

Apryl Williams

Assistant Professor

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Academic Positions

- 2021 – **Faculty Fellow**, *University of Notre Dame*, Notre Dame, IN
Present Technology Ethics Center, Notre Dame Institute for Advanced Studies
- 2020 – **Assistant Professor**, *University of Michigan*, Ann Arbor, MI
Present Department of Communication & Media, Digital Studies Institute
- 2020 – **Faculty Associate**, *Harvard University*, Cambridge, MA
Present Berkman Klein Center for Internet & Society
- 2019 – 2020 **Faculty Fellow**, *Harvard University*, Cambridge, MA
Berkman Klein Center for Internet & Society
- 2017 – 2020 **Assistant Professor**, *Susquehanna University*, Selinsgrove, PA
Department of Sociology & Anthropology

Education

- 2017 **Ph.D.**, *Texas A&M University*, College Station, TX
Department of Sociology, Focus in Race, Gender, and Social Theory
- 2012 **B.A.**, *Texas A&M University*, College Station, TX
American Studies, Concentration in Society and Social Policy

Books

- Under Review **Williams, Apryl**. *Call Me Master: Automating Sexual Racism in Online Dating*
- 2019 Robinson, Laura, John Baldwin, Heloisa Pait, Jeremy Schulz, **Apryl Williams**, Jenny Davis, and Gabe Ignatow (Eds.), *Theorizing the Digital: Social Theory & Digital Culture*. Emerald Studies in Media and Communications.
- 2018 **Williams, Apryl**, Ruth Tsuria, and Laura Robinson (Eds.), *Media and Power in International Contexts: Perspectives on Agency and Identity*. Emerald Studies in Media and Communications.
- 2017 Robinson, Laura, 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*. Emerald Studies in Media and Communications.
- 2016 Robinson, Laura, Jeremy Schulz, Shelia R. Cotton, Timothy M. Hale, **Apryl Williams**, and Joy Hightower (Eds.), *New Media Cultures*. Emerald Studies in Media and Communications.

- 2015 Robinson, Laura, Shelia R. Cotton, Jeremy Schulz, Timothy M. Hale and **Apryl Williams** (Eds.), *Digital Distinctions & Inequalities*. Emerald Studies in Media and Communications.

Peer Reviewed Articles

- 2021 Davis, Jenny, **Apryl Williams** & Michael Yang*. "Algorithmic Reparation." *Big Data & Society* *student coauthor
- 2021 **Williams, Apryl**, Gabe Miller & Guadalupe Marquez Velarde. "COVID Compatibility and Risk Negotiation in Online Dating During the COVID-19 Pandemic." *American Behavioral Scientist*
- 2021 Robinson, Laura et al. including **Apryl Williams**. "Cascading Crises: Society in the Age of COVID-19" *American Behavioral Scientist*
- 2021 Walker, Laurie, **Apryl Williams**, Jason Trichie, Lola Rainey, Madison Evans, Rebecca Calabrese & Nicole Martin. "#StayMadAbby: Reframing Affirmative Action Discourse and White Entitlement on Black Twitter." *Journal of Diversity in Higher Education*
- 2021 Aldana Marquez, Beatriz, **Apryl Williams**, Nancy Videla & Selene Ornelas-Marquez. "The Discourse of Deservedness: Racialized Framing During Rumored ICE Raids." *Ethnicities*.
- 2021 **Williams, Apryl** & Ben Tkach. "Emerging Media Convergence in the Democratic Republic of Congo: Precarious Access to Information in Developing Contexts." *Information, Communication & Society*
- 2020 **Williams, Apryl**. "Black Memes Matter: #LivingWhileBlack with Becky and Karen." *Social Media & Society*
- 2020 Miller Gabe, Guadalupe Marquez, **Apryl Williams**, & Verna Keith. "Black Social Media Use and Discrimination: Sites of Oppression and Expression." *Sociology of Race & Ethnicity*
- 2019 **Williams, Apryl**, Zaida Bryant* & Christopher Carvell*. "Uncompensated Emotional Labor, Racial Battle Fatigue, and (In)Civility in Digital Spaces." *Sociology Compass* *student coauthors
- 2017 Tkach, Ben & **Apryl Williams**. "Mobile (In)security? Exploring the Realities of Mobile Phone Use in Conflict Areas." *Information, Communication & Society*
- 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*
- 2017 **Williams, Apryl**. "Fat People of Color: Creating Counter-narratives Online." *Social Sciences*
- 2015 **Williams, Apryl** & Beatriz Aldana Marquez. "The Lonely Selfie King: Selfies and the Conspicuous Prosumption of Gender and Race." *International Journal of Communication*

Edited Special Issues

- Forthcoming McClain, Noah, Jeremy Schulz, & **Apryl Williams**. Special Issue Guest Editors: Theorizing and Politicizing the Digital during COVID-19 in *American Behavioral Scientist*
- 2017 Daniels, Jessie, **Apryl Williams** & Shantel Buggs. Special Issue Guest Editors: Communication Information Technologies and Media Sociology Section (ASA) in *Information, Communication & Society*
- 2015 Robinson, Laura & **Apryl Williams**. Special Issue Guest Editors: Communication Information Technologies and Media Sociology Section (ASA) in *Information, Communication & Society*

Book Chapters

- 2018 Mueller, Jennifer C., **Apryl Williams**, & Danielle Dirks. "Racism in Popular Culture" in *The Handbook of the Sociology of Racial and Ethnic Relations*. Pinar Batur & Joe Feagin (Eds.).
- 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.).
- 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 Communications*. Laura Robinson et al. (Eds.).

Book Reviews

- 2020 **Williams, Apryl**. "Passionate and Pious: Religious Media and Black Women's Sexuality" *Journal of Religion, Media, and Digital Culture*
- 2017 **Williams, Apryl**. "Race, gender, and deviance in Xbox live: Theoretical perspectives from the virtual margins" *New Media & Society*
- 2015 **Williams, Apryl**. "Media Sociology: A Reappraisal" *Information, Communication & Society*

In Progress

- Under Review Chwe, Hanyu*, **Apryl Williams** & Ronald Robertson. "Testing Racial & Gender Toxicity on Tinder: A Mixed Methods Approach" *student coauthor
- Under Review Tsuria, Ruth, Aya Yadlin-Segal, **Apryl Williams**, & Christine Lhowe. "Social Media and Pedagogy: Using Students' Digital 'Habitat' to Increase Engagement"
- In Progress **Williams, Apryl** & Ben Tkach. "Digitally Tracing the Effects of Security Privatization on Communities of Color"
- In Progress Miller, Gabe, Guadalupe Marquez Velarde & **Apryl Williams**. "Racialized Experiences with Health Guidance Information during the COVID-19 Pandemic"

Selected Academic Presentations

- 2021 International Communication Association Annual Conference. Apryl Williams. "Black Memes Matter: #LivingWhileBlack with Becky and Karen" Virtual Conference
- 2020 American Sociological Association Annual Meeting. Williams, Apryl and Ben Tkach. "Emerging Media Convergence in the Democratic Republic of Congo: Precarious Access to Information in Developing Contexts" San Francisco, CA.
- 2019 American Sociological Association Annual Meeting. Aldana Marquez, Beatriz, Apryl Williams, Nancy Plankey-Videla, and Selene Diaz. "Latinx Immigrant Divisions: The Radio and Digital Media during Rumored ICE Raids" New York, NY.
- 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 American Sociological Association Annual Meeting. Williams, Apryl. "Fat People of Color: Creating counter-narratives online" Chicago, IL.
- 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 Southwestern Social Science Association Annual Conference. Williams, Apryl." #Selfies: Exploring Notions of Self and Ethnicity on Twitter, Facebook, and Instagram" San Antonio, TX.

Invited Talks and Workshops

- 2021 Texas A&M University, *Invited Panelist* "Towards a Future of Race Scholarship"
- 2021 University of Illinois at Urbana-Champaign, *Invited Lecture* "Race + Sorting Algorithms? The Sexual Racism Problem in Online Dating"
- 2021 University of Florida, *Invited Lecture* "Automated Profile Curation and Sexual Racism in Online Dating Platforms"
- 2021 University of Kentucky, *Expert Panelist* "Tech and Social Justice Workshop"
- 2021 Duke University, *Invited Lecture* "What Karen Memes Teach Us About White Women and Racialized Surveillance"
- 2021 Vanderbilt University, *Invited Lecture* "What Karen Memes Teach Us About White Women and Racialized Surveillance"
- 2021 Harvard University's Berkman Klein Center for Internet & Society, *Invited Lecture* "White Surveillance and Black Digital Publics"
- 2020 Mozilla Foundation, *Invited Lecture* "Race and Technology in the Computer Science Classroom"
- 2020 Harvard University's Kennedy School & Society, *Invited Lecture* "A Critical Internet Studies Perspective on Platform Safety and Fetishization of the Exotic Other in Online Dating"
- 2019 Harvard University's T. H. Chan School of Public Health, *Invited Facilitator* "Down for the Count: Black in 2020"
- 2019 Seton Hall University, *Invited Panelist* "Social Media: Uses for Teaching, Research, and Work"
- 2019 American Sociological Association, *Invited Panelist* "Author Meets Critics Session, Algorithms of Oppression: How Search Engines Reinforce Racism (New York University Press, 2018) by Safiya Umoja Nobel"
- 2019 American Sociological Association, *Invited Panelist* "Social Justice and Social Media"
- 2018 ACM Conference on Computer-Supported Cooperative Work and Social Computing, *Workshop Participant* "Power Struggles in the Digital Economy"
- 2017 Princeton University's Center for Information and Technology Policy, *Invited Subject Expert* "Gender-Based Violence and Safety in IT Design Workshop"
- 2017 Johnson C. Smith University, *Workshop Facilitator* "Digital Research Methods & Race"
- 2016 Santa Clara University, *Invited Lecture* "Sociology Department Sponsored Campus Talk: Representations of Race in Reality Television"

Public Scholarship

- 2021 *BuzzFeed News* "Diversity Training Company Uses White Actors in VR Sims" *Subject Expert*
- 2021 *The Real Question Podcast* "Karens: Part 2" *Subject Expert*
- 2021 *Mic.com* "Are Your Dating Preferences Racist?" *Subject Expert*
- 2021 *Newsweek* "TikTok Left its Black Creators Behind. Now They're Going on Strike" *Subject Expert*
- 2020 *Vogue* "Power Dressing: Charting the Influence of Politics on Fashion" *Subject Expert*
- 2020 *The Guardian* "The year of Karen: How a meme changed the way Americans talked about racism" *Subject Expert*
- 2020 *Slate's Decoder Ring* "The Karen" *Subject Expert*
- 2020 *On the Media* "Who is Karen and Why Does She Keep Calling the Police on Black Men?" *Subject Expert*
- 2020 *Time Magazine* "How the Karen Meme Confronts the History of White Womanhood" *Subject Expert*

Teaching

- University of Michigan Intersectional Perspectives on Tech and Internet Culture (Spring 2021)
- University of Michigan Black Feminism & Media (Spring 2021, Fall 2020)
- Susquehanna University Qualitative Research Methods (Spring 2019, Spring 2018)
- Susquehanna University Black Feminism & Media (Fall 2018)
- Susquehanna University Senior Seminar: Public Sociology (Fall 2018)
- Susquehanna University Introduction to Sociology (Spring 2019, Fall 2018, Spring 2018, Fall 2017)
- Susquehanna University Intersectional Social Movements (Fall 2017)
- Texas A&M University Introduction to Race & Ethnicity (Summer 2017, Summer 2016)
- Texas A&M University Classical Social Theory (Spring 2017)
- Texas A&M University Introduction to Sociology (Fall 2016)
- Texas A&M University Contemporary Social Theory (Spring 2016, Spring 2015)

Students Supervised

- Doctoral Co-Advisor "Cultural Leaders: Intersectional Politics of Black Influencer Labor in the Digital Age", **Ta'Les Love, ABD**, University of Michigan, Co-Advisor, Sonya Dal Cin
- First Year Advisor "Racialized Narratives of Immigration on Chopped", **Chung Him (Brian) Chan**, University of Michigan
- First Year Advisor "Racialized Trans Pregnancies: Expanded Masculinities", **Melissa Monier**, University of Michigan
- Doctoral Committee "Antagonistic Humor and White Nationalism", **Pratiksha Menon**, University of Michigan
- Doctoral Committee "Male Media Figures: Many Speak, but Who do Young Men Follow?", **Erick Aguinaldo**, University of Michigan

Awards and Grants

- 2021 National Center for Institutional Diversity's Anti-Racism and Precedents for Change Grant for "Algorithmic Reparation", National Center for Institutional Diversity (\$25,000) Co-PI, Jenny Davis
- 2020 Advance Inclusion, Diversity & Access Grant for "The Effects of Security Privatization on Communities of Color", Mississippi State University (\$9,500) Co-PI, Ben Tkach
- 2019 Natalie Allon Research Award, Sociologists for Women in Society (\$2,400)
- 2019 Faculty Research Grant, Susquehanna University (\$1,000)
- 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)
- 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 to the Profession

- 2021– Present **Co-Founder and Organizing Committee**, Algorithmic Reparation Workshop
- 2021 – Present **Editorial Board Member**, *Social Media + Society*
- 2021 – 2023 **Council Member**, Section on Racial and Ethnic Minorities of the American Sociological Association
- 2018 – 2020 **Council Member**, Communication Information Technology and Media Sociology Section (CITAMS) of the American Sociological Association
- 2015 – Present **Board Member and Organizing Committee**, Theorizing the Web
- 2018 **Organizer**, Media Sociology Pre-Conference Panel: Media, Power and Sexuality

2016 – 2017 **Graduate Student Representative**, Communication Information Technology and Media Sociology Section (CITAMS) of the American Sociological Association

2015 – 2018 **Series Associate Editor**, *Emerald Studies in Media and Communications*

University Service

2020 – 2021 **Committee Member**, Diversity, Equity, and Inclusion Committee in the Department of Communication and Media at the University of Michigan

2020 – 2021 **Committee Member**, IDEAS Summer Institute Planning Committee in the Digital Studies Institute at the University of Michigan

2020 **Organizing Committee Member**, Campus-Wide Anti-Discrimination Workshop at Susquehanna University

2019 **Faculty Advisor**, Short-term Study Abroad: Cuba, Colonialism and Politics at Susquehanna University

Affiliations

2022 – **Senior Fellow in Trustworthy AI**, Mozilla Foundation
Present

2019 – **Affiliated Scholar**, Center for Critical Race and Digital Studies at NYU
Present

2015 – 2017 **Research Associate**, Center for Conflict and Development at Texas A&M University