

Benjamin Johnson

Associate Professor/Director at University of Florida

Gainesville, FL, US

Benjamin Johnson's research focuses on the social psychology of media use including how people construct their media routines and habits.

Biography

Benjamin Johnson is an associate professor of advertising and the interim director of the STEM Translational Communication Center in the College of Journalism and Communications. His areas of research include motivations for and effects of social media use, the effectiveness of newer forms of persuasive messages such as influencers and sponsored content, and how people engage with narrative and characters in media storytelling. He is a leading expert on topics such as spoilers, doomscrolling and vicarious media experiences. Benjamin's research focuses on the social psychology of media use: How people construct their media routines and habits, and how media content is used to manage emotions, beliefs and the self-concept.

Areas of Expertise

Entertainment, Confirmation Bias, Storytelling, Sponsorship, Influencers, Well-Being, Social Media, Media, Media use, Mood, Doomscrolling, Native Ads, Credibility, Persuasion, Spoilers

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