



## **Philip Ryan Johnson**

Ph.D Student

Syracuse University

phjohnso@syr.edu

philipryanjohnson.com

twitter.com/philrj

netvibes.com/philipryanjohnson

Phil is an avid Internet and news junkie. He loves politics, blogging, Web2.0, online public relations, social media, and the ways in which people use the Internet and mass media to communicate and share meaning with each other. He is in the Mass Communications Ph.D. program here at Newhouse. In his online research, he is hoping to gain a better understanding of how and why people create dialogue online by sharing links, videos, news articles, pictures, and other types of new media content with each other. As the social aspect of the Internet continues to grow, it is important for public relations professionals to have a grasp on how their organizations can tap into the Web's PR potential—but only with a solid comprehension of how publics receive, perceive, and pass along an organization's messages online.

He lives downtown with Louie, his yellow lab.

