

# MAGGIE GRIFFITH WILLIAMS

PH.D.

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## EDUCATION

- Ph.D. University of Illinois at Chicago, Communication, 2012  
*Taxis, technology, and transmigrants: Communication practices of Chicago's immigrant taxi drivers.*  
Dean's Scholar 2011-2012  
Chair: Steve Jones, Ph.D.
- M.A. Temple University, Broadcasting, Telecommunications, & Mass Media, 2007  
*Looking for you: A textual analysis of personal video blogs.*  
Chair: Zizi Papacharissi, Ph.D.
- B.A. Trinity College, Religion, 2002  
Distinction on Senior Thesis: *One festival, two cultures: The Holi/Phagwa festival in India and in Trinidad.*

## PUBLICATIONS, SUBMISSIONS, MANUSCRIPTS IN PREPARATION

**Williams, M.G.** (manuscript submitted for review at *Transfers*). Urban mobility discourse and resistance: Space and spatial tactics among Chicago's immigrant taxi drivers.

**Williams, M.G.** & Thompson, B. (manuscript in preparation). Ride sharing in the news: Early news coverage of ride sharing in urban environments.

Mukherjee, I. & **Williams, M.G.** (book proposal under consideration at SAGE). Culturing cinema: Exploring intercultural communication in cross-cultural films.

**Williams, M.G.** & Korn, J. (2016). Othering and fear: Cultural values and Hiro's race in Thomas & Friends' *Hero of the Rails*. *Journal of Communication Inquiry*, 41(1), 22-41. doi: 10.1177/0196859916656836

Mukherjee, I. & **Williams, M.G.** (2016). Branding authenticity, global-localization and technology: Thematic analysis of two West Bengal urban-rural handicrafts NPO websites. *Connexions* 4(1), pp. 91-130.  
doi: 10.21310/cnx.4.1.16muket.al. <https://connexionsj.files.wordpress.com/2016/05/mukherjee-williams1.pdf>

**Williams, M.G.** (2015, January). Cabs, community, and control: Mobile communication among Chicago's taxi drivers. *Mobile Media & Communication*, 3, 3-19. doi: 10.1177/2050157914544804

Mukherjee, I. & **Williams, M.G.** (2014, June). Death and digi-memorials: Perimortem and postmortem memory sharing through transitional social networking. *Thanatos*, 3, [https://thanatosjournal.files.wordpress.com/2012/12/mukherjee\\_griffithwilliams\\_digimemorials1.pdf](https://thanatosjournal.files.wordpress.com/2012/12/mukherjee_griffithwilliams_digimemorials1.pdf)

**Griffith, M.** & Papacharissi, Z. (2010, January 4). Looking for you: An analysis of video blogs. *First Monday*, 15, <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2769/2430>

Fox, S. & **Griffith, M.** (2007, September 17). Hobbyists online. *Pew Internet and American Life Project*. <http://www.pewinternet.org/Reports/2007/Hobbyists-Online.aspx>

## CONFERENCE ACCEPTANCES AND PRESENTATIONS

Mukherjee, I. & **Williams, M.G.** (2017, November 16-19). *Cinema as cross-cultural case study: Teaching intercultural communication through popular films*. Paper to be presented at the National Communication Association Convention, International and Intercultural Communication Division, Dallas, TX.

**Williams, M.G.**, Cumler, H., & Thompson, B. (2016, November 10-13). *Ride sharing in the news: Early news coverage of ride sharing in urban environments*. Urban Communication Foundation Top Papers. Paper presented at the National Communication Association Convention, Urban Communication Foundation, Philadelphia, PA.

**Williams, M.G.** & Mukherjee, I. (2016, November 10-13). *Exploring intercultural communication through popular texts*. Paper presented at the National Communication Association Convention, Great Ideas For Teaching Students, Philadelphia, PA.

**Williams, M.G.** (2016, February 19). *Pichakaaree in Indo-Trinidad*. Research presented at the Turning Tides: Caribbean Intersections in the Americas and Beyond Conference. University of the West Indies – St. Augustine Campus. Port of Spain, Trinidad and Tobago.

**Williams, M.G.** & Korn, J. (2015, November 19-22). *Othering and fear: Cultural values and Hiro's race in Thomas & Friends' Hero of the Rails*. Paper presented at the National Communication Association Convention, Las Vegas, NV.

Mukherjee, I. & **Williams, M.G.** (2015, November 19-22). *Authenticity, global-urbanization and technology: A case study analysis of a West Bengal urban-rural handicrafts NPO website*. Poster presented at the National Communication Association

Convention, Las Vegas, NV.

Mukherjee, I. & **Williams, M.G.** (2015, February 19-21). *Branding Indian Authenticity: Globalization, New Media and Rural Bengal Craft NPOs*. Paper accepted for presentation at the International Communication Management Conference at the Mudra Institute of Communications, MICA campus, Ahmedabad, India.

**Williams, M.G.** (2014, September). *Place and im/mobilities among Chicago's immigrant taxi drivers*. Paper presented at the 12<sup>th</sup> Annual Conference of the International Association for the History of Transport, Traffic and Mobility at Drexel University's mCenter: The Mobilities Research and Policy Research Center, Philadelphia, PA.

**Griffith, M.** (2011, March). *Cabs and collaboration: Working together in Chicago's taxi industry*. Paper presented at Mobilities in Motion Conference at Drexel University's mCenter: The Mobilities Research and Policy Research Center, Philadelphia, PA.

**Griffith, M.** (2010, October). *Coming together, leaving home: Collaboration in a mobile environment*. Paper presented at the 11<sup>th</sup> annual meeting of the Association of Internet Researchers, Gothenberg, Sweden.

**Griffith, M.** (2010, April). *Re-branding America through Chicago 2016*. Poster presented at the 68<sup>th</sup> annual meeting of the Midwest Political Science Association, Urban and Local Politics Division, Chicago, IL.

**Griffith, M.** (2009, November). *Branding charity: Turning shopping into a funding solution*. Paper presented at the 95<sup>th</sup> annual meeting of the National Communication Association, Visual Communication Division, Chicago, IL.

Barnhurst, K., Benjamin, Z., **Griffith, M.**, Mastarone, G., Mukherjee, I. & Quinn, K. (2008, November). *UnConventional political visions: The state of visual research within political communication*. Poster presented at the 94<sup>th</sup> annual meeting of the National Communication Association, Scholar to Scholar Session, San Diego, CA.

**Griffith, M.** & Mukherjee, I. (2008, October). *Advertising identities: Convergence of commodification and identification*. Paper presented at the 9<sup>th</sup> annual meeting of the Association of Internet Researchers, Copenhagen, Denmark.

**Griffith, M.** (2007, August). *Looking for you: An analysis of video blogs*. Top Student Paper. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Visual Communication Division, Washington, D.C.

**Griffith, M.** (2006, November). *Calypsos and pichakaarees: Trinidadian music as social commentary*. Poster presented at Temple University's Global Temple Conference, Poster Session: Other International Research Division, Philadelphia, PA.

**Griffith, M.** (2005, May). *Territories of the screen*. Paper presented at the 55<sup>th</sup> annual meeting of the International Communication Association, Visual Studies Division, New York City, NY.

## **TEACHING**

**Northeastern University**, Boston, Massachusetts  
*Post Doctoral Teaching Associate – 2015-present*  
Global and Intercultural Communication (traditional and online)  
Visual Communication  
Introduction to Communication  
Interpersonal Communication  
Directed Studies

**University of Illinois at Chicago**, Chicago, Illinois  
*Visiting Assistant Professor – 2013-2015*  
Communication Research Methods  
Introduction to Media  
Fundamentals of Human Communication (public speaking)  
Fundamentals of Media Communication (writing for media)  
Communication Technologies  
Interpersonal Communication  
Independent Studies (supervised)

*Instructor – 2007-2008, 2010*  
Fundamentals of Media Communication (writing for media)  
Fundamentals of Human Communication (public speaking)  
Interpersonal Communication

### *Guest Lecturer*

Advertising Practices, 2017

Invited guest lecturer to present on deceptive advertising to children. Analyzed examples of YouTube Kids toy review channel and discussed implications of these videos on young audiences.

Intercultural Communication, 2016

Presented information on popular culture and intercultural communication, then presented on my published research on a critical analysis of a children's movie and brand.

Introduction to Communication, 2013, 2014

Presented dissertation research to class and discussed how the work fits in with the discipline.

Communication Research Methods, 2013

Invited lecturer to present on interviews as a research method; presented dissertation research and discussed the interviewing process and challenges.

Operationalizing Communication Research, 2012

Presented qualitative dissertation research to class and discussed methodological processes and challenges with qualitative research.

**Temple University**, Philadelphia, Pennsylvania

*Teaching Assistant – 2005-2006*

Mass Media & Society

Media in Everyday Life

Mass Communication Theory

Introduction to Media Technology

**Berlitz Language School**, Philadelphia, Pennsylvania

*Instructor – 2004-2005*

English Language Instructor

**Platinum Team KKT**, Budapest, Hungary

*Co-founder – 2003-2004*

Co-founded a Hungarian teaching business with four other native English speakers, 2003. Employed five certified teachers, including myself, who taught at language schools and high schools throughout Budapest. Taught all age groups from three year-olds to fifty year-olds.

*Instructor – 2003-2004*

English Language Instructor

**Trinity College**, Port of Spain, Trinidad and Tobago

*Teaching Assistant – 2002*

Hindu history & culture in Trinidad

**Teaching interests**

New media, mass media, mobile technology, community, globalization, qualitative research methods, communication theory, history of technology, popular culture, visual communication, public speaking, writing for media, and English as a Second Language.

## RESEARCH ACTIVITIES

**Northeastern University**, Boston, Massachusetts

*Research Project – 2016 to present*

**Williams, M.G. & Williams, J.F.** *Ubering to class in a transportation desert:*

*Understanding the impact of mobility on educational access.*

Co-author and I are collecting data, via interviews and observation, to understand how mobility issues impact access to higher education. Specifically, the project focuses on the NSCC-Uber Ride program, a first of its kind collaboration between North Shore Community College (NSCC) and Uber to facilitate transportation access to NSCC's suburban campus that lacks public transportation. Our hypothesis is that increased, and more equitable access to higher education will positively impact students' likelihood of attending college and their satisfaction with the college-going experience. Enhanced

mobility will provide educational opportunities for underrepresented students who otherwise would not have had the ability to pursue a credential and/or degree of their choice.

**Northeastern University**, Boston, Massachusetts

*Research Project – 2016 to present*

**Williams, M.G.** & Utsey, C. *Brand engagement on social media: A case study of Uber and Lyft.*

Developed from an undergraduate directed study, co-author and I are analyzing Twitter data on key controversies related to the ride sharing companies, Uber and Lyft, and how these brands engage with the public to manage their brands, and how Twitter users utilize social media to engage with the brands. Co-author is a recent graduate of Northeastern University and has decided to stay on the project to continue pursuing the research.

**Northeastern University**, Boston, Massachusetts

*Book Proposal – 2016 to present*

Mukherjee, I. & Williams, M.G. *Culturing cinema: Exploring intercultural communication in cross-cultural films.*

Proposal is for a supplemental text for intercultural communication, visual communication and/or cinema studies courses. It is a case-studies book – a collection of 15 cross-cultural films that serve as a site where intercultural communication theories and constructs intersect. The purpose is to guide intersectional and dialectical readings of the selected cross-cultural films featured in the book.

*Doctoral Dissertation*

**Williams, M.** (2012) *Taxis, technology, and transmigrants: Communication practices of Chicago's immigrant taxi drivers.*

Study explores the role that communication technology plays in the development of personal and professional communities among Chicago's immigrant taxi drivers.

**Temple University**, Philadelphia, Pennsylvania

*Master's Thesis*

**Griffith, M.** (2006). *Looking for you: A textual analysis of personal video blogs.*

Conducted a textual analysis of ten personal video blogs using Goffman's (1959) work on presentation of self.

*Research Assistant*

Alexander, A. and Hanson, J. (Eds.) (2006). *Taking sides: Clashing views on controversial issues in mass media and society (9<sup>th</sup> ed.)*. Dubuque, Iowa: McGraw-Hill. (Fall 2005).

Gathered topical and controversial articles to be included in an updated edition of the instructional book.

*Research Assistant*

"What's News? A National Dialogue via Teleconference," February 3, 2006.

Assisted in organization and production of a nation-wide teleconference for Prof. Jarice Hanson (Fall 2005 – Spring 2006).

**Trinity College**, Hartford, Connecticut

*Undergraduate Thesis*

**Griffith, M.** (2002). *One Festival, Two Cultures: The Holi/Phagwa Festival in India and in Trinidad.*

Investigated the ways that the springtime Holi, or Phagwa, festival is celebrated differently in India and in Trinidad due to the diaspora, concluding that the emergence of the song form, Pichakaaree, is the major difference. Cultural uses of Indo-Trinidadian music, specifically, Pichakaaree were explored.

### **Research interests**

Globalization and communication, mobility and immobility, intercultural communication, social uses of new media and mobile technology, social networking site behavior, community, qualitative methods, migration, visual communication, and popular culture.

## **EXPERIENCE**

**Williams Editorial Services**, Self-employed, Chicago, IL

*Freelance Copyeditor* (February 2013 – July 2013)

- Responsible for copyediting manuscripts for academic authors prior to submission for publication.
- Specialized in humanities and social science manuscripts, especially Ph.D. dissertations.
- Evaluated manuscripts to ensure American Psychological Association Style (APA) or Chicago Manual of Style (CMS) are properly utilized.
- Collaborated with authors on expectations and deadlines.
- Created and managed project timeline to ensure authors' expectations are met.
- Edited materials for grammar, punctuation, spelling, style, sentence structure, clarity, and consistency.
- Provided authors with timely updates throughout the editing process to ensure billing and editing expectations are aligned.

**University Outreach and Public Service**, University of Illinois at Urbana-Champaign, Champaign, IL

*Editor* (February 2011 – December 2011)

- Managed editorial process for federally funded grant, Fund for the Improvement of Education, spearheaded by Senator Richard Durbin.
- Co-designed & co-implemented editorial procedures to compile a university-published open source online textbook on the topic of environmental sustainability (*Sustainability: A Comprehensive Foundation*, 2012).
- Copy-edited multiple book chapters, including attention to image/graphic copyright details.
- Collaborated with remotely located editors, faculty-authors, and senior level higher education administrators to meet project and editorial deadlines.

**New Media & Society**, University of Illinois at Chicago, Chicago, IL  
*Editorial Assistant* (June 2008 – August 2011)

- Managed top-ranked scholarly, peer-reviewed journal published by SAGE that contains 100-150 manuscripts under review at any time.
- Evaluated new manuscripts and appropriately assigned relevant reviewers.
- Maintained collaborative work relationships with authors, reviewers and editors.
- Expanded journal's reviewer database by researching and recruiting qualified scholars.
- Communicated regularly with remotely located editors, authors and reviewers regarding all journal manuscripts under review.
- Disseminated detailed editorial decisions to authors with accuracy, efficiency and delicacy.

**Disability Resource Center**, University of Illinois at Chicago, Chicago, IL  
*Reader* (July 2010 – January 2011)

- Assisted a visually impaired Ph.D. candidate with dissertation research and other academic pursuits.
- Aided with copy-editing of dissertation chapters and conference paper submissions.
- Facilitated online library research.
- Took dictation on research, funding and other academic-related emails.
- Assisted with online research on post-doctoral positions.

**Pew Internet and American Life Project**, Washington, D.C.  
*Summer Research Associate* (June – August 2007)

- Research associate to the Project's Director, Lee Rainie.
- Co-authored data memo on use of the internet to pursue hobbies with Associate Director, Susannah Fox (September, 2007).
- Interpreted survey data to co-author data memo on hobbies.
- Compiled research and composed a literature review on the growth of the internet.
- Contributed to the development of a survey of online consumers.
- Reviewed and edited report on online video.
- Attended weekly Project meetings.

**Presidential Inauguration Committee**, Temple University, Philadelphia, PA  
*Assistant to Co-Chair* (January – March 2007)

- Assisted Committee co-chair with event planning, including: aiding in coordination of travel and accommodations for delegates and other honored guests; proofreading event programs and other published material; and day-of coordination and communication with faculty, honored guests, and other event attendees.
- Record guest RSVPs utilizing event planning and management software.
- Attended Committee meetings on behalf of co-chair, documented meeting discussions, and communicated essential information with co-chair.
- Completed assigned tasks on time.
- Provided co-chair with regular updates regarding multiple projects.

- Collaborated with committee members and participants from across the University, including the Office of the Deputy Provost and Office of Special Events.

**Kell and Associates**, Philadelphia, PA

*Intern* (September 2006 – January 2007)

- Researched role of text and video blogging and podcasting in business and non-profit organizations in order to provide media training and coaching.
- Contributed to Kell and Associates' blog, PRWebfire.
- Wrote how-to guides on podcasting and video blogging.
- Assisted in organization of "Catch Up on Web2.0 for Business" conference at Philadelphia University on January 10, 2007.

**Vice Provost Office for Undergraduate Studies**, Temple University, Philadelphia, PA

*Summer Editorial Assistant* (May – August 2005, 2006)

- Copyedited content for Undergraduate Bulletin and Course Descriptions catalogues for 25,000 undergraduates.
- Collaborated with administrators and faculty to update information on 134 bachelor's degree programs.
- Met regular deadlines to ensure on-time publication.

**Camera Planet**, New York City, NY

*Intern* (January – May 2003)

- Post-production Assistant: "Strictly Personal" – a New York based reality show.
- Pre-production/casting Assistant: "A Night With" – a VH1 reality show.
- Read and critiqued scripts for production.
- Assisted in preparation of two journalists departing for Jordan and Iraq to document the War in Iraq for HD Net.
- Filmed March 22, 2003 Peace Rally in New York City using a Sony PD150.

**Trinity-in-Trinidad**, Trinity College, Port of Spain, Trinidad and Tobago

*Documentarian* (January – May 2002)

- Developed, filmed (with a Canon XL1), and edited (using Final Cut Pro) a documentary titled, *Pichakaaree: The Voice of a People* (2002).
- Pichakaaree is a song form in Trinidad characterized by social commentary. Film explores the cultural uses of this music in Trinidad and within the Hindu community specifically.
- Documentary was a supplement to senior thesis on the Hindu festival, Phagwa.
- Documentary aired on Trinidadian national television in celebration of Indian Arrival Day: Gayelle Channel, Tuesday May 31, 2006, 12:45 p.m.

## ACADEMIC AND PROFESSIONAL SERVICE

Content Assistant, McGraw-Hill Education, assisted Dr. Thomas Nakayama in preparing updated content for two intercultural communication textbooks.

Invited Discussant, #screentime Conference, graduate student conference, Boston

University Emerging Media Studies, June, 2015.  
Advisor on the board of Mrityika Foundation Trust, West Bengal, India  
Invited reviewer: Berger, A.A. (2014). *Media and Communication Research Methods* by  
(3<sup>rd</sup> ed.). London: SAGE Publications.  
Reviewer: *New Media & Society*, 2013-present  
Reviewer: *First Monday*, 2009.  
Conference Panel Chair: *The Networked Self: Identity, Community, Culture on Social  
Network Sites*. Chicago, Illinois. May 2009.  
Colloquium Committee, Department of Communication, University of Illinois, 2008

## **PROFESSIONAL AFFILIATIONS**

National Communication Association, 2009-present (intermittent)  
Association of Internet Researchers, 2009-2011  
International Communication Association, 2005

## **FUNDING**

\$20,000, Dean's Scholar Award, University of Illinois at Chicago, 2011-2012  
Research Assistantship, University of Illinois at Chicago, 2008-2011  
Teaching Assistantship, University of Illinois at Chicago, 2007-2008  
Graduate Assistantship, Temple University, 2005-2006  
\$25,000, Emily and Jerome Farnsworth '60 Prize in Education Scholarship,  
Trinity College, 2001-2002

## **AWARDS, HONORS, CERTIFICATIONS**

Web/Print Design Certificate, Truman College, 2012  
Dean's Scholar Award, University of Illinois at Chicago, 2011-2012  
Top Student Paper, AEJMC Visual Communication Division, 2007  
Teacher of English as a Foreign Language (TEFL) Certification, Budapest, Hungary,  
September, 2003  
Distinction on Senior Thesis, Trinity College, May 2002  
Faculty Honors, Trinity College, Fall 2001 and Spring 2002

## **SKILLS**

Proficient with Microsoft Office, Articulate Storyline, iWork, cloud computing (e.g.,  
iCloud, Office 365, Google Drive, DropBox), Open Journal Systems, Basecamp,  
Blackboard. Experience with ATLAS.ti; HTML; Adobe Adobe Photoshop, Illustrator,  
Dreamweaver, Flash, GoLive, and Contribute; Final Cut Pro.