



5th Annual Social Media Technology Conference and Workshop

**Howard University
Interdisciplinary Research Building
2201 Georgia Ave, NW
Washington, D.C. 20059**

October 1-2, 2015

Hosted by
Howard University

Signature Sponsors
**The Center for African Studies at Howard University
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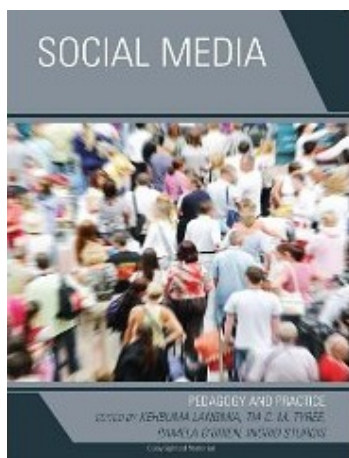
About the Social Media Technology Conference and Workshop

Co-founded by Howard University and Bowie State University in 2009, the Social Media Technology Conference & Workshop brings together scholars and professionals who are experts in the area of social media to share their perspectives on the shifting paradigm in the academia, governmental and non-governmental organizations orchestrated by digital and social media in this era of technological determinism. As social media continue to influence all areas of our lives, it is important to examine and debate not only the use of various social media tools in different contexts, but how they change the manner in which individuals, academics, business owners and the government make use of this media. This two-day intensive conference combines panel discussions, posters sessions, roundtables and hands-on workshops designed to enlighten scholars and practitioners about social media and provide them with the knowledge to create and effectively utilize social media in different contexts.

Working with past presenters and other researchers, the conference co-founders edited *Social Media: Pedagogy and Practice*. The book examines how interactive technologies can be applied to teaching, research and the practice of communication. It demonstrates how social media can be utilized in the classroom to build the skillsets of students going into journalism, public relations, integrated marketing, and other communications fields. It is currently on pre-order through Amazon and University Press of America.



About the Social Media: Pedagogy and Practice



The book examines how interactive technologies can be applied to teaching, research and the practice of communication. This book demonstrates how social media can be utilized in the classroom to build the skillsets of students going into journalism, public relations, integrated marketing and other fields.

Edited by Kehbuma Langmia; Tia Tyree; Pamela O'Brien and Ingrid Sturgis

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Table of Contents Highlights

Section I: Pedagogy

- Using Social Media and Creating Social Media Courses, Tia C. M. Tyree
- Twitter, Facebook, Blogs, and Media-Sharing Sites in the Classroom, Jennifer Cox
- Teaching Computational Literacy Through Game Design, Ingrid Sturgis & Todd Shurn
- Social Media and Critical Pedagogy, Kehbuma Langmia & Stella-Monica Mpande
- How to Do Communication Research Using Social Media Data, William Hart & Erica Taylor
- Conducting Research Utilizing Social Media: Best Practices, Jamie Cohen & Paul Mihailidis

Section II: Social Media Practices in the United States

- African Americans and Social Media, Jayne Cubbage
- The Seven Sisters and Their Siblings Go Digital: An Analysis of Women's Magazine Content on Websites, iPads, and Cell Phones, Yanick Rice Lamb & Kendra Desrosiers
- Social Branding of College Students to Seek Employment, Jamila Cupid & S. Lenise Wallace
- Social Media, Law, and Practice, Angela D. Minor Esq.

Section III: International Social Media Practices

- Participatory Media Impact on the Arab Spring, Adam Klein
- Social Media and Participatory Communication: The UNDP and the Diffusion of Empowerment, Nickesia S. Gordon
- Cock Crow in the "Electronic Republic:" Social Media and Kenya's 2013 Presidential Election, Kehbuma Langmia



About the University Host



Howard University

Howard University, a culturally diverse, comprehensive, research intensive and historically Black private university, provides an educational experience of exceptional quality at the undergraduate, graduate, and professional levels to students of high academic standing and potential, with particular emphasis upon educational opportunities for Black students. Moreover, the University is dedicated to attracting and sustaining a cadre of faculty who are, through their teaching, research and service, committed to the development of distinguished, historically aware, and compassionate graduates and to the discovery of solutions to human problems in the United States and throughout the world. With an abiding interest in both domestic and international affairs, the University is committed to continuing to produce leaders for America and the global community.

It is one of only 48 U.S. private, Doctoral/Research-Extensive universities, comprising 12 schools and colleges with 10,500 students enjoying academic pursuits in more than 120 areas of study leading to undergraduate, graduate, and professional degrees. The University continues to attract the nation's top students and produces more on-campus African-American Ph.D.s than any other university in the world. Since 1998, the University has produced a Rhodes Scholar, A Truman Scholar, six Fulbright Scholars and nine Pickering Fellows.



About the School of Communications' Departmental Hosts

Department of Media, Journalism and Film

The Department of Media, Journalism and Film (MJFC) prepares students for the media world of today and the future through core and cluster courses. The MJFC department draws from the fields of digital audio/radio, digital video/television, and film production, scriptwriting and reporting, and broadcast (i.e. radio and television), print, mobile and online news. The MJFC Department addresses current industry standards, technological trends of convergence and community needs, while meeting the university's historical mission. The Department unifies several intellectual and creative strands within the School that share the common concerns of communicating in effective ways at the local, regional, national and global levels.

Department of Strategic, Legal and Management Communications

The Department of Strategic, Legal and Management Communication (SLMC) aims to prepare students for careers and advanced study in communication used for strategic purposes such as public relations and special event planning, advertising and sales, non-profit and for-profit management, law and policy, organizational training and development, corporate communications, government relations, entrepreneurship, human resources, marketing communications, and media management. SLMC majors will develop strong critical reasoning, writing and case development, verbal and nonverbal communication, problem solving, research design and implementation. Students will be equipped with persuasive and informative methodologies to enhance the creation and development of messages in a variety of communication contexts including digital media. The mission of the new Strategic, Legal and Management Communication (SLMC) Department is to promote the study and practice of communicating effectively within institutional, corporate, organizational, legal, social, intercultural and interpersonal contexts.



About the Signature Sponsor

Robert R. McCormick Foundation

The Robert R. McCormick Foundation is committed to fostering communities of educated, informed and engaged citizens. Through philanthropic programs, Cantigny Park and museums, the Foundation helps develop citizen leaders and works to make life better in our communities. The Foundation was established as a charitable trust in 1955, upon the death of Colonel Robert R. McCormick, the longtime editor and publisher of the *Chicago Tribune*. The Robert R. McCormick Foundation is one of the nation's largest foundations, with more than \$1.5 billion in assets. For more information, please visit www.McCormickFoundation.org.



About the Signature Sponsor



The Center for African Studies at Howard University

The Center for African Studies at Howard University is one of 11 Title VI Africa area National Resource Centers funded by the International and Foreign Language Education office of the US Department Education. The Center works to strengthen the capacity and performance of Howard University in African languages, international and Africa area studies, teacher preparation and outreach to K-16, four year and community colleges in the DMV area. The Center also offers Foreign Languages and Area Studies (FLAS) fellowships to undergraduate and graduate students at Howard University.



About the Keynote Speaker

Michelle Ferrier



Michelle Ferrier is associate dean for innovation at the Scripps College of Communication at Ohio University and associate professor in the E.W. Scripps School of Journalism. Ferrier is vice president of Journalism That Matters and creator of the “Create or Die” startup weekends. Ferrier is an inaugural Lillian Lodge Kopenhaver Center fellow and an inaugural fellow in the Scripps Howard Journalism Entrepreneurship Institute.

Ferrier is a former columnist, digital content architect and online community developer who has been involved in new media for more than 30 years. She has worked in strategic communications, policy analysis and publishing for several national nonprofit organizations. Her research interests include media entrepreneurship, online journalism, online communities, and hyperlocal online news. She recently founded a website called, **TrollBusters**, which provides support for targets of online harassment, while identifying and combating trolling.

She holds a Ph.D. in Texts and Technology from the University of Central Florida and an M.A. in journalism from the University of Memphis.



Highlighted Hands-on Workshop Presenters

David Castain



David Castain is the owner of David Castain & Associates, a business consulting firm that develops unique plans to address the issues involved in the growth of business: strategy, marketing, pricing, innovation, product development and economic competitiveness. He is also the founder of the David Castain Foundation, which provides educational, health and social support to children and young adults in at-risk situations.

He has organized events with the music industry's most notable celebrities and was named "The Country's Best Promoter" by the Washington Times. He has also been recognized by Fox News, Ebony Magazine, Inland Valley Daily Bulletin, The District Chronicles, The Hilltop newspaper and many other media outlets.

He received a bachelor's degree from Howard University in Speech and Applied Communication and a Master's in Public Relations and Corporate Communications from Georgetown University. He is currently pursuing his Ph.D. in Sociology at Howard University.

Jane Elizabeth



Jane Elizabeth, a senior research project manager, leads the American Press Institute's **project to improve and expand political fact-checking/accountability journalism**. API is a partner with Howard University, as a result of a grant that received from the Knight Challenge Fund for Innovation in Journalism Education.

Jane is the Washington Post's former deputy local editor, and teaches advanced journalism as a member of the adjunct faculty at Old Dominion University in Norfolk, Va. Her worked at five U.S. newspapers focused largely on politics, regional news and education. She was education editor at The Pittsburgh Post-Gazette, and a senior editor at The Virginian-Pilot where she launched and directed the newsroom's first digital news team. She holds a master's degree in mass communications from Virginia Commonwealth University.

LaMonte Summers



LaMonte Summers, Assistant Professor of Media Law and Ethics at Morgan State University.

He teaches communications law and ethics, emphasizing policy/ethics, media culture/literacy telecommunications structure and regulation.

E.R. Shipp



E. R. Shipps is an associate professor and Journalist-in-Residence at Morgan State University in Baltimore.

She has been a reporter and editor at The New York Times, an ombudsman for The Washington Post and a columnist for The New York Daily News, where she won a Pulitzer Prize for commentary.

Jackie Jones



Jackie Jones is an associate professor and chair of the Dept. of Multimedia Journalism at Morgan State University's School of Global Journalism & Communication.

A veteran journalist and journalism educator, she has been a senior lecturer at Penn State, a Virginius Dabney Distinguished Professor at Virginia Commonwealth and an adjunct journalism instructor at Howard Universities. Throughout her career, she has been a reporter, editor and manager. Her newsroom stops have included the Detroit Free Press, New

York Newsday, The Philadelphia Daily News, The Milwaukee Journal Sentinel and The Washington Post. She is a former national officer for the National Association of Black Journalists (NABJ) and she represents the NABJ on the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC).



5th Annual Social Media Technology Conference & Workshop Schedule

Thursday, October 1, 2015

8:30 a.m.-9 a.m. Registration and Continental Breakfast

9 a.m.-9:15 a.m. Welcome
Dr. Gracie Lawson-Borders
Dean, School of Communications, Howard University

9:15 a.m.-10:30 a.m. Paper Session: Social Media, Culture and Society

Cultural differences in social relationships and adolescents use of social media: A comparative study of Korean and Australian youth

-**Sora Park** (University of Canberra, **Australia**) and **Eun-Yeong Na** (Songang University, **Korea**)

Social Media and Health: A shift from #blacklivesmatter to #blackhealthmatters-utilizing Social Media as a health messenger among African-Americans in the public sphere

-**Sean Upshaw** (Howard University, **USA**)

Black Twitter as Neo-Blaxploitation

-**Brittany-Rae Gregory** (Howard University, **USA**)

The Revolution Will Not Be Televised, But We Can Watch A Music Video About It On YouTube: Social Media, Music Videos, and Activism

-**Michael Austin** (Howard University, **USA**)

10:30 a.m.-11:45 a.m. Panel Session: New technologies and international issues: potential vs. limitations and International Journalism.

- Kavoosi, Masoud. Khamis, Sahar, Malek, Abbas (Howard University, **USA**) and Park, Yongjin (Howard University, **USA**) and Byerly, Carolyn (Howard University, **USA**)

12 p.m.-1:30 p.m. Keynote Speaker and Luncheon with Michelle Ferrier

Michelle Ferrier is the associate dean for innovation at the Scripps College of Communication at Ohio University and associate professor in the E.W. Scripps School of Journalism.

1:30 p.m.-1:45 p.m. Break

1:45 p.m.-3 p.m. Workshop: Entertainment, Promotion and Social Media
-Hosted by **David Castain** Founder of David Castain & Associates (USA)

3 p.m.-3:15 p.m. Break

3:15 p.m.-4:15 p.m. Panel Session: Social Media & Universalism: Voicing difference, performing power

-**Julia Ticona** (University of Virginia, USA) **Francesca Tripodi** (University of Virginia, USA) **Brooke Dinsmoore** (University of Virginia, USA) **Jennifer Davis** (James Madison University, USA) and **Jason Farman** (University of Maryland, USA)

4:15 p.m.-5:30 p.m. Panel Session: Aggregation & Individualism: Myths and their consequences in the American digital media environment

- **Julia Ticona** (University of Virginia, USA) **Francesca Tripodi** (University of Virginia, USA) and **Claire Maiers** (University of Virginia, USA)

5:30 p.m. – 6:30 p.m. Panel Session: Social Identity: A Theoretical Approach to Social Media Research

- **Alisa Valentin** (Howard University, USA) **Brandale Mills** (Howard University, USA) and **Dionne Clemons** (Howard University, USA)

Friday, October 2, 2015

8:30 a.m.-9 a.m. Registration

9 a.m.-10:15 a.m. Paper Session: Social Media and Education

Social Media meets the University Crisis Communication Plan

-**Keisha Reynolds** (Norfolk State University, USA) and **Sasha Johnson-Coleman** (Norfolk State University, USA)

An exploration of the relationship between social media use and engagement among African-American student leaders

-**Battinto Batts** (Hampton University, USA)

“Real Recognize Real...” but Online you Look Unfamiliar: Sociolinguistics and the Social Media Landscape of Black Female Millennials at HBCUs

-**Erin L. Berry** (University of Maryland, Baltimore County, USA)

Teaching Digital Media Literacy: Findings from the Classroom

-**Ingrid Sturgis** (Howard University, USA)

10:15 a.m.-12 p.m. Paper Session: Exploring Multiple Facets of Social Media

The role of digital-networked images in vigilantism, public shaming and social media hegemony

-**Mona Kasra** (University of Virginia, USA)

HU Insight: Verifying the Truth

-**Yanick Rice Lamb** (Howard University, USA) and **Ron Nixon** (New York Times, USA)

The Social Construction of the THOT and Side Chick on Social Media

-**Tia C. M. Tyree** (Howard University, USA) and **Morgan Kirby** (Norfolk State University, USA)

“When Minors Become Child Pornographers: The Growing Trend of Sexting”

-**Angela Minor** (Howard University, USA)

Black Twitter in South Africa and the Unraveling of the Rainbow Nation

-**Chris Kabwato** (Director of Highway Africa, South Africa)

12 p.m.-12:30 p.m.

Lunch on Your Own

12:30 p.m.-1:15 p.m.

Lightening Workshop Session Conducted by Morgan State University

- **Jackie Jones** - Public Domain (Morgan State University, USA) **E.R. Shipp** - Online Research (Morgan State University, USA) and **LaMonte Simmers** - Intellectual Property (Morgan State University, USA)

1:15 p.m.-2:30 p.m.

Panel Session: Social Media Technology Use in African American Professional Women

-**Ashla Hill Roseboro** (Howard University, USA) **Natoya Hill Haskins** (University of Georgia, USA) **Nzinga Curry** (Howard University, USA) and **Sean Upshaw** (Howard University, USA)

2:30 p.m.-3:45 p.m.

Panel Session: Collaborating across Boundaries to Engage Journalism Students in Computational Thinking: A Progress Report

-**Kim Pearson** (College of New Jersey, USA) **S. Monisha Pulimood** (College of New Jersey, USA) and **Diane Bates** (College of New Jersey, USA)

3:45 p.m.-5 p.m.

Workshop Conducted by API

Jane Elizabeth, a senior research project manager at the American Press Institute will present a workshop on fact-checking and verification in social media.

5 p.m.

Closing Remarks



Presenter Biographies

Dr. Michael Austin (Conference Organizer)

Howard University

Michael Austin is Assistant Professor of Media, Journalism, and Film at Howard University in Washington, D.C. where he teaches courses in audio and music production and also serves as coordinator for the School of Communication's Interdisciplinary Studies Program. His research focuses on sound and music in interactive and emerging media; he is currently working on two book projects: an edited collection on music video games (Bloomsbury Academic Press) and a monograph on representations of subalterity in music videos (Oxford University Press).

Twitter: @mlatx81

Dr. Diane Bates

The College of New Jersey

Dr. Bates currently serves as the Coordinator for the Environmental Studies Interdisciplinary Concentration at TCNJ and as the Faculty Advisor for the Sociology Honor Society, Alpha Kappa Delta. Dr. Bates has primary research interests in environmental sociology with dual research projects centered on development in Latin America and New Jersey. She has published multiple articles that document the social impacts of environmental change in the Ecuadorian Amazon, and on environmental controversies in New Jersey. One of the principal investigators involved in the NSF-funded TCNJ Advancement Program (TAP), she has studied gender equity across disciplines, which has been featured by the Association for Women in Science. Dr. Bates is currently working with colleagues and nationwide to determine if work-family balance and/or the promotion process varies by gender, discipline, or cohort. She is also the independent evaluator for the CABECT project, also funded by NSF. She has served as the lead writer and academic consultant for the Trenton Prevention Policy Board, which seeks community-based solutions to curb juvenile delinquency. She serves as the academic consultant for the health working group. Her research focuses on local environmental issues, including the state's communities and organizations recovery from SuperStorm Sandy.

Dr. Battinto L. Batts Jr.

Hampton University

Dr. Battinto L. Batts Jr. is the assistant dean for academic affairs in the Scripps Howard School of Journalism and Communications at Hampton University. Dr. Batts' has more than 25 years of experience in media, and previously worked as a newspaper reporter, editor and marketing executive. His scholarly research interests include the use of social media to enhance engagement among students and professors, and the Myers Briggs Type Indicator. Dr. Batts obtained his doctoral degree in higher education management from Hampton University; his master's degree in media management from Norfolk State University; and his bachelor's degree in mass communications from Virginia Commonwealth University.

Twitter: @battintobattsjr.

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Academia.edu: <http://hamptonu.academia.edu/BattintoBattsJr>

Website: battintobatts.com

Erin L. Berry

The University of Maryland, Baltimore County

Erin L. Berry is a doctoral student in the Language, Literacy, & Culture (LLC) Program at the University of Maryland, Baltimore County (UMBC) where she is a 2015 recipient of the Inaugural Jodi Crandall Fellowship for her pre-dissertation research done in the Sociolinguistics Lab. Her dissertation research examines how Black female millennials at Historically Black Colleges and Universities (HBCUS) utilize language and culture to negotiate and perform their social media identities as they prepare for postgraduate careers. Her overall research interests include Language, Culture, & Communication, Social Media, Ethics and Research Methods in Media and Communication Studies, Hip-Hop Feminism, & Black Feminist Thought. Erin is also a lecturer within the Department of Communications at Bowie State University and the Department of Media & Communication Studies at UMBC. This will be Erin's 4th time presenting her research at the SMTC since its creation in 2011.

Twitter: @ProfELB

Instagram: @mselberry

Dr. Carolyn Byerly

Howard University

Carolyn M. Byerly, PhD, is professor and chair, Department of Communication, Culture & Media Studies, Howard University. She is a feminist critical scholar who conducts research on gender and race in media. Her recent work includes political economy analyses of women's employment in newsrooms around the world, and women and racial minorities' problems with communication policy. She is the editor of *The Palgrave International Handbook of Women and Journalism* (Palgrave, 2013), the author of *The Global Report on the Status of Women in News Media* (International Women's Media Foundation, 2011), the co-author of *Women and Media: A Critical Introduction* (Blackwell, 2006) and the co-editor of *Women and Media: International Perspectives* (Blackwell, 2004). Her book chapters and articles have appeared in a range of edited volumes and journals, including *Critical Studies in Media and Communication*, *Journalism: theory & practice*, *Feminist Media Studies*, and others. She joined the Howard faculty 2004 as a graduate faculty member, teaching classes in communication theory, research methods, political communication, gender and media, development communication and other topics. She received her PhD and MA from University of Washington, and her BS from University of Colorado.

David Castain

David Castain & Associates

David Castain is the owner of David Castain & Associates, a business consulting firm that develops unique plans to address the issues involved in the growth of business: strategy, marketing, pricing, innovation, product development and economic competitiveness. He is also the founder of the David Castain Foundation, which provides educational, health and social support to children and young adults in at-risk situations. He received a bachelor's degree from Howard University in Speech and Applied Communication and a Master's in Public Relations

and Corporate Communications from Georgetown University, where he was also the recipient of the 2014 PRCC “Most Creative Award.” He is currently pursuing his Ph.D. in Sociology at his alma mater, Howard University. He has organized events with the music industry’s most notable celebrities and was named “The Country’s Best Promoter” by the Washington Times. He has also been recognized by Fox News, Ebony Magazine, Inland Valley Daily Bulletin, The District Chronicles, The Hilltop newspaper and many other media outlets.

Dr. Dionne C. Clemons

Howard University

Dr. Dionne C. Clemons is a strategic communication management expert and scholar. Her expertise lies in strategic organizational communication. For twenty years, she has served in and consulted for federal and local governments, nonprofits and corporate sector organizations providing strategic communication counsel. She has served a number of organizations including the District of Columbia Government’s Office of the Chief Financial Officer, the City of Falls Church, Virginia, the U.S. Army, and the Department of Defense’s Business Transformation Agency and Booz Allen Hamilton. Within academia, Dr. Clemons currently teaches within Howard University’s School of Communications’ Strategic, Legal Management Communications Department. She’s spent more than a decade teaching undergraduate and graduate level strategic communication management, public relations and organizational communication courses. Dr. Clemons is a sought out speaker and author and serves as Chief Communications Officer for Clemons Consulting, LLC a strategic communications education, coaching and consulting firm. Dr. Clemons has a Ph.D. in Mass Communication and Media Studies from Howard University, an MPA in Public Administration from The American University, and a B.A. in Telecommunications from Morgan State University.
Twitter: @Drdcclemons.

Nzinga A. Curry

Howard University

Nzinga A. Curry, Communication Doctoral Student at Howard University. Curry’s research focus is Intercultural and Organizational Communication. Her professional experience compliments her research area as she works as a Program Manager for the Association of the U.S. Army. Curry’s other area of interest is the role of media on adolescent’s. She is a Court Appointed Special Advocate for a foster child and bears witness to the social and media effects on children. Curry’s research has been presented at a number of conferences to include the Eastern Communication Association conference. Her work has been published in publications such as the *Handbook of Research on Social Issues Surrounding Urban Education*. Curry’s Master of Art degree was received from Trinity Washington University and Bachelor of Science degree was received from Towson University.
Twitter: @Nzinga_A_C

Jenny L. Davis

James Madison University

Jenny L. Davis is an assistant professor of sociology at James Madison University and co-editor of *Cyborgology*, a Community Pages blog dedicated to social theories of technology. A social psychologist, Davis studies micro-processes theoretically and empirically, utilizing a range of methods. One line of work examines identity negotiations in light of new technological advancements. This work employs ethnography, interpretive analyses, as well as

Big Data techniques. A second line of research is theoretical in nature, and employs both experimental methods and ethnography. Of particular interest for Davis is the manifestation of structural hierarchies as they play out in interpersonal interaction. This is reflected in her work on stigma that spans a range of marginalized individuals and groups, including anonymous online communities for people with contested mental illness. Twitter reactions to public cases of intimate partner violence, as well as stigma negotiations within a family setting. She further explores this theme through experimental social psychology, testing the relationship between status and identity processes. Davis' work appears in numerous peer-review journals, both interdisciplinary and sociology specific. In addition, she is an active public scholar. Along with co-editing the *Cyborgology* blog, her writing appears on *Sociological Images*, *The London School of Economics Blog*, *Quartz*, *The Huffington Post*, and various other outlets. You can follow her on Twitter @Jenny_L_Davis.

Brooke Dinsmore

University of Virginia

Brooke Dinsmore is an MA/PhD candidate at the University of Virginia. Her research interests are childhood and adolescence at the intersections of inequality with a focus on social media use within local peer cultures. As an undergraduate at Connecticut College, she received the Harold D. Juli Memorial Award for Student Research and was a finalist for the Oakes and Louise Ames Prize for her honors thesis research on youth gender performance on social media.

Jane Elizabeth

American Press Institute

Jane Elizabeth, a senior research project manager, leads the American Press Institute's project to improve and expand political fact-checking/accountability journalism. She will present a workshop on fact-checking and verification in social media. API is a partner with us as a result of a grant that we received from the Knight Challenge Fund for Innovation in Journalism Education. You will hear more about our project at the conference.

Jane is the Washington Post's former deputy local editor, and teaches advanced journalism as a member of the adjunct faculty at Old Dominion University in Norfolk, Va. Jane's work at five U.S. newspapers has focused largely on politics, regional news and education. She was education editor at The Pittsburgh Post-Gazette, and a senior editor at The Virginian-Pilot where she launched and directed the newsroom's first digital news team. She holds a master's degree in mass communications from Virginia Commonwealth University.

Jason Farman

University of Maryland, College Park

Jason Farman is the Director of the Design | Cultures + Creativity Program, an Associate Professor in the Department of American Studies, and a faculty member with the Human-Computer Interaction Lab at the University of Maryland, College Park. He is author of the book *Mobile Interface Theory: Embodied Space and Locative Media* (Routledge, 2012 – winner of the 2012 Book of the Year Award from the Association of Internet Researchers). His second book is an edited collection titled *The Mobile Story: Narrative Practices with Locative Technologies* (Routledge Press, 2014). He has published scholarly articles on such topics as mobile technologies, the history of technology, digital maps and cultural geography,

locative and site-specific art, videogames, digital storytelling, performance art, social media, and surveillance. Farman has been a contributing author for *The Atlantic* and *The Chronicle of Higher Education*. He has also been interviewed on NPR's *Marketplace Tech Report*, ABC News, the Associated Press, the Christian Science Monitor, the Baltimore Sun, the Denver Post, among others. He received his Ph.D. in Performance Studies and Digital Media from the University of California, Los Angeles. You can follow him on Twitter @farman.

Michelle Ferrier

Ohio University

Michelle Ferrier is associate dean for innovation at the Scripps College of Communication at Ohio University and associate professor in the E.W. Scripps School of Journalism. Ferrier is vice president of Journalism That Matters and creator of the "Create or Die" startup weekends. Ferrier is an inaugural Lillian Lodge Kopenhaver Center fellow and an inaugural fellow in the Scripps Howard Journalism Entrepreneurship Institute. She holds a Ph.D. in Texts and Technology from the University of Central Florida and an M.A. in journalism from the University of Memphis. Ferrier is a former columnist, digital content architect and online community developer who has been involved in new media for more than 30 years. She has worked in strategic communications, policy analysis and publishing for several national nonprofit organizations. Her research interests include media entrepreneurship, online journalism, online communities, and hyperlocal online news. She recently founded a website called, [TrollBusters](#), which provides support for targets of online harassment, while identifying and combating trolling.

Brittany-Rae Gregory

Howard University

Brittany-Rae Gregory discovered her passion for communications studies, especially as it relates to underrepresented communities after taking a pivotal course on African American images in the U.S. media during her senior year at Wellesley College. Upon graduating from Wellesley, Brittany-Rae returned home to Tennessee where she began her career in public relations in the Nashville area. As a public relations professional, she had the privilege of working for a variety of clientele in the athletics, science, fashion, non-profit, and corporate industries. While working in the PR industry, Brittany-Rae received her Master's Degree in Mass Communications from Middle Tennessee State University where her research interests centered on multicultural corporate communications, the representation of Historically Black Colleges and Universities in the media, and African American use of social media outlets. Currently, Brittany-Rae is working toward her doctoral degree in Communications, Culture, and Media Studies at Howard University.

Instagram: @gbrittanyrae

Twitter: @gbrittanyrae

Dr. Natoya Hill Haskins

University of Georgia

She received her PhD from the College of William and Mary. In addition, she has a Masters of Education in Counselor Education from Virginia Commonwealth University and a Masters of Divinity in Theology from Virginia Union University. She has spent numerous years working with urban and suburban adolescent and family populations as a school counselor and family therapist. Natoya Hill Haskins is an Assistant Professor at the University of Georgia. Her

expertise encompasses professional counseling and effective cross cultural training experiences for students of color and the professional experiences of African American faculty. Her research interests include students and faculty of color educational and professional supports, advocacy instrumentation, and the application of culturally responsive theoretical frameworks in training settings.

Twitter: @NatoyaHaskins

Ashla C. Hill Roseboro

Howard University

Ashla Hill Roseboro earned a B.A. in Technical and Scientific Communication from James Madison University and a M.S. in Career and Technical Studies at Virginia State University. Her professional experience includes human resources, communications, education, and corporate risk management. She holds certifications -- Professional in Human Resources (PHR) and Business Process Management (BPM) – and has teaching experience in public schools, as well as her current roles as a teaching associate in the Principles of Speech Program at Howard University and a media liaison for the Social Media Technology Conference and Workshop. She is a second-year Ph.D. student in Communication, Culture & Media Studies. Her plan of study is also to earn a certificate in Women's Studies. Areas of research are professional women of color in organizations, and technology as relates to gender and race.

Twitter: @HillRoseboro

Instagram: @ashlahill

Jackie Jones

Morgan State University

Jackie Jones is an associate professor and chair of the Dept. of Multimedia Journalism at Morgan State University's School of Global Journalism & Communication. A veteran journalist and journalism educator, she has been a senior lecturer at Penn State, a Virginius Dabney Distinguished Professor at Virginia Commonwealth and an adjunct journalism instructor at Howard Universities. Throughout her career, she has been a reporter, editor and manager. Her newsroom stops have included the Detroit Free Press, New York Newsday, The Philadelphia Daily News, The Milwaukee Journal Sentinel and The Washington Post. She is a former national officer for the National Association of Black Journalists (NABJ) and she represents the NABJ on the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC).

Chris Kabwato

Rhodes University

Chris Kabwato is Director of Highway Africa (www.highwayafrica.ru.ac.za), a position he assumed in 2003. Highway Africa is a Centre within the School of Journalism and Media Studies at Rhodes University (Grahamstown, South Africa). Among other things, Highway Africa is a network of African journalists which exists to promote the use of digital media by journalists. Highway Africa convenes the continent's largest annual gathering of African journalists as well running short courses in digital journalism. A Zimbabwean national, Chris was previously Head of Education & Public Affairs at the British Council in Harare. He sits on the board of the African Arts Institute (AFAI, www.afai.org.za). Chris also adjudicates journalism awards and other digital technology-related competitions notably the Making All Voices Count Global Innovation Competition. A holder of a Bachelor of Arts degree in English

Literature and History from University of Zimbabwe, Chris has been a columnist for his country's leading newspapers, *The Financial Gazette* and *NewsDay* and has also set social enterprises such as Zimbabwe in Pictures and the Centre for Public Accountability. His interests are in digital media and photography.

Dr. Mona Kasra

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Mona Kasra is an Asst Professor in Digital Media Design at the University of Virginia (UVa). She received her Ph.D. in Arts and Technology, with a focus in emerging media & communication, from the University of Texas at Dallas. A cross-disciplinary scholar, Kasra examines political and theoretical questions about the power of online images in our digital culture and cross-culturally in her research. She has presented her work at various conferences, including The Society for Photographic Education (SPE), The Society for Literature Science and the Arts (SLSA), Union for Democratic Communications. She strives for the convergence of visual art and new media has exhibited her artwork in numerous exhibitions, both in gallery and online settings. She holds an M.F.A. in video/digital art and has programmed, curated, and served as a juror for several film festivals and art exhibitions. In 2016, she will serve as Conference Chair at ACM SIGGRAPH, undertaking an engaged service role in the strategic planning, leading, and managing of the world's largest, most influential annual conference on the theory and practice of computer graphics and interactive techniques. Since 2002, Kasra has been teaching Digital Art, Design, and Media courses at various academic institutions.

Dr. Masoud Kavooosi

Howard University

Masoud Kavooosi, PhD is a tenured professor of international business, international business strategy and International Management at Howard University. He has had appointments at American University, Loyola University, Baltimore, Maryland, George Washington University, University of Maryland, Bowie State University, University of District of Columbia and Nova Southeastern University. His academic affiliations are numerous with universities abroad. He has served as External Advisor for Globalization to the University of South Africa (UNISA). His areas of specialization include international business issues pertaining to the Middle East, with an emphasis on the Persian Gulf business environment. He is the author of nearly 100 academic and professional publications and a book on Globalization of Business & the Middle East. He is a recipient of A. W. Mellon, Endowed lectureship at the American University of Paris. A Salzburg Seminar Fellow of Transatlantic Relationships, Salzburg Austria.

He holds the 2003-04, Fulbright-Johannes Kepler Distinguished Chair Professor of International Business in Austria. He is awarded/appointed Distinguished University Chair Professor at Shandong Institute of Business and Technology (SIBT) P.R. China-2010; Distinguished University Chair Professor of International Business at South Western University of Finance Economics (SWUFE), P.R. China; visiting scholar/lecturer to the Kuopio Polytechnic University Intercultural Business Program, and Iisalmi Polytechnic, Finland. He has been an invited speaker in India, Brazil, China, South Africa and many others. Dr. Kavooosi received his Ph.D. from the Catholic University of America, M.A.

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Dr. Morgan D. Kirby

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Morgan D. Kirby is an Assistant Professor of Public Relations in the Department of Mass Communication and Journalism at Norfolk State University where she teaches public relations and advertising courses. She holds a Ph.D. in Communication, Culture and Media Studies from Howard University. Her research interests include Black Twitter, social change through the use of social media, womanism, public relations and agenda building on social media sites.

Dr. Kehbama Langmia (Conference Founder and Organizer)

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Kehbama Langmia, Ph.D. is an Associate Professor at Howard University within the Department of Strategic, Legal, and Management Communications. He teaches research and other media-related courses in the department, as well as oversees the faculty and students in the graduate program. His research interests are in new media (ICT) and their implications on culture and identity. He has authored textbooks, research articles, book chapters, and non-fiction books. His books and articles have been cited by many scholars in the field of information communication technologies (ICT).

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Dr. Abbas Malek

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Abbas Malek, Ph.D. is a professor at the School of Communications, Department of Communication, Culture & Media Studies, Howard University, Washington, DC. His area of research and teaching are mostly in the areas of International/ intercultural Communication, News Media and Foreign Policy with concentration on International Diplomacy. Dr. Malek has published several books, book chapters and articles in scholarly journals, among them: *THE GLOBAL DYNAMICS OF NEWS: STUDIES IN INTERNATIONAL NEWS COVERAGE AND NEWS AGENDA*, Greenwich, CT: Ablex Publishing Co., 2000; *NEWS MEDIA AND FOREIGN RELATIONS: A MULTIFACETED PERSPECTIVE*, New Jersey, Ablex Publishing Co. 1997; "Foreign Policy and the Media," (by invitation,) *ENCYCLOPEDIA OF INTERNATIONAL MEDIA AND COMMUNICATION*, ed., Donald H. Johnston, San Diego, CA: Academic Press, 2003. "News Media and Foreign Policy: A Field Ripe for Research," *JOURNAL OF INTERNATIONAL COMMUNICATION*, Vol. 4:1, June 1997. He has also served as president of International Communication Section of IAMCR for two four years terms, among others.

Claire Maiers

University of Virginia

Claire Maiers is a PhD candidate in Sociology at the University of Virginia. Through a comparative study of medical informatics, predictive policing and security, and consumer research, her dissertation explores the constraints and affordances of data science practices. In addition to considering how such practices influence knowledge processes contexts. Maiers was previously a Praxis fellow at the UVa Scholar's Lab where she launched the PRISM tool (prism.scholarslab.org) that enables collaborative text interpretation online, and is currently a UVa Presidential Fellow in Data Science. You can follow her on Twitter @clairemaiers.

Brandale Mills*Howard University*

Brandale Mills' career has displayed evidence of leadership, communications and superior writing. Formerly, she was a Senior Writer with the Houston Independent School District's (HISD) Bond Communications team receiving the 2013 Publications and Electronic Media Contest Award of Honorable Mention from the National School Public Relations Association for my news article, "District's Blueprint Archives: A Resource for Architects in Bond Program." Brandale recently completed her second year a full-time doctoral student and researcher at Howard University (Washington, DC) in the Communication, Culture & Media Studies program. Her research interests include feminism, social media, racial politics and popular culture. At Howard, she is a part of the School of Communication's Teaching Associate program where she teaches Principles of Speech. Brandale has served in many roles related to journalism, communication, public relations and event coordinating including her role as a Senior Coordinator for the National Diversity Council, including working as an Operations Coordinator at d-mars.com Marketing and Communications, publisher of the only African-American Business Journal in the city of Houston and Public Relations Consultant for Shoot 2 Score Hoops, a non-profit for underprivileged youth in the Houston area.

Angela Minor, J.D.*Howard University*

Professor Minor holds a J.D. from the University of the District of Columbia, David A. Clarke School of Law. She has M.A. degree in Library Science with a concentration in Law Librarianship from North Carolina Central University and a Masters of Divinity from the Howard University School of Divinity. She is currently the Director of the Martin Luther King, Jr. Forensics Program at Howard University, which comprises of the award winning Mock Trial and Speech & Debate teams. Professor Minor has previously taught law at the University of the District of Columbia School of Law and Georgetown University. She is also a Certified Mediator in Civil Litigation in the state of Maryland. She is a member of the American Bar Association, the National Bar Association, and the Maryland Bar Association. When she is not teaching and mentoring she enjoys practicing law. Attorney Minor is the co-founder of the Law Offices of MINOR & WILLCOX, LLC which has offices in the District of Columbia and Maryland.

Dr. Eun-Yeong Na*Sogang University*

Na, Eun-Yeong (Ph.D. in Social Psychology at Yale University, 1992) is working as Professor in the Department of Communications and as Director for Institute of Media and Culture, at Sogang University in Korea. She is interested in applying social psychological principles to various communication situations, so that her research has been conducted on social media, adolescents' use of new media and internet addiction, cultural and generational differences in values and media use, self-presentation in social networking service, etc. Some of her works, in particular, pointed out that biased reality perception including person perception may be influenced by biased uses of social media as well as of mass media; Opinion polarization might also be exacerbated through differential uses of favorable media by two groups with different opinions. She is now emphasizing the energetic functions of positive affects obtained through intimate communication and media use to improve quality of life in society.

Dr. Sora Park.

University of Canberra

Sora Park (PhD in Communication, Northwestern University) is Associate Professor of Communication at the News and Media Research Centre (www.canberra.edu.au/nmrc), University of Canberra. Her research area is focused on digital media users, digital (dis)engagement and digital inclusion policy. Recent publications and projects cover the broad aspect of how people adopt and use the internet for their benefits as well as those who are disengaged from digital technologies. Dr. Park is involved in several international research projects covering topics of youth and online risk, rural digital inclusion, and mobile digital communication.

Dr. Yong Jin Park

Howard University

Yong Jin Park (Ph D. University of Michigan) is an Associate Professor at Howard University. Dr. Park investigates how social, commercial, and political institutions interface with new technology and shape properties of technological affordance. Also, he focuses on how users, at individual, social and cultural levels, help to shape communication media. This line of interest is with specific respect to Federal Communication Commission (FCC) and Federal Trade Commission (FTC) policy related to social problems. Dr. Park was honored to receive the James Carey-ICA Urban Communication Grant 2012, from International Communication Association. In 2012 and 2014, he also received the Top Three Faculty Paper Award, Communication Technology Division from Association for Education in Journalism and Mass Communication (AEJMC) and NCA, Human Comm. and Technology Division. He was previously the recipient of the Kappa Tau Award, and the Jung-Sook Lee Top Paper Award, AEJMC. His articles appear in *International Journal of Communication*, *Communication Research*, *Telecommunications Policy*, *Javnost-the public*, *Journal of Broadcasting & Electronic Media*, *Journal of Communication*, *Computers in Human Behavior*, *The Information Society*, *Government Information Quarterly*, *Journal of Information Policy*, and others.

Kim Pearson

The College of New Jersey

Kim Pearson (@professorkim) is an Associate Professor of Journalism and Professional Writing at The College of New Jersey. She is the co-founder of TCNJ's Interactive Media major. She teaches a range of courses, including writing for interactive multimedia, race, gender and news, social media strategies, and covering politics. Her research on inclusive computing pedagogy and civic engagement has garnered support from Microsoft and the National Science Foundation. In 2000, Pearson was named New Jersey's CASE Professor of the Year by the Carnegie Foundation for the Advancement of Teaching. Pearson holds an AB in Politics from Princeton University and an MA in journalism from New York University. She is a member of the National Association of Black Journalists, Online News Association and the Association for the Study of African American Life and History. She is currently co-PI for the CABECT project: Collaborating Across Boundaries to Engage Undergraduates in Computational Thinking (NSF Award #1141170), a curricular framework for boosting students' capacity for computational thinking and community engagement through collaborations with community partners aimed at developing technological solutions to real problems. More information about CABECT is available at <http://tardis.tcnj.edu/CABECT>.

Dr. Monisha Pulimood

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Monisha Pulimood (@monishapulimood) is Associate Professor and Chair of the Department of Computer Science at the College of New Jersey. She regularly teaches courses on Software Engineering, Database Systems, and the Social Computational Systems among other topics. She holds a BS in Computer Science from the University of Pune, and MS and PhD degrees in Computer Science from Tulane University. Much of her research is centered on leveraging emerging web-based technologies to enable people to manage data in various ways. This includes empowering local communities to be self-advocates by making data easily accessible through web-based content management while maintaining online safety and privacy. Dr. Pulimood is the Principal Investigator for the CABECT project.

E.R. Shipp

Morgan State University

E. R. Shipp is an associate professor and Journalist-in-Residence at Morgan State University in Baltimore. She has been a reporter and editor at The New York Times, an ombudsman for The Washington Post and a columnist for The New York Daily News, where she won a Pulitzer Prize for commentary.

Ingrid Sturgis (Conference Organizer)

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Ingrid Sturgis is an Assistant Professor/New Media in the Department of Media, Journalism, and Film at Howard University. She teaches multimedia storytelling, copy editing, and other new media-related courses. She has earned coveted fellowships from the Fulbright-Hays Program and the Society for New Communications Research. She has worked online as editor for Essence.com and for AOL's Black Voices; consequently, social media has become the focus of her research. Her other research interests include mobile money, black media entrepreneurship, the digital divide, digital literacy, and analytics. Her most recent book is *Are Traditional Media Dead: Can Journalism Survive in the Digital World*.

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LaMonte Summers

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LaMonte Summers is Assistant Professor of Media Law and Ethics at Morgan State University. He teaches communications law and ethics, emphasizing policy/ethics, media culture/literacy telecommunications structure and regulation.

Keisha Nicole Reynolds

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Keisha Reynolds is a 2015 graduate of Norfolk State University where she received her Master of Arts in Media and Communications, Public Relations. She is also an honors graduate of Ferris State University, where she obtained her Bachelor of Science in Journalism and Technical Communication. Keisha recently accepted a position at Norfolk Collegiate School. On May 19, 2015, she joined the marketing and communications department as the new communications specialist, second-in-command to the Director of Communications. Her passions include writing, photography, website development, crisis communication, blogging

and social media. Keisha's most recent achievement is her research, investigating the use of social media within the university's crisis communication plan. In her spare time, she volunteers her efforts to her sorority, Sigma Gamma Rho Sorority, Inc., and to her church. Keisha has established a new business venture by becoming the owner of K&R Communications, LLC., a digital public relations firm in Norfolk, VA. She is also the blogger of SundaysWithKeisha.com.

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Julia Ticona

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Julia Ticona is a PhD candidate in Sociology at the University of Virginia. Her dissertation, *Left to Our Own Devices: Intimacy and Control in a Connected Society*, investigates the social stratification of our everyday problems with our personal information and communications technologies. This project focuses on the ways that the social relationships of gender, class, and race shape the ways people talk about their problems, and the resources they use to fix them. She's currently a dissertation fellow at the Institute for Advanced Studies in Culture. Her work has been published in *Information, Communication, and Society* (2015), and the *Hedgehog Review* (2015). Her blog is juliaticona.com.

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Francesca Tripodi

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Francesca Tripodi is a PhD candidate in Sociology at the University of Virginia researching how media interacts with society. Through interviews, ethnography, and focus groups, her dissertation focuses on how participatory media products (reality television, Yik Yak, and Wikipedia) shape community identity, a phenomenon she has termed "integrated audiences." Francesca was previously a Praxis fellow at the UVa Scholar's Lab, where she helped build Ivanhoe (ivanhoe.scholarslab.org), a game for critically interpreting texts, and is currently a PhD intern in the UVa Office of the Dean of Students where she will work on the development, coordination and assessment of anti-violence programming surrounding issues of sexual violence and hazing.

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Dr. Tia C. M. Tyree (Conference Founder and Organizer)

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Dr. Tia C. M. Tyree is an Associate Professor and Assistant Chair at Howard University within the Department of Strategic, Legal and Management Communications. She teaches graduate and undergraduate courses. Her research interests include African-American and female representations in the mass media, hip hop, rap, reality television, film and social media. She published articles and chapters in several journals and books, including *Women and Language*; *Howard Journal of Communications*; *Journalism: Theory, Practice & Criticism* and *Journal of Black Studies*; *Spectrum: A Journal on Black Men*; and *Feminist Theory and Pop Culture*. She is the author of *The Interesting and Incredibly Long History of American Public Relations* and co-author of *HBCU Experience – The Book* and *Social Media: Pedagogy and Practice*. She earned her Ph.D. from Howard University, MA from University of Baltimore and BS from Morgan State University.

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Originally from Memphis, Tennessee, Sean Upshaw is currently a second-year doctoral student at Howard University's Department of Communication, Culture and Media Studies. Mr. Upshaw holds both Bachelor and Master Degrees from the University of Memphis and his academic motivation for communication research directly explores and examines how and why cultures response to a health phenomenon in a contemporary context. Mr. Upshaw's research interest consists health communication, health disparities, patient-provider communication management, prostate cancer and health promotion.

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Alisa Valentin

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Alisa is a third-year Ph.D. student in the Communication, Culture, and Media Studies program at Howard University. Her research interests include communication policy and the impact of social media on social justice movements. Alisa is also a Teaching Associate at Howard University where she instructs Principles of Speech courses. In addition, she is a graduate student researcher with the Howard Media Group and a graduate assistant with the Howard Journal of Communications. Alisa received her B.S. in Telecommunications from the University of Florida and a M.S. from Northwestern University's Medill School of Journalism. During her time at UF, Alisa worked with WRUF Sports Radio 850, WUFT-TV, WRUF-FM, and ESPN Radio (Gainesville/Ocala).

While in graduate school at Medill, Alisa was an urban affairs reporter. She focused her reporting on the disenfranchised areas of Chicago. She co-directed her first documentary film at Medill, "50: America's Historic School Closing," which was later nominated for a National Academy of Television Arts and Sciences Emmy award in the Chicago/Midwest chapter. In her spare time serves as the multimedia editor for Worthy Magazine and she is currently working on a podcast and a second documentary film.



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