About the Author

Matthew Crick is Assistant Professor at William Paterson University in Wayne, New Jersey. He has taught courses in interpersonal communication, public speaking, and all aspects of television and media production. His work with social platforms, specifically YouTube, began in 2005 as the result of his doctoral research at Rutgers, the State University of New Jersey. Dr. Crick is a documentary filmmaker and educator. He directed and produced a feature-length documentary on the 1950s Universal film “Creature from the Black Lagoon,” as well as a short documentary on a pre-Civil War fort in Queens, New York. He has more than 25 years of experience in all levels of video and television broadcast production, including corporate, independent, and educational video, having completed hundreds of hours of content. He is a skilled director, writer, camera operator, and editor.