



Dr. Erika Katherine Johnson

Associate Professor, Digital Media Coordinator, and Media Studies Concentration Head
School of Communication



Student Success Goals



Courses Taught

I emphasize hands-on learning in that I go beyond lecturing and try to give my students opportunities to employ what they learned in an experience-building project. I want to give my students tools to bridge the classroom experience to the "next step," which may be an internship, job, or even graduate school. Learning by doing via hands on projects, in addition to traditional lectures, addresses several types of learning styles and leads to a richer understanding of class core concepts. I try to get to know all of my students and gear the classes around their future endeavors and current learning needs; I do not hesitate to reach out to specific students about their progress. Rapport building is important, as I want to make my classroom a welcoming and comfortable space to learn.

- Principles of Strategic Communication (graduate level, online)
- Social Influence (graduate level, online)
- Applied Capstone (graduate level, online; hybrid/stacked)
- Senior Undergraduate Capstone (online and face to face)
- Graduate Independent Study (online)
- Communication Research Methods (online and face to face)
- Honors seminar on laughter, applause, and public speaking (face to face)
- Undergraduate independent study for Signature Honors Project and Thesis (hybrid)
- Media and Health Communication (graduate level, online)
- Persuasion Psychology (Honors Seminar, face to face)
- Fundamentals of Speech Communication (face to face and online)
- Health Communication (online and face to face)

Recent Research and In Progress Work

Conference presentations

- **Johnson, E.,** Thompson, B., & Sands, K. (Accepted, 2024, April). The Bookie on Your Screen and in Your Pocket: Exploring Themes in Sports Gambling Ads During NFL Broadcasts. *Broadcast Education Association*. Las Vegas.
- **Johnson, E.** (Accepted, 2024, May). Your Pain is My Gain: Sports Viewing, Gambling and Schadenfreude. *International Communication Association*, Gold Coast, Australia.
- **Johnson, E.,** & Ashby-King, D. (Accepted, 2024, May). This message is brought to you by ChatGPT: Effects of AI and linguistic informality on perceptions of university values. *International Communication Association*, Gold Coast, Australia.

Publications

- **Johnson, E.,** & Shoenberger, H. (in press). Elite athletes more authentic?: Diet and exercise effects of athletes v. models in ads. *Journal of Marketing Communications*.
- Scott, J., Jaworska, N., Wilson, A., Funke, M., Sharma, S., **Johnson, E.,** & Rothermich, K. (2023). Changes in anxiety and stress due to the COVID-19 pandemic in individuals with Parkinson's disease. *Psychiatry Research Communications*, 3(4), 100147.
- **Johnson, E.,** Eagan, S., & Lanneau, Hannah Grace. (2023). Listen to Your Commander: Trust in Health Care Providers Among Veterans and Active Duty Military. *ACROSS BORDERS IX: Freedom of Expression Across Borders*, 19, 222-235.
- Thompson, B., & **Johnson, E.** (2023). Amplifying Black Voices: #SOCBlackVoices Social Media Campaign Discourse Analysis Using Critical Race Theory. *ACROSS BORDERS IX: Freedom of Expression Across Borders*, 19, 64-76.
- **Johnson, E.** (2023) Telemedicine and direct to consumer advertising attitudes and the future of telehealth: Women report telemedicine as a comfortable option for accessing birth control. *Health Marketing Quarterly*, 40(3), 309-325.
- **Johnson, E.,** & Hong, S. C. (2023). Instagramming Social Presence: A Test of Social Presence Theory and Heuristic Cues on Instagram Sponsored Posts. *International Journal of Business Communication*, 60(2), 543-559.

Current Research Focus - within risk behavior, mobile/social media, and persuasion streams

The infographic is divided into two main sections. The top section features a blue background with the text 'AMERICA'S #1 SPORTSBOOK IS COMING TO NORTH CAROLINA' and 'FANDUEL'. To the left, a box says 'Sportsbook Gambling Ads: Persuasive appeals'. To the right, a box says 'Behaviors: Sportsbook as medium and sports media'. The bottom section features a black background with a triangle containing the text 'THE DARK TRIAD' and 'NARCISSISM', 'PSYCHOPATHY', 'MACHIAVELLIANISM'. To the left, a box says 'Dark Triad and personality traits as predictors'.

Recent Student Success Oriented Service

- ECU RCAW Graduate Student Project and Presentation Mentor, Kate Francis (Spring 2023)
- SOC Social Media Graduate Assistant Supervisor (Fall 2022-present)
- SOC Digital Media Tenure Track Position Search Chair (Summer 2023-present)
- SOC Search Committee Member for Fixed Term Position (Summer 2023)
- University Appellate Committee (Fall 2023-present)
- University Athletics Committee (Fall 2023-present)
- University Web Oversight Committee (Fall 2023-present)
- SOC Media Studies, Concentration Head (Fall 2020-present)
- SOC Media Studies Concentration Committee (Fall 2018-present)
- SOC Personnel Committee (Fall 2021-present)
- PR Tenure Track Position Search Liaison to Personnel Committee (Fall 2022-Spring 2023)
- Undergraduate Curriculum Committee (Secretary Fall 2021-Spring 2023; Fall 2021-present)
- Undergraduate Curriculum Committee Subcommittee (Fall 2022-present)
- SOC Awards Committee (Fall 2022-present)
- Fall 2022 University Graduation CFAC flag bearer (college representative)
- CFAC International Advisory Team (Fall 2021-Summer 2023)
- SOC Publicity Committee (Fall 2020-present)
- SOC Graduate Recognition Committee (Fall 2020-Spring 2022)
- RCAW Moderator (Spring 2022)

Selected Teaching Evaluation Data and Excerpts

Summer 2023

COMM 4080 Senior Communication Capstone (online) | N = 18 (55%); Overall rating: 4.94
Student feedback: "The instructor gives great feedback on assignments."

COMM 6310 Strategic Communication (online) | N = 14 (78%); Overall rating: 4.64
Student feedback: "Dr. Johnson is one of the best professors I have had. Having taken many online classes due to COVID in my last year or so at NC State, this online class was a breath of fresh air. Dr. Johnson is extremely professional, while being relatable and easy to talk to/ask questions to. She provides helpful and supportive feedback and is always sure to communicate her expectations thoroughly and in a timely manner. This is my first course I have taken at ECU in my graduate program, and it makes me excited for my future of DE learning throughout this program!"

Spring 2023

COMM 6131 Social Influence (online) | N = 18 (75%); Overall rating: 5
Student feedback: "Dr. Johnson's class quickly became my favorite course in my graduate work. The way she facilitated interaction, application, and learning was just amazing."

COMM 6999 Applied Communication Capstone (online) | N = 5 (62%); Overall rating: 5
Student feedback: (About strengths) "Dr. Johnson's willingness to meet, help, and assign work that builds up to the final product(s). She is a wonderful resource, making me feel prepared and confident in my work."

Professional Development for Teaching Innovation

- "Go Intercultural" QEP Intercultural Teaching Institute Participant (2023)
 - Developed undergraduate capstone course with intercultural module to prepare students for the job market and workplace
- IDI Training and Administrator (Spring 2023); Global Pirates Training (Spring 2023); Global Zone Training (Fall 2021); Quality Matters Training (Summer 2021); Career Advocate (Summer 2021 training); Global Understanding Instructor Badge/Training (ECU, 2020); Safe Zone Training certified (2017); Green Zone Training certified (2018)
- Regular yearly conference attendance to ICA and attending BEA this year
- COURSE-Fit Program, OFE (Summer 2021)
 - Developed graduate strategic communication principles course
 - Continue to use the program content and deliverables in the design of this class (which I teach regularly)

Student Feedback

- **Excerpt from student letter:** "I learned a lot about research and how to communicate professionally because of her excellent tutelage. I especially appreciated the care she took to encourage me when I was not sure which route I wanted to take with regard to my future studies. Because of her encouragement and guidance, I continued on to graduate school, a Master of Arts in English – Technical and Professional Communication, and am enjoying a career as a Scientific/Technical Writer and Editor in the toxicology sector in the research field. I never could have imagined having a job like this that brings me so much joy. Dr. Johnson's encouragement and listening were instrumental in my decision to continue to graduate school."
- **Quote from a summer 2024 graduate application for the MA in Communication:** "Currently, I am taking my capstone with Dr. Erika Johnson, and she has not only inspired me to further my education, she motivates me to strive for success in my everyday life."

Supervisor Feedback

- **Excerpt from Chair Priverdera's Fall 2023 Alumni Teaching Award Nomination:** "Her ability to teach theoretical, applied/skills courses, and integrate contemporary mediated issues and skills is an exceptional part of her teaching, which is invaluable to students. Moreover, her quantitative and qualitative feedback from students is excellent as are her peer observations. Students often describe how she makes challenging course content accessible and relatable. Peers note she is a skilled teacher who is focused on engaging her students using multiple pedagogical methods. Students frequently comment that Dr. Johnson is accessible, student-centered, and easy to talk with! She serves as a regular mentor to students and consistently works with graduate teaching assistants on topics most germane to today's students such as social media content and design. Dr. Johnson is deeply dedicated to pedagogical growth and development – she is a pedagogical innovator. This summer she was selected as a "Go Intercultural" Intercultural Summer Institute Participant. Additionally, she was a CourseFIT recipient and used that experience to develop Comm 6310 Principles of Strategic Communication. At the graduate level, Dr. Johnson has made a powerful impact through curricular innovation and mentorship of students. Dr. Johnson's curricular efforts were central to creating our second MA in Communication concentration in Strategic Communication where we now serve more than 100 students. Our enrollment as more than doubled in recent years. At the undergraduate level, Dr. Johnson has served as our Media Studies Concentration Head for several years. She has assisted the Unit in putting together curricular change for this concentration that was so timely given the power of media in our society. Her extensive expertise in social media aided in these efforts. Dr. Johnson regularly teaches our undergraduate research methods course. Like her graduate courses, she makes this topic relatable and applicable to undergraduate student's lives."