IMANI NIA SPRINGER-NORRIS

EDUCATION

NORTHERN ILLINOIS UNIVERSITY — DeKalb, IL
MA Communication Studies, Journalism Studies — December 2023
Thesis: *Local Radio Journalists' Usage and Perception of Artificial Intelligence in the Production of Local News*
Advisor: Dr. David Gunkel

PREVIOUS INSTITUTION(S) — LaGrande, OR

EASTERN OREGON UNIVERSITY
B.S. Psychology

TEACHING EXPERIENCE

NORTHERN ILLINOIS UNIVERSITY — DeKalb, IL

Instructor, Journalism & Media Studies
September 2024-Present

Courses Taught

- *Journalism Issues*
- *Social Media Communication*
- *Web Design and Development*
- *Computer-Mediated Communication*
- *Information Gathering in the Digital Age*

Graduate Teaching Assistant, Department: Communication Studies
August 2021-May 2023

- Taught *Fundamentals of Oral Communication*
- Tutored in the COMS-100 Skills Lab
- Teaching Assistant for four online sections of *Principles of Public Relations*

KISHWAUKEE COLLEGE — DeKalb, IL

Instructor, Communication
January 2025-Present

Courses Taught

- *Speech Communication*
- *Social Media Content Creation (Course development in progress)*

RESEARCH EXPERIENCE

Thesis: *Local Radio Journalists' Usage and Perception of Artificial Intelligence in the Production of Local News*
Advisor: Dr. David Gunkel
Designed and conducted a qualitative interview study and used human machine communication theory to analyze journalists' usage and perception of artificial intelligence in the newsroom.

Research Interests: Social Media and Influence, Journalism and Social Media, Artificial Intelligence in News

PRESENTATIONS

Springer-Norris, I.N. (2022, October). *Algorithms and the news desert: Democracy in the post-truth era* [Conference presentation]. MPCA 2022 Conference. Chicago, IL, United States.

JOURNALISTIC PUBLICATIONS (SELECTED)

Springer-Norris, N. (2025, March 1). Has social media changed the way we process grief? *SUCCESS.* https://www.success.com/social-media-changed-way-we-grieve/

Springer-Norris, N. (2024, May 23). Will Google generative AI search end the SEO industry? *SUCCESS Online.* https://web.archive.org/web/20250722212412/https://www.success.com/google-generative-ai-search-and-seo/

Springer-Norris, N. (2024, January 11). Resetting your marketing strategy in 2024: Human-centric marketing is critical in the AI era. *SUCCESS.* https://www.success.com/human-centric-marketing-strategy/

Springer-Norris, N. Is ChatGPT ethical? A look into the moral gray area of AI in media. *SUCCESS.* https://www.success.com/is-chatgpt-ethical/

Springer-Norris, N. (2023, September). Inhuman error: One argument for moving toward automation and artificial intelligence is the elimination of human error. Does that hold true when it comes to unconscious bias? *SUCCESS Magazine*.

Springer-Norris, N. (2023, February 23). 2023 is going to be a hot year for AI — but what about for journalism? *Reynolds Journalism Institute.* https://rjionline.org/news/2023-is-going-to-be-a-hot-year-for-ai-but-what-about-for-journalism/

Springer-Norris, N. (2022, December 28). The Bloomfield Info Project: An automation case study. *Reynolds Journalism Institute.* https://rjionline.org/news/the-bloomfield-info-project-an-automation-case-study/

Springer-Norris, N. (2022, November 21). Understand algorithmic bias in journalism. *Reynolds Journalism Institute.* https://rjionline.org/news/understand-algorithmic-bias-in-journalism/

Springer-Norris, N. (2022, October 13). Why local news should be utilizing AI. *Reynolds Journalism Institute.* https://rjionline.org/news/why-local-news-should-be-utilizing-ai/

AWARDS AND HONORS

Top Scholar Award, Kappa Tau Alpha, 2023

Certificate of Merit, O'Connell Awards, Northern Illinois University, 2023

Merit Award

Northern Illinois University Department of Communication O'Connell Awards

Phi Kappa Phi Honor Society

Northern Illinois University

PROFESSIONAL ASSOCIATIONS

- The Authors Guild
- Association of Writers & Writing Programs (AWP)
- National Writers Union (NWU)

PROFESSIONAL EXPERIENCE

SPRINGER CREATIVE ASSOCIATES **DeKalb, IL**

Self-Employed Freelance Journalist and Marketer June 2020-Present

Wrote and published more than 100 articles for newsrooms and magazines which include SUCCESS Magazine, Next City, Kirkus Reviews, Parents, Ms., Romper
AI Columnist for Reynolds Journalism Institute
Wrote the January/February 2024 cover story for SUCCESS Magazine
Developed and facilitated a training on AI and SEO for the Sandwich Chamber of Commerce

COVETED FINANCIAL SERVICES **Geneva, IL**

Consultant, Vice President of Marketing and Communication July 2023-October 2024

Established and implemented a style guide for a marketing client in the recycling industry, wrote and edited an e-Book, improved search engine optimization scores for multiple clients.

SAFE PASSAGE INC **DeKalb, IL**

Director of Prevention and Communication November 2022-May 2023

Supervised the design of two new trainings for the Violence Prevention Program and successfully placed them at the Illinois Coalition Against Sexual Assault Conference

BOARD EXPERIENCE

WOMEN AND GIRLS' FOUNDATION OF SOUTHWEST PA **DeKalb, IL**

Member, Board of Directors Dec 2024 - Present