

Rachel Adair

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NCA Annual Conference Experience

I was able to attend and present research at the National Communication Association Annual Conference November 18-19, 2023 in National Harbor, MD because of the generous travel award presented to me by the Shackouls Honors College Undergraduate Research Program and the Judy Bonner Provost Scholarship Fund. To say that this experience was impactful would be an understatement. I was extremely lucky to be able to attend and present at a conference that primarily features the work of graduate students and experts in the field of communication. To be surrounded by such academically influential people was an honor that not many undergraduates have.

On Saturday November 18, I had the opportunity to be attend the Annenberg School for Communication Reception as a guest to Dr. Holli Seitz, an alumna of the prestigious graduate school. The reception celebrated ties to the Annenberg Schools for Communication at the University of Southern California and the University of Pennsylvania. I was able to network with current Doctoral students, Alumni, and current faculty of the Schools. This was an incredible opportunity to learn more about post graduate research in the Communication field and meet people from all over the United States, drastically growing my network.

On Sunday November 19, Dr. Seitz and I co-presented our paper, "Using Diffusion of Innovation Theory to Predict Engagement with Healthy Recipe Posts in Social Media" at the Information Seeking and Engagement in Health-Related Contexts session. Being able to present work that I have been conducting for almost three years, among experts in the health communication field was an incredible experience that I am lucky to have had. Presenting on a national stage and meeting great scholars that complimented our work was a great honor, and it was a privilege to hear the work of others in different health communication settings.

I have immense gratitude for the Shackouls Honors College and the Provost Scholarship Program for investing time, effort, and funding in me over the last three and a half years, introducing me to the world of research and creative discovery. Undergraduate research has been a significant part of my college experience, and I am thankful for the Honors College and Dr. Holli Seitz for cultivating my curiosity into tangible results that are impactful to initiatives much bigger than my own.