

JOHANNA HERNÁNDEZ-PÉREZ

University of California, Los Angeles

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EDUCATION

University of California, Los Angeles—Ph.D., Sociology 2027 (Expected)

- Dissertation: *Negotiating Blackness: How Jamaica and Puerto Rico Represent Race for Tourism*
- Committee: Rebecca Jean Emigh (chair), César Ayala, Aliza Luft, Vilma Ortiz, and Michelle Christian (University of Tennessee)
- Jamaica and Puerto Rico, despite both being shaped by colonial slavery and competing for the same U.S.-dominated tourism audience across the second half of the twentieth century, projected starkly different racial narratives: 1950s Jamaican tourism campaigns increasingly drew on images of Black “tameness” and servitude, while Puerto Rico moved toward near-total suppression of Afro-Caribbean representations. I explain these divergent outcomes using comparative and historical methods with multi-sited archival data, tracing how state actors, economic elites, and intellectuals ally to adopt and defend racial narratives, and how counterhegemonic actors mobilize to contest them over time. Existing explanations attribute durability to bureaucratic, economic, or cultural power alone. I argue instead that it depends on an interactive relationship between elite alignment and the traction that counterhegemonic contestation achieves, producing four distinct outcomes—durable narrative control, adaptive incorporation, incoherent strategies, and transformative possibility.

University of California, Los Angeles—M.A., Sociology 2021

- Qualifying Exams: Race and Ethnicity (Faculty: Vilma Ortiz, Min Zhou); Sociology of Culture (Faculty: Rebecca Jean Emigh, Aliza Luft)
- Thesis: *Managing a Country's Reputation: Race and Contestation in Puerto Rico's State* (Committee: Rebecca Jean Emigh (chair) and César Ayala)

University of Puerto Rico, Río Piedras—B.A., Sociology (Summa Cum Laude) 2019

- Honors Thesis: *(Re)Writing Racialized and Gendered Scripts: Contemporary Bomba Practices in Puerto Rico* (Committee: Jorge Giovannetti (chair) and Bárbara Abadía-Rexach)

RESEARCH AND TEACHING INTERESTS

Political Sociology | Race and Ethnicity | Cultural Sociology | Comparative and Historical Methods | Latino/a Studies
| Black Diaspora Studies

RESEARCH ARTICLES

Published Work

- Hernández-Pérez, Johanna. Conditionally accepted. “Contesting National Identity: Elite Alignment and Reputation Management in 1950s Puerto Rico.” *Social Forces*.
- Emigh, Rebecca Jean, and **Johanna Hernández-Pérez**. 2022. “The Present of the Past: A Sociotechnological Framework for Understanding the Availability of Research Materials.” *IEEE Annals of the History of Computing* 44 (4): 16–27.
- Hernández-Pérez, Johanna. 2019. “Espacio Urbano y Música Popular: La (De)Construcción de la Ciudad de San Juan en la Salsa.” *[IN]Genios* 5 (2): 1–10.

Work in Progress

- Hernández-Pérez, Johanna. Under review. "Hegemony, Myth, and Puerto Rican Postcards (1900s–1920s)."
- Emigh, Rebecca Jean, and **Johanna Hernández-Pérez**. Under review. "How Do Geniuses Achieve Lasting Fame? The Dialectical Relationship Between Social Status and Artistic Insight."

OTHER PUBLICATIONS

- Emigh, Rebecca Jean, **Johanna Hernández-Pérez**, and Corey O'Malley. 2020. "Teaching Theory: Should We Cancel the Core?" *Perspectives* 42 (2): 7–13.

FELLOWSHIPS AND AWARDS

External Fellowships

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| • Graduate Studies Enhancement Grant, MMUF Graduate Initiatives Program (\$1,350) | 2024 |
| • Mellon/ACLS Dissertation Innovation Fellowship, ACLS (\$50,000) | 2023 |
| • Travel & Research Grant, Institute of Citizens and Scholars (\$5,000) | 2023 |
| • Predoctoral Research Development, MMUF Graduate Initiatives Program (\$2,400) | 2023 |
| • Honorable Mention, Ford Foundation Predoctoral Fellowship | 2021 |
| • Graduate Studies Enhancement Grant, MMUF Graduate Initiatives Program (\$2,000) | 2020 |

Internal Fellowships and University Awards

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| • Dissertation Fieldwork Fellowship, UCLA International Institute (\$700) | 2025 |
| • Eugene V. Cota-Robles Fellowship, UCLA Graduate Division (\$30,000) | 2024 |
| • Graduate Student Summer Research Grant, UCLA Latin American Institute (\$2,000) | 2023 |
| • Graduate Student Summer Research Mentorship Program, UCLA (\$6,000) | 2022 |
| • Graduate Research Mentorship Program, UCLA (\$20,000) | 2020 |
| • Eugene V. Cota-Robles Fellowship, UCLA (\$25,000) | 2019 |
| • Mellon Mays Undergraduate Fellowship (MMUF), UPR Río Piedras | 2017–2019 |

SELECTED CONFERENCES AND PRESENTATIONS

Panel Presentations

- "Negotiating Blackness: How Jamaica and Puerto Rico Represent Race for Tourism." Puerto Rican Studies Association (PRSA) Biennial Conference. Chicago, September 2026 (presented virtually).
- "Reworking Blackness: Elite Fragmentation and Cultural Contestation in Jamaican Tourism Advertising, 1970–1990." Political Sociology Section, American Sociological Association (ASA) Annual Meeting, New York, August 2026.
- Emigh, Rebecca Jean, and **Johanna Hernández-Pérez**. "Where Do Geniuses Come From? The Dialectical Relationship Between Social Status and Artistic Insight." Sociology of Culture Section, ASA Virtual Annual Meeting, August 2021 (presented by co-author).
- "Building a Nation for Global Consumption: Reputation Management Processes in Puerto Rico's Tourist Industry." Latin American Studies Association Virtual Congress, May 2021.

Roundtable Presentations

- "Taming Jamaica: Elite–Hotelier Alignments and the Advertising of Blackness, 1950s–1970s." Comparative-Historical Sociology Section, ASA Annual Meeting, Chicago, August 2025.

- “Race for Development: Bureaucratic Competition over Puerto Rico’s International Image.” Comparative-Historical Sociology Section, ASA Annual Meeting, Montréal, August 2024.
- “Transiting through Racial, National, and Gendered Understandings: The Facebook (Counter)Discourses of Puerto Rican Bomba Groups.” Honors Program, ASA Annual Meeting, Philadelphia, August 2018.

TEACHING EXPERIENCE

Graduate Teaching Appointments (Discussion Leader), Department of Sociology, UCLA

Responsibilities include independently designing and leading discussion sections up to four times per week, in person and remotely; developing section materials and grading rubrics; guiding students through independent research projects; holding office hours and meeting students by appointment; and serving as primary grader for all written work, from discussion posts to research papers and exam essays. The titles below denote UCLA appointment ranks, which track progress toward the degree, not differences in responsibility.

- Associate Instructor **2026–Present**
 - *Sociology of Mental Illness* (Fall 2026, Remote Asynchronous)
- Teaching Fellow **2025–2026**
 - *Sociology of the Body* (Spring 2026, Remote Asynchronous)
 - *Sociology of Mental Illness* (Winter 2026, Remote Asynchronous)
 - *Introduction to Sociology* (Fall 2025, Remote Synchronous)
- Teaching Associate **2022–2023**
 - *Comparative and Historical Research Methods* (Spring 2023)
 - *American Society* (Winter 2023)
 - *Introduction to Sociological Methods* (Fall 2022)
- Teaching Assistant **2021–2022**
 - *Comparative and Historical Research Methods* (Spring 2022)
 - *Introduction to Sociological Methods* (Fall 2021, Winter 2022)

Teaching Awards

- Excellence in Teaching Award, Department of Sociology, UCLA **2023, 2022**

RELEVANT WORK EXPERIENCE

Graduate Student Researcher, Department of Sociology, UCLA (PI: Rebecca Jean Emigh) **2020–Present**

- Responsibilities include co-authoring peer-reviewed manuscripts, contributing equally to drafting and revision through publication; managing and analyzing large-scale historical and demographic datasets in Stata, including IPUMS-linked full-count census files; leading archival data collection across digital repositories, including vital records; conducting literature synthesis and data verification for manuscripts under peer review; designing instructional modules and syllabi for core graduate and undergraduate training.

Undergraduate Student Researcher, Department of Sociology, UPR (PI: Madeline Román) **2016–2018**

- Responsibilities included conducting bibliographical research and literature reviews to support the Instituto de Violencia y Complejidad and affiliated faculty research projects; coordinating academic programming, including the organization of the conference *Encuentro de Conjunciones Complejas* (2017).

COLLABORATIVE PROJECTS

Collaborator, Digitization Project, Archivo Histórico Luis Muñoz Marín, San Juan **2023–2024**

- Dedicated over 150 hours to the digitization of mid-20th-century historical tourism documents from Puerto Rico’s Economic Development Administration (*Fomento*); catalogued archival materials and generated a digital inventory to ensure long-term preservation and researcher access.

SERVICE AND MENTORSHIP

Graduate Mentor, Department of Sociology, UCLA **2022**

- Mentored an undergraduate student through the process of an honors thesis, guiding them through conceptualization, interview guide design, data analysis, and the final manuscript write-up.

PROFESSIONAL AFFILIATIONS

- **American Sociological Association** (ASA) Sections: Political Sociology; Comparative-Historical Sociology
- **Puerto Rican Studies Association** (PRSA)

LANGUAGES

- English: Fluent, near native
- Spanish: Native

REFERENCES

- **Rebecca Jean Emigh**, PhD—Professor, Department of Sociology, UCLA
emigh@soc.ucla.edu
- **César Ayala**, PhD—Professor, Department of Sociology, UCLA
cjayala@soc.ucla.edu
- **Vilma Ortiz**, PhD—Professor, Department of Sociology, UCLA
vilma@soc.ucla.edu