

Rob Eschmann, Ph.D.

robeschmann.com

EDUCATION

- Ph.D. **Social Service Administration, University of Chicago, 2017**
Dissertation Title: How the Internet shapes racial discourse: From politically incorrect to participatory politics
- A.M. Social Service Administration, University of Chicago, 2011
- B.A. Sociology, Wheaton College, 2009

ACADEMIC APPOINTMENTS

- 2025-Present *Associate Professor (with tenure)*
School of Social Work
Columbia University
- 2021-2025 *Associate Professor (pre-tenure)*
School of Social Work
Columbia University
- 2021-Present *Faculty Associate*
Berkman-Klein Center for Internet and Society
Harvard University
- 2017-2021 *Assistant Professor*
Department of Human Behavior
Boston University School of Social Work
- 2018-2021 *Faculty Affiliate*
Department of Sociology
Boston University
- 2018-2021 *Faculty Affiliate*
African American Studies Program
Boston University
- 2020-2021 *Assistant Director of Research*
Center for Antiracist Research
Boston University

RESEARCH FOCUS

Race and the Internet; Social media; Emerging technology; Immersive storytelling; Film; Adolescent experiences with violence and discrimination; Urban education; Race theory; Resistance and resilience

BOOKS

Eschmann, Rob. (2023). *When the Hood Comes Off: Racism and Resistance in the Digital Age*. The University of California Press.

PEER-REVIEWED PUBLICATIONS

(Eschmann, Rob, Natasha C. Johnson, Stephanie M. Ortiz, Noor Toraif, Ashley Cole*, Yuan Zhang, and Cheng-Shiun Leu. (In press). “Internet-based microaggressions, mental health, and stress: Instrument validation and analysis.” *Journal of Racial and Ethnic Health Disparities*.

Eschmann, Rob. (2025). Storytelling as Art and Intervention: Using Participatory Design to Develop an Antiracist Virtual Reality Experience. *Sociology of Race and Ethnicity*. DOI: 10.1177/2332649225138

Eschmann, Rob, Barry Pousman, Dawn Belkin-Martinez, Kelsey G. Reeder, Noor Toraif, and Maya Kido Stevenson. (2025). Storytelling for social change: Using emerging technology to develop anti-oppressive social work training and practice. *American Journal of Orthopsychiatry*. DOI: 10.1037/ort0000861

Eschmann, Rob, Lei Guo, Jacob Groshek, Phillipe Copeland, and Alex Rochefort*. (2025). “Uncivil for Civil Rights: A machine learning and qualitative analysis of incivility in the Twitter-based conversation about Black Lives Matter.” *Computers in Human Behavior*, 166, 108543.

Eschmann, Rob, Saida Grundy, Allen G. Harbaugh, Lei Guo, Noor Toraif*, and Jacob Groshek. (2023). Digital Rage: Testing “the Obama Effect” on Internet-based Expressions of Racism. *Social Media + Society*, 9(4). DOI: 10.1177/20563051231205592.

Eschmann, Rob, Shantell G. Buggs, and Ryan W. Gryder*. (2023). Love on Campus: College Students of Color, Racial Identity, and Interracial Dating. *Family Relations*. DOI: 10.1111/FARE.12957

Eschmann, Rob, Julian G. Thompson, Allen G. Harbaugh, Phillipe Copeland. (2023). Creation and Validation of the Anti-Racist Efficacy Measure. *SN Social Sciences*, 3(4), 66.

Eschmann, Rob, Julian G. Thompson, and Noor Toraiif*. (2022). Tweeting toward transformation: Prison abolition and criminal justice reform in 140 characters. *Sociological Inquiry*. DOI: 10.1111/SOIN.12503.

Amazeen, Michelle, Arunima Krisha, and **Rob Eschmann**. (2022). Cutting the bunk: Comparing the solo and aggregate effects of prebunking and debunking Covid-19 vaccine misinformation. *Science Communication*.

Eschmann, Rob, Jacob Groshek, Senhao Li*, Noor Toraiif*, and Julian G. Thompson. (2021) Bigger than sports: Identity politics, Colin Kaepernick, and concession making in #BoycottNike. *Computers in Human Behavior*, 114, 106583.

Eschmann, Rob, Ryan W. Gryder*, Gerri Connaught*, Xiang Zhao*, Sae-Mi Jeon**, and Ernest Gonzalez. (2021). Context matters: Testing differential effects of racial microaggressions by environmental context on depression among college students of color. *Clinical Social Work Journal*, 1-14.

Eschmann, Rob. (2020). Digital Resistance: How Online Communication Facilitates Responses to Racial Microaggressions. *Sociology of Race and Ethnicity*. DOI: 10.1177/2332649220933307.

Eschmann, Rob. (2020). Unmasking racism: Students of Color and expressions of racism in online spaces. *Social Problems*, 67(3), 418-436. DOI: 10.1093.

Eschmann, Rob, Jacob Groshek, Rachel Chanderdatt*, Khea Chang*, and Maysa Whyte* (2020). Making a microaggression: Using big data and qualitative analysis to map the reproduction and disruption of microaggressions through social media. *Social Media + Society*, 6(4).

Elsaesser, Caitlin, Desmond Upton Patton, Emily Weinstein, Jacqueline Santiago, Ayesha Clarke, and **Rob Eschmann**. (2020). Small becomes big, fast: Adolescent perceptions of how social media features escalate online conflict to offline violence. *Children and Youth Services Review*, 105898.

Groshek, Jacob, Vincent de Mees, and **Rob Eschmann**. (2020). Modeling influence and community in social media data using the Digital Methods Initiative-Twitter Capture and Analysis Toolkit (DMI-TCAT) and Gephi. *MethodsX*, 101164.

Salas-Wright, Christopher P., Michael G. Vaughn, Trenette Clark Goings, Cory L. Cobb, Mariana Cohen, Pablo Montero-Zamora, **Rob Eschmann** et al. (2020). Toward a Typology of Transnational Communication among Venezuelan Immigrant Youth: Implications for Behavioral Health. *Journal of Immigrant and Minority Health*, 1-8.

Salas-Wright, Christopher P., Rachel John, Michael G. Vaughn, **Rob Eschmann**, Mariana Cohen*, Millan AbiNader, & Jorge Delva. (2019). Trends in cannabis use among immigrants in the United States, 2002–2017: Evidence from two national surveys. *Addictive Behaviors*, 106029.

Patton, Desmond Upton, Caitlin Elsaesser, **Rob Eschmann**, and Eduardo Bocanegro. (2017). “What’s a threat on social media? How Black and Latino young men in Chicago define and navigate threats online.” *Youth & Society*. DOI: 10.1177/0044118X17720325

Patton, Desmond Upton, **Robert D. Eschmann**, Caitlin Elsaesser, and Eduardo Bocanegro. (2016). Sticks, stones, and Facebook accounts: What violence outreach workers know about social media and urban-based gang violence in Chicago. *Computers in Human Behavior*, 65.

Raudenbush, Stephen W. and **Robert D. Eschmann**. (2015). Does schooling increase or reduce social inequality? *Annual Review of Sociology*, 41(1).

Tan, Kevin, Stefan Battle, Mimi Mumm, **Robert D. Eschmann**, and Michelle Alvarez. (2015). The impact of school social workers on high school freshman graduation among the one hundred largest school districts in the United States. *School Social Work Journal*, 39(2).

Patton, Desmond Upton, Jun Sung Hong, Megan Ranney, Sadiq Patel, Caitlin Kelley, **Robert D. Eschmann**, and Tyreasa Washington. (2014). Social media as a vector for youth violence: A review of the literature. *Computers in Human Behavior*, 35.

Patton, Desmond Upton, **Robert Eschmann**, and Dirk Butler. (2013). Internet banging: new trends in social media, gang violence, masculinity and hip hop. *Computers in Human Behavior*, 29(5), 54-59.

BOOK CHAPTERS

Eschmann, Rob and Desmond Upton Patton. (2025). “Race, Racism and Digital Media: Investigating Connections Between Race, Youth Wellbeing, and Emerging Technologies.” In: Christakis Dimitri A. and Lauren Hale, eds. *Children and Screens: A Handbook on Digital Media and the Development, Health, and Well-being of Children and Adolescents*. Cham, Switzerland: Springer.

Eschmann, Rob, Nkemka Anyiwo, Noor Toraif, and Stephanie M. Ortiz. (2025). “Online resistance: The past, present and future of challenging racism with digital tools.” In: Christakis Dimitri A. and Lauren Hale, eds. *Children and Screens: A Handbook on Digital Media and the Development, Health, and Well-being of Children and Adolescents*. Cham, Switzerland: Springer.

Eschmann, Rob and Charles Payne. (2019). "Hidden in plain sight: Rethinking race in education." In Domina, Thurston, Benjamin Gibbs, Lisa Nunn, and Andrew Penner (Eds.), *Education and Society: An Introduction to Key Issues in the Sociology of Education* (pp. 54-65). Oakland: University of California Press.

WRITING FOR THE GENERAL PUBLIC

Eschmann, Rob. "A Complete Unknown: Art and Activism in Uncertain Times." *Everyday Sociology*. March 24, 2025.

Eschmann, Rob. "There are No Heroes Here: Killers of the Flower Moon and the Treatment of Indigenous Peoples." *Everyday Sociology*. December 04, 2023.

Eschmann, Rob and Julian G. Thompson. "Tweeting Abolition in an Age of Mass Incarceration and Unrest, Part II: From the Margins to the Mainstream." *Sociology Lens*. October 17, 2022.

Thompson, Julian G. and **Rob Eschmann.** "Tweeting Abolition in an Age of Mass Incarceration and Unrest, Part I: What is Abolition?" *Sociology Lens*. October 12, 2022.

Eschmann, Rob. "The Internet is unmasking racism: Here's what that means for young students of Color." *The Brink*. July 30, 2019.

Eschmann, Rob. "More than a dream: The new Wakandan vision for Black excellence." *The Black Scholar Blog*. April 13, 2018.

FILMS AND MEDIA PRODUCTS

Eschmann, Rob. (Director). (2026). *Black Black (a peculiar sensation)* [Short, Drama/Comedy]. Chico Studio.
https://www.imdb.com/title/tt33398640/?ref_=nm_film_job_1_unrel_t_2

Eschmann, Rob. (Director). (2025). *Choose Your Own Resistance* [Short, Drama, Virtual Reality]. LightShed.
https://www.imdb.com/title/tt28834501/?ref_=nm_ov_bio_lk

Richardson, George Anthony. (Director). (2023). *Inhuman Tethers* [Short, Drama]. Esoprup Pictures.
Role: Producer
https://www.imdb.com/title/tt28760988/?ref_=nm_ov_bio_lk

CONFERENCE PRESENTATIONS

“Internet-based microaggressions, mental health, and stress. Instrument validation and analysis.” Society for Social Work and Research, Seattle, January 14, 2025.

“Double-sided consciousness: Technology, “Wypipo,” and the Double Consciousness Problem.” American Sociological Association. Philadelphia, August 20, 2023.

“When the Hood Comes Off: Online Communication and Changing Awareness of and Responses to Racism.” Columbia Population Research Center, Children, Youth, and Families Mini Conference, New York, NY, May 5, 2023.

“Cutting the bunk: Comparing the solo and aggregate effects of prebunking and debunking Covid-19 vaccine misinformation.” International Communication Association. Paris, May 26-30, 2022.

“Context matters: Testing differential effects of racial microaggressions by environmental context on depression among college students of color.” Society for Social Work and Research, Virtual Poster Gallery, 2021.

“Digital racial organizing: Student development of racial and activist identities in online spaces.” American Sociological Association. New York, August 12, 2019.

“Unmasking racism: Students of Color and expressions of racism in online spaces.” Eastern Sociological Society. Boston, March 15, 2019.

“Digital resistance: How the Internet facilitates responses to racial microaggressions.” Southern Sociological Society. Atlanta, April 11, 2019.

“Internet-based technologies and youth development.” Symposium Organizer. Society for Social Work and Research, New Orleans, January 13, 2017.

“Racial checking: Responding to racial microaggressions in online spaces.” Society for Social Work and Research, New Orleans, January 13, 2017.

“The Race and Internet Study: College Student Experiences with Online Racial Discussions.” Research Initiative Grant Symposium, Chicago, June 4, 2014.

“Recognizing Collective Efficacy on the Ground: Alternative Forms of Social Cohesion and Informal Social Control in Violent Neighborhoods.” Urban Affairs Association Conference, San Antonio, March 21, 2014.

“Internet Banging: Trends in Social Media, Gang Violence, Masculinity, and Hip Hop.” Urban Affairs Association Conference, San Francisco, April 5, 2013.

INVITED TALKS

“Online threats and offline violence: Research on net-banging in Chicago.” Children and Screens: Institute of digital media and child development, April 30, 2025.

“Data driven storytelling: Exploring filmmaking as research and intervention.” Columbia School of Social Work, Columbia University, April 21, 2025.

“When the Hood Comes Off.” Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, October 11, 2024.

“Understanding Racism and Resistance in the Digital Age.” College of Social Work/ College of Social Science and Public Policy, Florida State University, Tallahassee, FL, September 17, 2024.

“Racism and Resistance in the Digital Age.” Nurturing Justice, Inc, New York, NY, March 20, 2024.

“When the Hood Comes Off.” Data X/ Luskin School of Public Affairs/ Department of Social Welfare, University of California, Los Angeles, March 7, 2024.

“Race in the Digital Public Sphere.” University Center for Human Values, Princeton University, December 14, 2023.

“When the Hood Comes Off.” Center for Empowered Learning and Development with Technology, University of Southern California, November 13, 2023.

“The Social Side of Tech.” The Hamlin School, San Francisco, CA, November 9, 2023.

“Celebrating 125 Years of Research, Policy, and Advocacy.” Ridgewood Country Club, Ridgewood, NJ, October 17, 2023.

“Resisting Racism: An Investigation of the Effects of Racism on Health and Wellbeing, Protective Mechanisms, and a Technology-based Intervention.” Department of Pediatrics Research Seminar Series, Boston Medical Center, May 22, 2023.

“When the Hood Comes Off.” The Norman Miller Center for Peace, Justice & Public Understanding, St. Norbert College, May 3, 2023.

“Storytelling for Social Change: An Academic’s Adventures in Filmmaking.” Pecha Kucha Presentation Competition (Winner), Patient-Oriented Research Colloquium, Irving Institute for Clinical and Translational Research, Columbia University, December 12, 2022.

“Resisting Racism with Technology: From Everyday Practice to Social Work Interventions.” Columbia School of Social Work. An Hour With the Dean. New York, NY, March 9, 2022.

“Antiracist Tech: Building a Post-Dissertation Research Agenda in the Digital Age.” Crown Family School of Social Work, Policy, and Practice, University of Chicago, Chicago, IL, May 3, 2021.

“Making a Microaggression: Technology and Resistance Against Racism.” Tallahassee Chan Center, Social Justice and Innovation Lab, Askew School of Public Administration and Policy, Florida-State University, March 16, 2021.

“Double-sided Consciousness: ‘Wypipo’ and the resolution of DuBois’ Double Consciousness Problem. Columbia School of Social Work, Columbia University, New York, NY, March 12, 2021.

“Antiracist Social Work in a Post-Trump America.” National Association of Social Workers: Massachusetts Chapter. MLK Forum on Racial Justice: Keynote. Boston, MA, January 20, 2021.

“Making concessions: Racism, resistance, and user change.” Berkman Klein Center for Internet and Society, Harvard University. Cambridge, MA, October 14, 2020.

“Social Media, Violence, and Innovative Intervention Strategies: Research on Net-Banging in Chicago. Emerging Media Studies, Boston University, Boston, MA, March 18, 2020.

“New research from the Digital Race Lab: Racism, Resistance, and User Change.” Boston University School of Social Work, Research Luncheon. Boston, MA, February 27, 2020. With Noor Turaif.*

“Racism and Technology on College Campuses: Unmasking Racism, Digital Resistance, and Implications for Health.” Boston University School of Public Health. Boston, MA, December 3, 2019.

“Voices of Black mobilization in Boston: From busing to Black Lives Matter.” Boston University African American Studies Program Lecture Spring Series 2018. Boston, March 27, 2018. Moderator.

“Digital resistance: How the Internet facilitates responses to racial microaggressions.” DAAS Lecture Series, Georgetown University Department of African American Studies, Washington D.C., November 15, 2017.

“What I wish I had known before I started teaching.” Doctoral Teaching Workshop, University of Chicago, May 5, 2016.

“Teaching beyond the quad.” GradUCon, University of Chicago, April 8, 2016.

“How the Internet shapes racial discourse: From politically incorrect to participatory politics.” Doctoral Theory Workshop, Chicago, December 4, 2014.

“Doctoral Teaching in the Core Curriculum.” Doctoral Teaching Workshop, University of Chicago, February 2, 2012.

“The changing geography of poverty: Low-income and minority students in Suburban Schools.” Place and Poverty Working Group, University of Chicago, May 23, 2012.

“Connected, Known, and Protected: African American Adolescent Males Navigating Community Violence.” The Reproduction of Race and Racial Ideologies Workshop, University of Chicago, January 26, 2012. Discussant.

“Teaching Race in the Classroom.” Doctoral Teaching Workshop, University of Chicago, November 29, 2012. Discussant.

FUNDED GRANTS

KL2 Award

Irving Institute for Clinical and Translational Research

National Institutes of Health

Grant Number 5KL2TR001874-07

Resisting Racism: An Investigation of the Effects of Racism on Health and Wellbeing, Protective Mechanisms, and a Technology-based Intervention

\$235,000 / 2022-2024

Provost’s Grants Program for Junior Faculty who Contribute to the Diversity Goals of the University

Columbia University

Protecting Students Against Racism in Educational Settings: Developing and Evaluating a Virtual-Reality Based Intervention
\$30,000 / 2022-2023

Loan Repayment Program
National Institute on Minority Health and Health Disparities
National Institutes of Health
Racism in the Digital Age: Investigating and Reducing Health Disparities
\$50,000 / 2021-2023

National Center for Advancing Translational Sciences
National Institutes of Health
BU-CTSI Grant Number 1ULT1TR001430
Resisting Racism: An Investigation of the Effects of Racism on Health and Wellbeing, Protective Mechanisms, and a Technology-based Intervention
\$298,000 / April 2021-June 2021

Research Initiative Grant
The University of Chicago, Office of Multicultural Student Affairs
The Race and Internet Study: College Student Experiences with Online Racial Antagonisms
\$2,000 / January – June 2014

University of Michigan Office of Research
University of Michigan, School of Social Work
PI: Desmond U. Patton, PhD
The Chicago Internet Banging Study
\$30,000 / June 2014- June 2015

AWARDS & FELLOWSHIPS

Society for Social Work and Research, 2024
Book Award for Best Scholarly Book Published
Honorable Mention

Berkman Klein Center for Internet and Society, 2020-2021
Harvard University
Fellow

Program for Research on Black Americans, 2016
The Institute for Social Research at The University of Michigan
Summer Graduate Student Mentoring Workshop

DFI Doctoral Fellow, 2013-2015
Illinois Department of Education
Competitive academic support grant for minority college students committed to working in an area of education after graduation.

Urban Doctoral Fellow, 2012-2013
The University of Chicago Urban Network
Awarded to support an interdisciplinary group doctoral students studying urban problems. Included bi-weekly meetings and structured presentations and peer feedback.

Doctoral Fellow, 2009-2014
School of Social Service Administration, University of Chicago
PhD student fellowship.

PROFESSIONAL MEMBERSHIPS

American Educational Research Association
American Sociological Association
Association of Black Sociologists
Eastern Sociological Association
Southern Sociological Association
Society for Social Work and Research
Society for the Study of Social Problems
Urban Affairs Association

COURSES TAUGHT

Storytelling for Social Justice: Using Virtual Reality to Develop Anti-Oppressive Social Work Training and Practice
(Original course)

Dissertation Proposal Seminar

Racial Justice and Cultural Oppression

Decolonizing Social Work

The Social Meaning of Race

The Urban Education Crisis
(Original course)

Social Intervention: Programs and Policies

Program Evaluation

Statistics I

SELECTED MEDIA

News Articles

“The Global Rise of the Far Right: Four Books on Recent Trends” - Politics Today | June 12, 2023

“How to Respond to Microaggressions” - The New York Times | March 3, 2020

Radio and TV

“Facing Online Racism, Harassments, and Micro Aggressions” – A Public Affair with Ali Mudrow. April 16, 2024.

“Conversations with Rob Eschmann and Erin Sharkey” - The Conversation with Al McFarlane | August 23, 2023

“Does Social Media Perpetuate Youth Violence?” - WTTW (Chicago Tonight) | January 9, 2017

Podcasts

“When The Hood Comes Off: A Kandid Chat on Racism & Resistance in The Digital Age” – The Kandid Shop Podcast | February 27, 2024

“Rob Eschmann, When the Hood Comes Off: Racism and Resistance in the Digital Age” - Black Market Reads | February 13, 2024

“Racism in the Digital Era Versus the 80s and 90s: With Special Guest Rob Eschmann” - The 80s and 90s Uncensored | December 3, 2023

“Episode 8 | Rob Eschmann” - Uncommon Naledge | November 17, 2023

“The Douglas Coleman Show VE with Rob Eschmann” - The Douglas Coleman Show | November 5, 2023

“Digital Experience & Real-World Change: Unpacking Racism in the Tech Era with Prof. Rob Eschmann” - Learning Tech Talks: Exploring the Possibilities Through Unbiased Conversations and Insights | October 31, 2023

“How the Internet Changed the Fight Against Racism” - We the (Black) People | October 15, 2023

“When the Hood Comes Off: Uncovering Racism in the Digital Age” - iRise Conversations | September 14, 2023

“How Are Young People Combating Online Racism?” - The Black & Raww Podcast | September 8, 2023

“Episode 82: Dr. Rob Eschmann” - Conscious Anti-Racism | August 23, 2023

“Beyond the Screen: Uncovering the Silent Racism of the Digital World” - H.A.P.I. HOOD | August 16, 2023

“When The Hood Comes Off With Rob Eschmann” - Friends Like Us | August 16, 2023

“Speak Out Against Racism with Dr. Rob Eschmann” - Getting Work to Work | August 11, 2023

“We Are Voters and When The Hood Comes Off Featuring Kim Moffat and Rob Eschmann” - A Moment with Erik Fleming | July 31, 2023

“When the Hood Comes Off: Racism and Resistance in the Digital Age” - New Books Network | July 29, 2023

“When the Hood Comes Off: Racism and Resistance in the Digital Age” - Colors: A Dialogue on Race in America | July 22, 2023

“How to resist racism in the digital age” - Being Modern, Being Human | July 21, 2023

“Technology & Racism with Dr. Rob Eschmann” - Friendship News Hour | July 18, 2023

“Confronting Racism in the Digital Age: A Conversation with Dr. Rob Eschmann” - Only One Mic Podcast | July 18, 2023

“Robert Eschmann: How New Internet Technologies Are Unmasking Hidden Racism” - Tech Policy Leaders Podcast | March 13, 2020

Features

“Exposing Digital Racism: A Timely Exploration of Racism and Resistance Online” – Lee Baker | November 29, 2024

“Digital Experience & Real-World Change” - Future-Focused with Christopher Lind | November 7, 2023

“Social Media and Digital Resistance” - Everyday Sociology | July 12, 2023

“The Global Rise of the Far Right: Four Books on Recent Trends” - Politics Today | June 12, 2023