

OLUWABUSAYO SEYI OKUNLOYE

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EDUCATION

Texas Tech University – Lubbock, TX
College of Media & Communication
Ph.D. Media and Communication (Anticipated 2025)

Texas Tech University – Lubbock, TX
College of Media & Communication
M.A. Mass Communication, December 2020
Thesis: *The linguistic features driving information diffusion on Twitter: The case of #RevolutionNow in Nigeria*
Advisor: Dr. Kerk F. Kee

University of Lagos – Lagos, Nigeria
Mass Communication Department
M.Sc. Mass Communication, December 2017
Thesis: Influence of brand change of name on existing consumer's loyalty
Advisor: Dr. Adepoju Tejumaiye

Ajayi Crowther University – Oyo, Nigeria
B.Sc. Mass Communication, August 2012
Second class (Upper division)

RESEARCH INTERESTS

Information Diffusion, Political Communication, Organizational Communication, and Crisis Communication

PUBLICATIONS

Adegbola, O., Olaniran, B.O., & **Okunloye, O.** (*submitted to a journal*). A tale of two kidnappings: Government response to Chibok & Dapchi attacks in Nigeria.

Okunloye O., & Kee, K. F., Cummins, R. G., & Zhang, W., (*submitted to a journal*). The linguistic and message features driving information diffusion on Twitter: The case of #RevolutionNow in Nigeria

Okunloye O., & Kee, K. F., (*in progress*). Diffusing #BlackLivesMatter: Linguistics and message feature triggers that matter on Twitter.

CONFERENCE PAPERS & SUBMISSIONS

Okunloye, O., & Hayes, C. (May 2021). Opposites attract: Dialectical tensions surrounding cyberinfrastructure. Presented at SciTech and Friends Research Symposium

Okunloye O., & Kee, K. F. (March 2021). *The linguistic features driving information diffusion on Twitter: The case of #RevolutionNow in Nigeria*. Presented at the AEJMC Midwinter conference in Norman, OK

Adegbola, O., & **Okunloye, O.** (March 2021). *Communication, news media use & political participation in Sub-Saharan Africa: A Synthesis of the Literature*. Presented at the AEJMC Midwinter conference in Norman, OK

Ojebode, A. O., Solanke, S., & **Okunloye, O.** (November 2020). *Medical ethnography: Deconstruction of perceptions and myths on coronavirus in Nigeria*. Presented at the African Studies Association Conference

PROFESSIONAL EXPERIENCE

Social Media Content Planner

Dr. Barbara Seniors Harkins Foundation, Los Angeles

- A non-profit organization that organizes out of school media programs for teens and children
 - Planning social media content
 - Designing social media messages
 - March – August 2021

Content Creator/Producer

NAIJA News

- A news website with about 7million subscribers (Nigeria)
 - Writing and Publishing news content
 - April 2018 - July 2019

Social Media Manager

TOP Radio

- A news and entertainment radio station (Nigeria)
 - Creating & publishing news stories and live updates
 - February - May 2017

Intern

Nigeria Television Authority

- Government-owned TV and largest terrestrial broadcaster in Africa
 - Contributing to production of news and current affairs information
 - April - September 2011

TEACHING EXPERIENCE

Teaching Assistant

Course: COMS 2300: Public Speaking

Fall, 2021

Texas Tech University, Lubbock

Teaching Assistant

Course: MCOM 2310: Business & Professional Communication

Fall, 2020

Texas Tech University, Lubbock

Teaching Assistant

Courses: Advertising Research and Consumer Insights

Spring, 2020

Texas Tech University, Lubbock

Teaching Assistant

Courses: Principles of Advertising

Spring, 2020

Texas Tech University, Lubbock