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State University of NY
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EMPLOYMENT

- 2019- Present **Assistant Professor of Communication**
The Department of Communication
University at Buffalo, State University of New York
- 2019-Present **Research Fellow**
The Annenberg Public Policy Center
University at Pennsylvania
- 2018 – 2019 **Joan Bossert Postdoctoral Fellow in Science Communication**
The Annenberg Center for Advanced Study of Communication
The Annenberg Public Policy Center of the University of
Pennsylvania
- 2013-2018 **Graduate Research Assistant**
Graduate Teaching Assistant
The Annenberg School for Communication, University of
Pennsylvania
- 2010-2013 **Graduate Research Assistant**
Graduate Teaching Assistant
The University of Haifa, Israel

EDUCATION

- 2018 **Ph.D. *Communication***, Annenberg School for Communication, University
of Pennsylvania, Philadelphia, PA, USA
Advisor: Joseph N. Cappella
Committee Members: Kathleen Hall Jamieson, Robert C. Hornik

Dissertation: Spreading News: The Coverage of Epidemics by American Newspapers and Its Effects on Audiences – A crisis Communication Approach

- 2013 **M.A Communication** (Cum Laude), Department of Communication, University of Haifa, Haifa, Israel
Advisor: Jonathan Cohen
Thesis: The Effects of Textual Vividness on Identification with Characters in the Media and the Change of Attitudes and Behavioral Intentions in the Field of Health Communication
- 2010 **B.A Communication and Music**, Department of Communication and Department of Music, University of Haifa, Haifa, Israel

RESEARCH AND METHODOLOGICAL INTERESTS

Media Effects | Persuasion | Political, Science, & Health Communication | Misinformation | Narrative Persuasion | Social Media | Experiments & Surveys | Topic Modeling | Machine Learning | Social Network Analysis

PUBLICATIONS

A. Peer Reviewed Journal Articles

1. **Ophir, Y.**, Massignan, V., Forde, D. K., Neurohr, M., & Walter, D. (2021). News Media Framing of Social Protests Around Racial Tensions During the Donald Trump Presidency. *Journalism*
2. **Ophir, Y.**, Walter, D., Arnon, D., Lokmanoglu, A., Tizzoni, M., Carota, J., D'Antiga, L., & Nicastro, E. (2021). The framing of COVID-19 in Italian Media and its Effects on Community Mobility: A Mixed Method Approach. *Journal of Health Communication*, 26(3), 161-173. 10.1080/10810730.2021.1899344
3. **Ophir, Y.**, Jamieson, K. H. (2021). The Effects of Media Narratives about the Failures of Scientists and Science on Beliefs and Support in Funding Science. *Public Understanding of Science*.
4. Moore, M. M., & **Ophir, Y.** (2021). Big Data Actually: Analyzing the Thematic Content of 200 Romantic Comedies Using Unsupervised Machine Learning. *Psychology of Popular Media*.

5. Koru, O., Stecula, D., Lu, H., **Ophir, Y.**, Chan, M. S., Winneg, K., Jamieson, K. H., & Albarracin, D., (2021). The effects of scientific messages and narratives about vaccination. *PLOS One*.
6. **Ophir, Y.**, Walter, D., & Marchant, E., (2020). Bridging Computational Communication Research and Grounded Theory Ethnography: A Topic Model Networks Approach. *Journal of Communication*, 70(3), 472-447.
<https://doi.org/10.1093/joc/jqaa013>
7. **Ophir, Y.**, Jamieson, K. H., Romer, D., and Jamieson, P. E. (2020). Counter-acting Pro-Tobacco YouTube Videos: The Effects of Text-based and Counter-Narrative Interventions and the Role of Identification. *International Journal of Communication*
8. Walter, D., **Ophir, Y.**, & Jamieson, K. H. (2020). Russian Twitter Accounts and the Partisan Polarization of Vaccine Discourse, 2015-2018. *American Journal of Public Health*, 110(5), 718-724. 10.2105/AJPH.2019.305564
9. Walter, D. & **Ophir, Y.** (2020). Exploring the Relationship between Strategy Framing in News Coverage and Electoral Success: An Analysis of Topic Model Networks Approach. *Political Communication*.
10. Yang, Q., Herbert, N., Yang, S., Alber, J., **Ophir, Y.**, Cappella, J. N. (2020). The Role of Information Avoidance in Managing Uncertainty from Conflicting Recommendations about Electronic Cigarettes". *Communication Monographs*
11. Lu, H., **APPC 2018-2019 ASK Group***, Winneg, K., Jamieson, K. H., & Albarracin, D. (2020). Intentions to Seek Information About the Influenza Vaccine: The Role of Informational Subjective Norms, Anticipated and Experienced Affect, and Information Insufficiency Among Vaccinated and Unvaccinated People. *Risk Analysis*, Published Online First, February 20th, 2020.
*Member of the APPC group.
12. **Ophir, Y.**, (2019). The Effects of News Coverage of Epidemics on Public Support and Compliance with CDC– An Experimental Study. *Journal of Health Communication*, 24(5), 547-558. 10.1080/10810730.2019.1632990
13. Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2019). The potential for narratives to correct misinformation. *Journal of Communication*, 69(3), 298-319.
<https://doi.org/10.1093/joc/jqz014>
14. Walter, D., & **Ophir, Y.**, (2019). News Frame Analysis: An Inductive Mixed-Method Computational Approach. *Communication Methods & Measures*. 13(4), 248-266. <http://dx.doi.org/10.1080/19312458.2019.1639145>
15. Walter, D. & **Ophir, Y.** (2019). The Elephant and the Bird: Republican Candidates' Use of Strategy and Issue Framing in Twitter during the 2016 Republican Presidential Primaries. *International Journal of Communication*.
16. **Ophir, Y.**, & Jamieson, K. H. (2018). The Effects of Zika Virus Risk Coverage on Familiarity, Knowledge and Behavior in the U.S. *Health Communication*, 35(1), 35-45. 10.1080/10410236.2018.1536958.

17. **Ophir, Y.** (2018). The Pandemic, the Scientific, and the Social: The Coverage of Epidemics in American Newspapers through the Lens of the Crisis and Emergency Risk Communication Framework. *Health Security*, 16(3), 147-157.
18. **Ophir, Y.,** & Jamieson, K. H. (2018). Intentions to Use a Novel Zika Vaccine: The Effects of Misbeliefs about the MMR Vaccine and Perceptions about Zika. *Journal of Public Health*, 40(4), e531-e537. <https://doi.org/10.1093/pubmed/fdy042>
19. Brennan, E., Maloney, E. K., **Ophir, Y.,** & Cappella, J. N. (2018). Designing Effective Testimonial Pictorial Warning Labels for Tobacco Products. *Health Communication*. 34(12), 1383-1394. <https://doi.org/10.1080/10410236.2018.1493417>
20. **Ophir, Y.,** Brennan, E., Maloney, E. K., & Cappella, J. N. (2017). The Effects of Graphic Warning Labels' Vividness on Message Engagement and Intentions to Quit Smoking. *Communication Research*, 46(5), 619-638. <https://doi.org/10.1177/0093650217700226>
21. Brennan, E., Maloney, E. K., & **Ophir, Y.,** & Cappella, J. N. (2016). Potential effectiveness of pictorial warning labels that feature images and personal details of real people. *Nicotine & Tobacco Research*, 19(10), 1138-1148. <https://doi.org/10.1093/ntr/ntw319>
22. Cappella, J. N., Maloney, E. K., **Ophir, Y.,** Brennan, E. (2015). Interventions to correct misinformation about tobacco products. *Tobacco regulatory science*, 1(2), 186-197.
23. **Ophir, Y.** & Weimann, G. (2012). From terrorist to Persona: Para-Social Interaction and the ETA website. *Perspectives on terrorism*, 6(1), 23-35

B. Book Chapters

1. **Ophir, Y.,** Sangalang, A., & Cappella, J. N. (2021). Testing the emotional flow hypothesis in health narratives. In Frank, L., & Falzone, P. (Eds.). *Entertainment Education Behind the Scenes: Case Studies for Theory and Practice*. Palgrave & MacMillan Publishing.
2. Cappella, J. N., **Ophir, Y.,** & Sutton, J. (2017). The measurement of the public's knowledge as the basis for assessing misinformation: Application to tobacco products. In Southwell, B. G., Thorson, E. A., Sheble, L. (Eds.). *Misinformation and mass audiences*. University of Texas Press.
3. **Ophir, Y.,** & Walter, D. (**Accepted, Exp 2021**). Computational Sentiment Analysis- A Critical Perspective. In Nabi, R. (Eds.). *Our online emotional selves: The link between digital media and emotional experience*. Oxford University Press.
4. Himelboim, I., Walter, D., & **Ophir, Y.** (**Accepted, Exp 2021**). What makes a misinformed tweet viral? A computational mixed method approach. In Porter, L. (Eds.). *Political and Electoral Misinformation*. LSU Press.

5. Walter, D., & **Ophir, Y.** (Accepted, Exp, 2022). Online Foreign Propaganda Campaigns and Vaccine Misinformation: A Comparative Analysis. In Ginossar, T., & Shah, F. (Eds.). *Communicating about Vaccines Online: Understanding and Counteracting Misinformation, Rumors and Lies*. Palgrave McMillan.

C. Peer Reviewed Journal Articles under Revision

D. Peer Reviewed Journal Articles under Review

1. **Ophir, Y.**, Walter, D., & Jamieson, K. H., (Under **review**). Evaluating the impact of Russian–Hacked Content on the News Agenda and Voter Preferences in the 2016 Presidential Election.
2. **Ophir, Y.**, Pruden, M. L., Walter, D., Lokmanoglu, A. D., Tebaldi, C., & Wang, R. (under **review**). Weaponizing Reproduction Rights: A Mixed-Method Analysis of White Nationalists' Discussion of Abortions Online
3. McCallister, C., Green, M., & **Ophir, Y.** (Under **review**). Emotions in motion: the role of emotional flow in narrative persuasion.
4. Moore, M. M., & **Ophir, Y.** (under **review**). The Secret of My Success: The Relationship Between Romantic Comedies' Content and Financial and Critical Performance
5. Moore, M. M., Green, M. C., **Ophir, Y.**, & Wang, H. (under **review**). Misinformation in Entertainment Media: Effects of Corrective Strategies on Narrative Engagement and Romantic Beliefs
6. Liu, A. K., **Ophir, Y.**, Walter, D., & Himelboim, I. (under **review**). Hashtag Activism in a Politicized Pandemic: Framing the Campaign to Include Taiwan in the Efforts to Combat COVID-19
7. Fabregat, E., Walter, D., **Ophir, Y.**, & Himelboim, I. (under **review**). The Logic of Qonnective Action: understanding Qanon through the lens of social movements
8. Walter, D., & **Ophir, Y.** (under **review**). Trolls Without Borders: A Comparative Analysis of Targets and Pre-Propaganda in Ten Foreign Countries' Online Propaganda Campaigns
9. Walter, D., **Ophir, Y.**, Pruden, M. L., & Goaln, G., (under **review**). Watching the Whole World: The Antecedents of Foreign Countries' Framing in U.S. News

E. Book Review

1. **Ophir, Y.** (2018). O'Hair (Ed.). Risk and Health Communication in an Evolving Media Environment. *European Journal of Communication*

F. Peer-Reviewed Conference Presentations

1. Liu, A. K., **Ophir, Y.**, Walter, D., & Himelboim, I. (2021). Hashtag Activism in Politicized Pandemics: The #TaiwanCanHelp Campaign. *American Political Science Association Annual Meeting*, Seattle, WA.
2. Liu, A. K., **Ophir, Y.**, Walter, D., & Himelboim, I. (2021). Networked Framing and the Role of Elite Gatekeeping During the #TaiwanCanHelp Hashtag Activism Campaign. *Association for Education in Journalism and Mass Communication conference*, (moved online).
3. Walter, D., Pruden, M., **Ophir, Y.**, & Golan, G. (2021). Watching the whole world: The antecedents of foreign countries' framing in U.S news". *International Communication Association*, Denver, CO (moved online).
4. McCallister, C., Green, M., & **Ophir, Y.** (2021). Emotions in motion: the role of emotional flow in narrative persuasion. *International Communication Association*, Denver, CO (moved online).
5. **Ophir, Y.**, Forde, D. K., Neurohr, M., & Walter, D. (2020). News Media Framing of Social Protests Around Racial Tensions During the Donald Trump Presidency. *American Political Science Association*, San Francisco, CA (moved online).
6. Walter, D., **Ophir, Y.**, & Jamieson, K. H. (2020). A thematic Network Approach to Russian Interference in the 2016 U.S Elections. *American Political Science Association*, San Fransico, CA (moved online)
7. Andrews, E., **Ophir, Y.**, & Walter, D. (2020). Let the Data Tell Their Stories: A Mixed-Method Approach for Analyzing Alleged Vaccine Injuries Narratives. *National Communication Association*. Indianapolis, IN (moved online)
8. Moore, M. M., & **Ophir, Y.** (2020). Big Data Actually: Analyzing the Thematic Content of 200 Romantic Comedies Using Unsupervised Machine Learning. *International Communication Association*, Gold Coast, Australia (moved online)
9. Dobmeier, C., **Ophir, Y.**, & Walter, D. (2020). 23andMedia: An unsupervised machine learning analysis of news media frames of Direct-to-Consumer genetic testing kits. *International Communication Association*, Gold Coast, Australia (moved online)
10. **Ophir, Y.**, Walter, D., & Jamieson, K. H. (2019). Evaluating the impact of WikiLeaks on News Agenda and Perceptions about Hillary Clinton during the 2016 Presidential Elections. *American Political Science Association*, Washington, DC

11. Walter, D. & **Ophir, Y.** (2019). Exploring the Relationship Between Strategy Framing in News Coverage and Electoral Success: An Analysis of Topic Model Networks Approach. *American Political Science Association*, Washington, DC
12. **Ophir, Y.**, Jamieson, K. H., Romer, D., and Jamieson, P. E. (2019). Counter-acting the Effect of Pro-Tobacco YouTube Videos on Adolescents – The Potential of Text-based and Counter-Narrative Interventions and the Role of Identification. *International Communication Association*, Washington, DC
13. Walter, D., & **Ophir, Y.** (2019). A Multi-method Approach for Identifying and Grouping Frame Elements with Topic Modeling and Network Analysis. *International Communication Association*, Washington, DC
14. Young, Q., **Ophir, Y.**, Yang, S., Alber, J. M., & Cappella, J. N. (2019). More is Less? Interaction Effects between Conflicting Recommendations and Information Avoidance on Confusion about E-cigarettes. *International Communication Association*, Washington, DC
15. Maloney, E. K., Gratale, S. K., **Ophir, Y.**, Sangalang, A., and Cappella, J. N. (2019). Belief Echoes in Corrective Advertising: Testing Enhanced Correctives to Debunk Tobacco-Related Misinformation. *International Communication Association*, Washington, DC
16. Gratale, S. K., Sangalang, A., Maloney, E. K., **Ophir, Y.** and Cappella, J. N. (2019). Inoculating Against Health Misinformation: An Application to Misleading Cigarette Advertising. *International Communication Association*, Washington, DC
17. **Ophir, Y.** (2018). The Consequences of Cancer Misinformation in the Age of Social Media. *National Cancer Institute's meeting on "Trust and Information in the Age of Social Media"*. Rockville, MD
18. **Ophir, Y.**, Sangalang, A., & Cappella, J. N. (2018). An Emotional Ride: Testing the Emotional Flow Hypothesis in Persuasive Narratives. *International Communication Association*, Prague, Czech Republic
19. Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2018). The Potential for Narrative Correctives to Reduce Belief Echoes. *International Communication Association*, Prague, Czech Republic
20. Herbert, N., Yang, S., Alber, J. M., Yang, Q., **Ophir, Y.**, & Cappella, J. N. (2018). Developing Measures of Negative Effects from Contradictory E-cig Information Exposure. *International Communication Association*, Prague, Czech Republic
21. Yang, S., Herbert, N., **Ophir, Y.**, Qinghua, Y., Alber, J., & Cappella, J. N. (2018). Implications of exposure to conflicting scientific recommendations for social diffusion of electronic cigarettes: results from a randomized controlled

- experiment. *Society for Research on Nicotine and Tobacco Annual Meeting*, San Francisco, CA
22. Herbert, N. Yang, S., Qinghua, Y., Alber, J., **Ophir, Y.**, & Cappella, J. N. (2018). Conflicting e-cigarette recommendations increase cynical beliefs in current and former smokers: evidence from a randomized control trial. *Society for Research on Nicotine and Tobacco Annual Meeting*, San Francisco, CA
 23. **Ophir, Y.** (2017). Spreading News: Crisis Communication, the Zika Virus Pandemic, and the U.S Media – An Automated Content Analysis Approach. *International Communication Association*, San Diego, CA
 24. Walter, D., & **Ophir, Y.** (2017). The Elephant and the Bird: Republican Candidates' Use of Strategy and Issue Framing in Twitter during the 2016 Republican Presidential Primaries. *National Communication Association*, Dallas, TX
 25. Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2017). Examining the Potential for Narratives to Correct Misinformation about Natural Tobacco: A Test of Emotional Flow. *International Communication Association*, San Diego, CA
 26. **Ophir, Y.**, Sangalang, A., & Cappella, J. N. (2017). The effects of emotional flow on narrative engagement – An empirical test. *International Communication Association Preconference: Narrative persuasion: From research to practice*, Los Angeles, CA
 27. **Ophir, Y.**, Hawkins, L., Jamieson, K. H. (2017). The coverage of risk information about Zika in U.S media and its effects on the public. *Zika Communication Summit, The Science of Science Communication Program of the Annenberg Public Policy Center of the University of Pennsylvania*, Philadelphia, PA
 28. **Ophir, Y.**, & Jamieson, K. H. (2017). Intentions to Use a Novel Zika Vaccine: The Effects of Misbeliefs about the MMR Vaccine and Perceptions about Zika. *Zika Communication Summit, The Science of Science Communication Program of the Annenberg Public Policy Center of the University of Pennsylvania*, Philadelphia, PA
 29. Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2017). Using Narrative Messages to Reduce the Persistent Effects of Misinformation about Natural Tobacco Products. *NIH TRSC Tobacco Regulatory Science Conference*, Bethesda, MD
 30. **Ophir, Y.**, Brennan, E., Maloney, E. K., & Cappella, J. N. (2016). The Effects of Graphic Warning Labels' Vividness on Message Engagement and Intentions to Quit Smoking. *International Communication Association*, Fukuoka, Japan
 31. Brennan, E., Maloney, E. K., **Ophir, Y.**, & Cappella, J. N. (2016). How to Design Effective Testimonial Warning Labels for Tobacco Products. *International Congress of Behavioral Medicine (ICBM)*, Melbourne, Australia

32. Brennan, E., Maloney, E. K., **Ophir, Y.**, & Cappella, J. N. (2016). Potential Effectiveness of Warning Labels Featuring Images of Real People. *NIH TRSC Tobacco Regulatory Science Conference, Bethesda, MD*
33. **Ophir, Y.**, Maloney, E. K., Brennan, E., & Cappella, J. N. (2015). Vividly Engaged: The influence of vividness on the emotional and attentional engagement with cigarette packages' graphic warning labels and its effects on intentions to quit smoking. *NIH TRSC Tobacco Regulatory Science Conference, Bethesda, MD*
34. Maloney, E. K., Brennan, E., **Ophir, Y.**, & Cappella, J. N. (2015). An evaluation of testimonial-style warning labels on cigarette packs. *NIH TRSC Tobacco Regulatory Science Conference, Bethesda, MD*
35. **Ophir, Y.** (2012). The effects of textual vividness on identification with characters in the media and the change of attitudes and behavioral intentions in the field of health communication. *"Communicating" Conference ("Metaksherim")*, Haifa, Israel

G. Invited Talks

1. **Ophir, Y.** (2021). The integration of computational methods and ethnography. The Annenberg School for Communication at the University of Pennsylvania, PA.
2. **Ophir, Y.** (2021). The Analysis of Topic Model Networks- Applications in health communication. Health Communication Research Seminar at Northwestern University, IL.
3. **Ophir, Y.** (2021). Communication in the age of misinformation and post-truth. Public Relations Society of America's Counselors to Higher Education 2021 Summer Symposium. Online.
4. **Ophir, Y.** (2021). Text as Data - The Analysis of Topic Model Networks. The Digital Scholarship Studio and Network (DSSN), University at Buffalo, NY.
5. **Ophir, Y.** (2021). Communicating Science in the age of misinformation and post-truth. The 25th Undergraduate Research Conference Workshop, University at Buffalo, NY.
6. **Ophir, Y.** (2021). Social Media and academia: Increasing visibility, avoiding unintended consequences. The 25th Undergraduate Research Conference Workshop, University at Buffalo, NY.
7. **Ophir, Y.** (2020). Computational communication research: Unsupervised machine learning. University of Wisconsin at Madison, WI.
8. **Ophir, Y.** (2020). Studying vaccine hesitancy using computational methods for textual big data: Russian trolls, misinformed parents, & journalistic routines. University of Haifa, Israel.

9. **Ophir, Y.** (2019). *The media and epidemics: An organizational collision*. Villanova University, PA.

TEACHING

Faculty

Department of Communication, University at Buffalo

Undergraduate courses

COM240: Survey of Mass Communication

COM217: Organizational Communication

COM466: The Dark Side of Media

COM468: Misinformation & Society

Graduate courses

COM681: Computational Communication Methods

COM681: Misinformation & Society

Teaching Assistant

Annenberg School for Communication, University of Pennsylvania (2015)

Graduate courses

Introduction to Communication Research for graduate students

University of Haifa (2010-2013)

Undergraduate courses

Introduction to Mass media for undergraduate students

Introduction to Qualitative Research Methods

Graduate courses

Introduction to Qualitative Research Methods

MEDIA COVERAGE AND INTERVIEWS

1. BBC Radio (2021). A live interview on trust in science and science communication around vaccines.
2. Fortune (2021). On Tik Tok's attempts to limit misinformation: <https://fortune.com/2021/02/04/tiktok-misinformation-label-banner-sharing/>
3. Fortune (2021). YouTube's treatment of misinformation: <https://fortune.com/longform/youtube-advertising-ads-revenues/>

4. The Telegraph (2021). On Qanon and the future of the conspiracy theory: <https://www.thetelegraph.com/news/article/QAnon-hasn-t-gone-away-it-s-alive-and-kicking-16128893.php>
5. Vox (2021). On the relationship between social media and consumerism: <https://www.vox.com/the-goods/22436051/social-media-credit-card-debt-instagram-tiktok>
6. Insider (2021). On conservative media's use of #CancelCulture discourse: <https://www.insider.com/fox-news-tucker-carlson-conservative-media-taylor-lorenz-culture-war-2021-3>
7. Mother Jones (2021). Interview on the connection between misinformation, the Tea Party, and the 2021 Capitol Riots: <https://www.motherjones.com/politics/2021/04/how-a-feud-between-2-tea-party-leaders-helped-lay-the-groundwork-for-the-capitol-insurrection/>
8. Insider / Yahoo! News (2021). On conspiracy theories around the Texas power outage. <https://www.insider.com/texas-snow-fake-storm-power-outage-conspiracy-theory-spreads-online-2021-2> (also here: <https://news.yahoo.com/conspiracy-theories-texas-weather-crisis-224832578.html>)
9. Vice (2021). On conspiracy theories in light of extreme climate crises: <https://www.vice.com/en/article/93w7j7/how-qanon-could-make-climate-conspiracies-a-whole-lot-worse>
10. NBC-Buffalo TV (NBC2 WGRZ)(2021). A television interview on NYS vaccine incentives: <https://www.wgrz.com/article/news/local/ny-raffling-50-college-scholarships-for-teenagers-who-get-vaccinated-covid-19-pfizer/71-3c9b3844-e4cc-4fff-8b94-a8af57555fed>
11. Harvard Kennedy School's Journalist's Resource (2021). On the ways media framing of scientific errors erodes trust in science: <https://journalistsresource.org/media/framing-scientific-errors-trust-science/>
12. Marker-Medium (2021). On Russian propaganda in 5-minute-crafts videos: <https://marker.medium.com/inside-the-mysterious-company-behind-those-baffling-5-minute-crafts-videos-29655bdef029>
13. Just the News (2021). On maintaining trust in media in the face of honest mistakes and misinformation: <https://justthenews.com/accountability/media/high-profile-failures-and-errors-threaten-medias-credibility-already-skeptical>
14. The Journalist's Resource (2021). On media coverage of scientific failures and its impact on trust in science: <https://journalistsresource.org/media/framing-scientific-failures-holding-accountable/>
15. Channel News Asia (CNA938), Singapore (January 18th, 2021). Live radio interview on social media's removal of Donald Trump after the Capitol Hill riots.

16. UBNOW (2021). UB experts on how to reduce COVID19 vaccine hesitancy: <http://www.buffalo.edu/ubnow/stories/2021/05/experts-vaccine-hesitancy.html>
17. The New York Times (2020). Interview on misinformation and partisanship around COVID-19: <https://www.nytimes.com/2020/11/20/business/media/steve-bannon-china.html>
18. USA Today (2020). Interview on misinformation and conspiracy theories: <https://www.usatoday.com/story/news/factcheck/2020/06/18/fact-check-ellen-degeneres-oprah-winfrey-others-not-house-arrest/5333585002/>
19. Philadelphia Inquirer (2020): <https://www.inquirer.com/health/coronavirus/russian-trolls-elections-vaccines-coronavirus-2020-trump-20200331.html>
20. Yahoo! Finance (2020). Interview on conspiracy theories: <https://finance.yahoo.com/news/biggest-conspiracy-theories-2020-why-040346208.html> Also available on Fortune (<https://fortune.com/2020/12/30/2020-conspiracy-theories-presidential-election-covid-19-coronavirus-qanon/>)
21. Podcast interview with _bandwidth: coast to coast (2020): Episode 15 here: <https://linktr.ee/bandwidthpod>
22. ProPublica (2020): <https://www.propublica.org/article/even-after-trump-declared-a-national-emergency-some-talk-radio-hosts-werent-convinced>
23. Buffalo Channel 4 News (2020): on the media coverage of Coronavirus (COVID19). March 13th 2020.
24. Scripps Local Media – broadcasted in 17 local TV channels, including Buffalo’s WKBW (2020). Interview on social media censorship of misinformation: <https://youtu.be/-8aMcd2mcXg>.
25. ABC6 (2020). Social media sites under scrutiny as they struggle with election misinformation: <https://abc6onyourside.com/news/nation-world/social-media-sites-under-scrutiny-as-they-struggle-with-election-misinformation>
26. DW International (2020). Television Interview on misinformation on social media around the 2020 elections: <https://www.facebook.com/24369314439/videos/813122969423022>
27. The Inverse (2020). Interview on communicating scientific uncertainty during COVID19: <https://www.inverse.com/mind-body/sturgis-coronavirus-report-explained>
28. The Washington Times (2020): <https://www.washingtontimes.com/news/2020/apr/16/us-coronavirus-projections-miss-mark-country-ducks/>
29. The Washington Times (2020): <https://www.washingtontimes.com/news/2020/apr/27/coronavirus-timeline-finds-few-heroes-inside-beltw/>

30. The Washington Times (2020):
<https://www.washingtontimes.com/news/2020/apr/23/coronavirus-more-deadly-men-women-us-data-show/>
31. PopSugar. Interview on conspiracy theories: <https://www.popsugar.com/family/how-to-talk-to-family-members-about-conspiracy-theories-47730400>
32. WKBW-ABC7 Buffalo (2020). On misinformation during social unrest:
<https://www.wkbw.com/news/beats/experts-say-misinformation-thrives-during-times-of-uncertainty-and-stress>
33. NPR WBFO (2020). Interview on misinformation during epidemics and social protests: <https://news.wbfo.org/post/ub-professor-discusses-misinformation-and-how-not-be-part-problem>
34. UB News (2020). Expert: Misinformation about the election is ubiquitous. Here's how to avoid spreading it. <http://www.buffalo.edu/news/tipsheets/2020/047.html>
35. The Daily Dot (2020): Is racism getting more popular on TikTok?
<https://www.dailydot.com/irl/tiktok-racist-challenges/>
36. Journalisten.no (2020). <https://journalisten.no/covid-19-forskningsjournalistikk-helsejournalistikk/derfor-hviler-det-et-spesielt-ansvar-pa-journalister-na/410551>
37. Al Shark El Awsat (2020): Interview on social media effects on mobilization:
<https://aawsat.com/node/2572216>
38. Newsweek (2019): <https://www.newsweek.com/trump-uses-language-war-twitter-it-may-have-helped-him-beat-his-republican-rivals-study-finds-1469251>
39. The Conversation (2018): <https://theconversation.com/how-the-media-falls-short-in-reporting-epidemics-101216> (republished in several news outlets, including Salon.com and Nieman Journalism Lab.
40. High Country News (2018): <https://www.hcn.org/issues/50.22/public-health-no-news-is-bad-news-for-public-health>
41. Inside Science (2018): <https://www.insidescience.org/news/fighting-misinformation-about-novel-disease>
42. EurekAlert (2018): https://www.eurekalert.org/pub_releases/2018-03/appc-fba031518.php
43. Futurity (2018): <https://www.futurity.org/zika-vaccine-1705972-2/>
44. ScienceDaily (2018):
<https://www.sciencedaily.com/releases/2018/03/180315130717.htm>
45. ScienceDaily (2016):
<https://www.sciencedaily.com/releases/2016/12/161212105317.htm>

AWARDS AND SCHOLARSHIPS

2018	Top-Paper in Health Communication. International Communication Association, Prague, 2018
2012	Cum Laude M.A in Communication by the University of Haifa
2010	Merit scholarship for B.A students by the University of Haifa
2010	Merit scholarship for M.A students by the University of Haifa
2009	Merit scholarship for B.A by the city of Haifa and the University of Haifa
2007	Dean's excellence scholarship, University of Haifa

SERVICE

Committees and Mentoring

Ph.D. Dissertation Committee Chair

1. Anita Kuei-Chun Liu, current
2. Rui Wang, current

Ph.D. Dissertation Committee Member

3. Melissa M. Moore, current

M.A. Thesis Committee Chair

1. Anne Daigler, current
2. Emily Andrews, current
3. Angela Mei Chun Ho, current
4. Devin Forde, current

M.A Thesis Committee Member

1. Chris Dobmeier, graduated, 2020
2. Cass Mcallister, graduated 2020

Department of Communication Service

- Job Search Committee member (2019)
- Head of the Digital Communication Research Lab (DCRL)
- Head of the Communication Students Communicating Science (CS²) professional development lab, bi-weekly meetings.
- Organizing, coordinating and chairing a series of guest lectures for Communication students in the area of computational communication research and digital data analysis (2020-2021)
- Organizing, coordinating, and chairing a Public Sphere open meeting for all UB students to discuss the results of the 2020 Elections (November 4th 2020. <http://www.buffalo.edu/ubnow/stories/2020/11/post-election.html>)
- Operating and maintaining the Department's official Twitter account.

Journal Editorial Board Member

Journal of Communication (Since 2020)

Ad hoc Reviewer (Alphabetical order)

Book review for Peter Lang Publisher
Dissertation review for the Hebrew University of Jerusalem, Israel

Addictive Behaviors
BMC Public Health
BMJ Evidence-Based Medicine
BMJ Global Health
Communication Methods and Measures
Communication Research
Computers & Education
Drugs: Education, Prevention, & Policy
Environmental Communication
Health Communication
Health Education and Behavior
Health Education Journal
Health Security
Human Communication Research
International Journal of Communication
International Journal of Press/Politics
International Journal of Public Opinion Research
Journal of Communication
Journal of Health Communication
Journal of Medical Internet Research
Journal of Public Health
Journalism
Media Psychology
Nicotine & Tobacco Research
One Earth
PLOS Computational Biology
Plos One
Public Understanding of Science
SAGE Open
Science Communication
Social Science & Medicine
Telematics & Informatics
The Journal of International Medical Research
The International Journal of Press/Politics

Conference Reviewer

International Communication Association (2016-2019) in the following divisions:

Health Communication

Mass Communication

Computational Social Science

Metaksherim/Communicating conference (2012, 2017) at the University of Haifa

Conferences organization

The 5th Graduate Student Symposium (2016), the Annenberg School for Communication, University of Pennsylvania

SKILLS AND SOFTWARE

Methods – Experimental design, Surveys, Automated text analysis, Topic modeling, Machine learning, Network analysis, Content Analysis, Survey design and programming (Qualtrics).

Statistical software – Fluency in R, SPSS, STATA.

PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

ICA - International Communication Association

NCA – National Communication Association

APSA – American Political Science Association

TCORS (2013-2018) - Tobacco Center of Regulatory Science of the National Institutes of Health (NIH).

ADDITIONAL WORK EXPERIENCE

2008	Journalist in the field of political and municipal affairs, "Yedioth Haifa"
2008-2009	Writer and vice-editor for the University of Haifa's magazine
2005-2007	Quality Assurance tester (QA) at Philips Medical Systems at Haifa, Israel