

APRYL A. WILLIAMS

Susquehanna University
Department of Sociology & Anthropology
514 University Avenue
Selinsgrove, PA 17870

Phone: (210) 887.7412
Email: Williamsaa@susqu.edu

EMPLOYMENT

- 2017-present **Susquehanna University**
Assistant Professor, Department of Sociology and Anthropology
- 2015-2017 **Texas A&M University**
Research Associate, Center on Conflict and Development

EDUCATION

- 2017 **Texas A&M University**
Ph.D., Sociology
- 2012 **Texas A&M University**
B.A., American Studies

AREAS OF INTEREST

Social Media, Race, Critical Theory, Digital Inequality, Global Media Flows, Technology, Popular Culture, Gender, Immigration, Collective Behavior, Televised Media

BOOKS

- Forthcoming Laura Robinson, Gabe Ignatow, Jeremy Schulz, Anne Holohan, **Apryl Williams**, and Michael Stern. *Studying Digital Publics*. Sage.

Edited Books

- Forthcoming Laura Robinson, John Baldwin, Heloisa Pait, Jeremy Schulz, **Apryl Williams**, Jenny Davis, and Gabe Ignatow (Eds.) *Theorizing the Digital: Social Theory & Digital Culture*. In *Emerald Studies in Media and Communications: Communication and Information Technologies Annual*.
- November 2018 **Apryl Williams**, Ruth Tsuria and Laura Robinson. (Eds.) *Media and Power in International Contexts: Perspectives on Agency and Identity*. In *Emerald Studies in Media and Communications: Communication and Information Technologies Annual*.
- July 2017 Laura Robinson, Jeremy Schulz, **Apryl Williams**, Pedro Aguiar, John Baldwin, Antonio C. La Pastina, Monica Martinez, Sonia Virginia Moreiro, Heloisa Pait, and Joseph Straubhaar (Eds.) *Brazil: Media from the Country of the*

Future. In *Emerald Studies in Media and Communications: Communication and Information Technologies Annual*.

March 2016 Laura Robinson, Jeremy Schulz, Shelia R. Cotton, Timothy M. Hale, **Apryl Williams**, and Joy Hightower. (Eds.) *New Media Cultures*. In *Emerald Studies in Media and Communications: Communication and Information Technologies Annual*.

November 2015 Laura Robinson, Shelia R Cotton, Jeremy Schulz, Timothy M. Hale and **Apryl Williams**. (Eds.) *Digital Distinctions & Inequalities*. In *Emerald Studies in Media and Communications: Communication and Information Technologies Annual*.

PUBLICATIONS

Peer-Reviewed Journal Articles

January 2019 Williams, Apryl, Zaida Bryant & Christopher Carvell. "Uncompensated Emotional Labor, Racial Battle Fatigue, and (In)Civility in Digital Spaces"
* Student Coauthors
Sociology Compass

July 2017 Ben Tkach & **Apryl Williams** (co-first authorship). "Mobile (In)security? Exploring the Realities of Mobile Phone Use in Conflict Areas" *Information, Communication & Society*

April 2017 Williams, Apryl & Vanessa Gonlin. "I Got All My Sisters with Me (on Black Twitter) Second Screening of *How to Get Away with Murder* as a Discourse on Black Womanhood" *Information, Communication & Society*

February 2017 Williams, Apryl. "*Fat People of Color*: Creating Counter-narratives Online" *Social Sciences*

May 2015 Williams, Apryl & Beatriz Aldana Marquez. "The Lonely Selfie King: Selfies and the Conspicuous Prosumption of Gender and Race" *International Journal of Communication*

Book Chapters

June 2018 Mueller, Jennifer C., **Apryl Williams** and Danielle Dirks. "Racism and Popular Culture" In *The Handbook of the Sociology of Racial and Ethnic Relations*. Pinar Batur and Joe Feagin. (Eds.)
*Invited for publication in the 10th Anniversary edition.

November 2016 Williams, Apryl. "On Thursdays We Watch Scandal | Reflections of IRL Community Ties on Black Twitter" In *Digital Sociologies*. Jessie Daniels, Karen Gregory, Tressie McMillan Cottom. (Eds.)

March 2016 Williams, Apryl. “You’ve been catfished | An Analysis of Postemotionalism in ‘Reality’ Television and Audience Response on Twitter” In *Emerald Studies in Media and Communication*. Laura Robinson et al. (Eds.)

Book Reviews

November 2015 Williams, Apryl. “Race, gender, and deviance in Xbox live: Theoretical perspectives from the virtual margins” *New Media & Society*.

October 2015 Williams, Apryl. “Media Sociology: A Reappraisal” *Information, Communication & Society*.

Edited Journal Issues

April 2017 Daniels, Jessie., **Apryl Williams** & Shantel Buggs. Special Issue Guest Editors: Communication Information Technologies and Media Sociology Section (ASA) in *Information, Communication & Society*

March 2015 Robinson, Laura & **Apryl Williams**. Special Issue Guest Editors: Communication Information Technologies and Media Sociology Section (ASA) in *Information, Communication & Society*

Public Sociology Blog Posts

“Cyborgology” – Orange is the New White: White Writers and Black Trauma

“Racism Review” – #ENDITMOVEMENT: Social Media Activism, without Action

“The Ripple Effect” – #BlackTwitter: A Networked Cultural Identity (co-authored with Doris Domszlai)

“The Ripple Effect” – Identity in Flux: Social Media and Social Movements

MANUSCRIPTS IN PREPARATION

Under Review Aldana Marquez, Beatriz., **Apryl Williams**, Nancy Plankey-Videla, and Selene Ornelas-Marquez. “Latinx Immigrant Divisions: Radio and Digital Media during Rumored ICE Raids”

Under Review Williams, Apryl and Ben Tkach. “Media Convergence in the Democratic Republic of Congo: Precarious Access to Information in Developing Contexts”

In preparation Williams, Apryl. “Reading Black Meme Culture as Counternarratives: Lessons from BBQ Becky, Permit Patty, and Others”

- In preparation Miller, Gabe., Guadalupe Marquez, **Apryl Williams** and Verna M. Keith. “Black Social Media Use and Discrimination: Sites of Oppression and Expression”
- In preparation Buggs, Shantel and **Apryl Williams**. “Navigating the Academic Job Market: Experiences at the Intersection of Gender and Race”

ACADEMIC PRESENTATIONS

- 2018 National Women’s Studies Association Annual Conference. Buggs, Shantel and Apryl Williams. “Navigating the Outsider-Within: Women and Femmes of Color and Microaggressions on the Academic Job Market” Atlanta, GA.
- 2018 American Sociological Association Annual Meeting. Williams, Apryl. “Media, Power, and Conspicuous Charity in International Development” Philadelphia, PA.
- 2018 Media Sociology Preconference. Plankey-Videla, Nancy, Betty Aldana Marquez, Apryl Williams, and Selene Diaz. “Latinx Immigrant Strategies: The Use of Old and New Media in the Era of Trump” Philadelphia, PA.
- 2018 Association of Black Sociologists Annual Meeting. Williams, Apryl and Shantel Buggs. “Navigating the Academic Job Market: Exploring Experiences at the Intersection of Gender and Race” Philadelphia, PA.
- 2018 International Sociological Association World Congress of Sociology. Gabe Miller, Guadalupe Marquez-Velarde, Apryl Williams and Verna Keith. “Black Social Media Use and Discrimination: Sites of Oppression and Expression” Toronto, ON.
- 2016 National Communication Association Annual Convention. Williams, Apryl. “Calling for Intersectionality in Theory and Practice: An Interactive Discussion on Gender, Race, Religion and More” Philadelphia, PA.
- 2016 American Sociological Association Annual Meeting. Williams, Apryl. “On Thursdays We Watch Scandal | Reflections of IRL Community Ties on Black Twitter” Seattle, WA.
- 2016 Media Sociology Preconference. Williams, Apryl & Vanessa Gonlin. “I Got All My Sisters with Me (on Black Twitter) Second Screening of *How to Get Away With Murder* as a Technocultural Discourse on Black Womanhood” Seattle, WA.

- 2016 USAID Global Development Lab Annual Convention. Williams, Apryl. “Digital Media as Resistance in the Democratic Republic of Congo” Boston, MA.
- 2015 Partnership for Progress on the Digital Divide. Williams, Apryl. “Access and Use of Mobile Phones in DRC” Phoenix, AZ.
- 2015 Global Development Lab & the Howard G. Buffet Foundation. Williams, Apryl. “Exploring ICT use in Conflict Zones: the DRC” Washington D.C.
- 2015 American Sociological Association Annual Meeting. Williams, Apryl. “Fat People of Color: Creating counter-narratives online” Chicago, IL.
- 2015 Theorizing the Web 2015. Williams, Apryl. “Fat People of Color: Creating counter-narratives online” New York City.
- 2015 Southwestern Social Science Association Annual Conference. Williams, Apryl. “Fat People of Color: Creating counter-narratives online” Denver, CO.
- 2015 Southwestern Social Science Association Annual Conference. Williams, Apryl & Beatriz Aldana Marquez. “The Lonely Selfie King: Gender Performance Through Conspicuous Selfie Prosumption” Denver, CO.
- 2014 American Sociological Association Annual Meeting. Williams, Apryl. “You’ve Been Catfished | An Analysis of Postemotionalism in “Reality” Television and Audience Response on Twitter” San Francisco, CA.
- 2014 Theorizing the Web 2014. Williams, Apryl. “Selfies & Race: Digital Divergence.” Brooklyn, NY.
- 2014 Southwestern Social Science Association Annual Conference. Williams, Apryl. “#Selfies: Exploring Notions of Self and Ethnicity on Twitter, Facebook, and Instagram.” San Antonio, TX.
- 2013 Social Science History Association Annual Conference. Williams, Apryl. “The Truth About Argo: America’s Involvement in Iran’s Downfall.” Chicago, IL.

WORKSHOPS AND INVITED TALKS

American Sociological Association, Invited Panelist. 2019.
 “Social Justice and Social Media”

ACM Conference on Computer-Supported Cooperative Work and Social Computing, Workshop Participant. 2018.
 “Power Struggles in the Digital Economy”

Princeton University, Invited Subject Expert. 2017.
Center for Information and Technology Policy: “Gender-Based Violence and Safety in IT Design Workshop”

Johnson C. Smith University, Workshop Leader & Facilitator. 2017.
Research Colloquium: “Digital Research Methods & Race”

Santa Clara University, Invited Speaker. 2016.
Sociology Department Sponsored Campus Talk: “Representations of Race in Reality Television”

TEACHING EXPERIENCE

Susquehanna University

Black Feminism & Media (Fall 2018)

Qualitative Research Methods (Spring 2019, Spring 2018)

Introduction to Sociology (Spring 2019, Fall 2018, Spring 2018, Fall 2017)

Intersctional Social Movements (Fall 2017)

Texas A&M University (Graduate Instructor of Record)

Introduction to Race & Ethnicity (Summer 2017, Summer 2016)

Classical Social Theory (Spring 2017)

Introduction to Sociology (Fall 2016)

Contemporary Social Theory (Spring 2016, Spring 2015)

RESEARCH EXPERIENCE

2015-present	Qualitative Data Collection & Analysis in the Democratic Republic of Congo
2014	International Digital Research Methods Workshop, Black Forest, Germany
2013-2014	Qualitative Data Collection in New York, Texas, Maryland, California Thesis and dissertation preparation
2013	Research Assistant, U.S. vs. Michael Smith Court case involving the murder of an inmate by prison guards Prepared quantitative data for expert witness testimony
2013	Research Intern, Harmony Institute, NYC Created qualitative measurement strategy for the film <i>Inequality for All</i> Tracked audience engagement with documentaries using social media Produced a qualitative methodology guide for Harmony Institute

AWARDS & GRANTS

2016	Ruth Schaffer “Best Graduate Student Paper” Award, Texas A&M University, \$1,000
2015	USAID Global Development Lab & Buffet Foundation Research Grant, \$2,500
2012-2015	Diversity Fellowship, Texas A&M University
2015	Research Related Travel Grant, Texas A&M University, \$7,500
2014	International Research Travel Grant, Texas A&M University, \$3,500
2013	Research Related Travel Grant, Texas A&M University \$5,000

SERVICE

Service to the Discipline

2018-2020	Council Member: Communication Information Technology and Media Sociology Section of the American Sociological Association
2015-2019	Organizing Committee: Theorizing the Web Conference
2018	Organizer: Media Sociology Pre-Conference Panel. “Media, Power, and Sexuality”
2016-2017	Graduate Student Representative: Communication Information Technologies and Media Sociology Section of the American Sociological Association (CITAMS)
2015-2017	Series Associate Editor: <i>Emerald Studies in Media and Communications</i>
2014-2016	Peer Reviewer: <i>Social Media & Society</i> , <i>Information Communication & Society</i> , <i>Journal of Broadcasting & Electronic Media</i> , and <i>New Media & Society</i>
2014-2016	Communications Committee Officer: Communication Information Technologies and Media Sociology Section of the American Sociological Association (CITAMS)
2014-2016	Web Editor: Communication Information Technologies and Media Sociology Section of the American Sociological Association (CITAMS)

University Service

2019	Short-term Study Abroad Faculty: Cuba, Colonialism, & Politics
2018-2019	Faculty Committee Member: Admissions Committee
2018-2019	Faculty Advisor: National Congress of Black Women
2017-2019	Faculty Member: Faculty of Color Affinity Group

Community Service

2018	Lunch & Learn Speaker: Allenwood Low Security Correctional Institution
------	--

REFERENCES

Stjepan Mestrovic
Department of Sociology
Texas A&M University
College Station, TX
(979) 739-5098
Mestrovic@tamu.edu

Laura Robinson
Department of Sociology
Santa Clara University
Santa Clara, CA
(818) 395-5638
Laura@laurarobinson.org

Kristan Poirot
Department of Communication
Texas A&M University
College Station, TX
(979) 324-0936
Poirot@tamu.edu

Wendy Moore
Department of Sociology
Texas A&M University
College Station, TX
(651) 458-1190
Wlmoore@tamu.edu

Kishonna Gray
Women and Gender Studies
University of Illinois at Chicago
Chicago, Illinois
(312) 996-2441
Kishonnagrays@gmail.com

Maria Muñoz
Department of History
Susquehanna University
Selinsgrove, PA
(323) 448-4164
Munozm@susqu.edu