

Deya Roy, Ph.D.

Employment

Post-Doctoral Teaching Associate
Northeastern University, Boston, MA
August 2017 – Present

Education

University of Connecticut, Storrs, CT
Ph.D., Communication – August 2017
Dissertation: Cognitive and Affective Responses to Socio-Cultural Pressures by Fitspiration Images on Instagram

University at Buffalo, State University of New York, Amherst, NY
M.A., Communication – August 2012
Thesis: Patient Preferences for Discussing Sexual Health with Physicians

University at Buffalo, State University of New York, Amherst, NY
B.A., Communication – June 2010

Peer-reviewed Publications

Kurtin, K., O'Brien, N. F., **Roy, D.**, & Dam, L. (2018). Development of Parasocial Interaction Relationships on YouTube. *Journal of Social Media in Society*, 7(1), 233-252.

Lin, C.A., **Roy, D.**, Dam, L., & Coman, E.N. (2017). College students and HIV testing: cognitive, emotional self-efficacy, motivational and communication factors. *Journal of Communication in Healthcare*, 1-10. doi: 10.1080/17538068.2017.1385575

Dam, L., **Roy, D.**, Rogers, D., & Atkin, D. J. (in press). Applying an Integrative Technology Adoption Paradigm to Health App Adoption and Use. *Journal of Broadcasting and Electronic Media*.

Manuscripts under Review

Roy, D. The Importance of Biological Sex on Sexual Health Discussions with Physicians. *Manuscript under review*.

Rourke, B. L., **Roy, D.**, & Golas, E. Does a Smilie Really go a Long Way?: Examining the Use of Emojis in Persuasive Appeals. *Manuscript under review*.

Conference Proceedings and Presentations

Roy, D. & Lin, C. A., (2018, November). *Are #Fitspiration Images Leading to #BodyDissatisfaction? Investigation of Cognitive and Affective Responses to Fitness Images on Instagram*. Paper to be presented at National Communication Association Conference, Salt Lake City, UT.

Roy, D. & Lin, C. A., (2018, November). *"Fit is the New Thin": The Effects of Fitspiration Images on Women's Body Dissatisfaction*. Paper to be presented at National Communication Association Conference, Salt Lake City, UT.

***Roy, D.**, (2017, November). *#80YearsInTheMaking: A Theoretical Review of Uses and Gratifications*. Paper accepted at National Communication Association Conference, Dallas, TX.

*Top Student Paper Award in Mass Communication Division

Kurtin, K., Dam, L., **Roy, D.**, & O'Brien, N. F. (2017, February). *Development of Parasocial Interaction Relationships on YouTube*. Paper presented at Western Communication Association Convention, Salt Lake City, UT

Dam, L., **Roy, D.**, Rogers, D., & Atkin, D. J. (2016, August). *Applying Uses and Gratifications approach to mobile app adoption*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) Conference, Minneapolis, MN.

Roy, D., & Lin, C. A., (2015, November). *Ain't it Funny? The Influence of Perceived Humor, Prior Brand Attitude, Attitude towards Brand and Attention on Purchase Intentions*. Paper presented at National Communication Association Conference, Las Vegas, NV.

Roy, D. (2015, November). *The Importance of Biological Sex on Sexual Health Discussions with Physicians*. Paper presented at National Communication Association Conference, Las Vegas, NV.

Lin, C. A., & **Roy, D.**, (2015, May). *Cognitive and Affective Predictors of Controlled-Drinking Intentions among College Students*. Paper presented at International Communication Association Annual Conference, San Juan, PR.

Roy, D. (2015, April). *Eating Disorder and Body Dissatisfaction Among Older Women*. Paper Presented at Popular Culture Association and American Culture Association Conference, New Orleans, LA.

Rourke, B., **Roy, D.**, & Golas, E. (2014, November). *The Impact of Emoticon Use on Source Evaluation and Message Persuasion in Computer Mediated Communication*. Paper Presented at the National Communication Association Conference, Chicago, IL.

Lin, C. A., **Roy, D.**, Dam, L., & Coman, E. (2014, May). *College Students and HIV Testing: Perceptions, Emotions, Motivations, and Communication Channel Effectiveness*. Paper Presented at the International Communication Association Conference, Seattle, WA.

Roy, D., Savelli, M., & Fishlock, J (2014, April). *The Inner Demon: Effects of Psychological Factors and BMI on Intentions to Join a Gym*. Paper Presented at the Eastern Communication Association Conference, Providence, RI.

Roy, D., & Rintamaki, L. S (2013, June). *Patient Preferences for Discussing Sexual Health with Physicians*. Paper Presented at the International Communication Association Conference, London, United Kingdom.

Roy, D., Rui, J., & Liu, M. (2012, November). *Click to Feel Better: Relationship between Online Health Information Seeking Behavior and Self Rating of Health*. Paper Presented at the National Communication Association Conference, Orlando, FL.

Honors and Awards

Doctoral Dissertation Fellowship, Graduate School, University of Connecticut, Storrs, CT

Spring 2017

Sum of \$2000

Basic Course Division's Program of Excellence Award, National Communication Association, Philadelphia, PA
November 2016
Award presented to the most innovative and promising approach to teaching students the fundamentals of Communication

Pre-Doctoral Summer Fellowship, Department of Communication, University of Connecticut, Storrs, CT
Summer 2016
Sum of \$665

International Travel Fund, Graduate School, University of Connecticut, Storrs, CT
Fall 2015
Sum of \$1000

Pre-Doctoral Summer Fellowship, Department of Communication, University of Connecticut, Storrs, CT
Summer 2015
Sum of \$1200

Pre-Doctoral Summer Fellowship, Department of Communication, University of Connecticut, Storrs, CT
Summer 2014
Sum of \$1625

Pre-Doctoral Summer Fellowship, Department of Communication, University of Connecticut, Storrs, CT
Summer 2013
Sum of \$2300

Lambda Pi Eta
Initiation criteria: academic excellence in the field of Communication
Member since 2010

Research Experience

University of Connecticut, Storrs, CT

Research Assistant for Dr. Leslie Snyder

Fall 2016 – Spring 2017

Assist with data collection and analysis of an originally National Institutes for Health funded project

In charge of recruiting and managing participants from all over United States

Conducted extensive data analysis using SPSS software

Teaching Experience

Northeastern University, Boston, CT

Instructor-of-Record: COMM/WMNS 2304, Communication and Gender

Fall 2018 – Present

Instructor-of-Record: COMM 1131, Sex and Relationships (Online)

Summer 2018

Instructor-of-Record: COMM 3530, Sexualities and Communication (Online)
Summer 2018

Instructor-of-Record: COMM 1112, Public Speaking
Fall 2017 – Present

University of Connecticut, Storrs, CT

Head Teaching Assistant: COMM1000, The Process of Communication
Fall 2016 – Spring 2017

Instructor: COMM2310W, Media Literacy and Criticism (Writing Course)
Fall 2014 – Spring 2016

Instructor: COMM 1100, Principles of Public Speaking
Summer 2014; Summer 2015

Guest lecturer: COMM 4630, Communication Technology and Social Change
Spring 2014
Communication Technology and Global Change lecture

Teaching Assistant: COMM 4630, Communication Technology and Social Change
Spring 2014

Teaching Assistant: COMM 1100, Principles of Public Speaking
Fall 2012 – Spring 2014

Teaching Assistant: COMM 1000, The Process of Communication
Spring 2013

Grader: COMM 4035, Advanced Media Effects
Fall 2012

University at Buffalo, State University of New York, Amherst, NY

Teaching Assistant: COM 337, Communication Theory
Fall 2012

Teaching Assistant: COM492, Sexual Communication
Fall 2011

Services

Reviewer

Health Communication panel - ICA 2014
Mass Communication panel - ICA 2014
Interpersonal Communication panel - ICA 2014
Journal of Broadcasting and Electronic Media

Chair

Health Communication panel at ECA 2014

Officer

Communication Graduate Student Association (CGSA) at University of Connecticut, Storrs, CT
Secretary, August 2013 – May 2014