

**Natalie Bidnick Andreas, Ed.D.**

*Curriculum Vitae*

natalie.b.andreas@utexas.edu

linktr.ee/natalieba

**EDUCATION:**

Doctor of Education, Education Policy, Organization, and Leadership

*Research Emphasis:* AI-Mediated Feedback and Communication, Learning Design & Leadership  
University of Illinois at Urbana-Champaign, 2025.

Master of Liberal Arts, Rhetoric and General Studies, St. Edward's University, 2015.

B.A. in Corporate Communications & Public Affairs, Southern Methodist University, 2007.

**ACADEMIC APPOINTMENTS**

**The University of Texas at Austin, Austin, Texas | 2023–Present**

*Moody College of Communication, Department of Communication Studies*

**Assistant Professor of Instruction** | 2024–Present

**Lower Division Course Coordinator** | 2026–Present

Lecturer | Fall 2023

**St. Edward's University, Austin, Texas | 2022 to 2023**

Lecturer, Department of Communication Studies

**Austin Community College, Austin, Texas | 2017 to 2023**

Adjunct Assistant Professor, Department of Business, Government, and Technical Communications

**Palo Alto College, San Antonio, Texas | 2017 to 2022**

Adjunct Assistant Professor, Department of English, Communications, Foreign Languages, INRW.

***+20 years of professional experience in strategic communications and digital strategy, including work with 200+ brands.***

**BOOKS**

Andreas, N. B. (2027). *The Feedback Machine: How AI Governs Learning, Writing, and Work*. Intellect Books / University of Chicago Press. \*Manuscript under contract and in preparation.

Andreas, N. B. (2022). *The First-Year College Writer's Toolkit*. Kendall Hunt Publishing.

## **PEER-REVIEWED ARTICLES, BOOK CHAPTERS, AND ACADEMIC PUBLICATIONS**

- Andreas, N. B. (in press). Algorithmic Genre as Governance. In G. Reid, C. Anson, & X. Tan (Eds.), *Routledge handbook of humanities and social science communication*. Routledge.
- Andreas, N. B. (2026). Virtuous Classrooms or digital dystopia? Unveiling the ethical dilemmas of the metaverse in higher education. In *Future education and learning spaces* (pp. 271–282).  
[https://doi.org/10.1007/978-981-95-8852-7\\_19](https://doi.org/10.1007/978-981-95-8852-7_19)
- Andreas, N. B. (2026). From Press Kits to Prompt Engineering: A History of Automation in Corporate Public Relations Tools. *Public Relations Journal*, 19(1), 3.
- Andreas, N. B. (2026). Building AI Feedback Literacy: Innovative Assignment Ideas for Today’s Writers. *The National Teaching and Learning Forum*. Wiley.
- Andreas, N. B. (2026). Generative AI in Writing Assessment: Translating research into Practical applications in Global Education. In *Annual Review of Comparative and International Education 2024* (pp. 161–183).  
<https://doi.org/10.1108/s1479-367920260000051011>
- Andreas, N. B. (2026). Who gets to be neutral? Feedback, authority, and AI in the classroom. *Communication Teacher*, 1–4. <https://doi.org/10.1080/17404622.2026.2617508>
- Andreas, N. B. (2025). Scaling human-centered feedback: AI tools in continuous performance management. *Strategic HR Review*. <https://doi.org/10.1108/shr-07-2025-0073>
- Andreas, N. B. (2025, July 14). *Beyond the Red Pen: Reimagining Feedback in an AI-assisted era*. The Teaching Professor.  
<https://www.teachingprofessor.com/topics/grading-feedback/beyond-the-red-pen-reimagining-feedback-in-an-ai-assisted-era/>
- Andreas, N. B. (2024). Leveraging Digital Channels for Faculty Development: Promoting Connection and Belonging through Digital Forums. *Journal of Faculty Development*, 38(3).
- Andreas, N. B. (2024). Ethics in international HRD: Examining conversational AI and HR chatbots. *Strategic HR Review*, 23(3), 121–125. <https://doi.org/10.1108/shr-03-2024-0018>
- Andreas, N.B. (2024). Generative AI in Higher Education Composition Assessment. In: Peters, M.A., Heraud, R. (eds), *Encyclopedia of Educational Innovation*. Springer, Singapore.  
[https://doi.org/10.1007/978-981-13-2262-4\\_303-1](https://doi.org/10.1007/978-981-13-2262-4_303-1)
- Andreas, N. B. (2023, August 9). Unleashing the Power of Active Learning: Revolutionizing Online Education for Unprecedented Engagement and Achievement. *Faculty Focus | Higher Ed Teaching & Learning*.
- Andreas, N. B. (2023, June 8). Relishing the New Normal: Best Practices for HyFlex Teaching and Learning. *Innovation Abstracts*.

## **RESEARCH IN PROGRESS**

AI Disclosure Policies in College Assignments: Student Perceptions of Trust, Clarity, and Surveillance. *Data collection in process.*

The Feedback Machine: How AI Governs Learning, Writing, and Work. *Writing stage.*

Considering Multimodal Assessment Amidst AI Disruption In Communication Studies and Beyond. *Data collection in process.*

Multiple manuscripts under review and revision on AI-mediated feedback, pedagogy, communication, and generative AI governance.

## **SELECTED CONFERENCE PRESENTATIONS AND INVITED TALKS**

Andreas, N. B. (2026, March 21). *From output to insight: Using critical play to decode AI feedback*. Paper presented at the Play, Interaction, and Learning Conference, Syracuse University.

Andreas, N. B. (2025). *I don't just accept the feedback – I talk back: Feedback literacy in an AI-powered classroom* [Invited talk]. GenAI Dialogues series, Siebel Center for Design, University of Illinois.

Andreas, N. B. (2025). *Writing Assessment in Higher Education: Historical Perspectives and Future Applications* [Virtual Conference Presentation]. NCA 111th Annual Convention, Denver.

Andreas, N. B. (2025). *Virtuous Classrooms or Digital Dystopia? Unveiling the Ethical Dilemmas of the Metaverse in Higher Education*. First International Conference on Metaverse and AI in Education for a Sustainable Society (ICMAIE 2025), Université Polytechnique Hauts-de-France.

Andreas, N. B. (2024). *Exploring the impact of automatic corrective feedback on writing assessment in undergraduate communication studies* [Conference Presentation]. NCA 110th Annual Convention, New Orleans.

Andreas, N. B. (2024). *Elevating Communication Assessment through Project-Based Learning: Prioritizing Multimodal Formats in Reflective Pedagogy* [Conference Presentation]. NCA 110th Annual Convention, New Orleans.

Andreas, N. B. (2024). “Enhancing Reflective Practices Through Multimedia Artifacts and Performance-Based Learning.” *2024 Technology-Enhanced Learning Symposium*. [Conference Presentation] 15 Aug., 2024. Conference Presentation.

Andreas, N. B. “Learning Design Trends: Exploring Transformative Technology and Pedagogical Implications.” *National Institute for Staff and Organizational Development*. 19 Oct., 2022. Conference Presentation

- Andreas, N. B. “The Digital Wellness Paradigm: Three Methods for Managing Screen Fatigue in Virtual Learning Environments.” *Quality Matters LX - Annual Conference*. 15 Nov., 2021. Virtual Conference Presentation
- Andreas, N. B. “The Digital Wellness Paradigm: Three Methods for Managing Screen Fatigue in Virtual Learning Environments.” *Spring Development Day 2021*. 15 Jan, 2021, Austin Community College. Virtual Conference Presentation. (\*Selected as a campus-wide “Faculty Fave” Presentation.)
- Andreas, N. B. “How Mobile Gamification Can Enhance Online Learning: Fostering Student Engagement with the 'Kahoot!' App.” *EduTech 2020*. 13 November 2020, Palo Alto College. Virtual Conference Presentation.
- Andreas, N. B. “Taming the Digital Dumpster Fire: 5 Free Tools to Enhance Online Learning and Productivity.” *Distance Education Symposium*. 12 November 2020. Austin Community College.
- Andreas, N. B. (Panelist) “Crisis Communications.” Texas Military Department Public Affairs Seminar, 5 May 2019, Camp Mabry, Austin, Texas. Juried panel.
- Andreas, N. B. “Screenager Classroom Engagement Tactics.” Texas Realignment College and Career Readiness Symposium, 17 July 2017, Education Service Center Region 20, San Antonio, Texas. Invited presentation.

### **SELECTED PUBLIC SCHOLARSHIP AND INDUSTRY COMMENTARIES**

- Andreas, N. B. (2026, March 31). *The digital workplace has a context problem*. *reworked.co*.  
<https://www.reworked.co/digital-workplace/the-digital-workplace-has-a-context-problem/>
- Andreas, N. B. (2025, December 4). Why the “About Us” Page Will Become a Strategic Asset in 2026. *reworked.co*.  
<https://www.reworked.co/employee-experience/why-the-about-us-page-will-become-a-strategic-asset-in-2026/>
- Andreas, N. B. (2025, August 4). Ditch unnecessary meetings with visual collaboration tools. *reworked.co*.  
<https://www.reworked.co/collaboration-productivity/ditch-unnecessary-meetings-with-visual-collaboration-tools/>
- Andreas, N. B. (2025, July 8). When AI writes, humans disconnect. *reworked.co*.  
<https://www.reworked.co/collaboration-productivity/when-ai-writes-humans-disconnect/>
- Andreas, N. B. (2025, March 11). The rise of AI-Driven Leadership: Can Machines manage People? *reworked.co*.  
<https://www.reworked.co/digital-workplace/the-rise-of-ai-driven-leadership-can-machines-manage-people/>
- Andreas, N. B. (2024, November 14). Streamlining Workflows With Slack AI: Hype vs. Reality. *reworked.co*.  
<https://www.reworked.co/collaboration-productivity/streamlining-workflows-with-slack-ai-hype-vs-reality/>
- Andreas, N. B. (2024, April 11). *To Craft Fulfilling Workplaces in the AI Age, Embrace the Human Element*.

Reworked.co.

<https://www.reworked.co/digital-workplace/to-craft-fulfilling-workplaces-in-the-ai-age-embrace-the-human-element/>

Andreas, N. B. (2024, May 30). *Both Upskilling and Reskilling Are Critical in the AI-Driven Workplace.*

Reworked.co.

<https://www.reworked.co/learning-development/both-upskilling-and-reskilling-are-critical-in-the-ai-driven-workplace/>

Andreas, N. B. (2024, August 12). *AI's Transformation of Workflow Automation: Current Trends and Applications.* Reworked.co.

<https://www.reworked.co/digital-workplace/ais-transformation-of-workflow-automation-current-trends-and-applications/>

### **SELECTED MEDIA & EXPERT COMMENTARY**

Bocco, D. (2026, June 25). *How to use AI to stress-test your startup idea before you build it.* Inc.

<https://www.inc.com/diana-bocco/ai-claude-chatgpt-stress-test-startup-idea/91363659>

Becker, S. (2026, April 23). *Meta tracking employee keystrokes to train AI is probably legal. Experts say that doesn't make it ethical.* Fast Company.

<https://www.fastcompany.com/91530650/meta-tracking-employees-ai-training-legal-not-ethical>

Wisner, W. (2025, November 14). *AI-Generated Kids Videos are flooding YouTube—What Parents Should Know.*

Parents. <https://www.parents.com/kids-are-watching-ai-generated-videos-on-youtube-11798060>

Weekman, K. (2025, April 30). YouTube broke the internet and disrupted Hollywood's star-making machine. *Yahoo Entertainment.*

<https://www.yahoo.com/entertainment/article/youtube-broke-internet-disrupted-hollywoods-190905458.html?guccounter=1>

Haupt, A. (2025, March 28). Are you a hostile punctuator??? *TIME.*

<https://time.com/7272258/hostile-punctuation-texting-email-exclamation-question-marks/>

Bergman, S. (2024, November 22). Is Mark Cuban on Bluesky? Here's what you need to know. *Newsweek.*

<https://www.newsweek.com/mark-cuban-bluesky-x-posts-1989411>

Sinay, D. (2024, April 23). Artificial intelligence has come for Our . . .Beauty Pageants? *Glamour.*

<https://www.glamour.com/story/artificial-intelligence-beauty-pageant>

## **AWARDS & FELLOWSHIPS**

Faculty Travel Grant, University of Texas at Austin, supporting travel to the *21st International Conference on Interdisciplinary Social Sciences*, University of Galway, Ireland.

2026 Instructional Mentorship Award, *Communication Studies Graduate Community*, Moody College of Communication, The University of Texas at Austin.

2025-2029 Provost's Teaching Fellow, *The University of Texas at Austin*.

2024-2025 Fractalizing Pedagogy Fellow, *Center for Teaching and Learning*, The University of Texas at Austin

2024-2025 Teaching Innovation Grant, *Center for Teaching and Learning*, The University of Texas at Austin

2021 Excellence Award Recipient, *National Institute for Staff and Organizational Development*.

2020-2021 Cohort Fellow, *Teaching & Learning Academy*, Austin Community College.

Bauer Foundation Fellow, *Meadows School of the Arts*, Southern Methodist University.

## **SERVICE**

Peer Reviewer: National Communication Association (NCA) and International Communication Association (ICA) Conferences, 2025 to present.

Manuscript Reviewer: *Artificial Intelligence in Education*, *Human Resource Development Review*, *International Journal of Organizational Analysis*, *New Media and Society*, *Cogent Education*, 2024 to present.

Faculty Advisor, International Association of Business Communicators (IABC), University of Texas at Austin, 2026-present

Awards Committee, Department of Communication Studies, University of Texas at Austin, 2025-present

CMS Week Committee, Department of Communication Studies, University of Texas at Austin, 2024-2025

Invited Guest Speaker/Panelist, Moody College of Communication (*Various topics on pedagogy and AI in strategic contexts*), 2023–Present