

Eloise R. Germic
PhD Candidate, University of Illinois at Chicago
eloiserg@gmail.com

EDUCATION

PhD in Communication, Department of Communication *Aug 2020-May 2025 (anticipated)*
University of Illinois at Chicago
Dissertation Topic: Critical examination of health and wellness based short-form video content
Committee: Dr. Zizi Papacharissi (chair), Dr. Mariah Wellman, Dr. Elena Maris, Dr. Cindy Tekkobbe, Dr. David Xavier Marquez

MA in Communication-Journalism, Department of Communication *May 2020*
Wayne State University
Thesis: "Parents and Instagram Motherhood Blogs"

BA in English-Media Studies *June 2017*
Kalamazoo College

TEACHING

Adjunct lecturer, DePaul University
CMNS 570: Introduction to Digital Communication
Fall 2024

Instructor of record, University of Illinois at Chicago
Comm 100: Fundamentals of Public Speaking
Fall 2021-Fall 2024

Teaching assistant, University of Illinois at Chicago
Comm 101: Introduction to Communication
Fall 2020 (Online), Spring 2023 (Online), Fall 2023 (Online), Spring 2023 (Online), Fall 2024 (Online)

Teaching assistant, University of Illinois at Chicago
Comm 102: Introduction to Interpersonal Communication
Fall 2021(Online), Fall 2022 (Online)

PEER-REVIEWED JOURNAL ARTICLES

Wellman, M. L., & Germic, E. (2024). The Ranch Malibu: Operationalizing Wellness Tourism on TikTok. *Social Media + Society*, 10(3). <https://doi.org/10.1177/20563051241269326>

Germic, E. R., Eckert, S., & Vultee, F. (2021). The Impact of Instagram Mommy Blogger Content on the Perceived Self-Efficacy of Mothers. *Social Media + Society*. <https://doi.org/10.1177/20563051211041649>

ARTICLES UNDER REVIEW

Germic, E. R. Becoming ‘That Girl’: An analysis of ‘that girl’ videos on TikTok and their representation of contemporary wellness ideals. Under review at *Feminist Media Studies*

CONFERENCE PRESENTATIONS

Wellman, M. L. & Germic, E. R. *The Ranch Malibu: Wellness tourism and the moralization of health*. (2023). Association of Internet Researchers.

Germic, E. R. *Maybe it’s lifestyle, maybe it’s Ozempic: An analysis of online discussions of the medicalization of weight loss*. (2023). Midwest Popular Culture Association.

Germic, E. R. *Corporate Wellness Stipends: An analysis of how employees discuss their corporate wellness programs*. (2023). International Communication Association.

Germic, E. R. *Succession and the representation of aging parents on TV*. (2022). Popular Culture Association.

Germic, E. R. *Peloton: An artifact of community, crisis, and change during the COVID-19 pandemic*. (2021). Popular Culture Association.

INVITED LECTURES

Artificial Intelligence and its Impacts. (2022). Invited Lecture. Pointe Aux Barques Club.

HONORS AND AWARDS

Graduate Instructor Award
University of Illinois at Chicago, Department of Communication

May 2023

SERVICE

To the discipline

<i>Journal Reviewer:</i> New Media & Society. SAGE Journals.	2023-present
<i>Journal Reviewer:</i> Feminist Media Studies. Taylor & Francis.	2022-present
<i>Journal Reviewer:</i> Journal of Marketing Management. Taylor & Francis.	2024-present
<i>Conference Reviewer:</i> International Communication Association.	2022-present

To the college

<i>Member:</i> UIC Graduate Student Council	2022-present
---	--------------

To the department

<i>Member:</i> UIC Communication Graduate Admissions Committee	2023-present
<i>Member:</i> UIC Committee For Department Generative AI Policy	2023

MEDIA COVERAGE

Mattheison, J. (2022). Let's Stop Belittling Care Work—Starting With Mom Influencers. *Mother Untitled*. <https://www.motheruntitled.com/blog/2023/3/5/why-do-we-judge-mom-influencers>

Coulson, J. (2022). Under the influence: Insta-mum culture with Eloise Germic. *Happy Families Podcast*. <https://omny.fm/shows/dr-justin-coulsons-happy-families/574-under-the-influence-insta-mum-culture-with-elo>

Borresen, K. (2022). Being a parent is hard. Social media makes it seem downright miserable. *Huffington Post*. https://www.huffpost.com/entry/parenting-hard-social-media-miserable_1_62390851e4b0c727d481f196