

Symone Campbell, Ph.D.

Howard University | Race & Tech Postdoctoral Fellow | Center for Applied Data Science & Analytics
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EDUCATION

Howard University

Ph.D. in Communication, Culture & Media Studies, May 2023

Dissertation: “Digital Underground:” A Multimodal Critical Discourse Analysis of K-12 Black-Oriented EdTech

Committee: Loren Coleman (Advisor), Wei Sun (Chair), Monica Ponder, André Brock, Catherine Quinlan

University at Albany, SUNY

M.A. in Africana Studies, May 2019

Buffalo State University

B.A. in Sociology, May 2017

PROFESSIONAL EXPERIENCE

Race & Tech Postdoctoral Researcher, Howard University Center for Applied Data Science and Analytics, 2023-Present

- Obtained a \$50,000 National Science Foundation I-Corps grant as the Co-Pi and Entrepreneurial Lead to support research around responsible AI systems for marginalized young learners with speech difficulties and to support the creation of an AI generated EdTech product, demonstrating strong research, grant-writing, communication, and fundraising skills.
- Lead instructor for SP 2024 Computational Social Justice & Data Science Capstone.
- Supporting departmental responsibilities such as participation in departmental committee work, including co-coordinating the Data Science for Social Justice Week, curriculum creation, including the Data, Race & Communications course, and supporting student activities.
- Mentoring and supervising 30+ graduate students, providing guidance in experimental techniques, academic writing, and strengthening their professional development.
- Engaged in scientific outreach activities, such as giving public lectures, attending workshops, and participating in media appearances to promote the visibility of the department and enhance community engagement with academic research.
- Presented research findings at 3 national and international conferences, effectively communicating concepts around EdTech and media to diverse audiences.
- Co-facilitating partnerships with industry and organization leaders, such as The World Bank, The American Civil Liberties Union, and Harvard Business School to coordinate collaborative research projects amongst Howard University data science students that

promote knowledge exchange between academia and external stakeholders.

Graduate Research Assistant, Bill & Melinda Gates Foundation, 2022-2023

- Authored literature reviews, responsible for conducting interviews with higher education faculty and EdTech stakeholders, and completed qualitative data analysis, demonstrating strong research and analytical skills.
- Assisted in the design and implementation of research protocols and experiments, ensuring adherence to ethical and safety standards for best practices to embed racial equity in digital courseware in STEM courses.
- Co-developed a toolkit for the Transgressive Teaching Collaborative's Equity-First Framework for Digital Courseware that supports higher education instructors and EdTech designers to embed racial equity principles into their use of digital courseware.

Howard University, Ronald McNair Scholar, Research Assistant, 2022-2023

- Participated in regular research meetings and discussions, actively contributing ideas, insights, and suggestions for improving research methods and outcomes.
- Presented final research study at Howard University's Annual Research Symposium.

Next Century Cities, Telecommunications & Research Fellow, 2022

- Conducted interviews, authored literature review, and published research findings that inform how local Government officials and community leaders can provide high-speed, affordable, and accessible broadband to low-income K-12 students of color.
- Managed NCC's social media content and marketing and developed a social media calendar for all NCC employees to use.

Howard University, CCMS, Research Assistant, 2019-2022

- Authored literature reviews, conducted interviews through Zoom, and transcribed interviews using transcription software.
- Coordinated quarterly departmental research workshops, networking events, and student-centered activities.

Buffalo State, Ronald E. McNair Scholars, Researcher 2016

- Conducted research concerning faculty diversity at universities, authored literature review and completed quantitative data analysis using SPSS.
- Research findings were presented at Buffalo State University's annual Student Research Conference.

PUBLICATIONS

Articles

Campbell, S.E., "Hey Black Child: Visualizing Resistance on K-12 Black-Oriented EdTech

Platforms” Submitted to: *Visual Communications Quarterly* (Peer Reviewed, Under Review).

Campbell, S.E., “Simulating Liberation: Black-Oriented Digital Game-Based Learning as Sites of Resistance” Submitting to: *Games and Culture* (Peer Reviewed, Work in Progress).

Campbell, S.E., “EdTech Across the Black Diaspora: Reexamining its Neoliberalist Foundations” Submitting to: *The Journal of Negro Education* (Peer Reviewed, Work in Progress).

Rodgers, A.J., Bafu, R., **Campbell, S.E.**, Spears, A., “Embedding Equity into the Design & Pedagogy of Digital Courseware” (Peer Reviewed, Work in Progress).

Book Chapters

Coleman, L., **Campbell, S.E.**, Moulite, M. (2023). Class is in Session: A Critical Discourse Analysis of Abbott Elementary’s Step Class and the Oppositional Gaze as Counter-Hegemonic Practice. *Race, Representation, and Satire*. Lexington Books.
<https://www.barnesandnoble.com/w/race-representation-and-satire-christopher-p-campbell-editor-of-the-routledge/1144079870>

Powell, A., **Campbell, S.E.**, & Leveille, A. (2023). The Never-Ending Pandemic(s): A Narrative Analysis on Black Women Educators Dealing with COVID, Sexism and Racism. *On the Front Lines: Women Educators’ Experiences During the COVID-19 Pandemic*. Lexington Books.
<https://www.barnesandnoble.com/women-educators-experiences-during-covid19>

Kwitonda, J.C. & **Campbell, S.E.** (2023). “The Medium is the Message/Message”: Functions of Synthetic Media in Sense-Making Conditions. *Deepfakes and Synthetics Media: Black Communication in the Age of Disinformation on Digital Spaces*. Palgrave MacMillan.
https://link.springer.com/chapter/10.1007/978-3-031-27696-5_7

Kwitonda, J.C., Bubb, K.J., & **Campbell, S.E.** (2023). Pandemics and Conspiracist Ideation: Making Sense of Collective Sense-Making and Health Information Needs in *New Media Environments. Africa Media Industries in the Era of Globalization*. Taylor & Francis Group. https://link.springer.com/chapter/10.1007/978-3-031-35060-3_13

Powell, A. Jenkins, K., & **Campbell, S.E.** (2022). Oppositional Gazing Through Affective Disposition Theory: Decolonizing Affective Disposition Theory with Judas and the Black Messiah. *Decolonizing Communication Studies*. Cambridge Scholars Publishing.
<https://books.google.com/DecolonizingCommunicationStudies>

Reports & Other Publications

Campbell, S.E & Quarkume, A.Y. (2023). Gracie on the Yard: University EdTech Researchers and Gracie’s Corner Creators Talk Black Edutainment. *Howard University The Dig*.
<https://thedig.howard.edu/all-stories/gracie-yard-university-ed-tech-researchers-and-gracie>

[es-corner-creators-talk-black-edutainment](#)

Campbell, S.E. (2022). Beyond Broadband Access: The Need for Advocacy and Cultural Competency in the K-12 Digital World. *Next Century Cities*.
<https://nextcenturycities.org/wp-content/uploads/2021/05/Beyond-Broadband-Access-and-Adoption>.

GRANTS

Campbell, S.E. (Supporting), Quarkume, A. (Principal), “National I-Corps” Sponsored by National Science Foundation, Private, \$50,000 (2024).

Campbell, S.E. (Supporting), Hopkinson, N. (Principal), “Traditional Arts D.C.” Sponsored by DC Commission on the Arts & Humanities, \$20,000 (2021).

Campbell, S.E. “Student Travel Grant” Sponsored by National Communication Association, \$300 (2021).

PRESENTATIONS

Campbell, S.E. (Keynote Speaker), Alpha Kappa Delta International Honor Society Induction and Dinner, Buffalo State University, Sociology Department, Buffalo, NY. (April 25, 2024).

Campbell, S.E. (Invited Speaker), congressional Data Science for Social Justice Week Reception & Book Discussion with Dr. Safiya Noble, Howard University, Washington, DC. (March 28, 2024).

Campbell, S.E. (Invited Speaker), Communications, Culture and Media Studies African American Issues In Communication Artificial Intelligence Discussion, Howard University. Washington, DC. (March 26, 2024).

Campbell, S.E. (Co-Chair & Invited Speaker), Data Science for Social Justice Week Reception & Book Discussion with Dr. Safiya Noble, Howard University, Washington, DC. (February 22, 2024).

Campbell, S.E. (Invited Speaker), Transparency is Not Enough: Addressing the Gender Pay Gap in the Age of AI & Tech for Black & Brown Women in New York State. NYS Association of Black, Puerto Rican, Hispanic & Asian Caucus, Albany, NY. (Feb 17, 2024).

Campbell, S.E. (Panelist), Igniting Insight: A Fireside Chat Between Students and EdTech Trailblazers, Innovation for Equity, Washington, DC. (Feb 8, 2024).

Campbell, S.E. (Presenter), Simulating Liberation: Black-Oriented Digital Game-Based Learning as Sites of Resistance. Race in Games and Game Studies Conference, Remote. (December 7, 2023).

- Powell, A., Campbell, S.E.,** Leveille, A (Presenter), The Never-Ending Pandemic(s): A Narrative Analysis on Black Women Educators Dealing with COVID, Sexism and Racism. National Communication Association Annual Convention, National Harbor, MD. (November 18, 2023).
- Campbell, S.E.** (Presenter), Communications, Culture and Media Studies 2023-2024 Doctoral Student Orientation, Howard University. Washington, DC. (August 18, 2023).
- Hopkinson, N., **Campbell, S.E.**, Ghee, M., Peterson, L. (Speaker), Music, Memory and Club Photography Panel. Humanities DC Culture Series, Washington DC. (June 22, 2023).
- Campbell, S.E.** (Presenter), “Digital Underground:” A Multimodal Critical Discourse Analysis of K-12 Black-oriented EdTech. Dissertation research presented at Howard University’s annual Research Symposium, Washington DC. (April 27, 2023).
- Campbell, S.E.** (Chair), Scholars Forum Bring Your Own Lunch Research Symposium. Howard University Cathy Hughes School of Communication, Washington DC. (April 21, 2023).
- Coleman, L., **Campbell, S.E.**, Moulite, M. (Presenter), Class is in Session: A Critical Discourse Analysis of Abbott Elementary’s Step Class and the Oppositional Gaze as Counter-Hegemonic Practice. Book chapter presented at the American Educational Research Association Conference, Chicago IL. (April 14, 2023).
- Campbell, S.E.** (Presenter), Innovative Career Preparation and Choices in Higher Ed Institutions from Graduating and Newly Graduated PhDs. Eastern Communication Association Annual Convention, Baltimore, MD. (March 30, 2023).
- Campbell, S.E.** (Presenter), Doctoral Chairs and Graduate Directors Forum: The Impact of the Pandemic on Preparing Graduate Students for Academic and Alt-ac/Non-Academy Employment. National Communication Association 108th Annual Convention, New Orleans, LA. (November 19, 2022).
- Campbell, S.E.** (Presenter), Ideologies in EdTech: Its Impact Amongst the Black Diaspora. Paper presented at Technology-based and Technology-generated decisions. 49th Symposium of the International Committee for the History of Technology, Remote. (September, 2022).
- Campbell, S.E.** (Presenter), Reconstructing New Technologies: Black Women as Emerging Leaders in EdTech. Paper presented at the annual Eastern Communication Association Conference, Philadelphia PA. (April, 2022).
- Campbell, S.E.** (Presenter), The Symbolic Annihilation of Black Girls: How K-12 Charter Schools Marginalize Black Girls through Digital Magazine Advertisements. Paper presented at Howard University Research Symposium, Washington DC. (April, 2022).

Powell, A. Jenkins, K., & **Campbell, S.E.** (Presenter), *Oppositional Gazing Through Affective Disposition Theory: Decolonizing Affective Disposition Theory with Judas and the Black Messiah*. *Decolonizing Communication Studies*. Cambridge Scholars Publishing. Paper presented at Popular Culture Association Conference, Remote. (April, 2022).

Campbell, S.E. (Presenter), *EdTech Across the Black Diaspora: Reexamining its Neoliberalist Foundations*. Paper presented at Syracuse University's annual Graduate Student History Conference, Remote. (April, 2022).

Campbell, S.E. (Presenter), *Black Mothers Who Homeschool: How Self- Definition Is Displayed Through a Culture of Black Women who Podcast*. Paper presented at the 107th Annual National Communication Association Conference, Seattle WA. (November, 2021).

Campbell, S.E. (Presenter). *Integrated but Not Equal: A Historical Analysis of Black Press Articles Surrounding Narratives About Brown v. Board of Education in 1952*. Paper presented at Stony Brook University's Annual History Graduate Student Association Interdisciplinary Research Conference, Long Island NY. (September, 2021).

Campbell, S.E. (Speaker), *The 16th Sisters Empowering Sisters Conference: Persevere and Push Through*. The Image Initiative, Remote. (March, 2021).

Campbell, S.E. (Presenter), *Social Belonging and COVID-19: How the COVID-19 Pandemic Impacted African Americans in Their Gentrified Neighborhoods*. Paper presented at the 106th Annual National Communication Association Conference, Remote. (November, 2020).

Campbell, S.E. (Presenter), *Black Entertainment Television: An Examination of Black Television Throughout the 20th Century*. Paper presented at University at Albany's Africana Studies Department Annual Research Symposium, Albany NY. (October, 2018).

Campbell, S.E. & Campbell, S.I. (Presenter), *Sexual Exploitation on the Plantation: Sex, Power & Racism*. Paper presented at University at Albany's Africana Studies Department Annual Research Symposium, Albany NY. (October, 2017).

Campbell, S.E. (Presenter), *The Need for Faculty Diversity on College Campuses: What Factors Matter?* Paper presented at Buffalo State's annual Student Research Conference, Buffalo State College. (April, 2017).

TEACHING EXPERIENCE

Courses Taught at The Graduate School, Howard University

SP 24 Instructor, DATA 201-01: Computational Social Justice, Center for Applied Data Science & Analytics

SP 24 Instructor, DATA 801-01: Graduate Capstone, Center for Applied Data Science & Analytics

SP 24 Instructor, DATA 802-01: Practicum/Internship, Center for Applied Data Science & Analytics

FA 2023 Teaching Assistant, DATA 410-01: Independent Study, Center for Applied Data Science & Analytics

FA 2023 Teaching Assistant, DATA 302-01: Data Storytelling & Visualization, Center for Applied Data Science & Analytics

Courses Taught at The Cathy Hughes School of Communication, Howard University

Instructor, SLMC 101-07: Principles of Speech, Strategic, Legal & Management Communication

Teaching Assistant, MJFC 310-01: Multicultural Media History, Media, Journalism & Film

Teaching Assistant, MJFC 221-01: Contemporary Topics: Digital Media Literacy, Media, Journalism & Film

Courses Taught at College of Arts & Sciences, University at Albany, SUNY

Teaching Assistant, AAFS 142: African/African American Literature, Department of Africana Studies

Teaching Assistant, AAFS 270: Geography of Africa, Department of Africana Studies

Teaching Assistant, AAFS 219: Introduction to African/African American History Department of Africana Studies

Teaching Assistant, AAFS 286: African Civilizations, Department of Africana Studies

Teaching Assistant, AAFS 213: History of Civil Rights Movement, Department of Africana Studies

Teaching Assistant, AAFS 370: The Psychology of the Black Experience, Department of Africana Studies

Teaching Assistant, AAFS 287: Africa in the Modern World, Department of Africana Studies

Guest Lectures

SP 2024 The Brownies' Book. Virtual lecture for the Multicultural Media History course. Howard University, Media, Journalism & Film.

FA 2023 Black Women in Media. Virtual lecture for the Black Women in America course. Howard University, Afro American Studies.

FA 2023 Black Women & Data Ethics. Virtual lecture for the Computational Social Justice course. Howard University, Applied Data Science & Analytics.

SKILLS

Critical Discourse Analysis

Interview

Focus Groups

Content Analysis

Python

Transcription Analysis

SPSS

HONORS & AWARDS

Distinguished Alumni Award, 2024

Edward Bouchet Scholar, 2023

Carson Carr Diversity Scholar 2017-2019

Ronald E. McNair Scholar Award, 2017

Herbert Aurbach Social Action Award, 2016

CERTIFICATIONS & TRAININGS

Clark Atlanta University Africana Digital Humanities HBCU Summer Institute, June 2023

Howard University Data Science Bridge Program, June 2023

Howard University Graduate School NAEP Statistics and Evaluation Institute, May 2023

UNIVERSITY & PUBLIC SERVICE

Vice Chair of the African American Communication and Culture Division of the National Communication Association, 2023-2027

President of Howard University Scholar's Forum, 2022-2023

Secretary of Howard University Scholar's Forum, 2021-2022

Image Initiative Junior Board Member, 2021-Present

Committee Member of Howard University's CCMS Departmental Programming, 2020-2023

Graduate Student Founding Committee Member of Howard University's Center for Women, Gender and Global Leadership, 2020-2021

Sigma Gamma Rho Sorority, Inc, Theta Gamma Sigma Executive Board Member, 2018-2022

PROFESSIONAL AFFILIATIONS

Edward Bouchet Honor Society. (2023-Present)

American Education Research Association. (2023-Present)

Eastern Communication Association. (2021-Present)

Popular Culture Association. (2021-Present)

National Communication Association. (2019-Present)

Sigma Gamma Rho Sorority, Incorporated. (2018-Present)

Alpha Kappa Delta International Sociology Honor Society. (2016-Present)

Ronald E. McNair Scholars Program. (2016-Present)