

CURRICULUM VITAE

YOTAM OPHIR Ph.D.

www.ophiryotam.com

yotamoph@buffalo.edu

Department of Communication

University at Buffalo,

State University of NY

Office: 333 Baldy Hall, Buffalo, NY, 14260

716-645-2141

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

ACADEMIC POSITIONS

- 2019- Present **Assistant Professor of Communication**
The Department of Communication
University at Buffalo, State University of New York
- 2022-Present **Distinguished Research Fellow**
The Annenberg Public Policy Center
University at Pennsylvania
- 2019-2022 **Research Fellow**

- 2018 – 2019 The Annenberg Public Policy Center
University at Pennsylvania
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 / Teaching Assistant**
The Annenberg School for Communication, University of
Pennsylvania
- 2010-2013 **Graduate Research / Teaching Assistant**
The University of Haifa, Israel

AWARDS & HONORS

- 2023 Exceptional Scholar: Young Investigator Award, University at Buffalo
- 2023 Top-Paper in Political Communication. *American Political Science Association*, Los Angeles, CA.
- 2023 Top-Paper in LGBTQ Interest Group. International Communication Association, Toronto, CA.
- 2022 Top-Paper in Aging and Communication. National Communication Association, New Orleans, LA
- 2018 Top-Paper in Health Communication. International Communication Association, Prague
- 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

GRANTS

- 2023 National Science Foundation (NSF). \$450,000 over 5 years. Assessing the effectiveness of common health messaging tactics on self-reported and validated vaccine uptake: A multi-method approach. Role: CO-PI (UB-subaward - \$25,571).
- 2022 Center for Information Integrity. \$200,000 seed funding from the University at Buffalo's Provost Office for a Bold Idea around misinformation. Role: Helped draft the research proposal for the initiative.

RESEARCH SUPERVISION

2019-Present Director, the Media Effects, Misinformation, & Extremism (MEME) lab at the University at Buffalo. The group consists of undergraduate and graduate students from the Department of Communication as well as other UB departments, and visiting scholars

PUBLICATIONS

A. Books

2. **Ophir, Y.** (In contract, expected 2024). *Misinformation & Society*. Wiley-Blackwell.
1. Levendusky, M., Pasek, J., Holbert, L. R., Renninger, A. **Ophir, Y.**, ... & Jamieson, K. H. (2023). *Democracy amid Crises: Polarization, Pandemic, Protests, and Persuasion*. Oxford University Press. ISBN: 9780197644706

B. Peer Reviewed Journal Articles

* indicates a supervised graduate student first author

44. Wang, R., Thimmanayakanapalya, S., & **Ophir, Y.** (2024). The Growing Partisan Politicization of Non-political Online Spaces: A Mixed-method Analysis of News App Reviews on Google Play between 2009-2022. *New Media & Society*.
43. Walter, D., & **Ophir, Y.** (2024). Meta-Theorizing Framing in Communication Research (1992-2022): Towards Academic Silos or Professionalized Specialization? *Journal of Communication*. 10.1093/joc/jqad043
42. Levendusky, M., Patterson Jr., S. Margolis, M., **Ophir, Y.**, Walter, D., & Jamieson, K. H. (2024). The long shadow of the Big Lie: How beliefs about the legitimacy of the 2020 election spill over onto future elections. *Public Opinion Quarterly*.
41. **Ophir, Y.**, Walter, D., Jamieson, P., & Jamieson, K. H. (2023). Factors Assessing Science's Self-Presentation (FASS model) and their Effect on Conservatives' and Liberals' Support for Funding Science. *Proceedings of the National Academy of Sciences*. 10.1073/pnas.2213838120
40. *Lattimer, T., Tenzek, K., & **Ophir, Y.** (2023). Shouts from the void: A mixed-method analysis surrounding the online chronic illness community, #NEISVoid. *Health Communication*.
39. Tenzek, K. E., Lapan, E., **Ophir, Y.**, & Lattimer, T. A. (2023). Staying connected: Alzheimer's hashtags and opportunities for engagement and overcoming stigma. *Journal of Aging Studies*.

38. *Wang, R., Walter, D., & **Ophir, Y.** (2023, equal contribution). Not all bots are created equal: The impact of bots classification techniques on identification of discursive behaviors around the COVID-19 vaccine and climate change. *Social Science Computer Review*. <https://doi.org/10.1177/0894439323118847>
37. *Dobmeier, C., **Ophir, Y.**, Walter, D., & Hubner, A. (2023). Mapping the media genome: An unsupervised machine learning analysis of news framing of direct-to-consumer genetic testing kits. *Mass Communication & Society*.
36. Walter, D., & **Ophir, Y.** (2023). Trolls Without Borders: A Comparative Analysis of Six Foreign Countries' Online Propaganda Campaigns. *Human Communication Research*. <https://doi.org/10.1093/hcr/hqad022>
35. Walter, D., & **Ophir, Y.** (2023). Conspiracies, misinformation, and resistance to public health measures during COVID-19 in White Nationalist online communication. *Vaccine*
34. *Moore, M. M., & **Ophir, Y.** (2023). Predicting Romantic Comedy Success From Content. *International Journal of Communication*.
33. *Moore, M. M., Green, M. C., **Ophir, Y.**, & Wang, H. (2023). The Effects of Corrective Strategies on Romantic Belief Endorsement. *Communication Research*.
32. Tzivian, L., Benis, A., Rusakova, A., Syundyujov, E., Seidmann, A., & **Ophir, Y.** (2023). International scientific communication on COVID-19 data: Management pitfalls understanding. *Journal of Public Health*. 10.1093/pubmed/fdad277
31. **Ophir, Y.**, Pruden, M. L., Walter, D., Lokmanoglu, A. D., Tebaldi, C., & Wang, R. (2022). Weaponizing Reproductive Rights: A Mixed-Method Analysis of White Nationalists' Discussion of Abortions Online. *Information, Communication, and Society*, 26(11), 2186-2211. <https://doi.org/10.1080/1369118X.2022.2077654>
30. **Ophir, Y.**, Walter, N., Walter, D., Velho, R. M., Lokmanoglu, A. D., Pruden, M. L., & Andrews, E. A. (2022). Vaccine Hesitancy Under the Magnifying Glass: A Systematic Review of the Uses and Misuses of an Increasingly Popular Construct. *Health Communication*. <https://doi.org/10.1080/10410236.2022.2054102>
29. *Liu, A. K., **Ophir, Y.**, Walter, D., & Himelboim, I. (2022). Hashtag Activism in a Politicized Pandemic: Framing the Campaign to Include Taiwan in the Efforts to Combat COVID-19. *New Media & Society*.
28. Walter, D., **Ophir, Y.**, Lokmanoglu, A. D., & Pruden, M. L. (2022). Vaccine discourse in white nationalist online communication: A mixed-methods computational approach. *Social Science and Medicine*. <https://doi.org/10.1016/j.socscimed.2022.114859>
27. Walter, D., **Ophir, Y.**, Pruden, M., & Golan, G. (2022). Watching the Whole World: The Media Framing of Foreign Countries in U.S. News and its Antecedents. *Journalism Studies*. <https://doi.org/10.1080/1461670X.2022.2137838>
26. Stafford, M., Himelboim, I., Walter, D., & **Ophir, Y.** (2022). The evolution of advertising research through four decades: A computational analysis of themes,

- topics and methods. *International Journal of Advertising*, 41(1), DOI: 10.1080/02650487.2022.2128005
25. *Lattimer, T., & **Ophir, Y.** (2022). Oppression by omission: An analysis of the #WhereIsTheInterpreter hashtag campaign around COVID-19 on Twitter. *Media Culture & Society*.
 24. *Lattimer, T., Tenzek, K., Sullivan, S., & **Ophir, Y.** (2022). Exploring Online Twitter Conversations surrounding National Healthcare Decisions Day and Advance Care Planning from a Socio-Cultural Perspective: A Computational Mixed-Methods Analysis. *Journal of Medical Internet Research (JMIR) Formative Research*.
 23. **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*, 24(3), 475-493. <https://doi.org/10.1177/14648849211036622>
 22. **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
 21. **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*, 30(8), 1008-1023. 10.1177/09636625211012630
 20. *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*.
 19. 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*.
 18. **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>
 17. **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*
 16. 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
 15. 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*.

14. 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*, 88(3), 263-285. 10.1080/03637751.2020.1809685
13. 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
11. 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>
10. 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>
9. 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*.
8. **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.
7. **Ophir, Y.** (2018). The Coverage of Epidemics in American Newspapers through the Lens of the Crisis and Emergency Risk Communication Framework. *Health Security*, 16(3), 147-157.
6. **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>
5. 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>
4. **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>
3. 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>

2. 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.
1. **Ophir, Y.** & Weimann, G. (2012). From terrorist to Persona: Para-Social Interaction and the ETA website. *Perspectives on terrorism*, 6(1), 23-35

C. Book Chapters

7. **Ophir, Y.**, Velho, R. M., & Tzivian, L. (2024). Communicating science in a growingly politicized environment. In Castillo, D. (Ed.) *Truth-Seeking in Our Age of (Mis)Information Overload*. SUNY Press.
6. **Ophir, Y.**, Liu, A., Shah, P., Wang, R., Acosta, N., & Gillis, S. (Accepted, Exp. 2023). Science and health journalism and its effects on audiences. In Walsh-Childers, K. & McKinnon, M. (Eds.). *The Palgrave Handbook of Health and Science Journalism*. Palgrave & MacMillan Publishing.
5. **Ophir, Y.**, & Walter, D. (2023). Computational Sentiment Analysis- A Critical Perspective. In Nabi, R., & Myrick, J. G. (Eds.). *Our online emotional selves: The link between digital media and emotional experience*. Oxford University Press.
4. Walter, D., & **Ophir, Y.** (2023). 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 MacMillan.
3. Himelboim, I., Walter, D., & **Ophir, Y.** (Accepted, Exp 2023). What makes a misinformed tweet viral? A computational mixed method approach. In Porter, L. (Eds.). *Political and Electoral Misinformation*. LSU Press.
2. **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.
1. 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.

D. Book Reviews

2. **Ophir, Y.** (2023). Gershberg & Illing. The Paradox of Democracy: Free Speech, Open Media, and Perilous Persuasion. *International Journal of Communication*
1. **Ophir, Y.** (2018). O'Hair (Ed.). Risk and Health Communication in an Evolving Media Environment. *European Journal of Communication*

E. Peer-Reviewed Conference Presentations

* indicates a supervised graduate student first author

67. Lattimer, T. A., Tenzek, K., & **Ophir, Y.** (2024). Alzheimer's hashtag advocacy: A mixed-method analysis of engagement and discourse around the #EndAlz campaign across a decade. *Kentucky Conference on Health Communication*, Lexington, KY.
66. Tenzek, K., Myrick, J. G., & **Ophir, Y.** (2024). Disney princess, depression, drugs, and death: Comparing news coverage of celebrity Coco Lee's death. *Kentucky Conference on Health Communication*, Lexington, KY.
65. *Raffloer, G., Kountz, K., Wang, R., Walter, D., & **Ophir, Y.** (2024). Approaching singularity: Topic modeling of public discourse on artificial intelligence over time. *International Communication Association*, Gold Coast, Australia.
64. Barcia-Varno, N., **Ophir, Y.**, Velho, R. M., Wong, R., McLoughlin, O. & Walter, D. (2024). Extremist messages using Biblical verses on Red Pilling subreddits. *Student Research in Communication Conference*. Rochester, NY.
63. Raffloer, G., **Ophir, Y.**, Thimmanayakanapalya, S. S., & Wang (2024). Best (digital) friends forever: Topic modeling and cluster analysis of chatbot app reviews. *Student Research in Communication Conference*. Rochester, NY.
62. Andrews, E., Walter, N., **Ophir, Y.**, Walter, D., & Robbins, C.L. (2023). Conspiracy Beliefs, Trust, and Vaccine Hesitancy During the COVID-19 Pandemic: The Moderating Role of Vaccine Availability. *National Communication Association*, National Harbor, MD.
61. *Wang, R., & **Ophir, Y.** (2023). Intentions to Engage with Automated Journalism: The Impact of Authorship Cues, Algorithmic Transparency, and Knowledge. *The Association for Education in Journalism and Mass Communication meeting*, Washington, DC.
60. *Wang, R., & **Ophir, Y.** (2023). Behind the Black Box: The Moderating Role of the Machine Heuristic on the Effect of Transparency Information about Automated Journalism on Hostile Media Bias Perception. *The Association for Education in Journalism and Mass Communication meeting*, Washington, DC.
59. *Tsai, S., & **Ophir, Y.** (2023). Balancing broadcasting and narrowcasting online as a minority-politician. *The American Political Science Association meeting*, Los Angeles, CA.

58. *Velho, R., & **Ophir, Y.** (2023). The effect of partisan identity activation on endorsement of populism. *The American Political Science Association meeting*, Los Angeles, CA.
57. *Wang, R., & **Ophir, Y.** (2023). Examining the influences of Twitter bots during the 2022 U.S. midterm election. *The American Political Science Association meeting*, Los Angeles, CA.
56. Lokmanoglu, A. D., **Ophir, Y.**, Walter, D., & Prudent, M. (2023). Righteous Currencies and Supremacy: The story of coins in Christian Nationalism and Salafi-Jihadism. *The American Political Science Association meeting*, Los Angeles, CA.
55. **Ophir, Y.**, Walter, D., Jamieson, P., & Jamieson, K. H. (2023). Beyond Trust and Trustworthiness: Predicting Science-Consistent Behaviors and Support for Funding Science. *International Communication Association*, Toronto, Canada.
54. Walter, D., & **Ophir, Y.** (2023). Academic Silos in Communication Framing Research (1992-2022): A Multi-Method Computational Analysis. *International Communication Association*, Toronto, Canada.
53. *Leon, Y. Y., **Ophir, Y.**, Kountz, K., Walter, D., & Feeley, T. (2023). Discourse Around and Misconceptions About STI Transmission Among Women Who Have Sex with Women (WSW): A Content Analysis on Reddit. *International Communication Association*, Toronto, Canada.
52. *Lattimer, T., Tenzek, K., & **Ophir, Y.**, (2023). Shouts from the Void: A Mixed-Method Analysis Surrounding the Online Chronic Illness Community, #NEISVoid. *International Communication Association*, Toronto, Canada.
51. *Wang, R., Thimmanayakanapalya, S. S., & **Ophir, Y.** (2023). News Apps as Identity Politics: A Mixed-Method Analysis of the Politicized Online Reviews about News Apps on Google Play and Apple Store. *International Communication Association*, Toronto, Canada.
50. *Wang, R., & **Ophir, Y.** (2023). An AI Shield from Political Attacks: Testing the Potential of Artificial Intelligence-Based Fact-checking to Ameliorate Distrust in Mainstream Media. *International Communication Association*, Toronto, Canada.
49. **Ophir, Y.**, Walter, N., Walter, D., Lokmanoglu, A. D., & Pruden, M. L. (2022). Much Ado About Nothing? A Systematic Review of the Uses and Misuses of the Vaccine Hesitancy Construct. *International Communication Association*, Paris, France.
48. *Lattimer, T., & **Ophir, Y.** (2022). Oppression by omission: An analysis of the #Whereistheinterpreter hashtag campaign around COVID-19 on Twitter. *International Communication Association*, Paris, France.
47. *Liu, A. K., **Ophir, Y.**, Walter, D., & Himelboim, I. (2022). From Victimhood to Empowerment: An Experimental Evaluation of the Effects of Complex Framing Techniques to Increase Engagement with Online Hashtag Activism.

46. *Dobmeier, C., **Ophir, Y.**, Walter, D., & Hubner, A. (2022). 23 and Media: The news coverage of direct-to-consumer genetic testing kits and its association with real-world sales data. *International Communication Association*, Paris, France.
45. Tenzek, K., **Ophir, Y.**, & Lattimer, T., (2022). Promising Prescriptions? A framing analysis of news coverage surrounding the Alzheimer's prescription drug Aduhelm. The Kentucky Conference on Health Communication, Lexington, KY.
44. *Andrews, E. A., Walter, N., **Ophir, Y.**, & Walter, D. (2022). A Meta-Analytic Perspective on Vaccine Hesitancy and Its Correlates. *Digital Health Communication: Issues and Perspectives Post-Conference in International Communication Association 72nd Annual Convention*, Dijon, France.
43. *Wang, R., & **Ophir, Y.** (2022). The Effects of Automated Journalism on Hostile Media Biases. *American Political Science Association Annual Meeting*, Montreal, CA.
42. *Wang, R., **Ophir, Y.**, & Walter, D. (2022). Twitter bots and the polarization of COVID-19 vaccine. *American Political Science Association Annual Meeting*, Montreal, CA.
41. *Tsai, S., & **Ophir, Y.** (2022). Twitter communications by Asian political candidates. *American Political Science Association Annual Meeting*, Montreal, CA.
40. Walter, D., **Ophir, Y.** (2022). Exploring the Network Structure of Academic Silos in Framing Research. *American Political Science Association Annual Meeting*, Montreal, CA.
39. Walter, D., **Ophir, Y.**, & Ye, H. (2022). Analyzing the Discourse on COVID-19 in White Nationalist Online Spaces. *American Political Science Association Annual Meeting*, Montreal, CA.
38. Tenzek, K. E., Lapan, E., **Ophir, Y.**, & Lattimer, T. A. (2022). Staying connected: World Alzheimer's Day hashtags and opportunities for engagement and overcoming stigma. *National Communication Association Meeting*, New Orleans, LA.
37. *Liu, Y., **Ophir, Y.**, & Walter, D. (2022). Networked Sensemaking During a Public Health Crisis: A Computational Analysis of Twitter Discourse Around the COVID-19 Delta Variant. *National Communication Association Meeting*, New Orleans, LA.
36. *Leong, Y. Y., Tenzek, K. E., Lattimer, T. A., & **Ophir, Y.** Expediated Approval: A mixed-method analysis of media frames surrounding the Alzheimer's drug Aduhelm. *National Communication Association Meeting*, New Orleans, LA.
35. *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.
34. *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).
33. 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).
 32. *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).
 31. **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).
 30. 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)
 29. *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)
 28. *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)
 27. *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)
 26. **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
 25. 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
 24. **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
 23. 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
 22. 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
21. 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
 20. 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
 19. **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
 17. Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2018). The Potential for Narrative Correctives to Reduce Belief Echoes. *International Communication Association*, Prague, Czech Republic
 16. 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
 15. 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
 14. 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
 13. **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
 12. 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
 11. 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

10. **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
9. **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
8. **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
7. 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
6. **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
5. 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
4. 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
3. **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
2. 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
1. **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

32. **Ophir, Y.** (2023). Disinformation in the "Post-Truth" Era: A New Phenomenon or an Old Problem in New Clothing? Invited *opening talk for the Polish Society of the*

- Law of New Technologies (SPNT in collaboration with C. H. Beck Publishing House)*
Conference on Disinformation and Law, Online.
31. **Ophir, Y.** (2023). Misinformation in the age of Artificial Intelligence. *The American Association of University Women, Buffalo, NY.*
 30. **Ophir, Y.,** Walter, D., & Marchant, E. (2023). Mixed-method approaches in communication research – brining computational and ethnographic methods together. *Annenberg School for Communication at the University of Pennsylvania.*
 29. **Ophir, Y.,** (2023). Computational methods in advertising contexts. *American Academy of Advertising Annual Meeting, Denver, CO.*
 28. **Ophir, Y.** (2023). Science discourse among the extremist far-right. *University of Wisconsin at Madison.*
 27. **Ophir, Y.** (2023). Studying extremism on social media. *Department of Humanities Sciences at the University of Luxembourg, LU.*
 26. **Ophir, Y.,** (2023). Misinformation and climate change. *Department of Geography, University at Buffalo, NY.*
 25. **Ophir, Y.** (2022). Extremism, Anti-semitism, and social media. *Jewish Community Center, Buffalo, NY.*
 24. **Ophir, Y.** (2022). The Analysis of Topic Model Networks (ANTMN) approach. The Cutting-Edge Communication Research (CeCor) meetings at the Amsterdam School of Communication Research (ASCoR), Amsterdam, the Netherlands.
 23. **Ophir, Y.** (2022). Extremism and public health online. *The Annenberg Public Policy Center, University of Pennsylvania.*
 22. **Ophir, Y.,** & Walter, D. (2022). The Analysis of topic model networks: *Department of Communication, University of Georgia.*
 21. **Ophir, Y.,** & Walter, D. (Fall 2022). The Analysis of topic model networks: application in social media and health communication. *Department of Communication, University of New Mexico.*
 20. **Ophir, Y.,** & Walter, D. (Spring 2022). The Analysis of topic model networks: application in social media and health communication. *Department of Communication, University of New Mexico.*
 19. **Ophir, Y.** (2022). Computational social science in international contexts. *International Institute for Counter-Terrorism, Reichman University, Israel.*
 18. **Ophir, Y.** (2022). Science Communication at the age of misinformation. *The International Institute of Buffalo & the U.S. Department of State, Buffalo, NY.*
 17. **Ophir, Y.** (2022). Manipulated Perception? Fakery, authenticity, and the birth of NFTs. *The Helix Center's Roundtable Panel, New York, NY.*
 16. **Ophir, Y.** (2021). The integration of computational methods and ethnography. *The Annenberg School for Communication at the University of Pennsylvania, PA.*

15. **Ophir, Y.** (2021). The Analysis of Topic Model Networks- Applications in health communication. Health Communication Research Seminar at *Northwestern University, IL*.
14. **Ophir, Y.** (2021). Computational Communication Research. Seminar at *University of Texas at Austin*.
13. **Ophir, Y.** (2021). The Analysis of Topic Model Networks in Social Media and Beyond. Research Seminar at *National University of Singapore*.
12. **Ophir, Y.** (2021). Communicating science at the post-truth era: News media narratives about science and their impact on trust and beliefs. *Israel Institute of Technology (Technion), Haifa, Israel*.
11. **Ophir, Y.** (2021). On the use of computational methods in communication research. *Moody College of Communication at the University of Texas at Austin*.
10. **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*.
9. **Ophir, Y.** (2021). Big Data analysis in Social Media. The Israeli Communication Association Guest Lectures Series. *Online*.
8. **Ophir, Y.** (2021). Text as Data - The Analysis of Topic Model Networks. The Digital Scholarship Studio and Network (DSSN), *University at Buffalo, Buffalo, NY*.
7. **Ophir, Y.** (2021). Communicating Science in the age of misinformation and post-truth. The 25th Undergraduate Research Conference Workshop, *University at Buffalo, Buffalo, NY*.
6. **Ophir, Y.** (2021). Social Media and Misinformation. UB Alumni Academy, *University at Buffalo, Buffalo, NY*.
5. **Ophir, Y.** (2021). Social Media and academia: Increasing visibility, avoiding unintended consequences. The 25th Undergraduate Research Conference Workshop, *University at Buffalo, Buffalo, NY*.
4. **Ophir, Y.** (2021). Analyzing Big Text Data in Social Media Contexts. Society and Computing Club, *University at Buffalo, Buffalo, NY*.
3. **Ophir, Y.** (2020). Computational communication research: Unsupervised machine learning. *University of Wisconsin at Madison, WI*.
2. **Ophir, Y.** (2020). Studying vaccine hesitancy using computational methods for textual big data: Russian trolls, misinformed parents, & journalistic routines. *University of Haifa, Israel*.
1. **Ophir, Y.** (2019). The media and epidemics: An organizational collision. *Villanova University, PA*.

TEACHING

Faculty

Department of Communication, University at Buffalo (2019-Present)

Undergraduate courses

COM240: Introduction to Mass Communication

COM217: Organizational Communication

COM466: The Dark Side of Media

COM468: Misinformation & Society

Graduate courses

COM681: Computational Communication Methods

COM681: Misinformation & Society

COM515: Communication Theories

Committees and Mentoring

Ph.D. Dissertation Committee Chair

1. Emily Black, current
2. Junwan Seo, current
3. Rui Wang, current
4. Raphaela Velho, current
5. Anita Kuei-Chun Liu, graduated 2023

Ph.D. Dissertation Committee Member

1. Madison Neurohr, current
2. Xinxia Dong, current
3. Shu-An Tsai, Political Science, UB, current
4. Tahleen Lattimer, current
5. Sagarika Suresh Thimmanayakanapalya, Business School, UB, current
6. Ryan James Gautreaux (Georgia State University), current
7. Melissa M. Moore, graduated 2021

M.A. Thesis Committee Chair

1. Emily Lapan, graduated 2023
2. Jessica Bass, graduated 2023
3. Angela Mei Chun Ho, 2021
4. Anne Daigler, graduated 2021
5. Emily Andrews, graduated 2021
6. Devin Forde, graduated 2021

M.A. Thesis Committee Member

1. Yin Leong, graduated, 2023
2. Chris Dobmeier, graduated, 2020
3. Cass Mcallister, graduated 2020

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

SERVICE

University at Buffalo and College of Arts and Sciences Service

- Between 2020 and 2023 I actively participated in the development and planning of the new UB Center for Information Integrity: An interdisciplinary center that aims to connect researchers from different departments and disciplines for collaborative work on misinformation. As of October 2021, the center received \$50,000 per year x 3 years for seed funding for pilot studies from the Office of the Vice President for Research and Economic Development (OVPRED).
- Organizing, coordinating, and hosting the misinformation and extremism panel in the Center for Information Integrity Conference at Buffalo.
- Job Search Committee member for the Department of Political Science for 2 hiring lines (2022)
- Since 2022, serving as a research mentor on topics related to vaccine hesitancy for Dr. Gillian Franklin, Assistant Professor Hlth. Sci., Biomedical Informatics
- Served as a grant reviewer for UB's KL2 MCDA applications for the 2022 cohort of C TSI K-Scholars
- A guest lecture for the UB Alumni Academy annual conference: Social media and misinformation in 2021.
- A guest lecturer at UB International Institute's Kazakhstani delegation event, hosted by the GRoW Clean Energy Center
- 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>)

Department of Communication at University at Buffalo Service

- Job Search Committee member (2019)
- 2019-2020 Organizing and leading the Communication Students Communicating Science (CS²) professional development lab, bi-weekly meetings.
- Organizing, coordinating and chairing a series of guest lectures for Communication students and faculty in the area of computational communication research and digital data analysis (2020-2022)
- Operating and maintaining the Department's official Twitter account (2019-2022)
- Conducting professional development seminars for UB students (2019-2023)

Community Service

- Invited talks in community-based organizations, such as the Jewish Community Center (2022)
- Lectures and talks for the International Institute of Buffalo (2022)

Journal Editorial Board Member

Journal of Communication (Since 2020)

Health Communication (Since 2021)

Human Communication Research (Since 2022)

Ad hoc Reviewer (Alphabetical order)

Book reviews:

- *Peter Lang Publisher*: Black Lives Matter and the Press: How Major U.S. Newspapers Covered Police Brutality Against African Americans, from Rodney King to George Floyd
- *Peter Lang Publisher*: Innovations and Implications of Persuasive Narratives
- *Wiley Books*: Communication and Misinformation: Crisis Events in the Age of Social Media

Dissertation external reviews:

- Hebrew University of Jerusalem, Israel
- University of Cambridge, UK
- University of Haifa, Israel

Grant reviews:

Government of Canada: Strategic Science Fund (SSF) for not-for-profit organizations in Canada, in the area of climate change, misinformation, and STEM education

Journal Reviews

- Addictive Behaviors
- American Journal of Public Health (AJPH)
- BMC Public Health
- BMJ Evidence-Based Medicine
- BMJ Global Health
- Climate Policy
- Communication Methods and Measures
- Communication Monographs
- Communication Research
- Computers & Education
- Digital Journalism
- Drugs: Education, Prevention, & Policy
- Environmental Communication
- European Journal of Communication
- Health Communication
- Health Education and Behavior
- Health Education Journal
- Health Security
- Human Communication Research
- Information, Communication & Society
- International Communication Gazette
- International Journal of Communication
- International Journal of Environmental Research and Public Health
- International Journal of Health Promotion and Education
- International Journal of Press/Politics
- International Journal of Public Opinion Research
- Journal of Communication
- Journal of Communication in Healthcare: Strategies, Media and Engagement
- Journal of Computer-Mediated Communication
- Journal of Health Communication
- Journal of International Medical Research
- Journal of Medical Internet Research
- Journal of Medical Internet Research Infodemiology
- Journal of Prevention and Health Promotion
- Journal of Public Health

- Journalism
- Journalism & Mass Communication Quarterly
- Mass Communication & Society
- Media Psychology
- New Media & Society
- Nicotine & Tobacco Research
- One Earth
- PLOS Computational Biology
- PLOS One
- Policy & Internet
- Political Analysis
- Public Relations Review
- Public Understanding of Science
- Quality & Quantity
- SAGE Open
- Science Communication
- Social Media + Society
- Social Science & Medicine
- Telematics & Informatics

Conference Reviews

- International Communication Association (2016-2022) 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

MEDIA COVERAGE AND INTERVIEWS

125. WGRZ2 (2024). Television interview on debates around social media legislation related to child safety online.

124. CHCH News (2024). Television interview on Elon Musk declaring he will fund court cases for people who were affected by content posted on Twitter.
123. BBC (2023). On Trump's inciteful language against political enemies: <https://www.bbc.com/news/world-us-canada-67435181>
122. The New York Times (2023). On death threats associated with online election fraud misinformation. <https://www.nytimes.com/2023/08/04/us/texas-election-threats-man-sentenced.html>
121. Yahoo Finance (2023). A live interview on misinformation during the Israeli-Palestinian war: <https://www.youtube.com/watch?v=qr3Lsrc5TTo>
120. Fox News's LiveNOW (2023). A live interview on misinformation at times of conflict: <https://www.livenowfox.com/video/1303550>
119. Yahoo! News (2023). On vaccine misinformation piggy-riding on celebrities like NFL stars and singer Taylor Swift. <https://news.yahoo.com/pro-vaccination-ad-leaves-nfls-020231548.html>
118. Insider (2023). On the threats of device surveillance apps installed by senior members of Congress. <https://www.businessinsider.com/expert-warns-against-program-mike-johnson-uses-stop-watching-porn-2023-11>
117. WENY-TV (2023). Interview on misinformation around the Israel-Hamas war.
116. News4 Buffalo WIVB-TV (2023). On misinformation about the Israel-Hamas war: <https://www.youtube.com/watch?v=WxfET6Wqsx0>
115. The Forward (2023). On journalistic challenges during the coverage of the Israel-Hamas war: <https://forward.com/culture/567229/gaza-hospital-explosion-attribution-journalism/>
114. CBC (2023). On emotional reactions on social media to billionaires' disasters. The Titan submersible accident. <https://www.cbc.ca/news/canada/titan-submersible-anger-schadenfreude-1.6889506>
113. KCBS Radio (2023). Live interview on misinformation during the Israel-Hamas conflict: <https://www.audacy.com/podcast/kcbs-radio-on-demand-011f4/episodes/conflict-in-israel-highlights-importance-of-detecting-rejecting-misinformation-db274>
112. Screenshot (2023). On misinformation around the Hamas-Israel war. <https://screenshot-media.com/politics/global-politics/misinformation-hamas-israel-war/>
111. Hyperallergic Magazine (2023). On visual disinformation during the Israeli-Palestinian war. <https://hyperallergic.com/850059/disinformation-runs-rampant-in-images-related-to-israel-hamas-war/>
110. No Worries If Not Podcast (2023). On romantic comedies and cultivation effects. <https://link.chtbl.com/no-worries-if-not>
109. The Messenger (2023). On political ads on Twitter. <https://themessenger.com/grid/twitter-rolled-back-its-ban-on-political-ads-what-does-that-mean-for-misinformation>

108. Sinclair Group's National Desk (2023). On AI misinformation: <https://thenationaldesk.com/news/americas-news-now/2024-election-cycle-collides-with-boom-in-artificial-intelligences-capabilities-deepfakes-misinformation-fake-news-politics-social-media-twitter-x-facebook-meta-youtube#>
107. Insider (2023). On the newsworthiness and virality of the Titanic Submersible disappearance. <https://www.insider.com/missing-titanic-submersible-oceangate-rescue-operation-deaths-social-media-response-2023-6>
106. Washington Post (2023). On Fox News' settlement with Dominion voting machines over misinformation around the 2020 elections: <https://www.washingtonpost.com/media/2023/04/19/fox-news-settlement-election-falsehoods/>
105. BBC News (2023). On Tucker Carlson's departure from Fox News: <https://www.bbc.com/news/world-us-canada-65381815>
104. The Associated Press (2023). On conservatives' strategic use of the term "insurrection" when describing Democratic protests: <https://apnews.com/article/zooe-y-zephyr-montana-transgender-insurrection-trump-tennessee-9eadf09c9670659bee4ec759a4393c9d>
103. NBC News (2023). On the conspiracy theories around the Ohio train derailment: <https://www.nbcnews.com/tech/east-palestine-ohio-train-derailment-tiktok-misinformation-rcna71853>
102. Newsweek (2023). On Russian and Ukrainian propaganda. <https://www.newsweek.com/ukraine-captain-himars-video-russia-soldiers-1771380>
101. Associated Press (2023). On food chain conspiracy theories: <https://apnews.com/article/north-carolina-ap-fact-check-business-87009c97a59ba36146aa594623dcc6c9>
100. KCBS Radio, San Francisco. Live interview on Twitter labelling NPR as "state-affiliated media".
99. Grassroots Health Podcast (2023). A hour-long discussion about misinformation online: <https://1795group.com/episode/episode-10-the-impact-of-mis-disinformation-an-interview-with-yotam-ophir-ph-d/>
98. Yahoo! News (2023). On users' attempts to correct misinformation about vasectomies on TikTok: <https://news.yahoo.com/snip-snip-hooray-tiktok-trend-014315233.html>
97. Grid News (2023). On the introduction of AI and ChatGPT to academic settings: <https://www.grid.news/story/technology/2023/02/21/is-chatgpt-the-future-of-cheating-or-the-future-of-teaching/>
96. Grid News (2023). On the promotion of election and voter fraud conspiracy theories on Fox News: <https://www.grid.news/story/misinformation/2023/03/07/why-tucker-carlson-still-promotes-jan-6-capitol-attack-lies-and-sympathetic-audiences-believe-them/>

95. Insider (2023). On conspiracy theories on TikTok: I talked with Insider about conspiracy theories, algorithms, the Titanic, and social media. Read here: <https://www.insider.com/viral-tiktok-arguing-the-titanic-never-sank-shows-conspiracy-lifecycle-2023-1>
94. Business Insider (2023). On Ukrainian propaganda and fight against Russian misinformation: <https://www.businessinsider.com/breaking-putins-censorship-adtech-spammers-expand-campaign-syria-iran-2023-1>
93. WGRZ Buffalo Channel 2 (2023). On Facebook and content moderation of violent videos.
92. Grid News (2023). On misinformation online: <https://www.grid.news/story/misinformation/2023/01/12/twitter-rolled-back-its-ban-on-political-ads-what-does-that-mean-for-misinformation/>
91. Salon (2022). On anti-LGBTQ bigotry and hate crimes. <https://www.salon.com/2022/12/15/want-to-club-q-and-other-hate-crimes-baselessly-on-police-defunding/>
89. Global Network on Extremism and Technology (GNET, 2022). On white nationalism and abortion discourse: <https://gnet-research.org/2022/07/20/white-nationalism-stormfront-and-the-extremist-politicisation-of-science/>
88. TIME Magazine (2022). On rumors and misinformation on social media at times of crisis. <https://time.com/6233609/uva-shooting-twitter-crisis/>
87. The Guardian (2022). On conspiracy theories pertaining to the LGBTQ+ community in Seth Rogan's show. <https://www.theguardian.com/culture/2022/nov/04/joe-rogan-school-litter-boxes-kids-furries-gender>
86. Fox News 29 (2022). On the rise of antisemitism online: <https://wutv29.com/news/local/with-rise-in-antisemitism-ub-professor-says-education-is-key#>
85. Insider (2022). On content creators' strategy to increase engagement on TikTok: <https://www.insider.com/why-creators-rage-farm-on-tiktok-and-why-its-on-the-rise-2022-12>
84. Scientific American (2022). On the rise in conspiracy theories around the LGBTQ+ community: <https://www.scientificamerican.com/article/how-anti-lgbtq-rhetoric-fuels-violence/>
83. Insider (2022). On conspiracy theories around celebrity deaths: <https://www.insider.com/dead-celebrity-conspiracy-theories-far-right-qanon-anti-vaccine-2022-10>
82. PsychologyToday (2022). A review of Moore & Ophir's work on the content of romantic comedies over 40 years. <https://www.psychologytoday.com/us/blog/living-single/202211/40-years-romantic-comedies-1-big-change>

81. The Public Diplomacy Podcast (2022). A conversation with Dr. Guy Golan on democracy, freedom of speech, and democracy: https://youtu.be/w_rlmhm4OuE
80. The Washington Post (2022). On Spotify's decision not to remove misinformation from the Joe Rogan Experience show: <https://www.washingtonpost.com/technology/2022/02/02/spotify-rogan-employee-protests/>
79. The Washington Post (2022). On misinformation about vasectomies. <https://www.washingtonpost.com/health/2022/07/01/abortion-vasectomies-misinformation-roe-birth-control/>
78. The Washington Post (2022). On misinformation and threats against hospitals offering Gender Affirmation Care: <https://www.washingtonpost.com/nation/2022/08/17/boston-childrens-hospital-transgender-treatment/>
77. Rolling Stone (2022). On the conservative alternative to YouTube, Rumble, and its potential for misinformation and hate speech. <https://www.rollingstone.com/culture/culture-news/rand-paul-rumble-conservative-youtube-1277997/>
76. The Independent (2022). On the Johnny Depp – Amber Heard trial and its implications for journalism and social media activism: <https://www.independent.co.uk/news/world/americas/johnny-depp-verdict-amber-heard-b2088535.html>
75. The Hill (2022). On Congresswoman Marjorie Taylor Greene's ban from Twitter. <https://thehill.com/homenews/house/588086-the-memo-twitter-ban-on-marjorie-taylor-greene-reignites-political-battles>
74. The Associated Press (2022). On ABC's misleading editing of CDC information: <https://apnews.com/article/coronavirus-pandemic-health-new-york-misinformation-rochelle-walensky-5a96092a6e701bd040d1a37447dcae69>
73. New York Post (2022). On Tik Tok challenges: <https://nypost.com/2022/10/26/4-teens-killed-in-buffalo-crash-while-attempting-tiktok-kia-challenge/>
72. SBS The Feed, Australia (2022). on misinformation around mass shootings: <https://www.sbs.com.au/news/the-feed/article/misinformation-and-conspiracies-surround-the-texas-school-shooting-its-a-stifling-tale-weve-seen-before/602nxc75>
71. STAT News (2022). On Dr. Oz's run for Senate and its implications for science communication: <https://www.statnews.com/2022/05/12/dr-oz-misinformation-but-silver-lining-for-science/>
70. PolitiFact (2022). On Robert Malone's vaccine misinformation and how science should be communicated. <https://www.politifact.com/article/2022/jan/06/who-robert-malone-joe-rogans-guest-was-vaccine-sci/>
69. Global News (Canada) Zoom interview (2022). On Elon Musk's purchase of Twitter.

68. Clarín (Argentinian newspaper, 2022). On misinformation and political violence ahead of the US 2022 Midterm elections: https://www.clarin.com/mundo/violencia-domina-tramo-final-campana-elecciones-legislativas-ee-uu-0_XjEimQENy6.html
67. WIVB4 (2022). On the prevalence and potential effects of Tik Tok challenges.
66. WBEN Buffalo (2022). On the AG report on the Buffalo mass shooting. <https://www.audacy.com/wben/news/local/in-depth-social-medias-role-in-tops-shooting>
65. Technology Networks (2022). On academics' migration from Twitter to social media alternatives: <https://www.technologynetworks.com/tn/articles/should-scitwitter-migrate-elsewhere-367346>
64. Fox News 29 (2022). On the role of social media in inciting violent mass shootings: <https://wutv29.com/news/local/ub-social-media-expert-breaks-down-new-york-governor-and-ag-investigative-report>
63. Spectrum News 1 Buffalo (2022). On white supremacy and misinformation online: <https://spectrumlocalnews.com/nys/buffalo/news/2022/06/07/white-supremacism--how-it-s-spread-and-the-threat-it-poses>
62. Spectrum News 1 Buffalo (2022). Panelist during the ongoing live coverage of President Biden's visit to Buffalo following the White Nationalist mass murder at Tops Market.
61. State of Politics (2022). On Carl Paladino's threat against Merrick Garland: <https://nystateofpolitics.com/state-of-politics/new-york/politics/2022/08/18/ub-expert-says-paladino-remark-about-garland-is-dangerous>
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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