Klein Center for Internet and Society at Harvard University **Sponsored by Harvard Law School**. Cambridge, MA. April 14. Click Here For More Information

Evans, J.M., Duvall, S., Johnson, D. & Charles, I. (2023). *Black Art as Resistance: Explore the Role of Urban Artistic Practices in Today's Civil Rights Movements*. **Panel organized and moderated presented** at the Media and Civil Rights History Symposium for the College of Information and Communication at the University of South Carolina. Columbia, SC. March 31.

Evans, J.M. (2023). **Invited Speaker** at the Alumni Roundtable Series for the Black Graduate Student Association of Northwestern University. Evanston, IL. March 22.

Evans, J.M. (2023). *The Business of Clout(chasing): Hood Aesthetics, Relational Labor and Visibility Strategies of Black Youth in Chicago's Drill Rap Scene.* **Invited Talk for the Speaker Series of** the blackBox Lab at the Digital, Data and Design Center (d3) at Harvard Business School. Cambridge, MA. March 8.

Evans, J.M. (2023). #BlackTwitterSummit. **Invited Speaker** at the Internet Researchers Roundtable Series at Craig Newmark Graduate School of Journalism at City University of New York **Sponsored by Google**. New York, NY. February 15.

Evans, J.M. (2023). Moral Futurism: Digital Citizenship and the Rights of Youth in the Metaverse and Beyond. **Invited Speaker** at the Student Salon Series for the Berkman Klein Center for Internet and Society at Harvard University **Sponsored by Harvard Law School**. Cambridge, MA. February 9. Click for more information

Evans, J.M. (2023). *The Influencers, ideas and uncertainty: How Gen Z lives on social media.* **Invited Panelist** at the University of South Carolina College of Information and Communication **Sponsored by UNESCO**. Columbia, SC. February 3. Click for more information

Event video: https://www.youtube.com/watch?v=X98t5MVgeVs

Evans, J.M. (2022). *The Anatomy of Digital Clout(chasing): Examining Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Paper presented** the Institute of Rebooting Social Media at the Berkman Klein Center on Internet and Society at Harvard University. Cambridge, MA. November 2.

Evans, J.M. (2022). *The Anatomy of Digital Clout(chasing): Examining Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Invited Speaker** by Dr. Phillip Jun Fang at the Department of Sociology at Colby College. Waterville, ME. October 19.

Evans, J. M. (2022). *Hip-Hop Pedagogy: Where Cultural Relevance Meets Social Justice Perspectives.* Media **Invited workshop** presented for Inclusive Excellence Workshop Series, Center for Teaching Excellence at University of South Carolina, Columbia, SC. October 5.

Evans, J.M. (2022). *Exploring Social Media Contexts for cultivating connected learning with Black Youth in Urban Communities: the case of Dreamer Studio.* **Paper presented** for the Digital Ethnography Working Group (DEWG) at the College of Communication and Information at Rutgers University. New Brunswick, NJ. September 16.

Evans, J.M. (2022). *The Anatomy of Digital Clout(chasing): Examining Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Invited Speaker** at the Internet Researchers Roundtable at Craig Newmark Graduate School of Journalism at City University of New York **Sponsored by Google**. New York, NY. August 21-23.

Evans, J.M. (2022). *Exploring the Labor Practices of Hip-Hop's Female Community of Practice Within the Sexual Marketplace of OnlyFans*. **Paper presented** at the Microsoft Race and Technology Researcher Summit and Workshop. **Invited Collaborator and Panelist in affiliation with the** Microsoft Research New England Social Media Collective. Cambridge, MA. August 3-5.

Evans, J. M. (2022). *Exploring the Labor Practices of Hip-Hop's Female Community of Practice Within the Sexual Marketplace of OnlyFans.* **Peer refereed paper presented** at the 72nd Annual International Communication Association Conference (Popular Communication Division), Paris, France. May 30.

Lane J., Aronczyk, M., Lusoli, A., Marler, W., Madianou, M., Petre, C., Evans, J., Lu, M., & Lesage, F. (2022) *Digital Ethnography: Methods for Networked Worlds*. **Invited panelist** for **peer refereed** Blue Sky Workshop at the 72nd Annual International Communication Association (ICA) Conference. Paris, France. May 29.

Evans, J.M. (2022). *The Anatomy of Digital Clout(chasing): Examining Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Invited Speaker** at the inaugural Internet Musicking Conference for Department of Music, University College of Cork. Cork, Ireland. May 21.

Evans, J. M. (2022). *Hip-Hop Pedagogy: Where Cultural Relevance Meets Social Justice Perspectives.* Media **Invited workshop** presented for Inclusive Excellence Workshop Series, Center for Teaching Excellence at University of South Carolina, Columbia, SC. March 30.

Evans, J. M. (2022). *Hip-Hop Pedagogy: Where Cultural Relevance Meets Social Justice Perspectives.* **Invited presenter** for AMPED Workshop Series, School of Music Education at Northwestern University - Chicago campus, Chicago, Illinois. January 15.

Evans, J.M. (2021). *Clout(chasers): Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Peer refereed paper** presented at the Annual Meeting of the National Communication Association. Seattle, WA. November 18.

Evans, J.M. (2021). *Old Hits Verzuz New Technology: How a Pandemic Ushered Legacy Artists into The Clout Economy.* **Invited talk at** the Hip-Hop Week speaker series for Samford University Howard School of Communication. November 11.

Evans, J.M. (2021). AoIR Early Career Scholars Workshop. **Invited Collaborator and Panelist** at the Association of Internet Researchers Annual Conference. Philadelphia, PA. October 14.

Evans, J.M. (2021). *Representation, Misogyny and Politics in Hip-Hop: In conversation* with RocNation artist Vic Mensa. **Moderator** for the School of Journalism and Mass Communication at the University of South Carolina. Columbia, SC. September 24.

Evans, J.M. (2021). *The Anatomy of Digital Clout(chasing): Examining Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Peer refereed paper** presented at the Association of Internet Researchers Annual Conference. Philadelphia, PA. October 14.

Evans, J. M. (2021). *Reframing Civic Education Through Hip-Hop Artistic Practices: An Empowerment and Equity Based Learning Model for Black Adolescents*. Paper presented virtually at the 2021 Connected Learning Summit. Irvine, CA. July 8.

Evans, J. M. (2021). Rising Scholars of Connected Learning Workshop. **Invited Speaker** at the 2021 Connected Learning Summit Pre-Conference at University of California-Irvine. Irvine, CA. July 6.

Evans, J. M. (2021). *The Hustle Economy Academic Workshop.* **Invited Collaborator and Manuscript Reviewer** for Data and Society Research Institute at New York University. New York City, NY. May 20.

Evans, J.M. (2021). *The Anatomy of Digital Clout(chasing): Examining Social Media Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Invited talk** for the Northwestern University Department of Sociology's Race and Society Workshop, Evanston, IL. May 26.

Evans, J.M. (2021). *Exploring Hip-Hop Artistic Practices as an Equity and Empowerment Based Model for Media Literacy Education With Black Youth– The Case of Foundations of Music*. **Invited talk** for the Northwestern University School of Communication's National Advisory Council Meeting, Evanston, IL. May 7.

Evans, J.M. (2021). *Old Hits Verzuz New Technology: How a Pandemic Ushered Legacy Artists into The Clout Economy.* **Peer refereed pape**r presented virtually at the PopCon Music Conference. April 23.

Evans, J.M. (2021). *Link in Bio: Hip-Hop's Sexual Marketplace, Black Visibility and Platformed Creation on OnlyFans.* **Peer refereed paper presented** at Northwestern University Sexualities Project Research Fest, Evanston, IL. April 6.

Evans, J.M. (2021). *The Anatomy of Digital Clout(chasing): Examining Social Media Visibility, Relational Labor and Empowerment Strategies of Black Youth in Chicago's Drill Rap Scene.* **Invited Talk** for Civic Media Insights Lunch Series at the Massachusetts Institute of Technology Department of Comparative Media Studies and Writing, Cambridge, MA. March 11.

Evans, J.M. (2021). *The Anatomy of Digital(chasing): Black Aesthetics, Online Visibility and Relational Labor Among DIY Hip-Hop Musicians on Chicago's South Side.* Paper presented at Northwestern University Department of Sociology Ethnography Workshop, Evanston, IL. January 26.

Evans, J. M. (2021). *The Social Dilemma: A Panel Discussion on the Netflix Film.* **Invited Panelist** for the Department of Communication Studies Colloquium at Northwestern University, Evanston, IL. January 11.

Evans, J. M. (2020). *The Fresh Connect: Each One, Teach One.* **Invited Panelist** for the Center for Hip-Hop Studies at Columbia College Chicago, Chicago, IL. December 9-10.

Evans, J. M. (2020). *Seeing Creative Identities into Career Capital: Cultivating Connected Learning with Black Youth Through Hip-Hop Based Music Education.* **Peer refereed paper** presented to the National Communication Association 106th Annual Convention, Indianapolis, IN. November 19-22.

Evans, J. M. (2020). *The Anatomy of Digital Clout: Social Media Branding, Visibility and Relational Labor Strategies of Youth Micro-Celebrities in Chicago's DIY Hip-Hop Scene*. Working Paper (virtually*) presented at the Brown Bag Speaker Series organized by the Northwestern University School of Communication. November 16.

Evans, J. M. (2020). *The Anatomy of Digital Clout: Social Media Branding, Visibility and Relational Labor Strategies of Youth Micro-Celebrities in Chicago's DIY Hip-Hop Scene.* Working Paper (virtually*) presented at the Virtual Symposium organized by the Stanford University Ethnography Lab entitled "Platformed Creation: The World of Influencers, Content Creators, and Micro-Celebrities. October 16.

Evans, J. M. (2020). *Developing Occupational Identity for Black Youth Through Student-Driven Hip-Hop Composition in the Music Classroom.* **Peer refereed paper** was accepted and **published in the conference proceedings** of the 2020 Connected Learning Summit at the MIT Media Lab. Cambridge, Massachusetts. April 13.

Evans, J. M. (2020). *We (MOSTLY) Carry Guns for the Internet: Relational Labor and Chasing Digital Clout in Chicago's Drill Rap scene*. Working Paper (virtually*) presented at the International Conference on Social Media and Society. Chicago, Illinois. June 22.

Evans, J. M. (2020). *We (MOSTLY) Carry Guns for the Internet: Relational Labor and Chasing Digital Clout in Chicago's Drill Rap scene*. **Invited talk at Columbia College Chicago** Department of Communication, Social Media and Digital Strategy Program, Chicago, Illinois. February 12.

Evans, J. M. (2020). *We (MOSTLY) Carry Guns for the Internet: Relational Labor and Chasing Digital Clout in Chicago's Drill Rap scene.* **Peer refereed paper presented** (virtually*) at the 70th Annual International Communication Association Conference (Popular Communication Division), Gold Coast, Australia. May 24-28. **(Top Student Paper)**

Evans, J. M. (2020). *Ayo, Technology: My Experiences in Connected Learning, Hip-Hop Pedagogy and Digital Ethnography.* Media workshop presented for Civic Media Workshop Series, Department of Communication at Columbia College Chicago, Chicago, Illinois. February 19.

Evans, J. M. (2020). *Black Youth, Social Hacking and The Business of Digital Clout: Chicago's Drill Rap Scene In Retrospect*. Panelist and Moderator at the PopCon Music Conference, Seattle, Washington. April 23-26.

Evans, J. M. (2019). *Examining Creative Capacity and Change Agency of Hip-Hop Teaching Artists Under Constraints and Uncertainty in the Music Classroom.* **Peer refereed paper presented** for the National Communication Association 105th Annual Convention, Baltimore, Maryland. November 13-17.

Evans, J. M. (2019). *Measuring impact of civic media: Five case studies in urban & rural settings.* Invited Panelist for the National Communication Association 105th Annual Convention, Baltimore, Maryland. November 13-17.

Evans, J. M. (2019).*"I'm Teaching this for the Culture!": Examining Creative Capacity and Change Agency of Hip-Hop Educators Under Constraints and Uncertainty.* **Peer reviewed paper** presented and **published in the conference proceedings** of the 2018 Connected Learning Summit at the University of California-Irvine, Irvine, California. October 5-8.

Evans, J. M. (2019). *We (MOSTLY) carry Guns for the Internet: Relational Labor, Digital Mixtapes and "Chasing Clout" in Chicago's Drill Rap scene.* Working Paper presented to Microsoft Research New England's Intern Colloquium, Cambridge, Massachusetts. August 23.

Evans, J. M. (2019). They D-I but Y?: Artistic Labor Practices of Chicago's Rap Music Scene in the Streaming Era. I**nvited Talk presented to Spotify Boston**, Boston, Massachusetts. September 5.

Evans, J. M., Cingel, D., Lauricella, A., Wartella, E. A. (2019). *Behind The Reasons: An Examination of the Selective Exposure Hypothesis and the Role of Moderating Variables in Young People's Viewership of Netflix's 13 Reasons Why.* Working paper presented for the 69th Annual International Communication Association Conference (Mass Communication Division), Washington D.C. May 24-28.

Evans, J. M. (2019). *Cultivating Youth Voices to Confront Power Structures Through Participatory Media Practices: A Case Study of The Real Chi, Free Spirit Media's Community Newsroom.* **Peer refereed paper presented** for the 69th Annual International Communication Association Conference (Activism, Communication and Social Justice Division), Washington D.C. May 24-28.

Evans, J. M. (2019). *Hip-Hop Song Making Practices as Music Pedagogy in Urban Elementary Schools.* **Peer reviewed poster presented** for the Northwestern University Black Graduate Student Association 22nd Annual Graduate Research Conference. Evanston, Illinois. April 13. (**Top Poster Award**)

Evans, J.M. (2019). *Beats, Rhymes…. and Self Empowerment?* Lyric Workshop for Evanston Township High School 12th Annual Poetry Week. Evanston, Illinois. April 1-2.

Evans, J. M. (2019). *"I'm Teaching this for the Culture!": Examining Creative Capacity and Change Agency of Hip-Hop Educators Under Constraints and Uncertainty.* Working paper presented for the 21th Annual University of Chicago Ethnography Conference, Evanston, Illinois. March 15-17. (**Top Photography Award**)

Evans, J.M. (2019) *Descended From Greatness: Black, Bold and Brilliant*. Lyric Workshop for Evanston Township High School 5th Annual Black Student Summit. February 5-7. Evanston, Illinois

Evans, J. M. (2018). *Making Beats and Recording Rhymes is Schooling: An Ethnography of Rap Music Making as Formal Practice in the Urban Classroom .* **Peer reviewed paper presented f**or the National Communication Association 104th Annual Convention, Salt Lake City, Utah. November 8-11.

Evans, J. M. (2018). Self-Empowerment *Through Hip Hop Music Making in the Urban Classroom.* Peer refereed paper presented for the 2018 International Digital Ethics Symposium at Loyola University, Chicago, Illinois. November 8th.

Evans, J. M. (2018). *Hip Hop Music as Collaborative Media Making in the Formal Classroom.* Working paper presented for the 2018 Connected Learning Summit at the MIT Media Lab, Cambridge, Massachusetts. August 8-10.

Evans, J. M. (2018). *"Bigger than hip-hop": The socio-emotional effect of recording-based music education on Black youth.* **Peer reviewed paper** presented for the 68th Annual International Communication Association Conference (Children, Adolescents and Media Division), Prague, Czech Republic. May 24-28.

Evans, J. M. (2018). *Hip-Hop Song Making Practices as Music Pedagogy in Urban Elementary Schools.* Presentation for Northwestern University. Media, Technology and Society Brown Bag Speaker Series, Evanston, Illinois. May 21.

Evans, J. M. (2018). *Hip-hop practices as recording-based music education in the urban classroom: Chicago's Foundations of Music.* **Peer refereed paper** presented for the 68th Annual International Communication Association Conference (Instructional and Developmental Division; **Top Student Paper**), Prague, Czech Republic. May 24-28.

Evans, J. M. (2018). *Foundations of Music.: Formalizing Hip-Hop Practices in the Urban Classroom.* Working paper presented for the 20th Annual University of Chicago Ethnography Conference, Chicago, Illinois. March 23-25.

Evans, J. M. (2017). *Leveraging the Local to Go Global.* Lyric workshop presented for the City of Chicago Department of Cultural Affairs at ChicagoMade Music Collective Conference, Chicago, Illinois.. June 23.

Evans, J. M. & Evans H.L. (2016). *The Utility of Rap Based Interventions with African American Youth*. Paper presented at the Convention for the Association of Black Psychologists, Houston, Texas. July 19th-22nd.

Evans, J. M. (2015). *Naledge & The Brainiac Project.* Lyric workshop presented at Chicago Artists Month:The City as a Studio Exhibition, Chicago, Illinois. October 7th-9th.

Evans, J. M. (2015). *Utilizing Hip-Hop as a Resource to Build Community*. Panelist and presenter at the Chicago Community Trust "On the Table" Summit at the UChicago Innovation Lab, Chicago, Illinois. April 10th.

Evans, J. M. & Evans H.L. (2014). Hip Hop Therapy (HHT) - *A Burgeoning Therapeutic Intervention and its Usage in Assessment of Black Male Youth.* Paper presented at the Convention for the Association of Black Psychologists, Indianapolis, Indiana. July 15th-17nd.

Evans, J. M. (2014). *Naledge is Power: The Social Work of Hip Hop*. Lyric workshop presented at Mozilla Hive Chicago STEAM Studios, Chicago, IL. June 11th-13th.

Evans, J. M. (2013). *The War on Chi-Raq*. Workshop at the 1st Annual City of Chicago Music Summit, Chicago, IL. September 20th.

CREATIVE SCHOLARSHIP

Uncommon Naledge | Podcast in partnership with Garnet Media Group
Host, Producer and Principal Investigator
February 2022 - Present
Uncommon Naledge is a podcast about racial representation in mass media featuring interviews with journalists, scholars and artists, created and hosted by Assistant Professor of Race and Media Jabari M. Evans. Over 40 episodes have been produced thus far with SJMC students serving as producers and UofSC professors (among others) serving as regular guests. The podcast is a partnership between Garnet Media Group and the University of South Carolina School of Journalism and Mass Communication.

Fitted In Black | Documentary film developed with Major League Baseball and Chicago White Sox
Commentator, Executive Producer and Creative Consultant
January - August 2023
https://www.mlb.com/news/white-sox-produce-fitted-in-black-documentary

Hip-Hop Professor | Television show pilot developed with The Woodshed Productions for MTV Networks
Host, Producer and Creative Consultant
September 2022 - March 2023
Hip-Hop Professor is a weekly non-scripted docu-series that follows rap artist and scholar Dr. Jabari Evans as he hits up university classrooms across the country as a Hip-Hop historian breaking down lyrics with some of Hip-Hop's greatest stars in their hometown.
Pilot Episode - https://vimeo.com/808126966/d7b227cbf9?share=copy

Studio Albums (As a Rap Musician with Kidz in the Hall and as Naledge)

Evans, J. M. (2025). Armchair Quarterback [Album]. Brainiac Society LLC. EMPIRE Records.

Evans, J. M. & Aguilar, M. (2023). Adulting Anonymous [Album]. Brainiac Society LLC. EMPIRE Records.

Evans, J. M. & Aguilar, M. (2017). Free Nights and Weekends [Album]. Kidz in the Hall LLC. MARCH. EMPIRE Records.

Evans, J. M. & Aguilar, M. (2011). Occasion [Album]. Duck Down Records. E-One Entertainment.

Evans, J. M. & Aguilar, M. (2010). The Land of Make Believe [Album]. Duck Down Records. E-One Entertainment.

Evans, J. M. & Aguilar, M. (2008). The In Crowd [Album]. Duck Down Records. Koch Entertainment.

Evans, J. M. & Aguilar, M. (2006). Kidz in the Hall Presents School Was my Hustle [Album]. Rawkus Records. Sony Music Entertainment.

PROFESSIONAL AFFILIATIONS

International Communications Association (Children, Adolescents and Media Division; Instructional Division)

National Communications Association (Elementary and Secondary Education Division; African American Communication and Culture Division)
Connected Learning Alliance
Association of Black Psychologists
National Association of Social Workers
Content Creator Scholars Network (CCSN)
American Influencer Council
Rutgers University Digital Ethnography Working Group (DEWG)

TEACHING EXPERIENCE:

Northwestern University

Fall 2017, Communications Studies 225: Communication and Culture, **Teaching Assistant and Guest Lecturer** for Dr. Maria Mastranardi, Northwestern University

Winter 2018, Communications Studies 275: Persuasive Images & Rhetoric in Popular Culture, **Teaching Assistant and Guest Lecturer** for Dr. Irving Rein, Northwestern University

Spring 2018, Communications Studies 395: Children and Digital Communication, **Graduate Assistant** and Guest Lecturer with Dr. Alexis Lauricella, Northwestern University

Fall 2018, Communications Studies 294: Family Communication, **Co-Instructor** with Dr. Kathleen Galvin, Northwestern University

Winter 2019, Communications Studies 270: Theories of Mediated Communication, **Instructor of Record,** Northwestern University

Fall 2019, Communications Studies 394: Social Media and Online Social Interactions, **Guest Lecturer** on Context Collapse/Online Impression for Dr. Alice Zhang, Northwestern University

Winter 2020, Radio TV Film 398: The History of the Music Industry, **Guest Lecturer** on Music in the Digital Age for Dr. Jacob Smith, Northwestern University

Spring 2020, Communications Studies 270: Theories of Mediated Communication, **Instructor of Record,** Northwestern University

Fall 2020, Communications Studies 225: Communication and Culture, **Teaching Assistant and Guest Lecturer** for Dr. Claudio Benzecry, Northwestern University

Winter 2021, Radio, TV, and Film 395: Contemporary Television, **Teaching Assistant** for Dr. Aymar Jean Christian, Northwestern University

University of South Carolina

(All as Instructor of Record)

Journalism 101: Media and Society (Fall 2024)

Journalism 311/ African American Studies 398: Minorities, Women and Mass Media (Fall 2021, Fall 2022, Spring 2022, and Summer 2025)

Journalism 311: Race, Class, Gender, and the Mass Media (Fall 2025)

Journalism 308: Media and Youth (Fall 2021, Spring 2024)

Journalism 808: Critical and Cultural Approaches to Qualitative Research (Spring 2022)

Journalism 309: Hip-Hop, Media and Society (Fall 2022, Spring 2023, Spring 2024, Spring 2025)

Journalism 307: Media, Race and Sport (Fall 2023, Spring 2025)

Journalism 790: Race, Media and Cyberculture (Fall 2024)

Guest Lectures:

Fall 2022, Fall 2023 and Spring 2023, Journalism 285: Social Media and Society, Guest Lecturer on Social Media Activism for Dr. Wesley Stevens

VOLUNTEER SERVICE

To The University:

Northwestern University

Lead Teaching Artist and Advisory Board Member, AMPED Music Education Program at Northwestern University
October 2017 - May 2020
The Arts and Music Programs for Education in Detention Centers (AMPED) is a music mentorship program that connects Northwestern students with incarcerated young men at the Cook County Juvenile Temporary Detention Center.

Northwestern University Sound Arts and Industries Program Advisory Board Member
July 2020- Present
The goal of the Sound Arts and Industries Advisory Board is to share their knowledge about current trends in sound-related industries, to guide curriculum, and to forecast the skills and abilities that Sound Arts and Industries graduates will need to secure jobs post-graduation. The Board's recommendations will ensure that the Sound Arts and Industries program's curriculum is at the leading edge of the field and that our academic engagement opportunities are set to best position our students for jobs.

University of South Carolina

Committee Membership:
Media and Civil Rights Symposium Committee (2026-Present)
University-Wide First Generation Steering Committee (2025–Present)
SJMC First Generation Support and Retention Committee (2025–Present)
SJMC Faculty AI Team (2025–Present)
Center on Civil Rights History and Research Affiliate Faculty (2024-Present)
CIC Internal Grant (on Artificial Intelligence) Reviewer (2024 – 2025)
USC Faculty Senate (2023 - Present)
African American Studies Department Affiliate Faculty Committee (2022-Present)
President's Advisory Council on Diversity, Equity & Inclusion (2022-Present)

SJMC Director Search Committee (Non-Voting Member; 2022-23)
SJMC Alumni Awards Committee (2021-2022)
SJMC Faculty Development Committee (2021-Present; **2022-Present as Committee Chair**)
CIC Inclusive Excellence Advisory Council (2021-Present)
ASPIRE-I Competition Review Council (2021- 2022)

Speaking Engagements/Special Appearances:

Evans, J. M. (2026). **Invited Chair**, keynote session featuring Peter Levine [Conference session chair]. [Conference title: Civic Engagement and the Constitutional Order], University of South Carolina, McKissick College of Arts and Sciences, Columbia, SC, United States. April 13.

Evans, J.M. (2026). 2026 *Black and Connected Networking Luncheon*. **Invited Keynote Speaker for** the Black Honors Caucus at the University of South Carolina Honors College. Columbia, SC. February 21.

Evans, J.M. (2025). *Class of 2029 Admitted Students Day*. **Invited speaker for** the College of Information and Communication at the University of South Carolina. Columbia, SC. April 5.

Evans, J.M. (2024). Research *Perspectives from Faculty Members*. **Invited panelist for** the Inclusive Excellence Graduate Program Open House at the University of South Carolina College of Information and Communication. Columbia, SC. March 22.

Evans, J.M. (2024). Hip-Hop Trivia Night. **Invited speaker and Host for** Zeta Phi Beta Sorority, Incorporated - Psi Eta Chapter at the University of South Carolina. Columbia, SC. February 29.

Evans, J. M. & Crump, L. (2023). Beyond the Classroom: A Conversation with Rapper David Banner. **Invited Moderator and Faculty Event Coordinator** for the University of South Carolina Center of Integrative and Experiential Learning, African American Studies Department, School of Journalism and Mass Communication, Center for Civil Rights History and Research and the College of Information & Communication in conjunction with the Office of Access and Opportunity. Event held at Richland Library Main Auditorium, Columbia, SC. October 12. Click Here for a Recap Video

Evans, J.M. (2023). How to be a Social Media Influencer. **Invited Panelist** at the University of South Carolina College of Information and Communication **Co-sponsored by UNESCO**. Columbia, SC. September 29.

Evans, J.M. (2023). 2023 Summer Seniors Recruitment Program. **Invited speaker for** the College of Information and Communication at the University of South Carolina. Columbia, SC. June 22.

Evans, J.M. (2023). *The Influencers, ideas and uncertainty: How Gen Z lives on social media.* **Invited Panelist** at the University of South Carolina College of Information and Communication **Co-sponsored by UNESCO**. Columbia, SC. February 3. Click for more information

Evans, J. M. (2022). *Hip-Hop Pedagogy: Where Cultural Relevance Meets Social Justice Perspectives.* **Invited workshop leader** for Teaching Toward Inclusive Excellence Workshop Series, Center for Teaching Excellence at University of South Carolina, Columbia, SC. October 6.

Evans, J.M. (2022). 2022 *New Faculty Orientation*. **Invited Lunch Ambassador for** the Center for Teaching Excellence at the University of South Carolina. Columbia, SC. August 12.

Evans, J. M. (2022). *The Great Debate: Critical Race Theory and the Future of Education.* **Invited panelist** for The Matthew J. Perry Chapter of the Black Law Students Association, School of Law at the University of South Carolina, Columbia, SC. April 5.

Evans, J. M. (2022). *Hip-Hop Pedagogy: Where Cultural Relevance Meets Social Justice Perspectives.* **Invited workshop leader** for Teaching Toward Inclusive Excellence Workshop Series, Center for Teaching Excellence at University of South Carolina, Columbia, SC. March 30.

Evans, J.M. (2022). 2022 *Black and Connected Networking Event*. **Invited panelist for** the Black Honors Caucus Program Open House at the University of South Carolina Honors College. Columbia, SC. March 18.

Evans, J. M. & Seales, A. (2022). Diversity, Equity and Inclusion in the Media: A Conversation with Amanda Seales. **Invited Moderator and Faculty Event Coordinator** for Black History Month at the School of Journalism and Mass Communication, College of Information & Communication in conjunction with the Office of Diversity, Equity and Inclusion at University of South Carolina, Columbia, SC. February 18. https://sc.edu/uofsc/announcements/posts/2022/01/conversation_with_amanda_seales.php

Evans, J.M. & Holley, J. (2021). *Music Industry Chats (MIC)*. **Invited Speaker** for the Music Industry Program Podcast for the University of South Carolina School of Music. Columbia, SC. November 9.

Evans, J.M. (2021). *Perspectives from Faculty Members of Color*. **Invited panelist for** the Inclusive Excellence Graduate Program Open House at the University of South Carolina College of Information and Communication. Columbia, SC. October 22.

Evans, J.M. (2021). *Developing a Scholarly Identity as a Person of Color*. **Invited panelist** for the Grace Jordan McFadden Professors Program workshop series at the University of South Carolina. Columbia, SC. September 17.

To The Academy

Junior Vice Chair, International Communication Association - Instructional and Developmental Communication Division (IDD)
October 2018 - October 2021

Manuscript Reviewer
International Communication Association, *Instructional and Developmental Division*
International Communication Association, *Children, Adolescents and the Media Division*
Journal of Health Education and Behavior
Journal of Media Literacy Education
Journal of Hip-Hop Studies
Popular Music
Journal of Popular Music Studies
Journal of Global Hip-Hop Studies
Poetics
New Media and Society

To The Local Community
Advisory Board Member, YR Media (2024-25)
Advisory Board Member, Columbia Hip-Hop Family Day (2021-Current)
Columbia (SC) Alumni Chapter of Kappa Alpha Psi Fraternity Inc. (2021-current)
Chicago Fellowship Missionary Baptist Church, Warrior Mentor (2010-2012)
Penn Alumni Applicant Interviewer Program, Chicago Territory (2012-2022)
Chicago (IL) Chapter of the Recording Academy, Chapter Grammy Board of Governors (2009)
Chicago Alumni Chapter of Kappa Alpha Psi Fraternity Inc. Guide Right Program, Student Mentor (2011-2021)
Chicago Scholars Inc., Student Mentor (2014-21)

PROFESSIONAL DEVELOPMENT/TRAINING:

- 2025 AI in Education Explorer Badge, Auburn University Center for Teaching Excellence
- 2025 Culture Not Evidence Expert Witness Training Program. Howard University School of Law Criminal Justice Clinic & University of Richmond. Washington, DC.
- 2021-22 New Faculty Academy Certification, University of South Carolina Center for Teaching Excellence
- Center for the Integration Teaching, Research and Learning at Northwestern (CITRL) Associate Certification (Spring 2021)
- Teaching Certificate Program (2020-21) - Northwestern University Searle Center for Advancing Learning and Teaching Excellence
- The Digital Age and Active Learning in the Social Sciences Badge (September 2016)- NU Searle Center for Advancing Learning and Teaching
- Teaching and Learning Outside of the Classroom Badge (October 2016) - NU Searle Center for Advancing Learning and Teaching
- 2017 ICPSR Summer Program in Qualitative Methods of Social Research, Odum Institute for Research in Social Science, University of North Carolina- Chapel Hill - Inter-University Consortium for Political and Social Research (ICPSR)

RESEARCH ASSISTANT TRAINING, ADVISING AND MENTORING

*Students are listed by their education level and academic pursuits when they worked with me.

Northwestern University

Amy Parker, B.A. (Research Assistant) student studying Communication Studies, 2017-18

Eden Posner, B.A. (Thesis Co-Advisor) student studying Education and Social Policy, 2018-19

Yolanda Bennett, B.A. student studying Communication Studies, 2018-19

Do Hun Yang, B.A. (Research Assistant) student studying Communication Studies, 2019-20

University of South Carolina

Sarah Johnson, PhD Candidate (Research Assistant) studying Mass Communication, 2021-22

Elizabeth Messier, B.A. (Honors Thesis Co-Advisor) student studying Mass Communication, 2021-22

Vanessa Purpura, B.A. (Research Assistant) student studying Advertising, 2021-22

Beyonce Watson, B.A. (Research Assistant) student studying Broadcast Journalism, 2022-23

Jada Kirkland, B.A. (Honors Thesis Mentor and Advisor) student studying Journalism, 2022-23

Kira Norwood, M.MC (Research Assistant) studying Mass Communication, 2022-23

Odera Ezenna, PhD Student (Research Assistant, Dissertation Committee member) studying Mass Communication, 2022-2025

Andre Shaw, B.A. (Honors Thesis Mentor) student studying Journalism, 2022-23

Eden Prime, MA (Thesis Advisor) student studying Journalism, 2023-2025)

Callie Hribar, B.A. (Thesis Advisor) student studying Visual Communication. 2024-2025

Kristi Gilmore, PhD (Dissertation Committee Member) student studying Public Health, 2024-2026

Bryan M. Jenkins, PhD (Bridge to Faculty Mentor) post-doctoral researcher and research professor, 2024-26

Lazarus McCray, M.M.C. student (Research Assistant) studying Mass Communication, 2025-26

Deontre McCray, Ph.D. Student (Research Assistant) studying Mass Communication, 2025 - Present

Mikey Rodgers, Ph.D. student (Independent Study, Research Assistant), studying Mass Communication. 2026-2027

RELEVANT INDUSTRY EXPERIENCE:

The Brainiac Project Inc. Chicago, IL
Executive Director and Founder November 2012– Present

- Spearheaded development of the music business curriculum and music industry mentorship program within Little Black Pearl Art and Design High School.
- Serve as Lead Teaching Artist and grant writer for the organization, whose mission provides intensive one on one instruction in recording arts entrepreneurship
- Advocating for at-risk students to achieve their potential and harness their self-motivating skills via recording arts practices.
- Implemented strategic partnerships with GBK Studios, Donda's House Inc., Little Black Pearl Art and Design Academy and Foundations of Music Inc. to aid children involved in unique life circumstances to gain professional development and attend four-year colleges.
- Spearheaded sponsorship development, artist recruitment, and recording studio construction
- Developed organizational by-laws, recruited board members to best carry out and execute programming and initiatives that best serve the organization's mission

Dubsmash New York City, NY
Creator Advisory Board Member July 2020– September 2021

- Dubsmash is a short video platform that elevates underrepresented creators and allows them to earn a living.

The Creator Advisory Board participates in, but are not limited to, the following activities:

- Monthly meetings with the leadership team around topics related to our strategy, communications and product roadmap
- Fireside chats for the full team to walk through key learnings of digital creators and communities (if currently pursuing research or have deep knowledge in a related field)
- 1:1 sessions with key members of the leadership team to coach, mentor, and advise how best to
- understand their creator experience.
- Mentoring sessions with choice creators in the Dubsmash community to help elevate them on their journeys to becoming entertainers.
- Quarterly meetings with a board member to better educate their directors on trends among the platform's community and user base.

Youth Guidance Chicago, IL
Becoming A Man *(BAM) Counselor- Bogan High School* January 2016 – September 2016

- Provided individual psychosocial counseling for BAM students at Bogan High School
- Provided individual, family and crisis intervention work, for a caseload of 60 male students
- Facilitated 4-5 weekly BAM counseling groups during the school day; increasing student attendance by over 20% and student infractions by over 40% during the 2015-16 school year.
- Participated in staff development programs, teacher training and school in-service presentations
- Performed required functions (statistics, record keeping, research, etc.) and special administrative assignments
- Participated and provided in-service training to the Bogan school community
- Collaborated and coordinated services with the LSC, Parent Programs and the Pupil Personnel Support team.

FURTHER RELEVANT WORK EXPERIENCE

Ada S McKinley Community Services Inc.
Chicago, IL *Mental Health Professional/ MSW Intern*
May 2013 – July 2014

LIFT Communities Inc.
Chicago, IL *Client Advocate/ MSW Intern*
September 2012 – April 2013

PROFESSIONAL AND ACADEMIC REFERENCES:

Dr. Damion Waymer
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Dr. Kenneth Campbell
Former Mass Communications Sequence Head and Associate Professor
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Margaret Walker Professor of Communication Studies
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