

# ELIZABETH A. JOHNSON-YOUNG

Associate Professor of Communication  
University of Mary Washington

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## EDUCATION

- Ph.D., Communication, Rhetoric and Digital Media 2015  
*North Carolina State University*  
Dissertation Title: “*What to Expect When You’re<sup>[SEP]</sup>Expecting*”: *Communication, Body Image, and Breastfeeding Decisions.*  
Chair: Dr. Andrew Binder  
Vice-Chair: Dr. Melissa Johnson  
Committee Members: Dr. Kelly Albada, Dr. Kami Kosenko, and Dr. Huiling Ding
- M.A., Communication 2010  
*Virginia Tech*  
Thesis Title: *Sent to you by someone who thinks you’re beautiful: The effects of regulatory focus, personal involvement, and collective efficacy in a social media campaign.*  
Chair: Dr. Robert Magee  
Additional Committee Members: Dr. Beth Waggenpack and Dr. Damion Waymer
- B.A., Media Studies with concentration in Electronic News and Documentary 2006  
Political Science minor  
*University of North Carolina at Greensboro*
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## ACADEMIC APPOINTMENTS

- Associate Professor Communication, University of Mary Washington 2021-present  
Associate Director of the Center for Teaching, University of Mary Washington 2024-present  
Assistant Professor Communication, University of Mary Washington 2015-2021  
Teaching/Research Assistant, North Carolina State University 2011-2015  
Adjunct Instructor of Communication, Guilford Technical Community College 2010-2011  
Teaching Assistant, Virginia Tech 2008-2010

## PEER-REVIEWED PUBLICATIONS

### Under Contract

Goldman, A. Y., **Johnson-Young, E. A.**, Romero, A. (Eds.). (Forthcoming)., *Collaborative Team-Based and Experiential Learning: A Path to Student Innovation in Communication.* Peter Lang.

**Published**

- Johnson-Young, E. A.** (2024). Birth, trauma, and communicating maternal health. *Qualitative Research Reports in Communication*, 1-10.
- Johnson-Young, E. A.**, McDonald, D., Burrell, T. D., Wang, Y., Juang, D., Silver D., Lichenstein, R. (2020). Understanding pediatric residents' communication decisions regarding anticipatory guidance about firearms. *Journal of Health Communication*, 25(3), 243-250.
- Juang, D. D., McDonald, D. L., **Johnson-Young, E. A.**, Burrell, T. D., Silver, D. L., Wang, Y., & Lichenstein, R. (2019). Assessment of pediatric residents' attitudes toward anticipatory counseling on gun safety. *Children*, 6(11), 122.
- Johnson-Young, E. A.** & Magee, R. G. (2019) The CSR paradox: When a social responsibility campaign can tarnish a brand. *Corporate Communications: An International Journal*, 24(1), 179-196.
- Johnson-Young, E. A.** (2018) Predicting intentions to breastfeed for three months, six months, and one year using the theory of planned behavior and body satisfaction. *Health Communication*, 34(7), 789-800.
- Johnson-Young, E. A.** (2016) Help me understand what I can expect while I'm expecting: What women in a prenatal yoga class communicate about body image, fitness, and health. *Qualitative Research Reports in Communication*, 17(1), 85-92.
- Johnson-Young, E. A.** & Magee, R. G. (2014). Collective efficacy and the regulatory framing of health messages: Influences on concern for body image. *Journal of Health Communication*, 19(3), 359-375.

**Under Review**

- Clegg, A., Guidon, John P., **Johnson-Young, E.A.**, Religion and the Media: A Study of Student Perception of Media Bias in Georgia.
- Burrell, T. D., Juang, D., **Johnson-Young, E. A.**, McDonald, D., Wang, Y., & Lichenstein, R. Knowledge, attitudes, and practices of pediatric residents related to firearm safety.

**PEER-REVIEWED CONFERENCE PRESENTATIONS**

- Johnson-Young, E. A.** (2025, March) *Parental Perceptions of Pediatric Counseling on Firearm Safety and Intentions to Follow Through with Recommendations*. Presented at the annual meeting of the Eastern Communication Association (Health Communication Division), Buffalo, NY.

- Johnson-Young, E. A.** (2024, March). Sugar, Snacks, and Weight: An Examination of Posts and Parent Reactions to the Challenging of Nutritional Health Norms on the *Growing Intuitive Eaters* Instagram. Presented at the annual meeting of the Eastern Communication Association (Health Communication Division), Cambridge, MA.
- Johnson-Young, E.A.** (2023, April). *Birth, trauma, and communicating maternal health*. Paper presented at the annual meeting of the Eastern Communication Association (Health Communication division), Baltimore, MD.
- Johnson-Young, E. A.** (2020, November). “*The Situation is a Lot More Nuanced Than That*”: *A Qualitative Analysis of Women’s Mental Health in the Humor and Music of ‘Crazy Ex-Girlfriend’* Presentation presented at the annual meeting of the National Communication Association (Feminist and Gender Studies Division), Fully Virtual Conference.
- Johnson-Young, E. A.** (2020, April). *Normalizing Women's Mental Illness and Mental Health Conversations: An Analysis of Humor and Music in 'Crazy Ex-Girlfriend'* Paper accepted for presentation at the annual meeting of the Pop Culture Association (Gender and Media Studies Division), Philadelphia, PA.
- Johnson-Young, E. A.,** McDonald, D., Burrell, T. D., Wang, Y., Juang, D., Silver D., Lichenstein, R. (2019, November). *Understanding Pediatric Residents’ Communication Decisions Regarding Anticipatory Guidance About Firearms*. Paper presented at the annual meeting of the National Communication Association (Health Communication Division), Baltimore, MD.
- Johnson-Young, E. A.,** McDonald, D., Burrell, T. D., Wang, Y., Juang, D., Silver, D., Lichenstein, R. (2018, September). *Pediatric Residents' Comfort, Confidence, and Communication in Relation to Anticipatory Guidance about Firearms*. Poster presented at the CDC’s National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Johnson-Young, E. A.,** Clegg, A., Guidon, J. P. (2018, August). *Religion and the media: A study of student perception of media bias in Georgia*. Paper presented at the annual conference of the Association of Education in Journalism and Mass Communication (AEJMC), Washington, D.C.
- Juang, D., **Johnson-Young, E. A.,** McDonald, D., Burrell, T. D., Silver, D., Wang, Y., & Lichenstein, R. (2018, May). *Parents, pediatricians and guns—Do we ASK?* Presented by first author at the Pediatric Academic Societies (PAS) Annual Meeting, Toronto, Canada.
- Burrell, T. D., Joang, D., **Johnson-Young, E. A.,** McDonald, D. & Lichenstein, R. (2018, May). *Knowledge, attitudes and practices of pediatric residents related to firearm safety*. Presented by first author at the Pediatric Academic Societies (PAS) Annual Meeting, Toronto, Canada.

- Johnson-Young, E. A.** (2017, April). *A more complete model predicting breastfeeding intentions? Combining the theory of planned behavior and uses and gratifications*. Paper presented at the annual meeting of the Southern States Communication Association (Communication Theory Division), Greenville, SC.
- Johnson-Young, E. A.** (2016, November). *Framing the pregnant body and person: Discussion and images of pregnancy in modern online media*. Paper presented at the annual meeting of the National Communication Association (Feminist and Women Studies Division), Philadelphia, PA.
- Johnson-Young, E. A.** (2016, April). *Uses and gratifications during pregnancy and their impact on breastfeeding intentions*. Paper presented at the annual meeting of the Eastern Communication Association (Theory and Methodology Division), Baltimore, MD. **(Recipient of top paper award in the Theory and Methodology division)**
- Johnson-Young, E. A.** (2015, November). *Predicting intentions to breastfeed for three months, six months, and one year using the theory of planned behavior and body satisfaction*. Paper presented at the annual meeting of the National Communication Association (Health Communication Division), Las Vegas, NV. **(Recipient of top student paper award in the Health Communication division)**
- Johnson-Young, E. A.** (2015, November). *To what do pregnant women have to compare themselves? Exploring visuals of pregnancy in online media content*. Paper presented at the annual meeting of the National Communication Association (Mass Communication Division), Las Vegas, NV.
- Johnson-Young, E. A.** (2014, November). *Contributing to a lifetime perspective of media effects and body image: A uses and gratifications approach to media use, body image, and weight concerns during pregnancy*. Presented at the annual meeting of the National Communication Association (Mass Communication Division), Chicago, IL.
- Johnson-Young, E. A. & Bell, K.** (2014, May). *#rape, #slut, #whore : A mixed methods approach to examining hypermasculine hostile digital environments*. Paper presented at the Gender, Bodies, and Technology Conference, Blacksburg, VA.
- Binder, A. R., Cobb, M. D., Storment, M. H., & **Johnson-Young, E. A.** (2013, November). *Framing the mosquito that bites you: How descriptive labels elicit cognitive schema and influence citizen evaluations of emerging technologies*. Paper presented at the annual meeting of the National Communication Association (Mass Communication Division), Washington, DC.
- Albada, K. & **Johnson-Young, E. A.** (2013, April). *The pregnant ideal: Appearance and body characteristics of pregnant models in entertainment and pregnancy magazines*. Paper presented at the Southern States Communication Association annual conference, Louisville, KY. **(Recipient of top paper award in the Mass Communication division)**

**Johnson-Young, E. A., & Magee, R. G.** (2012, August). *Social campaigns help our image, right?: Using the situational theory to explore effects on attitudes toward a brand and its issues*. Poster presented at the AEJMC National Conference, Chicago, IL.

Albada, K. & **Johnson-Young, E. A.** (2012, August). *Women's nutrition information seeking and media use: Exploring the predictors of nutrition beliefs and eating behaviors during pregnancy*. Poster presented at the CDC's National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Albada, K. & **Johnson-Young, E.A.** (2012, August). *The association between infant feeding intentions, body issues, and information seeking behaviors during pregnancy*. Poster presented at the CDC's National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

**Johnson-Young, E. A.** (2012, March). *Pregnancy, media use, and body image*. Paper presented at the AEJMC Southeast Colloquium, Blacksburg, VA. (with Albada, K.)

**Johnson, E. A., & Magee, R. G.** (2010, March). *Health campaigns and video messages: The role of regulatory focus and self esteem on behavioral intentions*. Paper presented at the AEJMC Southeast Colloquium, Chapel Hill, NC.

Magee, R. G., Cooper, E. L., **Johnson, E. A.**, Xenakis, G., Curry, G., and Chen, H. Y. (2010, March). *Web sites and attitudes toward charities: The role of color and knowledge activation*. Paper presented at the AEJMC Southeast Colloquium, Chapel Hill, NC.

#### OTHER RESEARCH PRESENTATIONS

**Johnson-Young, E. A.** (2024, November). *Parent Perceptions of Pediatric Discussions of Firearm Safety*. Presented at the UMW Social Research Colloquium.

**Johnson-Young, E. A.** (2022, March). *Birth, trauma, and communicating maternal health*. Presented at the UMW Social Research Colloquium.

**Johnson-Young, E. A.** (2013, March). *What do women have to compare themselves to?: Exploring visuals of pregnancy in online media content*. Poster presented at the 2013 North Carolina State University Graduate Research Symposium. (Advisor: Dr. Melissa Johnson)

**Johnson-Young, E. A.** (2012, March). *Media use, body (dis)satisfaction, and behavioral intentions: Toward a model of media effects and health during pregnancy*. Poster presented at the 2012 North Carolina State University Graduate Research Symposium. (Advisor: Dr. Kelly Albada)

#### WORKSHOP PRESENTATIONS, PANELS, AND INVITED TALKS

- Johnson-Young, E. A.** (2025, November). *Elevating Course Reading Assignments: Innovative Approaches for Alternate Readings that Students Will Actually Complete*. Panel Presentation to be presented at the annual meeting of the National Communication Association (Undergraduate College and University Division), Denver, CO.
- Johnson-Young, E. A.** (2025, March). French Fry Goodness and the Relationship Closeness Inventory: Teaching the Conceptualization Process in Research Methods Using *The Big Bang Theory*. G.I.F.T.S. presented at the annual meeting of the Eastern Communication Association, Buffalo, NY. **(Recipient of a Top G.I.F.T. Award)**
- Johnson-Young, E. A.** (2024, November). *Firearm Safety, Families, and the Role of Communication Scholars*. Panel presentation to be presented at the annual meeting of the National Communication Association (Health Communication Division), New Orleans, LA.
- Johnson-Young, E. A.** (2023, November). Cartoons and Google spreadsheets: Learning content analysis basics and quantitative data organization. G.I.F.T.S. presented at the annual meeting of the National Communication Association, Baltimore, MD.
- Johnson-Young, E.A.** (2023, April). *Team based community engagement in the communication classroom*. Presented at the annual meeting of the Eastern Communication Association (Instructional Communication Division) as part of the panel *Collaborative Team-Based and Experiential Learning as a Path to Student Innovation in Communication*, Baltimore, MD.
- Johnson-Young, E. A.** (2018, October). Invited panelist at a Community Engagement round table. University of Mary Washington.
- Johnson-Young, E. A.** (2018, November). Invited panelist at the Women and Gender Studies Discussion on *Political Process, Public Discourse, and Personal Trauma in the Era of #MeToo*, University of Mary Washington.
- Johnson-Young, E. A.** (2016, September). Invited panelist at DTLT's Digital Liberal Arts and Sciences Town Hall, University of Mary Washington.
- Johnson-Young, E. A.** (2014, September). Invited speaker at CRDM's "Thought Break: Public Talk on Health Communication," NC State University, Raleigh, NC.
- Anson, C., Dannels, D. & **Johnson-Young, E. A.** (2013, February). *Learning Outside the Box: Using Low-Stakes Writing and Speaking to Encourage Critical and Creative Thinking*. Workshop presented at NC State's Office of Faculty Development Workshop, Raleigh, NC.
- Anson, C., Dannels, D. & **Johnson-Young, E. A.** (2012, October). *Why persistent lecturing in class is a lousy way to teach...and what you can do about it*. Workshop presented at NC State's Campus Writing and Speaking Program's Fall Workshop, Raleigh, NC.

Cooper, E. L., **Johnson, E. A.**, Long, S. E., Preston, M. P., and Shade, D. (2010, February). *Supporting GTAs: Building teaching confidence and competence*. Practice session presented at the Conference on Higher Education Pedagogy, Blacksburg, VA.

## RESEARCH EXPERIENCE

- Research Assistant 2011-2015  
*Department of Communication, North Carolina State University*  
*Advisor: Dr. Andrew Binder*  
 Researched the relationship between biographical characteristics of the 2008 presidential candidates and mentions of candidates in major news outlets. Also worked with data from the National Election Studies to explore the relationship between media use and knowledge regarding the 2008 presidential candidates and election.  
 Worked on interdisciplinary National Science Foundation (NSF) grant researching public perceptions of reclaimed water systems.
- Research Assistant 2011  
*Department of Communication, North Carolina State University*  
*Advisor: Dr. Kelly Albada*  
 Worked on analyzing data from a content analysis that explores visual images of pregnancy in both entertainment and pregnancy magazines. Responsibilities included analyzing the data, cleaning up the literature review, writing up results and conclusions.
- Research Assistant 2010  
*Department of Communication, Virginia Tech*  
*Advisor: Dr. Yvonne Chen*  
 Served on a grant-funded research project exploring critical media literacy and nutritional knowledge in lower-income communities. Responsible for working with available literature and EndNote.

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## TEACHING EXPERIENCE

### **Designed Courses, University of Mary Washington:**

*Courses Added to Curriculum:*

COMM 375, Not-For-Profit Communication Campaigns

COMM 376, Communication and Gender

COMM 378, Health Communication

### **Courses Taught**

*University of Mary Washington, Department Communication & Digital Studies*

COMM 205, Public Speaking (face-to-face)

COMM 206, Small Group Communication (face-to-face)

COMM 370N, Public Communication Campaigns (face-to-face)  
 COMM 341, Communication Research Methods (face-to-face)  
 COMM 460, Senior Seminar in Digital Rhetoric (face-to-face)  
 COMM 370G, Gender and Communication (online; hybrid: on third face-to-face, two thirds  
 online)  
 COMM 370T, Health Communication (face-to-face)

*North Carolina State University, Department of Communication*

COM 110, Public Speaking (face-to-face)  
 COM 112, Interpersonal Communication (face-to-face)  
 COM 386, Quantitative Research Methods in Communication (face-to-face)  
 COM 226, Introduction to Public Relations (face-to-face)

*Guilford Technical Community College, Department of Communication*

COM 231, Public Speaking (hybrid: half online and half face-to-face)  
 COM 120, Interpersonal Communication (face-to-face; hybrid: one third face to-face, two thirds  
 online)  
 COM 110, Introduction to Communication (face-to-face)

*Virginia Tech, Department of Communication*

COM 2004, Public Speaking (modified-hybrid courses: half of the class met face-to-face while  
 others were online, then switched)

### **Courses Assisted**

*North Carolina State University*

COM 322, Nonverbal Communication (online)

### **Teaching Coursework and Development**

*Courses:* Communication Pedagogy (Virginia Tech, Fall 2009), Teaching College  
 Communication (NC State University, Fall 2011), Technology and Pedagogy in Communication  
 (NC State University, Fall 2012)

## **AFFILIATIONS, HONORS, SERVICE, AND ACTIVITIES**

### **National and Regional**

*Eastern Communication Association*, Member (2024-present) and research reviewer

*Virginia Association of Communication Arts and Sciences*, Vice-Chair of Association (2019-  
 2024), Co-Chair of Interpersonal & Small Group Communication Division (2018-2024)

*Journal of Health Communication*, Research Reviewer (2020)

*Health Communication*, Research Reviewer (2020)

*Sex Roles*, Research Reviewer (2018)

*Kentucky Journal of Communication*, Research Reviewer (2018)

*Association for Education in Journalism and Mass Communication* (AEJMC), member

Division membership: Communication Theory & Methods

Mass Communication & Society

Communication of Science, Health, Environment, and Risk

(Research Reviewer, 2017-2024)

*National Communication Association* (NCA), member

Division membership: Mass Communication (Research Reviewer, 2014-present)

Health Communication (Research Reviewer, 2015-present)

Instructional Development (Research Reviewer, 2022-present)

Feminist and Gender Studies (Research Reviewer, 2020-present)

Women's Caucus (2017-present)

*National Conference on Health Communication, Marketing & Media*

Research Reviewer

2013-2021

### **Top Paper Awards**

Top G.I.F.T. Award (ECA) 2025

Top Paper Award in Theory and Methodology (ECA) 2016

Top Student Paper Award in Health Communication (NCA) 2015

Top Paper Award in Mass Communication (SSCA) 2012

### **University**

*UMW Associate Director of the Center for Teaching* 2024-present

*UMW Center for Teaching Faculty Fellow* 2020-2023

*UMW Jepson Fellow* 2021-2022

*UMW Institutional Review Board Member* 2020-2023

*COVID Course panelist* Summer 2020

Participated in the Q&A session of one of the lectures for the Summer 2020

COVID-19 course offered by the university.

*Co-Director of UMW Summer Enrichment Program* 2019-present

Worked on the planning and organizing of UMW's summer enrichment program.

This is a one-week residential program for high schoolers with the aim of immersing

them in the UMW environment with courses, extra-curricular opportunities, and community involvement.

<i>Recipient of UMW Alumni Association's Outstanding Young Faculty Award</i>	2019
<i>Washington Scholars Interview Committee</i> <i>University of Mary Washington</i>	2019-present
<i>Speaking Intensive Committee</i> <i>University of Mary Washington</i> Positions: Secretary	2016-2020
<i>Writing Intensive Committee</i> <i>University of Mary Washington</i> Positions: Secretary, Chair	2020-2023
<i>Higher Education Pedagogy: A Faculty Initiative</i> <i>University of Mary Washington</i> Member of multi-disciplinary group with purpose to read relevant research and discuss issues in higher education pedagogy and improve our practices and classrooms. Stipend of \$1,000 for year.	2018-2019
<i>Preparing Future Leaders Graduate Student Ambassador</i> <i>North Carolina State University</i> Served as one of ten graduate students from across the university nominated to represent the Preparing Future Leaders Program. In this capacity, ambassadors serve a leadership role within the graduate school, help to create, run, and organize graduate school workshops, promote PFL programs, speak to both students and faculty about PFL and graduate school programs, and provide other help to the graduate school (such as orientation).	2013-2014
<i>Preparing Future Leaders Season Pass</i> <i>North Carolina State University</i> Participated in workshops within the graduate school in the following categories: Communication, Responsible Conduct of Research, Career Development, Leadership and Self-Awareness, Teaching and Mentoring	2012
<i>North Carolina State University Graduate Fellowship Award</i>	2011-2012
<i>Nominated for Top Thesis Award in the Graduate School</i> <i>Virginia Tech</i>	2010
<i>Graduate Honor System Board Panelist</i> <i>Virginia Tech</i>	2009-2010

## **Departmental**

<i>ELC Diversity Liaison</i> <i>University of Mary Washington</i> Serve as diversity liaison for the ELC department. Represents ELC at university admissions events, major fairs, etc.	2018-2020
<i>ENGL 399: Service Learning</i> <i>University of Mary Washington</i> Faculty on record for the service learning course offered in the ELC department. Maintained connections with participating community organizations, met with and guided students through the process, and evaluated student reflections and outcomes.	2016-2018
<i>Communication, Rhetoric, and Digital Media Graduate Student Association</i> <i>NC State University</i> Positions: Secretary, Vice President, President	2011-2015
<i>Communication Graduate Student Association</i> <i>Virginia Tech</i> Positions: Secretary, Graduate Student Association Delegate, Faculty representative	2008-2010
<i>Communication Laboratory (Comm Lab) Coach</i> <i>Virginia Tech</i> Served weekly duty in Comm Lab and assisted students from all departments with speech preparation for various types of speaking occasions	2008-2010

### ADMINISTRATIVE EXPERIENCE

<i>Graduate Assistant Director of the Campus Writing and Speaking Center</i> <i>North Carolina State University</i> As the graduate consultant for the Campus Writing and Speaking program, I assist with the planning and advertising of events and advocate the implementation of writing and speaking curriculum. These events and duties include: planning and advertising monthly "Brown Bag Workshops" that bring in presenters from across campus to lead workshops and are open to students and faculty across the campus; assisting in the preparation and presentations of workshops, such as course flipping (Fall 2012); consulting with faculty across the curriculum; and working with the program's Web site.	2012-2013
<i>Co-Chair of the 3<sup>rd</sup> Annual International Conference of the Pan-American Mobilities Network and the Cosmobilities Network</i> As conference co-chair, I worked with Dr. Adriana de Souza e Silva in the Department of Communication to plan and execute this international conference. In my capacity as co-chair of the conference I was responsible for following up with participants and registrants, making contacts and plans with vendors for each day of the conference, and ensuring all printed materials were priced, ordered and completed properly. I also served as liaison between participants, conference organizers, vendors and the university in	2012

regards to registration, parking, meals, transportation, and overall day-to-day organization of the conference.

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