

Amy L. Gonzales
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Department of Communication
University of California Santa Barbara
4011 Social Sciences & Media Studies
UC Santa Barbara 93106

Positions Held

Associate Professor, UCSB	07/01/2020 - present
Assistant Professor, UCSB	07/01/2018 - 06/31/20
Assistant Professor, Indiana University	08/01/12 - 06/30/18
Robert Wood Johnson Health & Society Scholar University of Pennsylvania	08/01/10 – 07/31/12

Education

Ph.D., Communication	Cornell University	August 2010
M.A., Psychology	University of Texas at Austin	August 2007
M.S., Communication	Cornell University	August 2006
B.A., Psychology	University of California, San Diego	December 2002

Publications (indicates student coauthors)

Journal Articles

Petro, G. & Gonzales, A.L. (2026). Young Women's Perceptions of Cooperative Privacy Threats through the Lens of Abortion in the U.S. *New Media & Society*.

King, J., Gonzales, A.L., & Wang, L.H. (2025). Depressed Individuals' Support Seeking in Online Communities: The Role of Anonymity, Self-Disclosure, and Privacy Skills. *Computers in Human Behavior*.

Wang, L.H., Gonzales, A.L., & Rios, C. (2025). Beyond the Individual Level: A Social-Ecological Perspective to Understanding Technology Maintenance

Barriers and Strategies Among Low-Income U.S. Adults. *Information, Communication, & Society*. 1-18.

<https://doi.org/10.1080/1369118X.2025.2539293>

Gonzales, A. L., & Zhang, C. (2025). First-level fundamentals: computer ownership is more important for internet benefits than in-home internet service. *Journal of Computer-Mediated Communication*, 30(3), zmaf007.

King, J., & Gonzales, A. L. (2023). The influence of digital divide frames on legislative passage and partisan sponsorship: A content analysis of digital equity legislation in the US from 1990 to 2020. *Telecommunications Policy*, 102573. doi:[10.1016/j.telpol.2023.102573](https://doi.org/10.1016/j.telpol.2023.102573)

Petro, G., & Gonzales, A. L. (2023). How Mental Healthcare Professionals Navigate Telehealth: Extensions of Communication Privacy Management and Electronic Propinquity Theories. *Human Communication & Technology*, 3(1), 23-42.

Kim, Y., & Gonzales, A. L. (2022). When we tolerate online incivility: Dual-Process Effects of Argument Strength and Heuristic Cues in Uncivil User Comments. *Computers in Human Behavior*, 131, 107235. doi:[10.1016/j.chb.2022.107235](https://doi.org/10.1016/j.chb.2022.107235)

Coventry, A. J., Leung, C., Zuniga, B., Hsu, K., & Gonzales, A. L. (2022). Coping With Disruption: What This New World Says About Digital Divide Theory. *International Journal of Communication*, 16, 5674–5693. doi:[10.1016/j.ijcom.2022.00005](https://doi.org/10.1016/j.ijcom.2022.00005)

Gonzales, A. L., Kim, Y., & Wang, L. H. (2022). Multisolving innovations: How digital equity, e-waste, and right-to-repair policies can increase the supply of affordable computers. *Policy & Internet*, 15, 162–177. doi: [10.1002/poi3.331](https://doi.org/10.1002/poi3.331)

Martins, N., Gonzales, A., & Mastro, D. (2022). If they only disrespect us a little, and the story is interesting, I keep watching: Navigation of ethnic media gratifications by Latino teens. *Journal of Adolescent Research*, 37(6), 841-870. doi: [10.1177/07435584211062109](https://doi.org/10.1177/07435584211062109)

Carr, C., Valov, J., Kim, Y. , Johnson, B., Rosenbaum, J., Hancock, J., & Gonzales, A. (2021). Getting Our Shift Together: An Explication of Identity Shift Theory. *Media Psychology*. doi: [10.1027/1864-1105/a000314](https://doi.org/10.1027/1864-1105/a000314)

Fox, J., Pearce, K., Massanari, A., Riles, J., Szulc, L., Ranjit, Y., Trevisan, F., Soriano, C., Vitak, J. & Gonzales, A.L. (2021). Open Science, Closed Doors? Countering Marginalization through an Agenda for Ethical, Inclusive Research in Communication. *Journal of Communication*, 71, 764-784. doi: [10.1093/joc/jqab029](https://doi.org/10.1093/joc/jqab029)

Read, G., Yan, H., Kim, Y., Partain, L., Vaughn, Z., Semilovos, A., Anderson, P., & Gonzales, A.L. (2021). Making Stability Dependable: Stable Cellphone Access Leads to Better Health Outcomes for Those Experiencing Poverty. *Information, Communication, & Society*, 1-18. doi: [10.1080/1369118X.2021.1928263](https://doi.org/10.1080/1369118X.2021.1928263)

Gershon, I., & Gonzales, A.L. (2021). You Got a Hole in Your Belly and a Phone in Your Hand: How U.S. Government Phone Subsidies Shape the Search for Employment. *New Media & Society*, 23, 853-871. doi: [10.1177/1461444820954184](https://doi.org/10.1177/1461444820954184)

Pearce, K., Gonzales, A.L., & Foucault Welles, B. (2020). Introduction to Special Issue: Marginality & Social Media. *Social Media + Society*, 1-9. doi: [10.1177/2056305120930413](https://doi.org/10.1177/2056305120930413)

Gonzales, A.L., Calarco, J., & Lynch, T. (2020). Technology problems and student achievement gaps: A Validation and Extension of the Technology Maintenance Construct. *Communication Research*, 47, 750-770. doi: [10.1177/0093650218796366](https://doi.org/10.1177/0093650218796366)

Read, G., Partain, L., Vaughn, Z., Semilovos, A., Anderson, P., & Gonzales, A.L. (2020). A critical approach to investigating communication practices of marginalized populations using longitudinal field experiments. *Communication Methods and Measures*, 14(1), 55-70. doi: [10.1080/19312458.2019.1572083](https://doi.org/10.1080/19312458.2019.1572083)

Hale, B., Richardson, M., & Gonzales, A.L. (2018). What prompts socially supportive comments in cancer video diaries? *Cyberpsychology, Behavior, & Social Networking*, 21, 575-581. doi: [10.1089/cyber.2018.0176](https://doi.org/10.1089/cyber.2018.0176)

Kim, Y. & Gonzales, A.L. (2018). You Don't Know Me: Negative Self-Views Interact with Publicness and Feedback to Shape Interpersonal Impressions Online. *Computers in Human Behavior*, 88, 195-204. doi: [10.1016/j.chb.2018.06.025](https://doi.org/10.1016/j.chb.2018.06.025)

Gonzales, A.L., Kwon, E., Lynch, T., & Fritz, N.R. (2018). 'Better everyone should know our business that we lose our house': Weighing the costs and benefits of medical crowdfunding for support, privacy, and identity. *New Media & Society*, 20, 641-658. doi: [10.1177/1461444816667723](https://doi.org/10.1177/1461444816667723)

Fritz, N.R., & Gonzales, A.L. (2018). Not the normal trans story: Negotiating trans narratives while crowdfunding at the margins. Trans identity and privacy in a digital world. *International Journal of Communication*, 12, 1189–1208. doi: [1932-8036/20180005](https://doi.org/10.1932-8036/20180005)

Gonzales, A.L. (2017). Disadvantaged minorities' use of the Internet to expand their social networks. *Communication Research*, 44, 467-486. doi: [10.1177/0093650214565925](https://doi.org/10.1177/0093650214565925)

Zelenkauskaitė, A., & Gonzales, A.L. (2017). Non-standard typography use over time: Signs of a lack of literacy or symbolic capital? *Journal of Community Informatics*, 13, 72-91. doi: [10.15353/joci.v13i1.3294](https://doi.org/10.15353/joci.v13i1.3294)

Gonzales, A.L., & Wu, Y. (2016). Public cell phone use does not activate negative responses in others...unless they hate cell phones. *Journal of Computer-Mediated Communication*, 21, 384-398. doi: doi.org/10.1111/jcc4.12174

Gonzales, A.L., Ems, L., & Suri, R. (2016). Cell phone disconnection disrupts access to healthcare and health resources: A technology maintenance perspective. *New Media & Society*, 18, 1422-1438. doi: [10.1177/1461444814558670](https://doi.org/10.1177/1461444814558670)

Ems, L., & Gonzales, A.L. (2016). Subculture-centered public health communication: A social media strategy. *New Media & Society*, 18, 1750-1767. doi: [10.1177/1461444815570294](https://doi.org/10.1177/1461444815570294)

Gonzales, A.L. (2016). From Internet access to Internet maintenance: A new approach to the US Internet divide. *Information, Communication, and Society*, 19, 2, 234-248. doi: doi.org/10.1080/1369118X.2015.1050438

Gonzales, A.L. (2016). Improving health in low-income communities with group texting. *Journal of Communication*, 66, 82-101. doi: doi.org/10.1111/jcom.12195

Kullgren, J.T., Hawkins, K.A., Bellamy, S., Gonzales, A.L., Tao, Y., Zhu, J., Volpp, K.G, Asch, D., & Karlawish, J. (2014). A mixed methods pilot randomized controlled trial of financial incentives and peer networks to promote walking among older adults. *Health Education & Behavior*, 41 (1Suppl), 43S-50S. doi: [10.1177/1090198114540464](https://doi.org/10.1177/1090198114540464)

Gonzales, A.L. (2014). Health benefits and barriers to cell phone use in low-income U.S. neighborhoods: Indications of technology maintenance. *Mobile Media & Communication*, 2, 233-248. doi: [10.1177/2050157914530297](https://doi.org/10.1177/2050157914530297)

Gonzales, A.L. (2014). Text-based communication influences self-esteem more than face-to-face or cellphone communication. *Computers in Human Behavior*, 39, 197-203. doi: [10.1016/j.chb.2014.07.026](https://doi.org/10.1016/j.chb.2014.07.026)

Niederdeppe, J., Bigman, C., Gonzales, A., & Gollust, S. (2013). Communication about health disparities in the mass media. *Journal of Communication*, 63, 8-30. doi: [10.1111/jcom.12003](https://doi.org/10.1111/jcom.12003)

Byrne, S. E., Gay, G.K., Pollack, J.P., Retelny, D., Gonzales, A.L., & Wansiink, B. (2012) Caring for mobile phone based avatars can influence youth eating behavior. *Journal of Children and Media*, 6, 83-89. doi: [10.1080/17482798.2011.633410](https://doi.org/10.1080/17482798.2011.633410)

Gonzales, A.L., & Hancock, J.T. (2011). Mirror, mirror on my Facebook wall: Effects of Facebook exposure on self-esteem. *CyberPsychology, Behavior & Social Networks*, 14, 79-83. doi: [10.1089/cyber.2009.0411](https://doi.org/10.1089/cyber.2009.0411)

Gonzales, A.L., Hancock, J.T., & Pennebaker, J.W. (2010). Language style matching as a predictor of social dynamics in small groups. *Communication Research*, 37, 1-17. doi: [10.1177/0093650209351468](https://doi.org/10.1177/0093650209351468)

Gonzales, A.L., & Hancock, J.T. (2008). Identity shift in computer-mediated environments. *Media Psychology*, 11, 167-185. doi: [10.1080/15213260802023433](https://doi.org/10.1080/15213260802023433)

Refereed and Archived Proceedings

Petro, G., Gonzales, A., & Velloso, L. (2024). "A" for access: The effects of pandemic technology maintenance issues on college students' grades, stress, and coping. In *Proceedings of the 57th Hawaii International Conference on System Sciences (HICSS-57)* (pp. 7058–7067).

McLeod, C., Gonzales, A., King, J., Hui, J., & Israni, A. (2024). *What is community?: Informing the design of a community building platform for low-income Black and Latino residents*. In *Proceedings of the 57th Hawaii International Conference on System Sciences (HICSS-57)* (pp. 777–786).

Hui, J., King, J., McLeod, C., & Gonzales, A. (2023, April). High Risk, High Reward: Social Networking Online in Under-resourced Communities. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI 2023)*, pp. 1-12. doi: [10.1145/3544548.3581084](https://doi.org/10.1145/3544548.3581084)

Suri, V. R., Gonzales, A., & Singh, R. (2021, September). eHealth Engages and Empowers Low-Income HIV+ Patients: Implications for Health Literacy Practitioners. In *European Conference on Information Literacy* (pp. 75-86). Cham: Springer International Publishing. doi: [10.1007/978-3-030-99885-1_7](https://doi.org/10.1007/978-3-030-99885-1_7)

Gonzales, A.L., Mastro, D., Wang, L., Bell, J., Anderson, P., & Ince, J. (2021). Dis"Like": Demographics Shape the Perceived Costs of Internet Use. doi: [10.1145/3449131](https://doi.org/10.1145/3449131)

Petro, G., Gonzales, A.L., & Calarco, J., (2020). "Out of Luck": Socio-Economic Differences in Student Coping Responses to Technology Problems. *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2020)*. doi: [10.1145/3313831.3376156](https://doi.org/10.1145/3313831.3376156)

Gonzales, A.L. (2017). Technology Maintenance: A new frame for studying poverty and marginalization in HCI. *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2017)*, pp. 289-294. doi: [10.1145/3025453.3025475](https://doi.org/10.1145/3025453.3025475)

Gonzales, A.L. & Fritz, N.R. (2017). Crowdfunding for top surgery: Design implications. *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2017)*, pp. 2371-2375. doi: [10.1145/3025453.3025647](https://doi.org/10.1145/3025453.3025647)

Baumer, E.P.S., Katz, S.J., Freeman, J.E., Adams, P., Gonzales, A.L., Pollak, J.P., Retelny, D., Niederdeppe, J., Olson, C., Gay, G.K. (2012). Prescriptive persuasion and open-ended social awareness: Expanding the design space of mobile health. *Proceedings of the ACM Conference on Computer-Supported Cooperative Work (CSCW 2012)*, pp. 475-484. doi: [10.1145/2145204.2145279](https://doi.org/10.1145/2145204.2145279)

Gonzales, A.L., Ng, T.Y., Zhao, O.J., & Gay, G.K. (2010). Turning text into music as a motivator of cathartic expressive writing. *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2010)*, pp. 1937-1940. doi: [10.1145/1753326.1753618](https://doi.org/10.1145/1753326.1753618)

Gonzales, A.L., Finley, T. & Duncan, S.P. (2009). (Perceived) interactivity: Does interactivity increase enjoyment and creative identity in artistic spaces? *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2009)*, pp. 415-418. doi: [10.1145/1518701.1518767](https://doi.org/10.1145/1518701.1518767)

Book Chapters, Reviews, Encyclopedia Entries & Manual Publications

Gonzales, A., Wang, L., Kim, Y., Zhang, C., & Huang, Q. (*in press*). *Resilience through the lens of technology maintenance*. In M. L. Doerfel, J. A. Theiss, M. K. Venetis, & K. M. Scharp (Eds.), *The Routledge handbook of communication and resilience*. Routledge.

Petro, G., McLeod, C., & Gonzales, A. (*in press*). Current practices and innovations in sampling. In R. L. Bailey & G. L. Read (Eds.), *De Gruyter Handbook of Media Psychology*. De Gruyter.

Quintanilla, V.D., Hugenberg, K., Hagan, M., Gonzales, A., Hutchings, R., & Yel, N. (2023). Digital Inequalities and Access to Justice: Dialing into Zoom Court Unrepresented. In Engstrom, D.F., (Ed.), *Legal Tech and the Future of Civil Justice*. Cambridge University Press. doi: [10.1017/9781009255301](https://doi.org/10.1017/9781009255301)

King, J., & Gonzales, A.L. (2023). Depression. In E. Ho, C. Byland, and J. van Weert. (Eds.), *The International Encyclopedia of Health Communication*. Wiley Blackwell-ICA. doi: [10.1002/9781119678816](https://doi.org/10.1002/9781119678816)

Gonzales, A.L., Yan, Y., Read, G., & Brown, A. (2021). What's missing? How technology maintenance is overlooked in representative surveys of digital inequalities. In E. Hargittai (Ed). *Handbook of Digital Inequalities*. Northampton, MA: Edward Elgar Publishing. doi: [10.4337/9781788116572.00008](https://doi.org/10.4337/9781788116572.00008)

Gonzales, A.L., & Yan, Y. (2020). Non-Profit Reuse as a Solution to Reducing Digital Divides and Technology Maintenance Inequalities. In M.L. Doerfel & J.L. Gibbs (Eds.), *Organizing Inclusion: Moving Diversity from Demographics to Communication Processes*. (pp.73-89).Abingdon, U.K.: Routledge. doi: [10.4324/9780429450495](https://doi.org/10.4324/9780429450495)

Gonzales, A.L. (2019). Review of *The Digital Edge: How Black and Latino Youth Navigate Digital Inequality* by S. C. Watkins & A. Cho and *The Digital Street* by J. Lane. *Journal of Children & Media*, 13, 484-487. doi: <https://doi.org/10.1080/17482798.2019.1665915>

Hancock, J.T., & Gonzales, A.L. (2012). To lie or not to lie: Technology and the pragmatics of deception. In Dieter Stein, Tuija Virtanen, and Susan Herring (Eds.) *Handbook of Pragmatics of CMC*. Berlin, Germany: Mouton de Gruyter.

Pennebaker, J.W., & Gonzales, A. L. (2009). Making history: Social and psychological processes underlying collective memory. In P. Boyer and J.V

Wertsch (Eds.) Memory in mind and culture (pp.171-193). New York: Cambridge University Press. doi: [10.1017/CBO9780511626999.010](https://doi.org/10.1017/CBO9780511626999.010)

Pennebaker, J.W., Chung, C.K., Ireland, M., Gonzales, A. L., & Booth, R.J. (2007). The development and psychometric properties of LIWC 2007. Austin, TX: LIWC.net

Grant Support

PI: Amy L. Gonzales 07/01/2023-06/31/24
Academic Senate Faculty Research, UCSB \$13, 400
Evaluating Technology Support Infrastructure in Santa Barbara County

PI: Amy L. Gonzales; Co-PI: Julie Hui 8/1/2021 – 3/1/2022
Family Independence Initiative \$375, 695.00
Building Social Capital in Low-Income Communities of Color

PI: Amy L. Gonzales 07/01/2018-06/31/19
Academic Senate Faculty Research, UCSB \$18,750.00
Digital Reuse: A Solution to the Socio-economic and Environmental Costs of Digital (Dis)Connection?

PI: Amy Gonzales 07/01/2019-06/31/2020
Chicano Studies Institute \$2,500.00
Latinx Early-Adolescent Media Consumption: Do Race and Ethnicity Matter?

PI: Nicole Martins, Co-PI: Amy Gonzales 04/27/18-04/27/19
IU Clinical and Translational Sciences Institute \$9,500.00
Indiana University Social Science Research Commons
Media Consumption of Black and Brown Adolescents – Identity, Self-esteem & Representation

PI: Amy L. Gonzales 05/01/2017-05/02/2018
Co-PI's: Jeannine Bell, Philip Anderson, Jelani Ince \$19,990
CRESS Director: Dina Okamoto

OVPR Collaborative Funding Grant

Circumventing Segregation and Capturing Police Violence: Digital Technology as a Means of Empowering the Racially Marginalized

PI: Amy L. Gonzales, Co-PI: Sarah Weihe, M.D. 03/11/16-03/11/18

IU Clinical and Translational Sciences Institute \$20,488.00

NIH/NCRR Grant Number UL1TR001108

Health and Well-being Implications of Internet and Cell Phone Disconnection

PI: Amy L. Gonzales 01/01/12-08/31-12

Robert Wood Johnson Foundation \$19,959.44

Pilot Test of a Group Texting System to Improve Low-Income Neighborhood Health and Wellbeing

PI: Amy L. Gonzales 04/20/11-08/31/11

Robert Wood Johnson Foundation \$3,968.25

Using Group Texting to Improve Collective Efficacy and Neighborhood Health in Low-Income Neighborhoods

PI: Amy L. Gonzales, Co-PI: Keith Hampton 01/01/11-08/31/11

Robert Wood Johnson Foundation \$22,428.15

Ecological Momentary Assessment of Technology Use and Well-Being

Teaching

UC Santa Barbara

88 Research Methods

101 Media Literacy

184 Social Media: The Good, the Bad, and the Ugly

99/199 Research Credits: 2 students (3 quarters)

Indiana University

101 Media Life (350 students)

195 Special Topics: Social Media Effects

213 Introduction to Media and Society

337 New Media

414 Public Campaigns

604 Graduate Seminar: Social Media Effects
498 Independent Study: 6 students (8 quarters)

Honors and Awards

2023 Outstanding Article Award, ICA
2021 Chapter in Outstanding Edited Volume, NCA
2017 Certificate of Appreciation in Teaching
2014 Telecommunications Top Faculty Teacher
2012 Certificate of Appreciation in Teaching
2011 Dennis Gouran Research Award for Outstanding Article, NCA Group Division
2010 Top Student Paper, Human Communication and Technology Division, NCA
2009 Anson Rowe Top Graduate Student, Cornell Communication Department
2007 Top Student Paper, Human Communication and Technology Division, NCA
2007-2008 SUNY Fellowship at Cornell University
2006-2007 First Year Social Psychology Fellowship at University of Texas at Austin
2004-2005 SUNY Fellowship at Cornell University

Popular Press

2023 Chronicle of Higher Education
2020 Wall Street Journal
2018 U.S. News & World Report
2018 Radio Interview, Spark. Canada
2018 Radio Show, Noon Edition, WFIU
2017 Blog Post – Interdisciplinary Association of Public Health Scholars
2017 Freelance Audio Documentary on Crowdfunding
2015 Radio Interview, Spark. Canada
2013 Interviewed for Healthline.com
2012 Radio Interview, Radiocesumar, Brazil
2010-11 CNN.com, LA Times, Fast Company, Chicago Tribune, Huff Post

White Papers/Policy Responses/Report

2024 A Simple Evaluation Guide for the Digital Equity Community
2022 Report for Digitunity, [Insufficient Digital Skills](#)
2022 Report for Digitunity, [Digital Inequalities, eWaste, & Right-to-Repair](#)

- 2021 Report for Digitunity, [Device Ownership Matters](#)
- 2020 Response to FCC Request for Comment, Lifeline Subsidies
- 2020 Response to FCC Request for Comment, Emergency Broadband Benefit
- 2019 Response to CA Assembly Request for Comment, Digital Equity Bill
- 2018 Response to FCC Request for Comment, Bridging the Digital Divide
- 2017 Signatory on a supreme court amicus curiae brief with the Data & Society Research Institute, *Carpenter v. United States*
- 2017 Response to FCC Request for Comment on Broadband-Enabled Healthcare
- 2016 Response to NTIA/NSF Request for Comment - The Future of National Broadband Policy Development, Program Implementation, and Program Evaluation.

Invited Talks

- 2023 Ohio State University, School of Communication
- 2022 Federal Reserve Bank of Philadelphia
- 2021 Center for Latinx Digital Media, Northwestern University
- 2021 Annenberg Research Network on International Communication (ARNIC) Seminar, University of Southern California
- 2021 Michigan State University & University of Delaware
- 2021 University of Michigan, School of Information
- 2019 UC Davis, Dept of Communication
- 2019 Michigan State University, Dept. of Media & Information
- 2018 Center for Information Technology & Society
- 2018 IU Center for Law, Society & Culture
- 2017 “Power & Access” Annual Roundtable at Illinois Institute of Technology
- 2017 Respondent to Jacque Wernimont talk, “Counting the Dead” at IU Institute for Digital Arts and Humanities
- 2017 Stanford Social Media Mini-Conference
- 2016 Microsoft Research, Cambridge – Short-term Visiting Scholar
- 2015 IU Information Science Colloquium
- 2015 IU Center for Computer-Mediated Communication Symposia
- 2014 University of Pennsylvania, Robert Wood Johnson Foundation