

RYAN EANES Ph.D., IPC

CURRICULUM VITAE

Updated August 2026

Assistant Professor of Communication Studies
Division of Media & Fine Arts
Temple University, Japan Campus Kyoto

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Kyoto, Japan 612-0878
ryan.eanes@tuj.temple.edu

EDUCATION

Doctor of Philosophy , Media Studies School of Journalism and Communication, University of Oregon, Eugene, OR, US	2015
Master of Arts , Media Studies School of Media Studies, The New School, New York, NY, US	2008
Bachelor of Arts , Communication Wake Forest College, Wake Forest University, Winston-Salem, NC, US	2003

CERTIFICATIONS AND SPECIALIZATIONS

Insights Professional (IPC) Master Certification Insights Association, Washington, DC, US	2021
Teaching in Higher Education Certificate College of Education/Center for the Advancement of Teaching, Temple University, Philadelphia, PA, US	2020
Insights Professional (IPC) Principal Certification Insights Association	2017
Food Studies Graduate Specialization Graduate School, University of Oregon, Eugene, OR, US	2015
New Media & Culture Certificate Graduate School, University of Oregon	2014

FULL-TIME ACADEMIC APPOINTMENTS

Temple University, Japan Campus Kyoto , Kyoto, JP Assistant Professor, Communication Studies Division of Media and Fine Arts	2026-...
Temple University , Philadelphia, PA, US Assistant Professor of Instruction Department of Advertising & Public Relations Klein College of Media and Communication	2019-2025
Washington College , Chestertown, MD, US Assistant Professor Department of Business Management	2015-19

RESEARCH INTERESTS

- ◆ Degrowth and its relationship with/effects on advertising, marketing, corporate communications, consumer-brand relationships, and consumption activities
- ◆ Media ecology approaches to advertising and consumption
- ◆ Consumption activities related to self-presentation, impression management & self-monitoring

TEACHING EXPERIENCE AS INSTRUCTOR-OF-RECORD

Temple University, Japan Campus Kyoto, Kyoto, JP

2026-...

Assistant Professor, Communication Studies

- ◆ Communication and Public Life (CMST 1111)
- ◆ Introduction to Brand Strategy & Research (ADV 2141)
- ◆ Introduction to Media and Society (ADV 1101)
- ◆ Leading Diverse Teams (CMGT 5003)
- ◆ Persuasive Writing (ADV 1196)
- ◆ Representation in the Media (ADV 3006)
- ◆ Social Responsibility in Corporations and Not-for-Profit Organizations (CMGT 8105)

Temple University, Philadelphia, PA, US

2019-2025

Assistant Professor of Instruction, Department of Advertising & Public Relations

- ◆ Advanced Writing for Academic & Professional Communication (ADV 4197)
- ◆ Advertising and Society (ADV 3002)
- ◆ Digital Media and Advertising (ADV 1103)
- ◆ Digital Media, Social Media & Audience Analytics for Public Relations (PR 3101)
- ◆ Introduction to Brand Strategy & Research (ADV 2141)
- ◆ Introduction to Marketing (ADV 2111)
- ◆ Introduction to Media and Society (ADV 1101)
- ◆ Persuasive Writing (ADV 1196)
- ◆ Psychology of Advertising (ADV 3007)
- ◆ Quantitative Advertising Research (ADV 3042)
- ◆ Representation in the Media (ADV 3006)
- ◆ Social Media Marketing (ADV 2005)
- ◆ **SPECIAL TOPIC:** Brand Hate (ADV 3010)
- ◆ **SPECIAL TOPIC:** Consumer Neuroscience (ADV 3000)

Temple University, Japan Campus, Tokyo, JP

2024-25

Adjunct Assistant Professor, Communication Studies

- ◆ Media in a Hyper-Mediated World (KLN 0873)

Visiting Assistant Professor, Communication Studies

2024

- ◆ Introduction to Brand Strategy & Research (ADV 2141)
- ◆ Introduction to Marketing (ADV 2111)
- ◆ Media in a Hyper-Mediated World (KLN 0873)

University of Delaware, Wilmington, DE, US

2019

Adjunct Professor, Associate in Arts Program

- ◆ Introduction to Statistical Methods I (MATH 201)

Washington College, Chestertown, MD, US

2015-19

Assistant Professor, Department of Business Management

- ◆ Advertising (BUS 351)
- ◆ American Marketing Association Collegiate Case Competition Practicum (BUS 394)
- ◆ Consumer Behavior (BUS 323)
- ◆ Digital Marketing (BUS 224)
- ◆ Principles of Marketing (BUS 111)
- ◆ **FIRST-YEAR SEMINAR:** Neurons and Networks (GRW 101)
- ◆ **SHORT-TERM STUDY ABROAD:** The Business of Food (BUS 330)

University of Oregon, Eugene, OR, US

2014

Graduate Teaching Fellow, School of Journalism & Communication

- ◆ Understanding Media (J 201)

Manhattan College, Riverdale, NY, US

2009-12

Adjunct Instructor, Department of Communication

- ◆ Web Design (COMM 306)

BOOKS AND MONOGRAPHS

Eanes, R. (2023). *Insightful branding: People-centric tactics for building brands*. Kendall Hunt.

PEER-REVIEWED ARTICLES AND CHAPTERS

- Eanes, R.** (Forthcoming). The persuasion paradox: AI, advertising, and the undermining of sustainable development. In Yusha'u, M. J. & Martin Lengel, L. (Eds.), *Communication for development: Rethinking sustainable communication in the AI century*. Wiley-Blackwell.
- Eanes, R. S.**, & van den Broek, C. Y. (2019). Playing alone, together: Pokémon GO, public mobility, and locational privacy. In Henthorn, J., Kulak, A., Purzycki, K., & Vie, S. (Eds.), *The Pokémon GO phenomenon: Essays on public play in contested spaces* (pp. 32-48). McFarland.
- Eanes, R. S.** (2014). "Top Chef" and taste: Traditional foods as trends. *Digest*, 3(1).
<https://scholarworks.iu.edu/journals/index.php/digest/article/view/27900/33114>

BOOK CHAPTERS AND SECTIONS

- Eanes, R.** (Forthcoming). Advertising. In W. Monaghan, D. O'Meara & R. Cover (Eds.), *Encyclopedia of queer media*. Elgar.
- Eanes, R. S.** (2019). Attention span. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE. <https://doi.org/10.4135/9781483375519.n50>
- Eanes, R. S.** (2019). eCommerce. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE. <https://doi.org/10.4135/9781483375519.n207>
- Eanes, R. S.** (2019). Psychographics. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE. <https://doi.org/10.4135/9781483375519.n543>
- Eanes, R. S.** (2019). The restaurant: A perfect collision of public and private? In C. P. Greene (Ed.), *Foodscapes: Food, space, and place in a global society* (pp. 61-76). Peter Lang.
- Eanes, R. S.** (2019). Viral marketing. In D. Merskin (Ed.), *The SAGE international encyclopedia of mass media & society*. SAGE. <https://doi.org/10.4135/9781483375519.n720>
- Eanes, R. S.** (2018) Cell phone data. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. Springer. https://doi.org/10.1007/978-3-319-32001-4_33-1
- Eanes, R. S.** (2017). Mobile analytics. In L. A. Schintler & C. L. McNeely (Eds.), *Encyclopedia of big data*. Springer. https://doi.org/10.1007/978-3-319-32001-4_138-1
- Eanes, R. S.** (2017). The omnipresent opiate: Reconsidering Internet addiction in the network era. In P. Rose (Ed.), *Confronting Technopoly: Charting a course towards human survival* (pp. 33-52). Intellect Books.
- Eanes, R. S.** (2016). Brazil (South America): Brazilian American food. In L. M. Long (Ed.), *Ethnic American cooking: Recipes for living in a new world* (pp. 30-31). Rowman & Littlefield.
- Eanes, R. S.** (2015). Brazil. In L. M. Long (Ed.), *Ethnic American food today: A cultural encyclopedia* (Vol. 1, pp. 82-85). Rowman & Littlefield.
- Pittman, M., & **Eanes, R. S.** (2015). So many choices, so little choice: Streaming media, algorithmic efficiency, and the illusion of control. In R. C. MacDougall (Ed.), *Communication and control: Tools, systems, and new dimensions* (pp. 133-145). Lexington Books.
- Eanes, R. S.** (2015). Websites on food. In K. Albala (Ed.), *The SAGE encyclopedia of food issues* (Vol. 3, pp. 1469-1472). SAGE. <https://doi.org/10.4135/9781483346304.n454>

BOOK REVIEWS

- Eanes, R. S.** (2018). Review of 'Creating signature stories: Strategic messaging that persuades, energizes and inspires' by David Aaker. *Journal of Brand Strategy*, 7(1), 92-93.
- Eanes, R. S.** (2014). Review of 'Food and social media: You are what you tweet' by Signe Rousseau. *Gastronomica*, 14(4), 87-88. <https://doi.org/10.1525/gfc.2014.14.4.86>
- Eanes, R. S.** (2014). Review of 'Mobile interface theory: Embodied space and locative media' by Jason Farman and 'Mobile interfaces in public spaces: Locational privacy, control, and urban sociability' by Adriana de Souza e Silva and Jordan Frith. *Mobile Media & Communication*, 2(3), 369-370.
<https://doi.org/10.1177/2050157914530353>

- 2026 **International Conference on Advertising Research**
Hong Kong Baptist University, Kowloon, HK
Degrowth and the persuasion paradox: A transformative framework for Asia-Pacific advertising [Short paper]
- 2025 **2025 Annual Association for Consumer Research Conference**
Washington, DC, US
The paradox of degrowth advertising: Challenging consumption in an era of “buying and beyond” [Working paper]
- 23rd Annual Faculty Conference on Teaching Excellence**
Temple University, Philadelphia, PA, US
Empathy and transparency: Enhancing student mental health [Lightning talk; canceled due to illness]
- 26th Annual Media Ecology Association Convention**
Universidad Panamericana, Mexico City, MX
Degrowth in the age of Technopoly: Rethinking AI, consumption and sustainability [Working paper]
- 2019 **VI International Congress of Methodologies in Communication Research**
Universidad Complutense de Madrid, Madrid, ES
Using mixed qualitative methods integration in family brand consumption research [Short paper]
- 2017 **Marketing Management Association Fall Educators’ Conference**
Pittsburgh, PA, US
Using intragroup scoring methods to evaluate students’ group collaboration & participation [Short paper]
- International Association for Media & Communication Research 2017 Conference**
Cartagena, CO
A constellation of stars: Is there a relationship between Yelp and Michelin restaurant ratings? [Working paper]
- “What is Life?” Conference: Lifestyles, Lifeworlds, Lifeworks**
University of Oregon, Portland, OR, US
An appetite for the unusual: Persuasive challenges for edible invasive species [Working paper]
- 2016 **Marketing Management Association Fall Educators’ Conference**
Providence, RI, US
“So you’re the new guy, eh?”: Finding your way in a new department [Short paper]
- 2015 **International Association for Media & Communication Research 2015 Conference**
San Juan, PR
A real “cone of silence:” Smartphones, portability, and psychological privacy [Working paper]
- “What is Journalism?” Conference: Exploring the Past, Present & Future of Journalism**
University of Oregon, Portland, OR, US
Eyes everywhere (...sort of): Smartphone ubiquity and antecedents for citizen journalism [Working paper]
- University of Oregon Graduate Research Forum**
University of Oregon, Eugene, OR, US
Secrets in plain sight: Mining data sets in the social sciences [Presentation; co-author M. Pittman]
- 2014 **64th Annual Conference of the International Communication Association**
Seattle, WA, US
Top Chef and the good life: The convergence of highbrow and lowbrow [Working paper]
- 35th Annual Southwest Popular & American Culture Associations Conference**
Albuquerque, NM, US
“You will watch this, and you will like it”: Netflix, small data, and entertainment agenda setting [Working paper]
- 2013 **International Association for Media & Communication Research 2013 Conference**
Dublin, IE
Truly magical: Advertising rhetoric and the iPad [Working paper]

The Tablet Symposium: Examining New Media Objects

University of Sussex, Brighton, England, GB

Magic, rhetoric, and the iPad [Working paper]

AWARDS, SCHOLARSHIPS AND HONORS

- 2024 Visiting Faculty, International Campus Faculty Exchange
Office of the Provost, Temple University, Philadelphia, PA, US
Office of the Dean, Temple University Japan, Tokyo, JP
- 2022 Senior Faculty Teaching Award
Klein College of Media and Communication, Temple University, Philadelphia, PA, US
- 2021 ANA Educational Foundation 2021 Visiting Professor Program
Association of National Advertisers, New York, NY, US
- Transformative Consumer Research Conference
Association for Consumer Research
McIntire School of Commerce, University of Virginia, Charlottesville, VA, US
- 2019 Finalist, Course Hero-Woodrow Wilson Fellowship for Excellence in Teaching
Institute for Citizens & Scholars, Princeton, NJ, US
- 2016 DuPont Summer Seminar for Liberal Arts College Faculty
National Humanities Center, Research Triangle Park, NC, US
- 2015 Kappa Tau Alpha National Honor Society
University of Oregon Chapter, Eugene, OR, US
- Graduate Research Fellow, UNESCO Crossings Institute
University of Oregon, Eugene, OR, US
- 2014-15 Graduate Resident, DREAM (Digital Research, Education & Media) Lab
Knight Library, University of Oregon, Eugene, OR, US
- 2014 Golden Key International Honour Society
University of Oregon Chapter
- 2013-14 Leon Culbertson Scholarship
University of Oregon, Eugene, OR, US
- 2012-15 Columbia Media Studies Scholarship
School of Journalism and Communication, University of Oregon, Eugene, OR, US
- 2005-08 Media Studies Scholarship
School of Media Studies, The New School, New York, NY, US
- 2000-03 Curtis Overby Scholarship for Communication Studies
Department of Communication, Wake Forest University, Winston-Salem, NC, US
- 1999-03 George Foster Hankins Scholarship
Wake Forest University, Winston-Salem, NC, US
- Kutteh Family Scholarship
Wake Forest University

GRANTS AND FUNDING AWARDS

- 2026 **Research Funding Award**
Research and Creative Works Program, Temple University, Japan Campus, Tokyo, JP
- EDGE 2.0 Grant Winner (Huxley & Hiro)**
Delaware Division of Small Business, Delaware Department of State, Dover, DE, US
- 2019-25 **Travel Fund Grants** (*multiple*)
Klein College of Media and Communication, Temple University, Philadelphia, PA, US
- 2018 **Course Development Grant**
Corbin Loree Endowed Fund for Career Development, Washington College, Chestertown, MD, US
- Discretionary Grant for Course Development**
Cromwell Center for Teaching and Learning, Washington College, Chestertown, MD, US

- 2016 **Innovative Pedagogy Grant**
Cromwell Center for Teaching and Learning, Washington College
- 2015-18 **Faculty Travel Fund Awards** (*multiple*)
Faculty Enhancement Awards (*multiple*)
Office of the Provost and Dean, Washington College, Chestertown, MD, US
- 2014 **Food Studies Graduate Research Grant**
Food Studies Program & Graduate School, University of Oregon, Eugene, OR, US
- 2013-15 **Graduate Travel Grants** (*multiple*)
School of Journalism and Communication, University of Oregon, Eugene, OR, US
- 2013-14 **Graduate Research Grants** (*multiple*)
School of Journalism and Communication, University of Oregon

PANELS, WORKSHOPS AND SPEAKING ENGAGEMENTS

- 2023 **Invited Speaker**, *Advertising and branding in the Star Trek universe: A theory* (August)
Star Trek Las Vegas: The 57-Year Mission, Creation Entertainment, Las Vegas, NV, US
- 2022 **Panel Moderator**, *Expert Q&A: Careers in the insights industry* (September)
Central Atlantic Chapter, Insights Association, Philadelphia, PA, US
- Pre-College Workshop Instructor**, *Advertising on the cutting edge* (July-August)
Office of Undergraduate Admissions, Temple University, Philadelphia, PA, US
- 2019 **Seminar Moderator**, *Consumer financial literacy & protection: Policies & predictions* (March)
2018-19 Sustainable Finance Colloquium
Departments of Economics & Business Management, Washington College, Chestertown, MD, US
- 2017-18 **Workshop Facilitator**, *A student publication's social media toolkit* (August)
Board of Student Publications, Washington College, Chestertown, MD, US
- 2016 **Invited Speaker**, *Staying safe in an 'always on' world* (October)
H.O.Y.A.S.-C.P.I.P Speaker Series
Helping Our Youth Achieve Success: College Prep Intervention Program, Chestertown, MD, US
- 2015 **Invited Speaker**, *Technology at the table: Mobile devices, dining out, and social connections*
Food Studies Research Series
Food Studies Program, University of Oregon, Eugene, OR, US

MEDIA COMMENTARY AND APPEARANCES

- 2025 "Easiest Credit Cards to Get" (October 29)
WalletHub. https://wallethub.com/easiest-credit-card-to-get#expert=Ryan_Eanes
- 2024 "Best Installment Loans" (October 21)
WalletHub. https://wallethub.com/best-installment-loans#expert=Ryan_S._Eanes
- 2023 "Most Exclusive Credit Cards" (November 10)
WalletHub. https://wallethub.com/most-exclusive-credit-cards#expert=Ryan_Eanes
- 2022 "Costco Anywhere Visa Card by Citi" (June 29)
WalletHub. https://wallethub.com/d/costco-credit-card-72c#expert=ryan_s._eanes
- 2021 "American Express credit cards" (November 3)
WalletHub. https://wallethub.com/credit-cards/american-express/#expert=Ryan_S._Eanes
- "Capital One Savor review: Ask the experts" (May 18)
WalletHub. https://wallethub.com/edu/cc/capital-one-savor-review/68505#expert=Ryan_S._Eanes
- 2020 "Ask the experts: Grocery credit card shopping tips" (May 7)
WalletHub. https://wallethub.com/best-credit-card-for-groceries#experts=Ryan_S._Eanes
- "Airline credit cards: Ask the experts" (April 27)
Finder.com. <https://www.finder.com/credit-cards/airline-credit-cards#expander-6>
- 2019 "Capital One credit cards: Ask the experts" (February 14)
WalletHub. https://wallethub.com/credit-cards/capital-one/#expert=Ryan_S._Eanes

- 2018 “Best rewards credit card: Ask the experts” (July 11) *WalletHub*.
 “I moved to Wilmington and love it: Don’t buy the bad rap” (March 25)
Delaware News-Journal. <https://www.delawareonline.com/story/opinion/contributors/2018/03/26/moved-wilmington-and-love-dont-buy-bad-rap/452538002/>

INSTITUTIONAL SERVICE

TEMPLE UNIVERSITY

Japan Campus Kyoto

Kyoto, JP

2026-... Faculty Council

Klein College of Media and Communication

Philadelphia, PA, US

2024-25 Klein GO (Study Abroad) Committee

2023-... **Director**, Minor in Global Communication and Media Arts

2022-23 Strategic Construction Planning Committee

Scholarships Committee, Department of Advertising & Public Relations

2021-22 Search Committee for Tenure-Track Assistant Professor of Advertising

2021-23 Technology Committee, Department of Advertising & Public Relations

2020-22 Curriculum Committee, Department of Advertising & Public Relations

2020-21 Building Committee/Specialty Spaces Subcommittee

WASHINGTON COLLEGE

Chestertown, MD, US

2018-19 **Chair**, Committee on Academic Standing and Advising

2018 Service and Scholarship Committee

2017-19 **Director**, Minor in Marketing
 Department of Business Management

2017-18 Search Committee for Tenure-Track Assistant Professor of International Finance

2016-19 **Faculty Advisor**, Washington College Chapter, American Marketing Association

2016-18 Committee on Academic Standing and Advising

2016-17 **Chair**, Search Committee for Tenure-Track Assistant Professor of Communication & Media Studies

Co-Director, Minor in Marketing
 Department of Business Management

2016 Search Committee for Visiting Assistant Professor of Marketing

2015-17 Search Committees for Tenure-Track Assistant Professors of Marketing

2015-16 Working Group for Development of Interdisciplinary Major in Communication & Media Studies

Working Group for Development of Minor in Marketing

Search Committee for Tenure-Track Assistant Professor of Strategic Management

UNIVERSITY OF OREGON

Eugene, OR, US

2015 **Graduate Conference Coordinator**, *What is Journalism?*
 School of Journalism and Communication

Search Committees for Tenure-Track Assistant Professors of Advertising
 School of Journalism and Communication

SERVICE TO THE DISCIPLINE AND ACADEMIA

- 2026 **Faculty Facilitator**, Adult Study Abroad
Continuing Education, Temple University, Japan Campus Kyoto, Kyoto, JP
- 2022-24 **Faculty Facilitator**, Summer Pre-College Workshop
Undergraduate Admissions, Temple University, Philadelphia, PA, US
- 2017-19 **Ad-hoc Reviewer**, Academic Conference Submissions
American Marketing Association
- Ad-hoc Reviewer**, Annual Conference Submissions
Association for Consumer Research
- 2017 **Ad-hoc Reviewer**, Annual Conference Submissions
National Communication Association
- 2016-19 **Ad-hoc Reviewer**, Annual Conference Submissions
International Association for Media & Communication Research
- 2016-... **Ad-hoc Reviewer**, Journal Submissions
Computers in Human Behavior, Elsevier ([ISSN 0747-5632](#))

SERVICE TO THE INDUSTRY AND COMMUNITY

- 2025 **Judge**, Ideas & Impact Challenge (October-November)
Innovation & Entrepreneurship Institute, Temple University, Philadelphia, PA, US
- Judge**, Quaker Classic Invitational Tournament (October)
Penn Mock Trial, University of Pennsylvania, Philadelphia, PA, US
- 2024 **Judge**, 27th Annual Innovative Idea Competition (October)
Innovation & Entrepreneurship Institute, Temple University, Philadelphia, PA, US
- 2023-... **Founding Partner**, Huxley & Hiro Booksellers
Wilmington, DE, US
- 2022 **Judge**, Quaker Classic Invitational Tournament (November)
Penn Mock Trial, University of Pennsylvania
- 2021-23 **Co-Director of New Professionals**, Central Atlantic Chapter
Insights Association, New York, NY, US
- 2021 **Judge**, 38th Annual “Reggie” Awards (February)
Association of National Advertisers, New York, NY, US
- 2020-21 **Director-at-Large**, Philadelphia Chapter
Insights Association, Philadelphia, PA, US

SELECTED REFERENCES

Dr. Thom Gencarelli

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Department of Communication
Manhattan University
(718) 862-7490
thom.gencarelli@manhattan.edu

Dr. Peter Laufer

James N. Wallace Chair of Journalism
School of Journalism and Communication
University of Oregon
(541) 346-2109
laufer@uoregon.edu

Prof. Joe Glennon

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The Media School
Indiana University Bloomington
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jglenno@iu.edu

Dr. Mary M. Dalton

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Wake Forest University
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