

## **Jade Salmon**

Department of Communication  
University of California, Santa Barbara  
Santa Barbara, CA 93106

**Email:** jadesalmon@ucsb.edu

**Pronouns:** they/them/theirs

### **EDUCATION**

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**M.A.** Expected graduation date: Spring 2026 (MA/PhD program)  
University of California, Santa Barbara  
Degree in Communication  
Advisor: Dr. Tamara (Tammy) Afifi

**B. A.** Graduation date: Spring 2021  
University of Arizona  
Double major in Communication & French  
Minor in Psychology  
Honors College  
Honors thesis: *Exploring Sex, Gender, and Close Interpersonal Friendship*  
Honors thesis advisor: Dr. Kory Floyd

### **RESEARCH INTERESTS**

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My research interests broadly fall within three areas: (a) interpersonal communication within the context of close relationships, especially friendship; (b) the intra- and interpersonal consequences of seemingly “mundane” negative behaviors in such relationships; and (c) the role of sex and gender in such relationships.

### **RESEARCH EXPERIENCE**

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Research assistant for triangulated project, “Relationship Resilience Project,” with Dr. Tamara Afifi’s research team. (2022-present)

Research assistant for NIH-funded project, “Using Rendevar to Improve the Quality of Life of Older Adults with Cognitive Impairments in Senior Living Communities and their Adult Children who Live at a Distance,” with Drs. Tamara Afifi, Nancy Collins, Nikki Truscetti, and their research team. (Fall 2021)

Coder for experimental project, “Loneliness and Self-Presentation,” with Dr. Kory Floyd’s graduate research team. (2019-2020)

Coder for content analytic project, “#TotalFratMove: Assessing Enactments of Masculinity on Greek Life Instagram Accounts,” with Dr. Jennifer Stevens Aubrey’s graduate research team. (2019-2020)

Coder for content analytic project, “#Grope, #Touch, #Drink: A Content Analysis of Party Culture in Instagram Fraternity Pictures,” with Dr. Jennifer Stevens Aubrey’s graduate research team. (2019-2020)

Coder for content analytic project, “Toxic Masculinity on Television: A Content Analysis of Preferred Adolescent Programs,” with Lindsay Roberts, M. A. (Spring 2019)

Coder for content analytic project, “Seeking the Ideal: Self-Objectification in YouTube Makeup Tutorials,” with Larissa Terán, M. A. (Fall 2018)

## ARTICLES

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Yan, K., Téran, L., Gahler, H., **Salmon, J.**, Dajches, L., & Aubrey, J. S. (in progress). The costs of sexualization: Examining viewers’ perceptions of sexualized profile owners in online dating. Paper accepted for publication in *Psychology of Popular Media*.

Yan, K., **Salmon, J.**, & Aubrey, J. S. (2021). A sexy post a day brings the “likes” your way: A content analytic investigation of sexualization in Greek life Instagram pictures. *Sexuality & Culture*, 1-22. <https://doi.org/10.1007/s12119-021-09915-9>

## BOOK CHAPTERS

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Salehuddin, A. S., Afifi, T. A., & **Salmon, J.** (in progress). Conscious uncoupling? Divorce in the 21<sup>st</sup> century. In M. Hojjat & A. Moyer (Eds.), *Modern relationships: The evolution of romance, friendship, and family in the 21<sup>st</sup> century*. Oxford University Press.

## CONFERENCE PAPERS

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Yan, K., Téran, L., Gahler, H., **Salmon, J.**, Dajches, L., & Aubrey, J. S. (2021, November). The costs of sexualization: Examining viewers’ perceptions of sexualized profile owners in online dating. Paper accepted to the Human Communication and Technology Division of the 107<sup>th</sup> National Communication Association Convention in Seattle, WA.

Yan, K., **Salmon, J.**, & Aubrey, J. S. (2020, November). A sexy post a day brings the “likes” your way: A content analytic investigation of sexualization in Greek life Instagram pictures. Paper presented at the Visual Communication Division of the

106<sup>th</sup> National Communication Association Convention in Indianapolis, IN  
(virtual conference).

## MONOGRAPHS

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**Salmon, J.** (2021). Exploring sex, gender, and close interpersonal friendship. Honors thesis submitted to the University of Arizona Honors College, under the guidance of Dr. Kory Floyd.

## INVITED TALKS

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**Salmon, J.** (2019, November). Gender Differences in Emotion in Older Adulthood: Consequences for Intragenerational Friendships. Research presented during Dr. Jake Harwood's Lifespan Communication graduate course at the University of Arizona.

## AWARDS AND HONORS

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Recipient of the Chancellor's Fellowship for outstanding academic performance and potential from the Graduate Division. University of California, Santa Barbara, September 2021. Amount: \$24,000 per year, for 3 years, and a one-time \$5,000 supplemental stipend.

Recipient of the Kathryn Anne Govenal Award for Perseverance for demonstration of perseverance in undergraduate studies while overcoming personal, economic, physical, emotional, and/or educational obstacles, from the Department of Communication. University of Arizona, May 2021. Amount: \$200

Recipient of the French Outstanding Senior Award for outstanding academic performance and involvement, from the Department of French & Italian. University of Arizona, May 2021. Amount: \$100

Recipient of the Rufenacht Award for writing a thoughtful philosophical essay in the Concours Alice E. Rufenacht, from the Department of French & Italian. University of Arizona, May 2021. Amount: \$100

Recipient of the Love Your Major Video Contest Award for production of an effective short video promoting the undergraduate French major, from the Department of French & Italian. University of Arizona, May 2021. Amount: \$100

Recipient of the Jon P. & Chloe A. McQueen Scholarship for outstanding academic performance, from the College of Social & Behavioral Sciences. University of Arizona, May 2020. Amount: \$3,630

Recipient of the David A. Williams Scholarship for outstanding academic performance, from the Department of Communication. University of Arizona, May 2020. Amount: \$600

Recipient of the Magellan Circle Scholarship for outstanding academic performance, from the College of Social & Behavioral Sciences. University of Arizona, May 2020. Amount: \$1,000

Recipient of the Brenna Ilana Berger Memorial Scholarship for perseverance, from the Department of Communication. University of Arizona, May 2019. Amount: \$30,000

Recipient of the Misto-Ertz Scholarship for outstanding academic performance, from the College of Humanities. University of Arizona, May 2019. Amount: \$1,925

Recipient of the Honors College Outstanding Sophomore Award for university involvement, from the Honors College. University of Arizona, May 2019. Amount: \$500

Recipient of the Arizona in Paris Award for demonstration of potential for the Arizona in Paris study abroad program, from the Department of French & Italian. University of Arizona, June 2018. Amount: \$6,000

Recipient of the Honors College Study Abroad Scholarship for opportunity to study abroad, from the Honors College. University of Arizona, June 2018. Amount: \$1,500

Highest Academic Distinction for the Academic Year. University of Arizona, 2018-2019.

Dean's List with Distinction. University of Arizona, 2017-2019.

Recipient of the Wildcat Excellence Tuition Award for outstanding academic performance. University of Arizona, 2017-2021. Amount: \$12,000 per year, renewable for 4 years.

Recipient of the Dean's Distinction Award for outstanding academic performance. University of Arizona, August 2017. Amount: \$1,000

Admission to the Honors College. University of Arizona, 2017-2021.

## **PROFESSIONAL EXPERIENCE**

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**Recruitment Intern**, College of Social & Behavioral Sciences Ambassadors. University of Arizona, 2019-2021.

- Led weekly information sessions to promote the College of S.B.S.
- Recruited and engaged with prospective students and their families in face-to-face & virtual settings.

- Assisted program coordinators with various on-campus events and college-related tasks, including leading Honors College V.I.P. visits and Arizona Experience presentations.

**Student Leader**, Arizona Summer Honors Interdisciplinary Experience (S.H.I.N.E.). University of Arizona, 2019.

- Mentored high school students in preparing for college & adult life.
- Led students in various social & educational activities.
- Assisted a program coordinator in managing & instructing students in various settings on the UArizona campus.

**Student Mentor**, Partnerships Through Honors (P.A.T.H.). University of Arizona, 2018-2019.

- Mentored Honors freshmen in adapting to university & Honors life.
- Hosted frequent small-group meetings and large-group events to build a sense of community among mentees and mentors.
- Participated in bi-weekly mentor pod meetings and attended professional development workshops.

## COMMUNITY SERVICE

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**Volunteer**, Adventure Bus. Handmaker Jewish Services for the Aging, 2014-present.

- Assisted in setting up, cleaning up, & leading craft projects & cultural discussions.
- Interacted closely with older adults with early-to-middle stages of Alzheimer's & Dementia.

**Student Leader**, College of Social & Behavioral Sciences Diversity, Equity, & Inclusion (D.E.I.) Committee. University of Arizona, 2020-2021.

- Worked to assess and revise current identity-based justice principles within UArizona's Student Code of Conduct.
- Partnered with the Dean of the College of S.B.S. and the Associated Students of the University of Arizona (ASUA) Senate at monthly virtual meetings.

**Senior Instructor Trainer**, A.P. U.S. History Department. University High School, 2017.

- Trained a large group of Advanced Placement U.S. History senior instructors for the upcoming academic year.
- Instruct on how to mentor students, peer edit assignments, stay organized, & effectively assist the history department regularly.
- Oversaw test correction sessions of over 50 students at a time.

## CLUB AND ORGANIZATIONAL INVOLVEMENT

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Co-President, College of Social & Behavioral Sciences Ambassadors. University of Arizona, 2020-2021.

Secretary, Students on Stage. University of Arizona, 2019-2021.

Member, College of Social & Behavioral Sciences Ambassadors. University of Arizona, 2019-2021.

President, Club Voilà. University of Arizona, 2019-2020.

Vice-President, Club Voilà. University of Arizona, 2018-2019.

Member, Honors College Ambassadors. University of Arizona, 2018-2019.

Member, Students on Stage. University of Arizona, 2017-present.

Member, Vietnamese Student Association. University of Arizona, 2017-2019.

## **MEMBERSHIPS**

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2020-present      National Communication Association