

# 2020-2021 Assistant Professor Excellence Speaker Series

## *Preserving diverse voices on social media*

**Dr. Olivia Johnson**

**Human Development and Consumer Sciences**

**Wednesday, October 28, 2020**

**12:15 p.m. - 1:15 p.m.**

**Via Microsoft Teams** ([click here to attend](#))



As a digital outlet, social media has transformed individual voices from a proverbial whisper to a megaphone for various ideas allowing traditionally marginalized voices to be heard. These collective voices provide both positive and negative effects to the larger community as they yield their integrative power to influence attitudes and behaviors. Some social media platforms have assumed the responsibility of protecting users from potential threats and applied policies for reporting inappropriate content or for restricting comments. Our research seeks to explore if implementing communication restrictions on social media will decrease hateful and divisive speech on Twitter or if the change will disrupt the essence of Twitter and dilute the diversity of voices. Furthermore, our research can provide preliminary insights on how or whether communication restrictions can decrease hateful and divisive speech on social media.

**SPEAKER BIO:** Dr. Olivia Johnson is Assistant Professor in Retailing and Consumer Science in Human Development and Consumer Sciences. She is committed to teaching and mentors both undergraduate and graduate students within and outside her discipline. Dr. Johnson has taught a wide range of courses in consumer behavior, retailing, merchandising, research methods, and consumer psychology. Her research focuses on social networks created by social movements on social media and the socially responsible consumption behavior of Millennial consumers. Dr. Johnson has presented her research at a variety of conferences such as the American Collegiate Retailing Association and the International Textile and Apparel Association Conference and has been published in journals such as the Journal of Consumer Behavior and Social Media and Society.

*The Assistant Professor Excellence Lecture Series (APeX) is intended to showcase the breadth and depth of groundbreaking research, scholarship, and creative activity being undertaken by UH early career faculty across disciplines, as well as to offer opportunities for cross-disciplinary networking.*



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