

Paige K. Hill

Doctoral student, School of Journalism and Media at University of Tennessee, Knoxville

Research Interests

General: Digital Divide; Digital Media; Technology Adoption; ICT Access; Digital and Media Literacy; Media Portrayals; Cultural Factors in ICT adoption; Appalachian Studies; Technology in Rural Communities; Qualitative Research Methods.

Specific: The existing inequalities in rural communities within the digital divide; how disadvantaged communities adopt technology with a focus on cultural influence.

Education

- May. 2027 Ph.D., University of Tennessee, Knoxville
Dissertation: TBD
Chair: Dr. Amber Roessner, School of Journalism and Media
Committee:
- Dr. Michael Palenchar, Tombras School of Advertising and Public Relations
- TBD
- TBD
Current Advisor: Dr. Amber Roessner
- Dec. 2022 M.S., University of Tennessee, Knoxville, Journalism and Electronic Media
Thesis: Instagram Ideals: College women's body image and social comparison
Chair: Dr. Mustafa Oz
Committee: Dr. Nicholas Geidner, Stuart Brotman, JD
- May 2020 B.S., East Tennessee State University, Media and Communication Studies
Concentration: Journalism Studies

Professional Experience

- Feb. 2023-Present Corporate Social Media Specialist, Clayton.
Specialties: Online content creation, strategic planning, brand marketing for over audience over 500,000, community management, performance analytics.
- June 2022 –Feb. 2023 Digital Journalist, WVLT News, CBS affiliate in Knoxville, TN.
Specialties: Article creation for breakings news, features, investigating reports, strategic digital planning, fact-checking.

- Aug. 2021–Jan. 2023 Graduate Research Assistant (GRA), Division of Access and Engagement, University of Tennessee, Knoxville. Supported division with research, marketing, analytics, graphic design.
- Aug. 2020-July 2021 Admissions Advisor, MedQuest College, Louisville, KY
Specialties: Student advisement, course instruction.
- Aug. 2019-Aug. 2020 Editor and Social Media Manager, Overlooked in Appalachia, East Tennessee State University, Johnson City, TN
Specialties: Content creation for website, social media, and blog platforms. Managed team of 3 to increase website and social media site traffic.
- Jan. 2020-June 2020 Reporter, East Tennessean, East Tennessee State University, Johnson City, TN.
Specialties: Wrote articles for online publication, fact-checking.

Research

- Sept. 2024** Hill, P., & Oz, M. (2024). Instagram ideals: College women’s body image and social comparison. *First Monday*.
- Thesis** Hill, Paige K., "Instagram ideals: College women’s body image and social comparison." Master's Thesis, University of Tennessee, 2022.
https://trace.tennessee.edu/utk_gradthes/7030

Conferences, Presentations & Invited Lectures

- July 2024 Palenchar, M. J. & Hill, P. K. (2024, July 9-10). The U.S. Tennessee Valley Authority and the standardization of rural America: Implications of its historical public relations efforts. [Paper presentation]. The International History of Public Relations Conference 13th Annual Meeting, Bournemouth, UK.
- Jun. 2024 Hill, P.K. (2024, June 20-24). Instagram ideals: College women’s body image and social comparison. [Paper presentation]. International Association of Communication (ICA) 74th Annual Meeting, Gold Coast, Australia.
- March 2023 Hill, P. K., Jadhav, P., Brotman, S. (2023, March). Strategies for identifying mis-/disinformation: A diplomacy lab. [Paper presentation]. College of Communication and Information’s 45th Annual Research

Symposium. University of Tennessee, Knoxville. Knoxville, TN.

Feb. 2023 Hill, P. K. (2023, Feb 24-25). Instagram ideals: College women's body image and social comparison. [Paper presentation]. AEJMC Midwinter Conference, University of Oklahoma, Norman, OK.

March 2022 Hill, P.K, Brotman, S., Jadhav, P, Kumari, S., Toy, A. Survey data and Social Media Research: Findings and Observations. [Paper presentation] College of Communication and Information's 44th Annual Research Symposium. University of Tennessee, Knoxville. Knoxville, TN.

Grant & Awards

Karl A. Bickel and Madira Bickel Journalistic Scholarship Awarded 2024

Selected by School of Journalism and Media faculty to receive the Karl A. Bickel and Madira Bickel Journalistic Scholarship in the amount of \$2,600 for the 2024-2025 school year.

Broadcasting Department Scholarship Awarded 2024

Selected by School of Journalism and Media faculty to receive the Broadcasting Department Scholarship in the amount of \$900 for the 2024-2025 school year.

Department of Journalism and Media UTK Travel Grant Awarded 2024

Received \$2,000 travel grant for travel to International Communication Association Conference held in Gold Coast, AUD.

College of Communication and Information Travel Grant Awarded 2024

Received \$1,707 travel grant for travel to International Communication Association conference held in Gold Coast, AUD.

Projects

Overlooked in Appalachia

Founder and Leader; Fall 2019-2020

Undergraduate student created and led magazine aimed at highlighting topics typically overlooked in the Appalachian region. One of the founders, then became editor and social media manager over the next year.

Teaching

Shortened Philosophy: I strive to create an inclusive and supportive learning environment where every student feels valued. My teaching approach is rooted in interactive, diverse methods that cater to individual learning styles, with a commitment to continuous improvement and innovation. As a first-generation college student, I believe education empowers and transforms lives as it has mine.

Guest Lectures:

Spring 2024, Introduction to Journalism, University of Tennessee, Knoxville
Fall 2022, Spring 2023, Reporting I, East Tennessee State University
Fall 2022, Spring 2023, Advanced Reporting, East Tennessee State University
Spring 2020, Spring 2020, Reporting I, East Tennessee State University

Professional Training

Collaborative Institutional Training Initiative (CITI) Certificate – Social and Behavioral Research

Completed the nationally recognized in-depth research ethics and compliance training for research on Human subjects.
Granted: 2022

Google Analytics 4

Completed Google Analytics training for in-depth reporting and analytics training.
Granted: 2024

Center for the Integration of Research, Teaching and Learning Certificate.

Completed the Center for the Integration of Research, Teaching, and Learning (CIRTL) program, focusing on evidence-based teaching practices, active learning, and integrating research with teaching.
Granted: 2024

Social Media Marketing

Completed the Social Media Marketing Course offered by HubSpot Academy.
Granted: 2022

Internships

Northeast Tennessee Tourism Association Internship

Role: Brand Marketing, Social Media Intern

-Analyzed social media campaigns and activities using Google, Twitter, Pinterest, Facebook and Instagram Analytics to promote engagement and recommend enhancement.

-Forecasted marketing trends based on previous data to adjust campaigns and maximize exposure.

Service

University of Tennessee, Knoxville, Student Tours

Volunteer, Spring 2024

Toured Fulton High School students around the College of Communication and Information.

Centro Hispano De East Tn

Volunteer, Fall 2023

Cleaned, maintained, and reorganized the children's areas at Centro Hispano De East Tn.

Blount County Community Action Agency

1. Volunteer, Fall 2023

Built and delivered food boxes for elderly residents in East Tennessee.

2. Volunteer, Fall 2023

Assembled Christmas gifts for those in need in East Tennessee.

Frontline Gardens

Volunteer, Fall 2024

Created therapeutic gardens for veterans in East Tennessee

Coats For The Cold

Volunteer, Fall 2024

Assisted local fire departments in packing and delivering coats for those in need.

Professional Affiliations & Memberships

[International Communication Association](#) (current)

[International Association of Communications and Technology](#) (current)

[Association for Education in Journalism and Mass Communication](#) (current)