

JESSICA D. MOORMAN

Department of Communication
Wayne State University
jdmormanphd@gmail.com

FACULTY POSITIONS

- Present** **Assistant Professor**
Department of Communication
Wayne State University
- 2018-2020** **Assistant Professor**
Director, Les and Dorothy Moeller Media Research Lab
School of Journalism and Mass Communication
University of Iowa

EDUCATION

- 2018** **PhD, Department of Communication Studies**
University of Michigan
Dissertation: "Being single is...: A study of Black love media and single Black women's sexual socialization"
Advised by: Lisa Bowleg, Kristen Harrison (chair), Robin R. Means Coleman, and L. Monique Ward
- Certificate in Graduate Teaching**
University of Michigan
Center for Research on Learning and Teaching
- 2009** **MHS, Health Education and Behavioral Science**
Johns Hopkins Bloomberg School of Public Health
Thesis: "Childhood obesity prevention in Ann Arbor public schools: An evaluation of the Project Healthy Schools and Ann Arbor farm to school programs"
Advised by: Amy Knowlton and Joel Gittelsohn
- 2006** **BA, American Culture, University of Michigan**

RESEARCH INTERESTS

Topic Areas: Media sexual socialization, singlehood and single socialization, Black womanhood, advice media, media and sexual health, children and media, health communication, research methods, intersectionality.

Methods: Survey, content analysis, focus groups, semi-structured interviews, life history interviews, mixed and multi-methods study designs.

AWARDS, GRANTS, & FELLOWSHIPS

- 2019** ProQuest Distinguished Dissertation Award, University of Michigan (\$1000).
- 2018** Graduate Student Research Award, Institute of Research on Women and Gender (\$1000)
- Top Poster Award for Harrison, Couture, Wenhold, and Moorman, J. D. (2018). Children's media use for somatosensory regulation and implications for family conflict: Findings from two surveys. Digital Media and Developing Minds Congress, Cold Spring Harbor Laboratory, NY, USA. (\$500)
- 2017-18** American Association of University Women Dissertation Fellowship (\$20,000)
- 2016** Reicker Graduate Student Research Grant, Center for the Education of Women at the University of Michigan (\$1400)
- Rackham Summer Award, Rackham Graduate School University of Michigan (\$8000)
- Top Paper Award Health Communication Division National Communications Association for Harrison, Moorman, Peralta, & Fayhee (2016).
- 2015** MacDonald Outstanding Graduate Student Instructor Award Department of Communication Studies (\$1000).
- 2012** Rackham Merritt Fellowship, University of Michigan Rackham Graduate School (3 years of fellowship support).

PUBLICATIONS

- Moorman, J.D.** (in press). The privilege of care: An intersectional analysis of the COVID-19 U.S. childcare crisis and its implications for CAM research. *The Journal of Children and Media*.
- Moorman, J.D.** (2020). Socializing Singlehood: A Qualitative Examination of the Personal, Interpersonal, and Sociocultural Factors Structuring Single Black Women's Lives. *Psychology of Women Quarterly*.
- Moorman, J.D., Morgan, P., & Adams, T.** (2019). The implications of screen media use for the sleep behavior of children ages 0-5: A systematic review of the literature. *Current Sleep Medicine Reports*. doi: 10.1007/s40675-019-00151-0
- Moorman, J. D., & Harrison, K.** (2019). Beyond access and exposure: Implications of sneaky media use for preschoolers' sleep behavior. *Health Communication*. doi: <https://doi.org/10.1080/10410236.2017.1422103>
- Harrison, K., Vallina, L., Couture, A., Wenhold, H., & **Moorman, J. D.** (2018). Theorizing media use for sensory regulation and implications for parent-child media conflict. *Media Psychology*. doi: 10.1080/15213269.2018.1496024

Harrison, K., **Moorman, J. D.**, Peralta, M., & Fayhee, K. (2017). Food brand recognition and BMI in U.S. preschoolers. *Appetite, 114*, 329-337. doi: <https://doi.org/10.1016/j.appet.2017.03.049>

Moorman, J. D. & Harrison, K. (2016). Gender, race, and risk: Intersectional risk management in the sale of sex online. *Journal of Sex Research, 53*, 816-824. doi: <http://dx.doi.org/10.1080/00224499.2015.1065950>

Berman, L. R., Snow, R. C., **Moorman, J. D.**, Policicchio, D., Geronimus, A. T., & Padilla, M. B. (2015). Parental loss and residential instability: The impact on young women from low-income households in Detroit. *Journal of Child and Family Studies, 24*, 416-426. doi: [10.1007/s10826-013-9852-9](https://doi.org/10.1007/s10826-013-9852-9)

Snow, R. C., Williams, A., Collins, C., **Moorman, J. D.**, Rangel, T., Barick, A., ... & Reyes, A. M. (2013). Paying to listen: Notes from a survey of sexual commerce. *Community Literacy Journal, 8*, 53-69. doi: <https://doi.org/10.1353/clj.2013.0021>

Dailey, R., Schwartz, K. L., Binienda, J., **Moorman, J. D.**, & Neale, A. V. (2006). Challenges in making therapeutic lifestyle changes among hypercholesterolemic African-American patients and their physicians. *Journal of the National Medical Association, 98*, 1895. doi: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2569681/>

BOOK CHAPTER

Ward, L. M., **Moorman, J. D.**, & Grower, P. (2019). Entertainment media's role in the sexual socialization of Western youth: A review of research from 2000-2017. Chapter to be included in J. Gilbert and S. Lamb (Eds.), *Cambridge Handbook of Child and Adolescent Development* Cambridge, UK: Cambridge University Press.

WHITE PAPERS & POLICY REPORTS

August, L., Miller, J., Hollenshead, C., Bell, A., **Moorman, J. D.**, & Waltman, J. (2007). Family-friendly policies in higher education: A five-year report. Retrieved from the University of Michigan, Center for the Education of Women website: <http://cew.umich.edu/sites/default/files/ReduxBriefFinal5-1.pdf>

ARTICLES IN PREPARATION & UNDER REVIEW

Moorman, J.D. Exploring the moderating role of relationship, maternal, and intimate partner violence status on unmarried Black women's media sexual socialization. In Preparation.

Hawkins, I., Coles, S., Saleem, M., & **Moorman, J.D.** Middle Eastern Characters in Entertainment Television: A Content Analysis of Middle Eastern Portrayals in Entertainment Television from 1996-2014. In Preparation.

CONFERENCE PRESENTATIONS

Moorman, J.D. (2019, November). A Qualitative Study of Black Women's Single Socialization.

National Communication Association, Baltimore, MD.

Moorman, J.D. (2019, May). *It's Not All Bad: Making Meaning of Contemporary Singlehood for Black Women through the Prism of Black Love Dating Advice Media*. International Communication Association, Washington D.C.

Moorman J.D. (2019, May) A cross-sectional investigation of Black Love dating advice media's contributions to single Black women's relationship and singlehood beliefs. International Communication Association, Washington, D.C.

Hawkins, I., Coles, S., Saleem, M., & **Moorman, J.D.** (2019, May) Middle Eastern Characters in Entertainment Television: A Content Analysis of Middle Eastern Portrayals in Entertainment Television from 1996-2014. Washington D.C.

Harrison, K., Couture, A., Wenhold, H., & **Moorman, J. D.** (2018, September). Children's media use for somatosensory regulation and implications for family conflict: Findings from two surveys. Digital Media and Developing Minds Congress, Cold Spring Harbor Laboratory, NY, USA.

Moorman, J. D. (2017, November). *Living single, watching single*. Paper session presented at the annual meeting of the National Communication Association, Dallas, Texas.

Moorman, J. D. (2017, July). *Living single, watching single: Black women's interpretations of and interventions into "Black Love" media*. Paper session presented at the annual meeting of the International Association of Media and Communications Research, Cartagena, Colombia.

Moorman, J. D. (2017, May). *Sex, lies, and dating advice: The use of Collins' controlling images in Black oriented relationship advice media*. Paper session presented at the annual meeting of the International Communications Association, San Diego, CA.

Harrison, K., **Moorman, J. D.**, Peralta, M., & Fayhee, K. (2016, November). *Food brand recognition and BMI in U.S. preschoolers*. Paper session presented at the annual meeting of National Communication Association, Philadelphia, PA.

Dal Cin, S., **Moorman, J. D.**, Sargent, J. D. (2016, November). *Racial, ethnic, and gender identity and movie preferences: Teen audiences in the United States*. Poster session at the annual meeting of the National Communication Association, Philadelphia, PA.

Moorman, J. D. (2016, July). *Representing Black relationships: The meanings Black women make of narratives of Black relationships*. Paper presented at the annual meeting of the International Association for Relationship Research, Toronto, ON.

Moorman, J. D. (2016, July). *If you're not talking about real women, how can you be talking to real women?: The use of controlling images of Black women in dating advice targeting Black women*. Paper presented at the annual meeting of the International Association for Media and Communication Research's Annual Convention, Leicester, UK.

Moorman, J. D. & Harrison, K. (2015, November). *Video game play and familial weight teasing among Black and White parents*. Poster session presented at the annual meeting of the National Communication Association, Las Vegas, NV.

Moorman, J. D. & Harrison, K. (2014, May). *No games, no texting, no law enforcement: An exploration of risk management in the sale of sex online*. Paper session presented at the annual meeting of the International Communications Association, Seattle, WA.

Harrison, K., **Moorman, J. D.**, Peralta, M. C. & Fayhee, K. (2014, May). *Food brand recognition and BMI in preschoolers*. Paper presented at the annual meeting of the International Communication Association Annual Meeting, Seattle, WA.

Moorman, J. D. (2014, April). *No games, no texting, no law enforcement: An exploration of risk management in the sale of sex online*. Paper presented at the annual meeting of Console-ing Passions, Columbia, Missouri.

Berman, L., Snow, R. C., **Moorman, J. D.**, Policicchio, D., Geronimus, A. T., Padilla, M. B. (2012, March). *Parental loss and residential instability: Impact of parental loss on the residential instability of young women from economically disadvantaged households, Detroit 2011-2012*. Paper presented at the 2nd Annual University of Michigan Sujal Parikh Memorial Symposium for Health and Social Justice, Ann Arbor, MI.

Berman, L., Snow, R. C., **Moorman, J. D.**, Policicchio, D., Geronimus, A. T., Padilla, M. B. (2012, March). *Parental loss and residential instability: Impact of parental loss on the residential instability of young women from economically disadvantaged households, Detroit 2011-2012*. Paper presented at the University of Michigan Interdisciplinary Group on Poverty and Inequality 4th Annual Conference of Graduate Student Work, Ann Arbor, MI.

Moorman, J. D. (2011, October). *An Argument for Health Studies*. Paper presented at the annual meeting of the American Studies Association Annual Meeting, Baltimore, MD.

INVITED LECTURES & TALKS

Moorman, J. D. (2020, February). Being Single Is...A Mixed Methods Study of the Personal, Interpersonal, and Sociocultural, factors shaping unmarried Black women's sexual socialization. Presented at the University of Iowa School of Journalism and Mass Communication PhD Seminar Series. Iowa City, IA.

Moorman, J. D. (2019, September). Living Singlehood: A Qualitative Examination of the Personal, Interpersonal, and Sociocultural Factors Structuring Single Black Women's Lives. Presented at the University of Iowa Department of American Studies Colloquium, Iowa City, IA.

Moorman, J.D. (2019, April). *Black Love Media and Strategic Singlehood*. Presented in Gender & Women's Sexuality Studies 2800. University of Iowa. Lead Instructor: Jeannette Taylor.

Moorman, J. D. (2017, November). *Black Love Media, Relationship Risks, and Strategic Singlehood*. Presented at the University of Iowa Visiting Scholar Symposium, Iowa City, IA.

Moorman, J. D. (2017, July). *Intersectionality and Black Feminism*. Communication Studies 404/AAS 458. University of Michigan, Ann Arbor, MI. Lead Instructor: Douglas Brunton

Moorman, J. D. (2017, February). *Body Image and Objectification*. Communication Studies 281. University of Michigan, Ann Arbor, MI. Lead Instructor: Muniba Saalem

Ruin Porn Chinwag: A Friendly Conversation. (2016, July). Museum of Contemporary Art and Design, Detroit, MI.

Moorman, J. D. (2016, April). *Offline lives online performances: How identity, context, and risk shape sex work advertising*. Paper presented at the Research Center Group Dynamics Seminar Series, Ann Arbor, MI.

ACADEMIC TEACHING EXPERIENCE

2020 Survey of Mass Communication Research (Com 1500), Wayne State University, Designer and Lead Instructor, 50 students enrolled. Fall Term.

Gender and the Media (SJMC 3175), University of Iowa, Designer and Lead Instructor, 27 students enrolled. Spring Term.

Children and the Media (SJMC 3185), University of Iowa, Designer and Lead Instructor, 29 students enrolled. Spring Term.

2019 Media, Uses, and Effects (SJMC 1100), University of Iowa, Lead Instructor. 300 students enrolled. Fall Term.

Media Uses and Effects (SJMC 1100), University of Iowa, Co-Lead Instructor, Spring. 200 students enrolled. Spring Term.

Gender and the Media (SJMC 3175), University of Iowa, Designer and Lead Instructor. 14 students enrolled. Spring Term.

2018 Gender and the Media (SJMC 3175), University of Iowa, Designer and Lead Instructor. 15 students enrolled.

2017 Media Industries (COMM 251), University of Michigan, Graduate Student Instructor.

2015 Media, Health, and Identity (COMM 408), University of Michigan, Designer and Lead Instructor.

The Rise of Mass Culture (COMM 350), University of Michigan, Graduate Student Instructor.

2014 Digital Media Foundations (COMM 362), University of Michigan, Graduate Student Instructor.

Evaluating Information and Analyzing Media (COMM 121), University of Michigan, Graduate Student Instructor.

2013 Media Processes and Effects (CCOMM 102), University of Michigan, Graduate Student Instructor.

ADVISEES & COMMITTEE SERVICE

Shalisa Gladney, Master Student, University of Iowa

Ravyn Sanford, Undergraduate Student, University of Iowa, SJMC

Eric Moy, Doctoral Student, University of Iowa, SJMC

Echo Tzu, Doctoral Student, University of Iowa, SJMC

Tessa Adams, Doctoral Student, University of Iowa, SJMC

Paige Morgan, Undergraduate, University of Iowa, Communication Studies

DEPARTMENTAL SERVICE

2018-2020 Graduate committee service for the School of Journalism and Mass Communication at the University of Iowa.

2016-2017 Graduate student representative for the Department of Communication Studies at the University of Michigan.

2015-2016 Graduate student peer mentor in the Department of Communication Studies at the University of Michigan.

2014-2016 Host of WriteOn!, a weekly writing retreat for faculty and graduate students in the Department of Communication Studies at the University of Michigan.

LAB ACTIVITIES

2020-present Faculty Director, Intersectional Approaches to Media Research Lab. We explore the methodological implications of intersectional theory for media and communication research.

2018-2020 Director of the Les and Dorothy Moeller Media Lab, School of Journalism and Mass Communication, University of Iowa. Implemented school-wide research lab program, which offers lab space and \$1000 of research funds for 4 faculty-lead research groups. Established branding and online presence for the lab and drafted a 5 year plan. Worked under the supervision of department chair to manage and spend the lab's \$12,000 endowment.

Faculty Director, Intersectional Approaches to Media Research Lab. This group of 2 faculty members, 2 graduate students, and 1 undergraduate explored the methodological implications of intersectional theory for media and communication research. We produced one publication as a group (Moorman, Morgan, & Adams, under review).

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication

International Association of Media and Communication Research

International Communication Association

National Communication Association

National Women's Studies Association

SELECTED PROFESSIONAL EXPERIENCE

- 2011-2012** **Project Manager, University of Michigan, School of Public Health, Ann Arbor, MI.**
Responsibilities: conducted ethnographic observations and life history interviews, recruited study participants, supported the translation of qualitative data into a survey instrument, hired on and supervise study staff, and managed \$750,000 budget for "Economic Crisis, Residential Instability, and Changing Sexual Geographies of Detroit Youth" research study.
- 2009-2011** **Community Health Organizer, Montefiore School Health Program, Bronx, NY.**
Responsibilities: supported the installation of a school vegetable garden, hosted after-school cooking program, taught sexual and reproductive health curriculum, supported student policy-advocacy work, and co-chaired wellness council with school administrator.
- 2008-2009** **Wellness Specialist, University of Michigan Hospital System, Ann Arbor, MI.**
Responsibilities: Taught obesity prevention curriculum, coordinated farm to school collaborations presentations in 16 elementary schools throughout the Ann Arbor Public School district, supported the training of 30 undergraduate volunteers, conducted evaluation of the farm to school program for the "Project Healthy Schools" obesity prevention program.
- 2006-2007** **Teaching Fellow, Global Intercultural Experience for Undergraduates in the Center for Global and Intercultural Study the at the University of Michigan, Ann, Arbor, MI.**
Responsibilities: Supported program wide, GIEU training seminars for undergraduate students traveling to places like South Africa, Beijing, New Orleans, and Detroit. Offered clerical, administrative, organizational and teaching support to professor, domestically and abroad.