

## Steven L. Johnson – Curriculum Vita – January, 2020

Associate Professor of Commerce  
University of Virginia McIntire School of Commerce  
1-215-490-7454; steven@virginia.edu

### I. Education

- U. of Maryland Robert H. Smith School of Business, Information Systems, PhD, December, 2008. Dissertation: Leadership Impact on Continued Participation in Online Groups
- College of William & Mary, M.B.A., 1993
- College of William & Mary, Computer Science, B.S., 1988

### II. Employment

#### **Academic**

- Associate Professor, 2015-present, U. of Virginia, McIntire School of Commerce
- Assistant Professor, 2008-2015, Temple University, Fox School of Business
- Graduate Assistant, 2003-2008, U. of Maryland, Robert H. Smith School of Business
- Practitioner Faculty, 2002-2003, U. of Phoenix Online

#### **Non-Academic**

- Director, Managed Solutions, 2001-2003, Park City Group
- Sales Consulting Mngr., 2000-01; Sr. Sales Consultant, 1999-2000; Siebel Systems, Inc.
- Regional Technical Director, 1997-1999, Select Software Tools
- Professional Services and IT Program Manager, 1995-1997, Platinum Technology, Inc.
- Sr. Systems Architect, 1994-1995; Director, Product Development, 1991-1994; Manager, Product Development and Support, 1988-1991; Programmer Analyst, 1988; Precision Software Corporation (Acquired by Logica, Inc. in 1994)
- Head Student Computer, 1987-1988; Student Computer Consultant, 1986-1987; College of William & Mary

### III. Research Contributions

#### **Peer-Reviewed Journal Articles**

- H. Safari, S. L. Johnson, and S. Faraj (forthcoming). “Who Contributes Knowledge? Core Periphery Tension in Online Innovation Communities.” *Organization Science*.
- S. L. Johnson, P. Gray, S. Sarker (2019). “Commentary: Revisiting IS research practice in the era of big data.” *Information and Organization* 29(1), 41-56.
- S. Kudaravalli, S. Faraj, and S. L. Johnson (2017). “A Configural Approach to Coordinating Expertise in Software Development Teams.” *MIS Quarterly*, 41(1), 43-64. **Winner: 2018 Prix académique de la recherche en management** (Biggest management research award in France)

- S. L. Johnson, H. Safadi, and S. Faraj (2015). “The emergence of online community leadership.” *Information Systems Research* 26(1), 165-187.  
**Winner: AOM OCIS Division Best Published Paper in 2015**
- S. Jacobson, E. Myung, and S. L. Johnson (2015). “Open media or echo chamber: the use of links in audience discussions on the Facebook Pages of partisan news organizations.” *Information, Communication & Society*, 19(7), 875-891.
- S. L. Johnson, S. Faraj, S. Kudaravalli (2014). “Emergence of Power Laws in Online Communities: The Role of Social Mechanisms and Preferential Attachment.” *MIS Quarterly*, 38(3), 795-808.
- R. Agarwal, S.L. Johnson, and H.C. Lucas (2011). Leadership in the Face of Technological Discontinuities: The Transformation of EarthColor. *Communications of AIS*, 29, Article 33.
- S. Faraj and S.L. Johnson (2011). “Network Exchange Patterns in Online Communities.” *Organization Science*, 22(6), 1464-1480.

#### ***Practice-Oriented Publications***

- S. Kudaravalli, S. Faraj, and S. L. Johnson (2017, May 10). “How to Get Experts to Work Together Effectively” *Harvard Business Review* (<https://hbr.org/2017/05/how-to-get-experts-to-work-together-effectively>).
- S.L. Johnson (2012, May 22). The death of Facebook. *Philadelphia Inquirer*. [www.philly.com/philly/opinion/20120522\\_The\\_death\\_of\\_Facebook.html](http://www.philly.com/philly/opinion/20120522_The_death_of_Facebook.html) (Op-ed reviewed and approved by editor.)
- S.L. Johnson (2011, Nov.). Social Media Strategy: Learn as you go or apply what you know. Temple University, 14-15. [fox.temple.edu/cms/wp-content/themes/fox/pubs/fox\\_focus/11\\_11/index.html#/Social%20Media%20Strategy/](http://fox.temple.edu/cms/wp-content/themes/fox/pubs/fox_focus/11_11/index.html#/Social%20Media%20Strategy/) (Alumni magazine article reviewed and approved by magazine editor)

#### ***Book Chapter***

- S. Faraj, M. Wasko, and S.L. Johnson (2008). The structure and processes of electronic knowledge networks in I. Becerra-Fernandez and D. Leidner (eds.), *Knowledge Management: An Evolutionary View of the Field*. Armonk, NY: M.E. Sharpe, Inc.

#### ***Refereed Conference Proceedings***

- H. Safadi, S.L. Johnson, S. Faraj (2018). “Who Contributes Knowledge? Embeddedness and Marginality in Online Communities.” In Guclu Atinc (Ed.), *Proceedings of the Seventy-eighth Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561. **Winner: AOM OCIS Division 2018 Best Conference Paper Award** (of 130 submissions)
- N. Teh, D. Schuff, S.L. Johnson & D. Geddes (2013). “Can Work Be Fun? Improving Task Motivation and Help-Seeking Through Game Mechanics,” *International Conference on Information Systems*, Milan.
- J.J. Kim, D. R. Fesenmaier, & S.L. Johnson (2013). “The effect of feedback within social media in tourism experiences.” In *Design, User Experience, and Usability. Web, Mobile, and Product Design* (pp. 212-220). Springer Berlin Heidelberg.

- H. Safadi, S.L. Johnson, S. Faraj (2011). “Organizational Identification in Online Communities,” Administrative Sciences Association of Canada, Montreal.
- S.L. Johnson (2010). “Should I Stay or Should I Go? Continued Participation Intentions in Online Communities” In Leslie A. Toombs (Ed.), Proceedings of the Seventieth Annual Meeting of the Academy of Management.
- M. Alavi, S.L. Johnson, T. Willey and Y. Yoo (2010). “IT-enabled Knowledge Management in Healthcare Delivery: The Case of Emergency Care,” International Conference on Information Systems, St. Louis.
- A. Yeow, S.L. Johnson and S. Faraj (2006). “Lurking: Legitimate or Illegitimate Peripheral Participation?” International Conference on Information Systems, Milwaukee.
- S.L. Johnson and S. Faraj (2005). “Preferential Attachment and Mutuality in Electronic Knowledge Networks,” International Conference on Information Systems, Las Vegas.

### ***Peer-Reviewed Conference Presentations***

- Panelist: “Ethical Analytics” (2019). Academy of Management Annual Meeting, Boston.
- Organizer: “Panel: Leadership and Online Communities” (2017). International Conference on Information Systems, Seoul.
- Panelist: “Online Communities Research: Quo Vadis? Perspectives on Knowledge Work, Collaboration, & Innovation” (2015). Academy of Management Annual Meeting, Vancouver.
- Organizer: “Professional Development Workshop: Simulation in Information Systems Research” (2013). Academy of Management Annual Meeting, Orlando.
- Panelist: “Future Directions in Social Media Research” (2012). Boston.
- Organizer: “Professional Development Workshop: Building Bridges through a Socio-Technical Perspective,” (2011). Academy of Management Annual Meeting, San Antonio.
- S.L. Johnson (organizer), B. Butler, S. Faraj, S. Jarvanpaa, J. Kane, and S. Kudaravalli (2010). “Panel: New Directions in Online Community Research,” International Conference on Information Systems, St. Louis.
- S. Faraj and S.L. Johnson (2006). “Electronic Knowledge Networks: Processes and Structure,” (part of the “Building Sustainable Online Communities: Insights from Social Science and Organization Theories” Symposium organized by Robert E Kraut and Yuqing Ren) Academy of Management Annual Meeting, Atlanta.
- S.L. Johnson (2006). “A Social Identity Model of Leadership Effectiveness in Electronic Knowledge Networks,” Academy of Management Annual Meeting, Atlanta.
- S. Faraj and S.L. Johnson (2005). “Reciprocity or Generalized Exchange? Structuring of Electronic Knowledge Networks,” Academy of Management Annual Meeting, Honolulu.
- S.L. Johnson and D.P. Darcy (2005). “Optimizing the Security of Computer Passwords: Teaching an Old Dog a New Trick,” Ninth INFORMS Computing Society Conference, Annapolis, Md.
- S.L. Johnson (2004). “Enterprise Software Information Quality: Matching IT Assumptions and Organizational Norms,” Academy of Management Annual Meeting, New Orleans.

- S.L. Johnson (2003). “Fresh Item Management: Lessons in DSS, ERP and SCM from a Grocery Bakery Department,” Americas Conference on Information Systems, Tampa.

### ***Invited Presentations***

- “Social media impact on online news consumption,” VRSS, GMU (March 30, 2019).
- “Who contributes knowledge in online communities?” VRSS, Va.Tech (March 30, 2018).
- “Online Community Research Ethics,” Bentley U. (May, 2017)
- “Knowledge Generation Online,” VRSS, VCU (April 1, 2017).
- “Revisiting traditional behavioral research in the era of big data”, Center for the Advanced Study of Communities and Information at the U. of Maryland (September 20, 2016)
- “What's IT and organizational theory have to do with cancer prevention and treatment anyway?”, Fox Chase Cancer Center (February 11, 2015)
- “Power Law Distributions in Online Communities,” U. of Minnesota IS Research Workshop, U. of Minn. (April 13, 2012).
- “Gamification for a Fantastic User Experience,” WordCamp Philly 2011, Philadelphia. (November 5, 2011).
- “Network Exchange Patterns and Power Laws in Online Communities,” Georgetown U. McDonough School of Business Research Seminar Series, (September 2011).
- “Social Media for Non-Profits,” First Year Scholars Business Case Competition, Georgetown U. McDonough School of Business Research. (September 19, 2011).
- “Network Exchange Patterns and Power Laws in Online Communities,” NYU Stern IOMS-IS Research Seminar Series, April 2010.
- “Does Leadership Matter in Leaderless Groups? Interaction with Leaders, Psychological Safety, and Continued Participation in Online Communities”, Fox School of Business, Management Information System Dept. Speaker Series, February, 2009.
- “Leadership in Leaderless Groups.” NSF-funded Digital Innovation Workshop, September 2008, Philadelphia.
- “Knowledge Work in Virtual Contexts: Understanding Online Group Communication and Processes.” U.S.-- International Divide in OCIS Research: Paper Development Workshop, Academy of Management (Professional Development Workshop, AOM 2007), August 2007, Philadelphia.
- “Toward a Theory of Online Group Sustainability.” Journal of AIS Theory-Building Workshop, International Conference on Information Systems (Pre-Conference Workshop, ICIS 2006), December 2006, Milwaukee.
- “Preferential Attachment and Mutuality in Electronic Knowledge Networks,” Fox School of Business, Management Information System Dept. Speaker Series, November, 2007.
- “Electronic Knowledge Networks,” Smith School, Doctoral Student Luncheon with Robert H. Smith, April 2006.
- “Joining the Crowd: Age, Quality, Quantity, and Configuration as Determinants of Online Community Membership Size,” Smith School, D&IT Department Seminar, October 2004.

### ***Invited Participant***

- Mentor, MISQ Reviewer Development Workshop, December 2018, San Francisco.
- Mentor, Doctoral Student Consortium, Organizational Communication and Information Systems Division, Academy of Management, August 2018, Chicago.
- Mentor, Paper Development Workshop, Organizational Communication and Information Systems Division, Academy of Management, August 2018, Chicago.
- Mentor, Paper-A-Thon, International Conference on Information Systems, December 2017, Seoul.
- Mentor, Jr. Faculty Consortium, Organizational Communication and Information Systems Division, Academy of Management, August 2016, Anaheim.
- Participant, Jr. Faculty Consortium, International Conference on Information Systems, December 2009, Phoenix.
- Participant, Jr. Faculty Consortium, Organizational Communication and Information Systems Division, Academy of Management, August 2009, Chicago.
- Participant, Consortium for the Science of Socio-Technical Systems: 2009 National Science Foundation-funded Summer Research Institute, Syracuse, NY.
- Participant, Doctoral Consortium, Organizational Communication and Information Systems Division, Academy of Management, August 2005, Honolulu.

## **IV. Awards and Grants**

### ***Awards***

- Best Conference Paper Award, OCIS Division, AOM, 2018. “Who Contributes Knowledge? Embeddedness and Marginality in Online Communities” by Safadi, Johnson, and Faraj. (Top paper of 130 division submissions.)
- Winner: 2018 Prix académique de la recherche en management (Biggest management research award in France; for “A Configural Approach to Coordinating Expertise in Software Development Teams” by Kudaravalli, Faraj, and Johnson published in *MIS Quarterly*.)
- Academy of Management, Organizational Communication and Information Systems Division, Best Published Paper in 2015. (For “The emergence of online community leadership” by Johnson, Safadi, and Faraj published in *Information Systems Research*)
- 2015 Information Systems Research Reviewer of the Year
- 2013 John DeAngelo Leader in Technology Innovation Award (Fox School of Business and Management)
- 2013 Fox School of Business and Management Dean’s Research Honor Roll
- 2012 MIS Teacher of the Year (Fox School of Business and Management)
- 2010, 2012: Award for Innovation in the Use of Technology in the Classroom, Fox Center for Innovation in Teaching and Learning
- 2011 Faculty Leadership Award, Fox IT Awards
- Phi Kappa Phi honor society, inducted 2008, U. of Maryland

- Allan N. Nash Award for Outstanding Doctoral Student for 2007, Robert H. Smith School of Business
- Dean's Fellowship, 2003-2008, Robert H. Smith School of Business
- Beta Gamma Sigma honor society, inducted 1992, College of William & Mary

### **Grants**

- Fox School of Business Young Scholars Forum. Multiple awards for research projects beginning in 2012-2013.
- Federal Work Study Grants, U. of Maryland to hire student assistants: 2004-2007, \$9,400.
- Dissertation research grants: \$3,000 total from U. of Maryland Center for Electronic Markets & Enterprises, Robert H. Smith School of Business DO&IT Department, and Robert H. Smith School of Business Small Research Grant.
- Academy of Management, 2007 Challenge Grant to Organizational Communication and Information Systems Division: \$750 for student web site participation incentives.

## **V. Teaching**

### ***Courses Taught Fall, 2015 to present at U. of Virginia***

<b>Course</b>	<b>Taught</b>	<b>Notes</b>
<b>Systems &amp; Strategy:</b> GCOM7010 (MS Commerce)	Fall, 2019 (2 sections) Co-taught w/ I. Harris	≈ 15% new material
<b>Decision-Making in a Global Context:</b> GCOM7652 (MS Global Commerce)	Fall, 2019 Joint course w/ C. Fraser	≈ 30% new material
<b>Systems &amp; Strategy:</b> GCOM7010 (MS Commerce)	Fall, 2018 (2 sections) Co-taught w/ I. Harris	≈ 10% new material
<b>Decision-Making in a Global Context:</b> GCOM7652 (MS Global Commerce)	Fall, 2018 Joint course w/ C. Fraser	≈ 20% new material
<b>Systems &amp; Strategy:</b> GCOM7010 (MS Commerce)	Fall, 2017 (2 sections) Co-taught w/ I. Harris	≈ 15% new material
<b>Decision-Making in a Global Context:</b> GCOM7652 (MS Global Commerce)	Fall, 2017 Joint course w/ C. Fraser	≈ 40% new material
<b>Systems &amp; Strategy:</b> GCOM7010 (MS Commerce)	Fall, 2016 (2 sections) Co-taught w/ I. Harris	≈ 20% new material

<b>Course</b>	<b>Taught</b>	<b>Notes</b>
<b>Decision-Making in a Global Context:</b> GCOM7652 (MS Global Commerce)	Fall, 2016 Joint course w/ C. Fraser	New course development
<b>Project Management:</b> COMM3200 (Undergraduate)	Spring, 2016	Major course revision
<b>Systems &amp; Strategy:</b> GCOM7010 (MS Commerce)	Fall, 2015 (2 sections) Co-taught w/ I. Harris	Major revisions to analytics-related sessions

***Courses Taught Fall, 2008 to Spring, 2015 at Temple University***

<b>Course</b>	<b>Taught</b>	<b>Notes</b>
<b>Information Systems and Organization:</b> MIS2901 (Honors)	Fall, 2014; Spring, 2015	Total course revision
<b>Social Media Innovation:</b> MIS3580/MIS3538 (Undergraduate)	Fall 2008; Spring 2009; Spring, 2010; Spring, 2011, Fall, 2011; Spring, 2012; Fall, 2012; Spring, 2013	New course development
<b>Business Process Analysis:</b> MIS3596 (Undergraduate) MIS5102 (Graduate)	Spring, 2009; Fall, 2009 (2 sections); Spring, 2010	Major revision of graduate course
<b>Management Information Systems:</b> MIS5001, MIS5302, MIS5402, MIS5801 (MBA)	Fall, 2010; Spring, 2012; Spring, 2014; Fall, 2014 (2 sections); Spring 2015	Major course revision plus adaptation for online delivery
<b>Business Analytics:</b> MIS5101 (MBA)	Fall, 2010	Major course revision
<b>Business Analytics for IT Auditors:</b> MIS5208 (Specialty Master's)	Spring, 2014	New course development
<b>Ph.D. Seminar:</b> MIS9002 (Doctoral)	Spring, 2014	Major course revision

### **Summary of Temple University teaching evaluations**

Average teaching ratings for Prof. Johnson from Fall 2008 to Spring 2015 were significantly above both the Fox School and MIS Department averages.

<b>Student Feedback Item</b>	<b>Fox School</b>	<b>MIS Dept.</b>	<b>Prof. Johnson</b>
Instructor Taught Course Well	4.2 (of 5.0)	4.3	4.6
Student Learned a Lot	4.1 (of 5.0)	4.2	4.4

## **VI. Service Contributions**

### **Research-related activities**

- Associate Editor, *MIS Quarterly*, January 2016 to December 2019.
- Associate Editor, *Information Systems Research*, Special Issue on Collaboration and Value Creation in Online Communities (2014-2016).
- External examiner, PhD Thesis of Wang Zhiti, National University of Singapore, Department of Information Systems and Analytics (2018)
- External Reviewer, Research Grants Council (RGC) of Hong Kong (2016-2019).
- Guest Associate Editor, *Information Systems Research* (2014).
- Review Panel Member, National Science Foundation (2010, 2011).
- Conference Track Associate Editor
  - International Conference on Information Systems (2008-2018).
  - Academy of Management Annual Meeting (OCIS Division; 2010-2019).
- Session Chair or Discussant:
  - Academy of Management Meeting (Multiple 2006-present).
  - International Conference on Information Systems (Multiple 2006-present).
- Professional Organization Leadership
  - Track co-chair, Paper-A-Thon, International Conference on Information Systems, December 2019, Munich.
  - Organizational Communication and Information Systems (OCIS) Division of Academy of Management, Executive Committee:
    - At-Large Board Member, August 2015-2018.
    - Doctoral Student Representative At-Large, August 2005-2008.
    - OCIS Doctoral Student Blog Founder and Facilitator 2006-2008.
- Reviewer for Journals, including:
  - *MIS Quarterly*
  - *Information Systems Research*
  - *Journal of Association of Information Systems*
  - *Management Science*
  - *Organization Science*
  - *Journal of Computer-Mediated Communication*



- *Journal of Strategic Information Systems*
- *Transactions on Social Computing*
- Reviewer for Conferences, including:
  - International Conference on Information Systems
  - Academy of Management Annual Meeting
- Affiliated faculty, Research Group on Complex Collaboration, Desautels Faculty of Management at McGill University (Canada).

#### ***U. of Virginia McIntire School of Commerce***

- Member, MS Global Commerce admissions committee, 2015 to 2019.
- Mentor, MS Global Commerce Thesis teams (2), 2019-20.
- Member, MS MIT admissions committee, 2015 to 2019.
- Mentor, MS Global Commerce Thesis team, 2018-19.
- Reader, MS Global Commerce Thesis team, 2017-18.
- Faculty participant, McIntire Ally Program, 2017 to present.
- Member, a 3rd Year Review committee, 2016.

#### ***Temple University Fox School of Business***

- Core Course Leader for MIS5001 (MBA MIS course), February 2011 to June, 2015.
- Core Course Leader for MIS2101 (undergraduate core MIS course), July 2014 to June, 2015.
- MIS Awards Coordinator, 2008-2014.
- MIS Interdisciplinary Programs Committee Chair, 2011-2014.
- Director, Social Media Programs and Research, 2011-2012.
- MIS Master's Committee Chair or Co-chair, 2009-2013.
- Fox School of Business Merit Committee member (2012).
- Presented at three events held by Fox Center for Innovation in Teaching and Learning (2011-2012).
- Fox Executive Spotlight Series (2011), EMBA recruiting event (presenter).
- Presented lecture on "Social Media" for Tempe U. alumni event (Spring 2012).
- The Learning Center Technology Outreach Advisory Committee (2010-2011).

#### ***Other***

- Social Media Plus Conference, Panelist; Philadelphia, 2011
- Greater Philadelphia Chamber of Commerce, Guest Speaker, 2011.
- Children's Hospital of Philadelphia Healthcare Informatics 4<sup>th</sup> Annual Symposium, Track organizer and guest speaker (2010-2011).

## VII. Additional Information

### ***Student Committee Membership***

- PhD Dissertation Committee Member, Dan Wang
- PhD Comprehensives Committee Member, Jason Steinmetz

### ***Press coverage of my work***

- WINA, live radio interview, “Steven Johnson: The Pivot from Decentralized to Centralized Strategy is Important” (<http://wina.com/podcasts/steven-johnson-the-pivot-from-decentralized-to-centralized-strategy-is-important/>), June 26, 2017.
- UVA Today, “From Planning Weddings To Creating Software, One Strategy Could Make It Work” (<https://www.news.virginia.edu/content/planning-weddings-creating-software-one-strategy-could-make-it-work>), June 21, 2017.
- Knowledge@HEC, “How to structure teams for optimal performance” (<http://www.hec.edu/Knowledge/Strategy-Management/Human-Resources-Management/How-to-structure-teams-for-optimal-performance>) February 17, 2017.
- The Temple News, interviewed for “People You Should Know: Steven Johnson” (<http://temple-news.com/living/2013/04/30/people-you-should-know-steven-johnson/>), April 30, 2013.
- Temple News (<http://news.temple.edu/news/2013-03-11/competitive-approach-learning-goes-beyond-fun-and-games>), March 10, 2013.
- BizEd Magazine, Lengthy description of gamification of my MIS3538 course: <http://www.e-digitaleditions.com/issue/90487/54>, November, 2012.
- Financial Times, Paragraph about gamification of my social media innovation course: <http://www.ft.com/intl/cms/s/2/de6fc56c-16e9-11e2-b1df-00144feabdc0.html-axzz2C0Yfou4d>, November 12, 2012.
- Philadelphia Business Journal, My MIS3538: Social Media Innovation course profiled in “Reading, writing and social media” (<http://www.bizjournals.com/philadelphia/print-edition/2012/05/04/reading-writing-and-social-media.html?page=all>), May 4, 2012.
- Philadelphia Metro, Teaching described in “Facebook finding its place in the classroom” (<http://www.metro.us/newyork/lifestyle/2012/02/20/facebook-finding-its-place-in-the-classroom/>), February 20, 2012.

### ***Other quotes in popular press***

- Daily Progress, quoted in story: “No layoffs expected at SNL Financial in buyout,” by Dan Seal, online: July 27, 2015.
- Canadian Broadcast Corporation, quoted in story: “A Lurker’s Take,” by Idil Mussa. (<https://soundcloud.com/idil-mussa/a-lurkers-take>), August 28, 2015.
- Philadelphia Business Journal, Interviewed for “Will Carpenters union’s social media tactics gain sympathy, or get lost in the mix?” <http://www.bizjournals.com/philadelphia/news/2015/02/11/will-carpenters-union-s-social-media-tactics-gain.html?page=all>, February 11, 2015.

- Philadelphia Inq., Interviewed for “A look at lists and the stories they tell” [http://articles.philly.com/2013-12-22/news/45447676\\_1\\_liam-hemsworth-miley-cyrus-lists](http://articles.philly.com/2013-12-22/news/45447676_1_liam-hemsworth-miley-cyrus-lists), December 22, 2013.
- Frederick County Gazette, Provided expert opinion on social media for business: <http://www.gazette.net/article/20130426/NEWS/130429275/1016/survey-frederick-county-businesses-embracing-social-media&template=gazette>, April 26, 2013.
- CRM Buyer, quoted in story: <http://www.crmbuyer.com/story/Companies-Quake-Under-Social-Sword-of-Damocles-76498.html>, October 29, 2012.
- E-Commerce Times, Quoted in: <http://www.ecommercetimes.com/story/At-a-Billion-Facebook-Is-Still-Figuring-Things-Out-76327.html>, October 5, 2012.
- Advertising Age, Quoted in “How to Manage Your Brand's Social Life” (<http://adage.com/article/digital/manage-brand-s-social-life/234309/>), April 23, 2012.
- Bucks County Courier, Quoted in “MyYearbook to become MeetMe” ([http://www.phillyburbs.com/news/local/money/myyearbook-to-become-meetme/article\\_7c2af865-b9b1-5c28-9977-42b174b0b508.html](http://www.phillyburbs.com/news/local/money/myyearbook-to-become-meetme/article_7c2af865-b9b1-5c28-9977-42b174b0b508.html)), April 3, 2012.
- Gazette (Maryland), Quoted in “Senate says passwords off-limits” (<http://www.gazette.net/article/20120309/NEWS/703099597&template=gazette>), March 9, 2012.
- Philadelphia Inquirer, Quoted in “Self portrait, mixed (social) media” ([http://articles.philly.com/2012-02-22/news/31087293\\_1\\_social-media-social-network-linkedin-account](http://articles.philly.com/2012-02-22/news/31087293_1_social-media-social-network-linkedin-account)), February 22, 2012.
- Marketplace Tech Report, Interviewed for “Is Pinterest a Facebook Killer?” (<http://www.marketplace.org/topics/tech/pinterest-facebook-killer>), February 3, 2012.
- WHYY, Interviewed for “‘Virtual social scrapbooking’ site expected to take off in 2012.” (<http://www.newsworks.org/index.php/art-entertainment-sports/item/32159-virtual-social-scrapbooking-site-expected-to-take-off-in-2012>), January 3, 2012.
- Leaders Edge Magazine, Interviewed for “Facetime!” (<http://leadersedgemagazine.com/articles/2011/10/facetime/>) October, 2011.
- Treasury and Risk, Quoted in “Facing Up to Facebook: Employees' use of social media offers risks and rewards.” <http://www.treasuryandrisk.com/Issues/2011/April-2011/Pages/Facing-Up-to-Facebook.aspx>, April, 2011.
- Philadelphia Inquirer, Quoted in: “Snatching or shunning the latest in tech,” by Robert Strauss, [http://articles.philly.com/2011-04-20/entertainment/29451419\\_1\\_ipad-innovations-springsteen-tickets](http://articles.philly.com/2011-04-20/entertainment/29451419_1_ipad-innovations-springsteen-tickets), April 20, 2011.
- SEO, Social Media & Marketing, Interviewed as social media expert (<http://socialmediafish.com/interview-with-professor-steven-l-johnson/>), December 24, 2008.