

## CURRICULUM VITAE

Kyla N. Brathwaite, M.A

August 2023

School of Communication  
The Ohio State University  
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## EDUCATION

- Ph.D. The Ohio State University, Spring 2024  
School of Communication  
Dissertation: *Post to be an ally: An affordance-based approach to exploring the effects of participation in online prosocial movements*  
Advisor: Dr. David C. DeAndrea  
Committee members: Drs. Joseph B. Bayer, Teresa Lynch
- M.A. The Ohio State University, Spring 2020  
School of Communication  
Thesis: *BOPO-PRIATION: Exploring the effects of the corporate adoption of the body positivity movement and audience feedback on women's perception of the movement*  
Advisor: Dr. David C. DeAndrea  
Committee Member: Dr. Teresa Lynch
- B.S. Cornell University, Spring 2018  
College of Agricultural and Life Sciences  
Major: Communication  
Advisor: Dr. Michael Shapiro

## RESEARCH

### Publications

- Brathwaite, K.N., & DeAndrea, D.C.** (2022). BoPopriation: how self-promotion and corporate commodification can undermine the Body Positivity (BoPo) movement on Instagram. *Communication Monographs*. 89(1), 25-46.  
<https://doi.org/10.1080/03637751.2021.1925939>
- Vendemia, M. A., **Brathwaite, K. N., & DeAndrea, D. C.** (2022). An intersectional approach to evaluating the effectiveness of women's sexualized body-positive imagery on Instagram. *New Media and Society*. 0(0). <https://doi.org/10.1177/14614448221143345>

Vendemia, M.A., DeAndrea, D.C., & **Brathwaite**, K.N. (2021). Objectifying the body positive movement: the effects of sexualizing and digitally modifying body-positive images on Instagram. *Body Image*. 38, 137-147. <https://doi.org/10.1016/j.bodyim.2021.03.017>

### Conference Papers and Presentations

**Brathwaite**, K.N., DeAndrea, D.C., & Vendemia, M.A. (2022, November). Non-sexualized images and body-neutral messaging foster body positivity online. Paper presented at the 107th annual National Communication Association, New Orleans, Louisiana.

Vendemia, M.A., **Brathwaite**, K.N., DeAndrea, D.C. (2022, May). An intersectional approach to evaluating the effectiveness of women's sexualized body-positive imagery on Instagram. Paper to be presented at the 72nd annual International Communication Association, Paris France.

**Brathwaite**, K.N., & DeAndrea, D.C. (2021, May). BoPopriation: how self-promotion and corporate commodification can undermine the Body Positivity (BoPo) movement on Instagram. Paper presented at the 71st annual International Communication Association, Denver, Colorado.

Merrill Jr., K., **Brathwaite**, K. N., McKenzie, R., & Hovick, S. (2021, May). Disparities in the patient-provider relationship: Investigating the mediating role of patient-centered communication. Paper presented at the 71st annual International Communication Association, Denver, Colorado.

Vendemia, M.A., DeAndrea, D.C., & **Brathwaite**, K.N. (2021, May). Objectifying the body positive movement: the effects of sexualizing and digitally modifying body-positive images on Instagram. Paper presented at the 71st annual International Communication Association, Denver, Colorado.

### Journal Articles under review

**Brathwaite**, K.N., DeAndrea, D.C., & Vendemia, M.A. (under review). Non-sexualized images and body-neutral messaging foster body positivity online.

Merrill Jr., K., **Brathwaite**, K. N., McKenzie, R., & Hovick, S. (under review). Disparities in the patient-provider relationship: Investigating the mediating role of patient-centered communication.

### Projects in progress

Kibbe, M.R., **Brathwaite**, K.N., & Lee-Won, R.J. (manuscript). A moderated serial mediation model of objectification, negative appearance comparison, celebrity engagement on Instagram, and disordered eating among young female adults.

Lee-Won, R.J., & **Brathwaite**, K.N. (in progress). Investigating the effects of before and after weight loss narratives and audience feedback on female adult on Instagram.

### **TEACHING POSITIONS**

#### **Instructor of Record, School of Communication, The Ohio State University**

COMM 3325: Introduction to Organizational Communication [Online], Summer 2023

COMM 3668-Intercultural Communication [Hybrid], Spring 2023

COMM 3163- Industry Research Methods [In Person], Summer 2023

COMM 2367- Persuasion Communication [Online], Summer 2021, Fall 2021

#### **Teaching Assistantships, School of Communication, The Ohio State University**

COMM 3331 – Communication and Decision Making [Online], Summer 2020

COMM 3558 – Social Media [Online], Spring 2020, Summer, 2020, Fall, 2020

COMM 2540 – Introduction to Communication Technology [In Person], Fall 2019

### **RESEARCH ASSISTANTSHIPS**

Fall 2023      Dr. David C. DeAndrea,  
School of Communication, The Ohio State University

Fall 2022      Dr. David C. DeAndrea  
School of Communication, The Ohio State University

Spring 2022      Dr. David C. DeAndrea  
School of Communication, The Ohio State University

Spring 2021      Dr. David C. DeAndrea  
School of Communication, The Ohio State University

### **HONORS AND AWARDS**

April 2023      **Albert Warren Scholarship**  
School of Communication, The Ohio State University  
*Awarded department scholarship for teaching excellence*

November 2022      **2022 Top Four Paper Award**  
Human Communication and Technology Division

National Communication Association

*Presented at the Top Four Paper Session for the Human Communication and Technology Division at the National Communication Association conference*

2018 –  
2019

**Graduate Enrichment Fellowship**  
The Ohio State University

**SERVICE**

2022-  
2023

**Mentor**, Melanated Discussions Podcast  
Black Student Caucus, The Ohio State University

2019-  
2020

**MA Representative**, Graduate Student Organization  
School of Communication, The Ohio State University

2018-  
2019

**Graduate Student Representative**, Diversity Committee  
School of Communication, The Ohio State University