

DANA WILLIAMS-JOHNSON, Ph.D.

Assistant Professor

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EDUCATION

Howard University, Washington, DC	May 2023
Doctor of Philosophy in Communication, Culture and Media Studies	
The George Washington University, Washington, DC	July 2008
Master of Professional Studies in Publishing	
Howard University, Washington, DC	May 2000
Bachelor of Arts in Journalism	

DISSERTATION RESEARCH

“Stitches of Progress: Knitting, Consciousness and the Changing Power of Black Women’s Work and Leisure”

Committee: Loren Coleman, Ph.D Advisor, Wei Sun, Ph.D Chair, Dean Gracie Lawson-Borders, Ph.D, Youngjin Park, Ph.D - Proposal pass with distinction May 2022

The purpose of this research is to understand how Black women disrupt the knitting industry’s ideals of beauty and womanhood through their use of social media. Through a content analysis of popular knitting magazines and the social media posts of Black women who knit, in addition to qualitative interviews with Black women who knit, this study will use postcolonial feminist theory to explore societal standards of beauty and womanhood in craft and representations of Black women on social media.

RESEARCH INTERESTS

My research interests include: the impacts of misinformation and hate speech in online spaces, race and feminism in social media, and the societal impact of social media. My goal is to not only examine the impact that racism in online spaces has on society but to also celebrate the joy of marginalized populations and how they utilize social media to share their experiences and beauty online.

PUBLICATIONS

Williams-Johnson, D., & Sun, W. (2025). Infodemic and Misinformation on YouTube about COVID-19. In Covid-19 Misinformation Flows. Routledge. <https://doi.org/10.4324/978100346476>

Jenkins, K., **Williams-Johnson, D.**, & Sun, W. (2024). Content Analysis of Selective WHO-Affiliated Member Countries’ COVID-19 Vaccination Messages on Twitter Targeting Young Adults. In E. K. Ngwainmbi (Ed.), Social Media, Youth, and the Global South: Comparative Perspectives (pp. 23–42). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-41869-3_2

Powell, A., & **Williams-Johnson, D.** (2023). “You dumb cracker b*tch”: The legitimizing of White supremacy during a Twitch ban of HasanAbi. New Media & Society, 0(0). <https://doi.org/10.1177/14614448231191776>

Williams-Johnson, D. (2023) “Review: This Long Thread: Women of Color on Craft, Community, and Connection by Jen Hewett.” TEXTILE, DOI: 10.1080/14759756.2023.2209770

Williams-Johnson, D. (2023). Double consciousness. In SAGE Business Foundations. SAGE Publications, Inc. <https://dx.doi.org/10.4135/9781071905388>

Williams-Johnson, D. and Sun, W. “COVID-19 Infodemic and the Impact of Misinformation on YouTube.” Chapter proposal accepted for “Communicating Pandemics: Focus on Covid-19” Edited by Dr. Emanuel Ngwainmbi, Routledge Publishing

GRADUATE RESEARCH

Graduate Research Assistant

June 2021 – September 2021

Berkman-Klein Center for Internet and Society at Harvard University

Performed research for the Social Media Pop-up project on online communities and online harassment. Also wrote for the Berkman-Klein Center's Medium:

Williams-Johnson, D. (2021, November 17). A Herculean task: How do we save ourselves from social media? *Rebooting Social Media*.

<https://medium.com/rebooting-social-media/a-herculean-task-how-do-we-save-ourselves-from-social-media-7bc1378d949b>

CONFERENCE PAPERS AND PRESENTATIONS

Williams-Johnson, D. (2021, March 24-28). "The Impact of Sheltering in Place on Single Black Women During a Pandemic" [Conference presentation]. Eastern Communication Association 2021 Annual Conference, Virtual Conference, United States.

Williams-Johnson, D. (2021, May 27-31). "Black Lives Matter: Fear and Protest" [Conference presentation]. International Communication Association Annual Conference 2021, Virtual Conference.

Williams-Johnson, D. (2021, November 18-22). "How Knitting Became White: Analyzing 75 Years of Vogue Knitting Magazine Covers". [Conference presentation]. National Communication Association Annual Conference 2021, Seattle, Washington, United States.

Williams-Johnson, D. (2022, April 7-10). "COVID-19 Infodemic and the Impact of Misinformation on YouTube" [Conference presentation]. Eastern Communication Association Annual Conference 2022, Philadelphia, Pennsylvania, United States.

Williams-Johnson, D. (2022, May 26-30). "How New Racism Masks Hate Speech Online" [Conference presentation]. International Communication Association Annual Conference 2022, Paris, France.

Williams-Johnson, D. (2022, November 17-20). "You Dumb Cracker B*tch; Legitimizing of White Supremacy During a Twitch Ban of HassanAbi". [Conference presentation]. National Communication Association Annual Conference 2022, New Orleans, Louisiana, United States.

Williams-Johnson, D. (2023, March 29 - April 2). "Innovative Career Preparation and Choices in Higher Ed Institutions from Graduating and Newly Graduated PhDs" [Conference panel]. Eastern Communication Association Annual Conference 2023, Baltimore, Maryland, United States.

Williams-Johnson, D. (2024, March 21). "Black Women as Research Participants: How to Create a More Inclusive Perspective in Feminist Communication Research" [Conference presentation]. Eastern Communication Annual Conference 2024, Boston, Massachusetts, United States.

Williams-Johnson, D. (2024, July 17). "How Black Women Use Instagram to Change Narratives in the Online Knitting Community" [Conference presentation]. International Conference on Social Media and Society, London, England.

MEDIA

theGrio Politics (Director). (2021, December 8). *Major Brands Fail To Fairly Compensate Black Influencers*.

<https://www.youtube.com/watch?v=rEZSZ7cxF8A>

Crow, K. (2020, August 19). Nintendo's 'Animal Crossing' Goes Upscale With Museum Masterpieces—WSJ. *The Wallstreet Journal*.

<https://www.wsj.com/articles/nintendos-animal-crossing-goes-upscale-with-museum-masterpieces-11597852490>

Fares, M., & Cavale, S. (2020, June 19). Brands tout Black heritage as some shoppers question authenticity. *Reuters*.

<https://www.reuters.com/article/us-minneapolis-protests-black-products-f-idUSKBN23Q2X6>

TEACHING EXPERIENCE

Assistant Professor

August 2023 – Present

Howard University, Department of Marketing

Full-time, tenure track instructor teaching courses in Business Communication, Social Media & Internet Marketing, Advanced Digital Marketing and Publication Management

Instructor

August 2018 – May 2023

Howard University, Department of Marketing

Full-time instructor with a three to four course teaching load each semester. Courses taught: Advanced Digital Marketing, Business Communication, Business Problem Solving, Digital Marketing (graduate level), Publication Management and Social Media & Internet Marketing

Adjunct Professor

August 2014 – May 2018

Taught Social and Internet Marketing to junior and senior marketing majors.

PROFESSIONAL EXPERIENCE

Contributing Writer/Columnist

January 2019 – Present

Modern Daily Knitting

Columnist and writer for Modern Daily Knitting, a knitting publication, writing about the intersections of knitting and race.

Blogger

June 2015 – Present

Yards of Happiness | www.yardsofhappiness.com

Yards of Happiness is a blog about knitting and what brings me joy in my craft. It is also a space where I put social media strategy and content creation into action.

Director of Content Strategy Management

November 2012 – August 2018

National Association of Home Builders

Designed and implemented content strategy for NAHB's websites and social media communities to clearly and effectively communicate the association's messages, promote its products and services and provide high-quality information and engaging content to numerous audiences.

Assistant Director, Student Activities

August 2003 – October 2007

American University, Washington, DC

Media advisor to a student run TV station, radio station, newspaper, literary journal, online magazine, and yearbook. Developed and printed all online publications, brochures, invitations and marketing materials for the Office of Student Activities.

AWARDS

Howard University School of Business Excellence in Teaching Awards, 2024

Top Student Paper Honors in the National Communication Association Game Studies interest division for "You Dumb Cracker B*tch;" Legitimizing of White Supremacy During a Twitch Ban of HassanAbi - November 2022 National Communication Association National Conference

MEMBERSHIPS / AFFILIATIONS

Eastern Communication Association

International Communication Association

National Communication Association

Edward A. Bouchet Graduate Honor Society - Inducted Spring 2023