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AREAS OF INTEREST:

Connected Learning, Digital Media Literacy, Social Media, African American Youth, Urban Ethnography, Digital Inequity, Hip-Hop Culture and Creative Industries

EDUCATION:

Northwestern University

Doctorate of Philosophy; Media, Technology and Society
(Expected Graduation: Fall 2020)

Evanston, IL
September 2016- Present

Dissertation Title: *Addressing Learning Equity Gaps Through Hip-Hop Production and Composition in the Music Classroom - A Qualitative Analysis of a New Music Program Designed and Implemented in Two Urban Elementary Schools*

Advisor: Dr. Ellen Wartella

Committee: Dr. Aymar Jean Christian, Dr. Claudio Benzecry, Dr. Nichole Pinkard

University of Southern California

Master's Degree of Social Work, Mental Health Concentration

Los Angeles, CA
January 2012 – July 2014

University of Pennsylvania

Bachelor of Arts, Communication and Media Studies

Philadelphia, PA
September 2000- May 2004

RESEARCH EXPERIENCE:

Northwestern University Center on Media and Human Development

Evanston, IL *Research Associate*
September 2016 – Present

- 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 Leadership in Creative Industries 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

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

City of Chicago, Department of Cultural Affairs and Special Events
September 2013

Board of Governors

The Recording Academy, Chicago Grammy Chapter
September 2012

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. (Forthcoming). *Think Like a Rapper: Black Youth, Connecting Learning and Finding Occupational Identity Through Hip-Hop Music*. DIO Press: Austin, Texas.

Refereed Journal Articles

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.

Evans, J. M. (Forthcoming) Connecting Black Youth to Critical Media Literacy Through Hip-Hop Identities in the Music Classroom. *Journal of Popular Music Education*. (Accepted with Revision).

Wartella, E., Lauricella, A. R., Cingel, D. **Evans, J.M.** (Forthcoming). A Global Study of Teens Responses to 13 Reasons Why and its Portrayal of Teen Suicide. *Health Education and Behavior*.

Book Chapters

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.

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, J. M. (Forthcoming). "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.

Essays and Commentary

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

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

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 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. Working Paper presented virtually at the 70th Annual International Communication Association Conference (Popular Communication Division), Gold Coast, Australia. May 24-28.

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*. 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*. . Working 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 Rap Music Scene in the Streaming Era. **Invited 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*. Working 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*. 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*. Paper presented for 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*. 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*. Working 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*. 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 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.

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

TEACHING EXPERIENCE:

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

VOLUNTEER SERVICE

To/Through The University:

Lead Teaching Artist, AMPED Music Education Program at Northwestern University

October 2017 - Present

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

To The Academy

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

October 2018 - Present

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

To The Local Community

Chicago Fellowship Missionary Baptist Church, Warrior Mentor (2010-2012)

Penn Alumni Applicant Interviewer Program, Chicago Territory (2012-2019)

Chicago Chapter of the Recording Academy, Chapter Grammy Board of Governors (2009)
 Kappa Alpha Psi Fraternity Inc. Guide Right Program, Student Mentor (2011-2014)
 Chicago Scholars Inc., Student Mentor (2014-15)

PROFESSIONAL DEVELOPMENT/TRAINING:

- 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. 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. student studying Communication Studies, 2019-20

RELEVANT INDUSTRY EXPERIENCE:

The Brainiac Project Inc.

Executive Director and Founder

Chicago, IL
 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

Youth Guidance

Becoming A Man (BAM) Counselor- Bogan High School

Chicago, IL
 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. Ellen Wartella PhD

Sheik Hamad bin Khalifa al Thani Professor of Communication Studies

Director, Center on Media and Human Development

Northwestern University

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Evanston, IL 60208

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Dr. Nicole Pinkard PhD

Associate Professor of Learning Sciences

Northwestern University

Walter Annenberg Hall, 2120 Campus Drive

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Dr. Claudio Benzecry PhD

Associate Professor of Communication Studies

Northwestern University

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Dr. Aymar Jean Christian PhD

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Dr. Nancy Baym

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