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CURRENT POSITIONS

- 2018 - present **Associate Professor**
Department of Advertising + Public Relations
Michigan State University
- 2020 – present **Faculty Fellow**
- Center for Anti-Counterfeiting and Product Protection (A-CAPP) [Michigan State University]
- 2011 - 2018 **Assistant Professor**
Department of Advertising + Public Relations
Department of Media & Information (joint appointment, 49%, 2011-2016)
Michigan State University
- 2011 – present **Founder & Co-Director**
Media and Advertising Psychology (MAP) Lab [Michigan State University]
- 2011 – present **Core Faculty Member/Research Associate**
- Cognitive Science Program [Michigan State University]
 - Muslim Studies Program [Michigan State University]
 - Health & Risk Communication Center [Michigan State University]
 - Children's Central [Michigan State University]

EDUCATION

- 2011 **Ph.D. in Journalism**
University of Missouri, School of Journalism, Columbia, MO
- 2008 **Master of Arts in Journalism (Fulbright Scholarship)**
University of Missouri, School of Journalism, Columbia, MO
- 2005 **Bachelor of Arts in Journalism and Political Science**
Department of Journalism, Faculty of Arts, Birzeit University, Palestine

* refers to an undergraduate or graduate student author/co-author at the time of publication/presentation

REFEREED JOURNAL ARTICLES

- [A.38] **Alhabash, S.A.**, Mundel, J., Deng, T., McAlister, A., Quilliam, E.T., & Richards, J.I. (2020). Social media alcohol advertising among underage minors: Effects of models' age. *International Journal of Advertising*, <https://doi.org/10.1080/02650487.2020.1852807>
- [A.37] Hussain, S.A., & **Alhabash, S.** (2020). Nostalgic emotional valence and its effects on help-seeking in depression. An application of the theory of planned behavior. *Health Communication*. <https://doi.org/10.1080/10410236.2020.1794549>

- [A.36] Lou, C. & **Alhabash, S.** (2020). Placing socially responsible alcohol ads on social media: The roles of warning size and warning integration in the efficacy of alcohol ads among underage youth. *Journal of Interactive Advertising*. <https://doi.org/10.1080/15252019.2020.1780651>
- [A.35] **Alhabash, S.**, Kanver, D., Lou, C., Smith, S., & Tan, P.-N. (2020). Trick or drink: Offline and social media hierarchical normative influences on Halloween celebration drinking. *Health Communication*. <https://doi.org/10.1080/10410236.2020.1808406>
- [A.34] Burt, S.A., Kim, M., & **Alhabash, S.** (2020). A novel, in-vivo measure of cyberaggression. *Aggressive Behavior*. <https://doi.org/10.1002/ab.21911>
- [A.33] Hussain, S. A., & **Alhabash, S.** (2020). Effect of nostalgia as a motivational force for depressed students to seek professional psychological help. *Journal of American College Health*. <https://doi.org/10.1080/07448481.2020.1754838>
- [A.32] Smith, S., **Alhabash, S.**, Kanver, D., Tan, P.-N., & Viken, G. (2019). Celebration drinking around the clock. *Health Communication*. DOI: 10.1080/10410236.2019.1625007
- [A.31] Corrigan, J. R., **Alhabash, S.**, Rousu, M., & Cash, S. B. (2018). How much is social media worth? Estimating the value of Facebook by paying users to stop using it. *PLoS ONE*, *13*(12): e0207101. <https://doi.org/10.1371/journal.pone.0207101> [viewed over 41K times on the PLoS website and covered by over 100 outlets globally].
- [A.30] **Alhabash, S.**, VanDam, C., Tan, P.-N., Smith, S. W., Viken, G., Kanver, D., Tian, L., & Figueira, L. (2018). 140 Characters of intoxication: Exploring the prevalence of alcohol-related tweets and predicting their virality. *Sage Open*. <http://journals.sagepub.com/doi/abs/10.1177/2158244018803137>
- [A.29] Kircaburun, K., **Alhabash, S.**, Tosuntaş, S. B., & Griffiths, M. D. (2018). Uses and gratifications of problematic social media use among university students: A simultaneous examination of the big five personality, social media platforms and social media use motives. *International Journal of Mental Health and Addiction*, <https://link.springer.com/article/10.1007%2Fs11469-018-9940-6>
- [A.28] Young, R., Miles, S., & **Alhabash, S.** (2018). Attacks by Anons: A content analysis of aggressive posts, victim responses, and bystander interventions on a social media site. *Social Media + Society*.
- [A.27] Almutairi, N.*, **Alhabash, S.**, Hellmueller, L., & Willis, E. (2018). The effects of Twitter users' weight and gender on viral behavioral intentions toward obesity-related news. *Journal of Health Communication*.
- [A.26] **Alhabash, S.**, Almutairi, N.*, Lou, C.*, & Kim, W.* (2018). Pathways to virality: Psychophysiological responses preceding likes, shares, comments, and status updates on Facebook. *Media Psychology*.
- [A.25] Burt, S. A., & **Alhabash, S.** (2017). Illuminating the nomological network of digital aggression: Results from two studies. *Aggressive Behavior*, *44*(2), 125-135.
- [A.24] Lou, C., & **Alhabash, S.** (2017). Understanding non-profit and for-profit social marketing on social media: The case of anti-texting while driving. *Journal of Promotion Management*. <https://doi.org/10.1080/10496491.2017.1380109>
- [A.23] **Alhabash, S.**, & Ma, M.* (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students. *Social Media + Society*, *January-March 2017*, 1-13. DOI: 10.1177/2056305117691544.

- [A.22] Jiang, M.*, Tsai, H.-y., S.*, Cotten, S. R., Rifon, N. J., LaRose, R., & **Alhabash, S.** (2016). Generational Differences in Online Safety Perceptions, Knowledge and Practices. *Educational Gerontology, 42*(9), 621-62304. DOI: 10.1080/03601277.2016.1205408.
- [A.21] **Alhabash, S.**, McAlister, A. R., Kim, W. *, Lou, C. *, Cunningham, C. *, Quilliam, E. T., & Richards, J. I. (2016). Saw it on Facebook, drank it at the bar! Effects of exposure to Facebook alcohol ads on alcohol-related behaviors. *Journal of Interactive Advertising, 16*(1), 44-58.
<http://dx.doi.org/10.1080/15252019.1160330> [Nominated for “Best Article” award, American Academy of Advertising].
- [A.20] Tsai, H.-y. S.*, Jiang, M.*, **Alhabash, S.**, LaRose, R., Rifon, N., Cotton, S. R. (2016). Understanding online safety behavior: A protection motivation theory perspective. *Computers & Security, 59*, 138-150. <http://dx.doi.org/10.1016/j.cose.2016.02.009>
- [A.19] **Alhabash, S.**, Almutairi, N.*, & Abu Rub, M. (2016). Just add a verse from the Quran: Effects of religious rhetoric in gain- and loss-framed anti-alcohol messages with a Palestinian sample. *Journal of Religion and Health, 56*(5), 1628-1643: DOI 10.1007/s10943-015-0177-4.
- [A.18] **Alhabash, S.**, McAlister, A. R., Lou, C.* , & Hagerstrom, A.* (2015). From clicks to behaviors: The mediating effect of viral behavioral intentions on the relationship between attitudes and offline behavioral intentions. *Journal of Interactive Advertising, 15*(2), 82-96.
DOI:10.1080/15252019.2015.1071677. [“Best Article” Award, American Academy of Advertising, 2016].
- [A.17] **Alhabash, S.**, Baek, J.-h.* , Cunningham, C.* , & Hagerstrom, A.* (2015). To comment or not to comment?: How virality, arousal level, and commenting behavior on YouTube videos affect civic behavioral intentions. *Computers in Human Behavior, 51*(A), 520-531.
<https://dx.doi.org/10.1080/0144929X.2015.1028448>
- [A.16] Boehmer, J.* , LaRose, R., Rifon, N. J., **Alhabash, S.**, & Cotten, S. (2015). Determinants of Online Safety Behaviour: Toward an Intervention Strategy for College Students. *Behaviour & Information Technology, 34*(10), 1022-1035.
- [A.15] Shillair, R.* , Cotten, S. R., Tsai, H.-y. S.* , **Alhabash, S.**, LaRose, R., & Rifon, N. J. (2015). Online safety begins with you and me: Convincing Internet users to protect themselves. *Computers in Human Behavior, 48*, 199-207. <https://woi.org/10.1016/j.chb.2015.01.046>
- [A.14] **Alhabash, S.**, McAlister, A. R., Richards, J. I., Quilliam, E. T., & Lou, C.* (2015). Alcohol’s getting a bit more social: When alcohol marketing messages on Facebook motivate young adults to imbibe. *Mass Communication & Society*. DOI:10.1080/15205436.2014.945651. [“Article of the Year” Award, Association for Education in Journalism and Mass Communication, 2016].
- [A.13] **Alhabash, S.**, Chiang, Y.-h., & Huang, K.* (2014). MAM & U&G in Taiwan: Differences in uses and gratifications of Facebook as a function of motivational reactivity. *Computers in Human Behavior, 35*, 423-430. <http://dx.doi.org/10.1016/j.chb.2014.03.033>.
- [A.12] **Alhabash, S.**, Hales, K., Baek, J.-h.* , Oh, H.-J.* (2014). Effects of race, visual anonymity, and social category salience on online dating outcomes. *Computers in Human Behavior, 35*, 22-32.
<http://dx.doi.org/10.1016/j.chb.2014.02.016>.
- [A.11] **Alhabash, S.**, & Wise, K. (2014). Playing their game: Changing evaluations of Palestinians and Israelis through video game play. *New Media & Society*. doi:10.1177/1461444814525010

- [A.10] **Alhabash, S.**, & McAlister, A. R. (2014). Redefining virality in less broad strokes: predicting viral behavioral intentions from motivations and uses of Facebook and Twitter. *New Media & Society*. doi:10.1177/1461444814523726
- [A.9] Peng, W., & **Alhabash, S.** (2013). Guest editors' introduction to Meaningful Play special issue. *Games and Culture*, 8(4), 183-185. DOI: 10.1177/1555412013500710.
- [A.8] Wise, K., **Alhabash, S.**, Eckler, P. (2013). "Window" shopping online: Cognitive and emotional processing of general and specific product windows. *Journal of Interactive Advertising*, 13(2), 88-96. DOI: 10.1080/15252019.2013.826550
- [A.7] **Alhabash, S.**, McAlister, A., Hagerstrom, A. *, Quilliam, E. T., Rifon, N., & Richards, J. (2013). Between "Likes" and "Shares": Effects of emotional appeal and virality of anti-cyberbullying messages on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 16(3). DOI: 10.1089/cyber.2012.0265.
- [A.6] Kononova, A., & **Alhabash, S.** (2012). When one medium is not enough: Media use and media multitasking among students in Kuwait. *Journal of Middle East Media*, 8(1), retrieved from: http://www2.gsu.edu/~wwwaus/Vol8/JMEM2012_Kononova_and_Alhabash.pdf
- [A.5] **Alhabash, S.**, Park, H. J., Kononova, A., Chiang, Y., & Wise, K. (2012). Exploring the Motivations of Facebook Use in Taiwan. *Cyberpsychology, Behavior, and Social Networking*, 15(6), 304-311. <https://doi.org/10.1089/cyber.2011.0611>
- [A.4] **Alhabash, S.** & Wise, K. (2012). PeaceMaker: Changing American college students' attitudes toward Palestinians and Israelis through video game play. *International Journal of Communication*, 6, retrieved from: <http://ijoc.org/ojs/index.php/ijoc/article/view/1056/708>.
- [A.3] Young, R., **Alhabash, S.**, Rodgers, S., Stemmler, J. (2011). Building the health news agenda in local newspapers: Lessons for health-care managers. *International Journal of Healthcare Management (Formerly known as Journal of Management & Marketing in Healthcare)*, 4(3), 148-159. <http://dx.doi.org/10.1179/175330311X13094235152218> [Lead Article]
- [A.2] Kononova, A., **Alhabash, S.**, & Cropp, F. (2011). The role of media in the process of socialization to American politics among international students. *International Communication Gazette*, 73(4), 302-321. DOI: 10.1177/1748048511398592
- [A.1] Wise, K., **Alhabash, S.**, & Park, H. (2010). Emotional responses during social information seeking on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 13(5), 555-562. <https://doi.org/10.1089/cyber.2009.0365>

BOOK CHAPTERS

- [BC.9] **Alhabash, S.** Cunningham, C., & Kononova, A. (2019). Who's American. In M. Len-Rios & E. Perry (Eds.), *Cross cultural journalism: Communicating strategically about diversity* (2nd ed., pp. 43-76). New York, NY: Routledge.
- [BC.8] **Alhabash, S.**, Mundel, J. *, & Hussain, S. A. * (2017). Social media advertising: Unraveling the mystery box. In S. Rodgers & E. Thorson (Eds.), *Digital advertising* (3rd ed., pp. 285-299). New York: Routledge.
- [BC.7] **Alhabash, S.**, Jiang, M. *, Brooks, B. *, LaRose, R., Rifon, N. J., Cotten, S. (2015). Online banking for the ages: Generational differences in institutional and system trust. In L. Robinson, S. R. Cotten, J. Schulz, T.M. Hale, & A. Williams (Eds), *Emerald Studies in Communication: Digital Distinctions and Inequalities: Communication and Information Technologies Annual (Studies in Media and*

Communications, Volume 10 (pp. 145 – 171). Emerald Group Publishing Limited.

- [BC.6] **Alhabash, S.** & Cunningham, C.* (2015). Who's American. In M. Len-Rios & E. Perry (Eds.), *Cross Cultural Journalism: Communicating strategically about diversity* (pp. 37 – 62). New York, NY: Routledge.
- [BC.5] LaRose, R., **Alhabash, S.**, Jiang, M.*, Shillair, R. *, Tsai, H.-y. S.*, Cotten, S. R., & Rifon, N. J. (2015). Communicating online safety: Protecting our good life on the net. In H. Wang (Ed.), *Communication and "the good life": International Communication Association Annual Conference Theme Book* (Vol. 2, pp. 161-180). New York, NY: Peter Lang Publishing, Inc.
- [BC.4] Saunders, C. *, **Alhabash, S.**, & Frisby, C. M. (2015). What are you talking about: Differences in Twitter uses and gratification between black and white Twitter users. In C. M. Frisby, *How you see me, how you don't: Essays on stereotypes and representation of media and its effects on minorities, women, and adolescents* (pp. 227-260). Mustang, OK: Tate Publishing and Enterprises.
- [BC.3] Quilliam, E. T., **Alhabash, S.**, & Alunit-Zeldes, G. (2014). IMC perspective: Are social media social or commercial. In G. E. Belch, M. A. Belch, G. F. Kerr, & I. Powell, *Advertising and promotion: An integrated marketing perspective*. McGraw-Hill, Sydney.
- [BC.2] Wise, K., **Alhabash, S.** (2013). Counterargument: Evidence of advergame effectiveness. In Pardun, C. J. (Ed.), *Advertising and society: An Introduction* (2nd ed., pp. 218 – 228). West Sussex, UK: Wiley & Sons, Inc.
- [BC.1] van Teeflen, T., Bitar, H., & **Alhabash, S.** (2005). Resilience in the Palestinian occupied territories. In M. Ungar (Ed.), *Handbook for working with children and youth: Pathways to resilience across cultures and contexts* (pp. 417-431). Thousand Oaks, CA, London, UK, New Delhi, India: Sage Publications.

REFEREED PUBLISHED CONFERENCE PROCEEDINGS

- [CP.17] **Alhabash, S.**, Thorson, K., Drumwright, M., & Pounders, K. (2018). Digital advertising & ethics: Research, teaching, and Practice. In H. Gangadharbatla (Ed.), *Proceedings of the 2018 Conference of the American Academy of Advertising: 60th Anniversary*, p. 1).
- [CP.16] Cunningham, C. *, Almutairi, N. *, & **Alhabash, S.** (2016). Investigating the effects of colors on advertising effectiveness: Testing Kobayashi's color theory. In R. Reichert (Ed.), *Proceedings of the 2016 Conference of the American Academy of Advertising* (p. 192).
- [CP.15] **Alhabash, S.**, Kononova, A., Richards, R., Wise, K., & Bailey, R. (2016). Your brain on advertising: Psychophysiological and neuroscientific approaches to studying advertising effects and processes. In R. Reichert (Ed.), *Proceedings of the 2016 Conference of the American Academy of Advertising* (p. 5).
- [CP.14] Al-Riyami, A. *, Almutairi, N. *, Eisele, M. *, Johnson, E. *, Kim, W. *, Lou, C. *, & **Alhabash, S.** (2015). Psychophysiological responses to likes, shares, comments, and status updates on Facebook. *Psychophysiology*, 52(S1), S47.
- [CP.13] Jiang, M. *, Tsai, H.-y. S. *, Cotten, S., Rifon, N., **Alhabash, S.**, & LaRose, R. (2015). Safe banking online: An investigation of Internet safety literacy and security protection among older adults. *The Gerontologist*, 55(Suppl 2), 732. doi: 10.1093/geront/gnv367.04
- [CP.12] **Alhabash, S.**, Brooks, B. A. *, Jiang, M. *, Rifon, N. J., LaRose, R., & Cotten, S. (2015). Is it institutional or system trust: Mediating the effect of generational cohort membership on online banking intentions. *iConference 2015 Proceedings*.

- [CP.11] **Alhabash, S.**, Quilliam, E. T., McAlister, A. R., Lou, C.*, Richards, J. I. (2014). Is it me or is it just virality?: How motivational reactivity, attitudes, and viral behavioral intentions for alcohol marketing messages on Facebook predict drinking intentions. In J. Huh (Ed.), *Proceedings of the 2014 Conference of the American Academy of Advertising* (p. 13).
- [CP.10] Hagerstrom, A. *, & **Alhabash, S.**, Kononova, A. (2014). Emotional dimensionality and online ad virality: Investigating the effects of affective valence and content arousingness on processing and effectiveness of viral ads. *Proceedings of the 2014 Conference of the American Academy of Advertising* (p. 109).
- [CP.9] **Alhabash, S.**, Sternadori, M., Kim, S. Y. *, & Yang, J. * (2013). Drinking in 140 characters: Effects of alcoholism risk, motivational reactivity, and racial prejudice on evaluations of anti-alcohol tweets by black and white protagonists. In L. Allen (Ed.), *Proceedings of the 2nd Annual International Conference on Journalism and Mass Communication*.
- [CP.8] **Alhabash, S.**, McAlister, A. R., Richards, J. I., Quilliam, E. T., & Lou, C.* (2013). Alcohol's getting a bit more social: When alcohol marketing messages on Facebook motivated young adults to imbibe. In L. Allen (Ed.), *Proceedings of the 2nd Annual International Conference on Journalism and Mass Communication*.
- [CP.7] **Alhabash, S.**, McAlister, A. R., Rifon, N. J., Quilliam, E. T., Sternadori, M., & Richards, J. I. (2013). A different take on virality: The relationship among motivations, uses, and viral behavioral intentions on Facebook and Twitter. In K. M. Lacendorfer (Ed.), *The Proceedings of the 2013 Conference of the American Academy of Advertising* (p. 24).
- [CP.6] **Alhabash, S.**, & McAlister, A. R., Quilliam, E. T., Rifon, N. J., & Richards, J. I. (2012). Between “likes” and “shares”: Effects of emotional appeal and virality of social marketing messages on Facebook. In K. Kubacki * S. Rundle-Theile (Eds.), *Proceedings of the 2012 International Social Marketing Conference* (pp. 22-25).
- [CP.5] **Alhabash, S.**, & Wise, K. (2012). When we don't stereotype: Effects of stereotype reduction on processing and effects of advertising messages. In M. Morrison (Ed.), *The Proceedings of the 2012 Conference of the American Academy of Advertising* (p. 171).
- [CP.4] **Alhabash, S.**, Eckler, P. & Wise, K. (2010). “Window” shopping online: Cognitive and emotional processing of general and specific product windows. In W.-A. Lee (Ed.), *The Proceedings of the 2010 Conference of the American Academy of Advertising* (p. 19).
- [CP.3] **Alhabash, S.**, Jahng, M., & Wise, K. (2010). Effects of stereotype reduction on cognitive and emotional processing of advertising. *Psychophysiology*, 47(s1), S33.
- [CP.2] Wise, K., Yoon, S.-Y., Balakrishnan, B., **Alhabash, S.**, & Polivanaya, V. (2010). Testing color theory: How different color combinations affect physiological and self-report measures of emotion. *Psychophysiology*, 47(s1), S33.
- [CP.1] Wise, K., **Alhabash, S.**, Eckler, P., Littau, J., & Kononova, A. (2008). Motivational activation during common online activities. *Psychophysiology*, 45(s1), S119.

WHITE PAPERS & REPORTS

- [WP.2] **Alhabash, S.**, Kononova, A., & Huddleston, P. (2019). Watching zoo animals to reduce stress: Field and Lab Studies: Research Report. *Doner Agency*.
- [WP.1] **Alhabash, S.**, Richards, J., Quilliam, E. T., McAlister, A. R. (2017). Alcohol advertising in social media among minors. *Michigan Applied Public Policy Brief: Informing the Debate*. The Institute of Public

Policy and Social Research, Michigan State University. Retrieved from:
https://ippsr.msu.edu/sites/default/files/MAPPR/Alcohol_Adv.pdf

INVITED ARTICLES

- [IA.3] **Alhabash, S.** (2019). Facebook is a persuasion platform that's changing the advertising rulebook. *The Conversation*, retrieved from: <https://theconversation.com/facebook-is-a-persuasion-platform-thats-changing-the-advertising-rulebook-110090>
- [IA.2] **Alhabash, S.** (2018). Risky behaviors on social media: Implications for anti-counterfeiting education. *Brand Protection Professional*, 3(4), 34-35.
- [IA.1] **Alhabash, S.** (2014, August). Would social media bring freedom to Palestine? *This Week in Palestine*, 196, 4-7.

ARTISTIC & CREATIVE ENDEAVORS

- [AC.3] **Alhabash, S.** & Sotrrer, P. (2016). *Boxed Out: Beyond Selfies*. [Workshop and exhibit of teenage girl selfies, in collaboration with the Girl Scouts Heart of Michigan].
- [AC.2] Storrer, P., **Alhabash, S.**, & Richards, J. (2015). *Advertising Cocktail Book*. [Promotional giveaway for the MSU Department of Advertising + Public Relations at the annual meeting of the American Academy of Advertising].
- [AC.1] Storrer, P., **Alhabash, S.**, & Richards, J. (2014). *Time in a Box*. [Promotional Calendar for the MSU Department of Advertising + Public Relations, giveaway at the annual meeting of the American Academy of Advertising].

PEER-REVIEWED CONFERENCE PAPERS & PRESENTATIONS

- [C.109] Dong, Y., **Alhabash S.**, Githua, W., & Suneja, A. (2021). [Extended Abstract] Truth default and COVID-19 misinformation: Ability to identify misinformation and COVID-19 beliefs and protective behaviors. Extended abstract presented to the annual meeting of the *Health Communication Division of the International Communication Associations [Virtual]*.
- [C.108] **Alhabash, S.**, Dong, Y., Moureaud, C., Hybels, C., Muraro, I., Nicolas, M., Githua, W., & Hertig, J. (2021). Effects of fear and humor appeals in public service announcements (PSAs) on intentions to purchase prescription medications via social media. Paper presented to the annual meeting of the *Health Communication Division of the International Communication Associations [Virtual]*.
- [C.107] Park, S., Dong, Y., **Alhabash, S.**, Hendriks, H., & Smith, S. (2021). Global differences in research on the relationship between social media and alcohol use. *Poster presented to the 6th Biennial D.C. Health Communication Conference [Virtual]*.
- [C.106] Wen, J., Mundel J., Read, G., **Alhabash, S.**, Wilson, J. (2021). Panel: Translating consumer neuroscience into advertising research and education. Panel to be presented to the annual meeting of the *American Academy of Advertising [Virtual]*.
- [C.105] Dong, Y. & **Alhabash, S.** (2020). Fighting back or not? The effects of victim response to direct and indirect digital aggression on bystanders. Extended Abstract presented to the *Communication Technology Division of the Association for Education in Journalism and Mass Communication [Virtual]*.

- [C.104] Suneja, A., Nimmagadda, A., & **Alhabash, S.** (2020). Motivations to use Facebook, Instagram, Twitter, and TikTok: Predicting problematic use and continuance intentions. Paper presented to the *Communication Technology Division of the Association for Education in Journalism and Mass Communication [Virtual]*.
- [C.103] Kononova, A., **Alhabash, S.**, Huddleston, P., Deng, T., Kanver, D., Par, N.R., Velazquez, L.G., Smith, A., Hirsch, N., Nimmagadda, A., Dong, Y., & Lynch, K. (2020). Does watching animals in real life and on the screen have the same effect on stress reduction? Paper presented to the *Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication [Virtual]*.
- [C.102] Dong, Y., Santos Muraro, I., & **Alhabash, S.** (2020). Getting away with subtweeting? The effect of post directness on perception of digital aggression. Paper presented to the *Communication and Technology Division of the International Communication Association [Virtual]*.
- [C.101] Dong, Y., Park, S., Hendriks, H., **Alhabash, S.**, & Smith S. (2020). Social media use and alcohol consumption: A 10-year systematic literature review. Paper presented to the *Health Communication Division of the International Communication Association [Virtual]*.
- [C.100] Lynch, K.R., Deng, T., Hussain, S., Lee, O., & **Alhabash, S.** (2019). Context matters! Effects of contextual information on processing of social media ads. Paper presented to the *Advertising Division of the Association for Education in Journalism and Mass Communication, Toronto, Canada*.
- [C.99] **Alhabash, S.**, Lee, O., Kononova, A., Richards, J.I., & Park, N.R., Deng, T., & Hirsch, J. (2019). Puffing on Instagram: Effects of puffery claim types on assessment of persuasive intentions and knowledge. Paper presented to the *Advertising Division of the Association for Education in Journalism and Mass Communication, Toronto, Canada*.
- [C.98] **Alhabash, S.**, Thorson, E., Chen, W., Deng, T., Kanver, D., Ma, M., Park, N.R., Hirsch, J., & Smith, A. (2019). Effects of candidate lateral location and eye gaze direction in political ads: Evidence from self-report and eye movement patterns. Paper presented to the *Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, Toronto, Canada*.
- [C.97] Lou, C., **Alhabash, S.**, Kanver, D. Smith, S., & Tan, P.-T. (2019). Trick or drink: Offline and social media hierarchical normative influences on Halloween celebration drinking. Paper presented to the *Health Communication Division of the International Communication Association, Washington, DC*.
- [C.96] Young, R.Y. & **Alhabash, S.** (2019). Responding to digital racism: Bystander responses to racist posts on social media. Paper presented to the *Communication and Technology Division of the International Communication Association, Washington DC*.
- [C.95] Deng, T.*, Mundel, J., Lynch, K.*, Kononova, A., & **Alhabash, S.** (2018). Predicting cellphone use while driving and walking among college students. Poster presented to the *Communication Technology Division of the Association for Education in Journalism and Mass Communication, Washington, DC*.
- [C.94] Deng, T.*, Hussain, S. A.*, Tham, S. M.*, & **Alhabash, S.** (2018). Effects of race, attractiveness, and mental health attribution in mass shooting news. Poster presented to the *Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Washington, DC*.
- [C.93] Kim, M.*, Burt, S.A., & **Alhabash, S.** (2018). Personality of digital aggressors: Assessing digital aggression in real-time. Paper presented at the 2018 International Society for Research in Aggression biennial meeting, Paris, France.

- [C.92] Burt, S.A., Kim, M.*, & Alhabash, S.A. (July, 2018). Assessing digital aggression in real-time: Validation of a novel laboratory task. Paper presented at the 2018 International Society for Research in Aggression biennial meeting, Paris, France.
- [C.91] Smith, S.W., **Alhabash, S.**, Tan, P.-N., Kanver, D.*, & Viken, G. (2018). Celebration drinking around the clock. Paper submitted to the *Health Communication Division of the International Communication Association*, May 24-28, Prague, Czech Republic.
- [C.90] Deng, T.*, Ma, M.*, Zhao, X.*, Lee, O.*, Hussain, S. A.*, & **Alhabash, S.** (2018). Psychological well-being and selfie posting on social media: Does posting selfies make you better or worse. Paper submitted to the *Communication and Technology Division of the International Communication Association*, May 24-28, Prague, Czech Republic.
- [C.89] Lynch, K.*, Mundel, J.*, **Alhabash, S.**, McAlister, A., Quilliam, E. T., & Richards, J. I. (2018). Effects of models' age on effectiveness of social media advertising of alcohol among underage minors. Paper submitted to the *Western Decision Sciences Institute*.
- [C.88] Lynch, K.*, Deng, T.*, **Alhabash, S.**, Lee, J.-Y., Hussain, S. A., Torres, A., & Clark, E. (2018). Emotional transfer: How ad processing and evaluations are affected by preceding content. Paper accepted for presentation to the annual meeting of the *American Academy of Advertising*, March 22-25, New York, NY.
- [C.87] Collins, M. & **Alhabash, S.** (2018). Emoticulture: How data & science create happiness. *SXSW 2018*.
- [C.86] Kim, M.*, **Alhabash, S.**, & Burt, S.A. (2017). Assessing digital aggression in real-time: Validation of a novel laboratory task. Poster presented to the *Thirty-First Annual Meeting of the Society for Research in Psychopathology*, September 14-17, Denver, Colorado.
- [C.85] Young, R., **Alhabash, S.**, Nelson, M.*, Barnes, M.*, & Torres, A.* (2017). Responding to racism: Bystander responses to racist posts on social media. Paper presented to the *Communication Technology Division of the Association for Education in Journalism and Mass Communication*.
- [C.84] Mundel, J.*, Lynch, K.*, Nelson, M.*, Clark, E.*, Deng, T.*, Hussain, S. A.*, Kanver, D.*, Nieves-Pizarro, Y.*, **Alhabash, S.**, McAlister, A., Quilliam, E.T., & Richards, J. (2017). Investigating Psychophysiological Processing of Alcohol Advertising on Social Media among Underage Minors: Policy Implications. Paper presented to the *Advertising Division of the Association for Education in Journalism and Mass Communication*.
- [C.83] Lynch, K.*, Deng, T.*, Lee, J.-Y. O.*, Hussain, S. A.*, Clark, E.*, Torres, A.*, & **Alhabash, S.** (2017). Is it the ad or what precedes it?: Responses to ads following emotional content: An excitation transfer perspective. Paper presented to the *Advertising Division of the Association for Education in Journalism and Mass Communication*.
- [C.82] Hussain, S. A.*, Deng, T.*, & **Alhabash, S.** (2017). Feel-good smoking prevention messages – Nostalgia vs. Fear vs. Disgust. Paper submitted to the *Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication*.
- [C.81] Jiang, M.*, Rifon, N.J, LaRose, R., **Alhabash, S.**, Cotten, S.R. (2017). Measuring the Dimensions of Consumer Trust in Electronic Banking. Paper presented to the *Academy of Marketing Science Annual Conference*, Coronado Island, CA, May 24-26.
- [C.80] Hussain, S. A.*, & **Alhabash, S.** (2017). Easing Depression through Nostalgia. Poster presented to the *D.C. Health Communication Conference*, Washington, D.C., April 28-29, 2017.
- [C.79] Kanver, D.*, **Alhabash, S.**, Liang, T.*, Smith, S., Tan, P.-N., Vandam, C.*, & Viken, G.* (2017). Celebration drinking with close friends and acquaintances: SMS surveys on St. Patrick's Day. Panel

- submission presented to the *D.C. Health Communication Conference*, Washington, D.C., April 28-29, 2017.
- [C.78] Mundel, J.*, Lynch, K. *, Nelson, M. *, **Alhabash, S.**, Clark, E.*, Deng, T. *, Hussain, S. A. *, Kanver, D. *, McAlister, A., Nieves-Pizarro, Y. *, Quilliam, E.T., Richards, J.I., (2017). The effect of model's age on evaluations and behavioral; intentions related to alcohol social media advertisements. Poster presented to the *D.C. Health Communication Conference*, Washington, D.C., April 28-29, 2017. **Top Poster Award.**
- [C.77] Lou, C.* & **Alhabash, S.** (2017). Effects of conspicuity and integration of warning in social media alcohol ads: Balancing between persuasion and reactance among underage youth. Paper presented to the *Health Communication Division of the annual meeting of the International Communication Association*, May 25-29, 2017, San Diego, CA.
- [C.76] Cunningham, C.* & **Alhabash, S.** (2017). Overloaded: Investigating the effects of working memory and perceptual load on attention and memory for online news push notifications. Paper presented to the *Information Systems Division of the annual meeting of the International Communication Association*, May 25-29, 2017, San Diego, CA.
- [C.75] Kanver, D.*, Viken, G. *, **Alhabash, S.**, Smith, S. W., Tan, P.-N., VanDam, C. *, Tian, L.* (2017). Is it about the celebration or who you think is drinking? Predicting celebration drinking with a revised look at perceived social norms in the age of social media. Paper presented to the *Health Communication Division of the annual meeting of the International Communication Association*, May 25-29, 2017, San Diego, CA.
- [C.74] Rifon, N.J., Jiang, M.*, Cotten, S.R., LaRose, R., **Alhabash, S.**, Shillair, R. *, & Cunningham, C*. (2017). Educating Elderly Consumers to Safely Use Electronic Banking: A Test of Cybersecurity Education Methods. Paper presented at 2017 Winter American Marketing Association Conference, Orlando, FL, February 17-19.
- [C.73] Viken, G. *, **Alhabash, S.**, Figueira, L. *, Kanver, D.* , & Smith, S. (2016). Posting and interacting with others' posts about alcohol on St. Patrick's Day: A survey of college student' drinking behaviors and norms in the Facebook context. Paper presented to the *Health Communication Division of the National Communication Association*, November 10-13, 2016, Philadelphia, PN.
- [C.72] Nieves-Pizarro, Y. *, Mundel, J. *, Deng, T. *, Huang, G. *, Kanver, D. *, Johnson, E. *, Lynch, K. *, Nelson, M. *, Timmons, R. *, **Alhabash, S.** (2016). Cultural Adaptation in U.S. and Mexican Beer Ads: The Moderating Effect of Automatic Bias Against Hispanics on Eye-Tracking Measures. Paper presented to the *Advertising Division of the Association for Education in Journalism and Mass Communication*, August 4 – 7, 2016, Minneapolis, MN.
- [C.71] Ma, M. *, **Alhabash, S.**, Artis, V. *, Bakle, M. *, Uwimbabazi, F. * (2016). Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat: Which platform wins the challenge among college students? Paper presented to the *Communication Technology (CTEC) of the Association for Education in Journalism and Mass Communication*, August 4 – 7, 2016, Minneapolis, MN.
- [C.70] Cunningham, C. *, Jiang, M. *, Day, T. *, **Alhabash, S.**, Cotton, S., Rifon, N., LaRose, R., Gobachenko, A. *, & Diane, K. * (2016). GIFTS: The power to navigate the Internet safely: A hands-on approach to learn about online safety using protection motivation theory. Paper presented to the annual meeting of the *International Communication Association*, June 9 – 13, 2016, Fukuoka, Japan.
- [C.69] Lou, C. *, **Alhabash, S.** (2016). It's not about who says it, it is about whether they should say it: Effects of source type and congruence on persuasiveness of anti-texting while driving PSAs on Facebook. Paper

- presented to the annual meeting of the *International Communication Association*, June 9 – 13, 2016, Fukuoka, Japan.
- [C.68] Viken, G. *, Kim, W. *, **Alhabash, S.**, & Smith, S. (2016). An analysis of celebratory drinking and related Facebook activity on college campuses. Poster presented to the 2016 *Kentucky Conference on Health Communication*, April 14 – 16, 2016, Lexington, KY. [**Top Poster Award**]
- [C.67] Cunningham, C. *, Almutairi, N. *, & **Alhabash, S.** (2016). Investigating the effects of colors on advertising effectiveness: Testing Kobayash's color theory. Paper presented at the annual meeting of the *American Academy of Advertising*, March 17 – 20, 2016, Seattle, WA.
- [C.66] Jiang, M. *, Tsai, H.-y. S. *, Cotten, S., Rifon, N., **Alhabash, S.**, & LaRose, R. (2015). Safe banking online: An investigation of Internet safety literacy and security protection among older adults. Presented to annual scientific meeting of *The Gerontological Society of America*, November 18-22, 2015, Orlando, FL.
- [C.65] LaRose, R., Rifon, N.J., Cotten, S.R., **Alhabash, S.**, Jiang, M. *, Shillair, R. *, Rikard, R.V., & Cunningham, C. * (2015). Generational Differences in Online Safety Protection Motivation. Paper presented to the *Amsterdam Privacy Conference 2015*, October 23-26, 2015, Amsterdam, Netherlands.
- [C.64] Smreker, K. *, & **Alhabash, S.** (2015). Curbing the effects of cyberbullying: How celebrity gender and attractiveness affect evaluations and behavioral intentions of anti-cyberbullying Facebook posts. Abstract presented to the *Bridging Gaps: Where is the Persona in Celebrity and Journalism* conference, hosted by the Centre for Media and Celebrity Studies.
- [C.63] Al-Riyami, A. *, Almutairi, N. *, Eisele, M. *, Johnson, E. *, Kim, W. *, Lou, C. *, & **Alhabash, S.** (2015). Psychophysiological responses to likes, shares, comments, and status updates on Facebook. Paper presented to the annual meeting of the *Society for Psychophysiological Research (SPR)*, Seattle, WA.
- [C.62] Jiang, M. *, Tsai, H.-y. S. *, Cotten, S. R., Rifon, N. J., LaRose, R., **Alhabash, S.** (2015). Generational differences in online safety perceptions, knowledge, and practices. Paper presented to the *Communication Technology (CTEC) Division of the annual meeting of the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- [C.61] Shillair, R. *, LaRose, R., Jiang, M. *, Rifon, N. J., **Alhabash, S.**, & Cotten, S. R. (2015). Understanding online safety behavior: The influence of prior experience on online safety motivations. Paper presented to the *Communication Technology (CTEC) Division of the annual meeting of the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- [C.60] Lou, C. *, & **Alhabash, S.** (2015). The link between affect and behavioral intention: How emotions elicited by social marketing messages of anti-drunk driving on social media influence cognition and conation. Paper presented to the *Mass Communication and Society Division of the annual meeting of the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- [C.59] Almutairi, N. *, Cunningham, C. *, Shiner, K. *, & **Alhabash, S.** (2015). Opening the advertising crayon box: Applying Kobayashi's color theory to advertising effectiveness. Paper presented to the *Advertising Division of the annual meeting of the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- [C.58] **Alhabash, S.**, Ma, M. *, & Wang, W. * (2015). On Facebook, sex does not sell! Effects of sex appeal and model gender on effectiveness of Facebook ads for healthy and unhealthy food products. Paper presented to the *Advertising Division of the annual meeting of the Association for Education in Journalism and Mass Communication*, San Francisco, CA.

- [C.57] **Alhabash, S.**, Cash, S., Cunningham, C. *, & Lou, C. * (2015). How much is your Facebook account worth? The monetary value of Facebook as a function of its uses and gratifications using the second-price auction technique. Paper presented to the *Communication Technology (CTEC) Division of the annual meeting of the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- [C.56] Almutairi, N. *, **Alhabash, S.**, Hellmueller, L., & Willis, E. (2015). The effects of Twitter users' weight status and gender on attitudes and viral behavioral intentions toward obesity-related news coverage. Paper presented to the *Health Communication Division of the annual meeting of the International Communication Association*, San Juan, Puerto Rico.
- [C.55] **Alhabash, S.**, McAlister, A. R., Kim, W. *, Lou, C. *, Cunningham, C. *, Quilliam, E. T., & Richards, J. I. (2015). Saw it on Facebook, drank it at the bar! Effects of exposure to Facebook alcohol ads on alcohol consumption. Paper presented to the *Health Communication Division of the annual meeting of the International Communication Association*, San Juan, Puerto Rico.
- [C.54] **Alhabash, S.**, Smischney, T. M. *, Smreker, K. *, Young, R., & Holt, T. (2015). Curbing the effects of cyberbullying: How celebrity gender and attractiveness affect evaluations and behavioral intentions of anti-cyberbullying Facebook posts. Paper presented to the *Communication and Technology Division of the annual meeting of the International Communication Association*, San Juan, Puerto Rico.
- [C.53] **Alhabash, S.**, Brooks, B. *, Jiang, M., Rifon, N., LaRose, R., & Cotten, S. (2015). Is it institutional or system trust: Mediating the effect of generational cohort membership on online banking intentions. Paper accepted for presentation to the *iConference 2015*, Newport Beach, CA.
- [C.52] Jiang, M. *, Cotten, S., Tsai, H.-y. S., Rifon, N., LaRose, R., & **Alhabash, S.** (2014). Understanding older generation's perceptions of online risky behavior in the electronic banking context. Paper presented to the annual scientific meeting of the *Gerontological Society of American*, Washington DC.
- [C.51] Yuan, S. *, & **Alhabash** (2014). Effects of source credibility and virality on evaluations of company response via Facebook: An experiment in online crisis communication. Paper presented to the Public Relations Division of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada.
- [C.50] **Alhabash, S.**, McAlister, A. R., Lou, C. *, & Hagerstrom, A. * (2014). From clicks to behaviors: The mediating effect of viral behavioral intentions on the relationship between attitudes and offline behavioral intentions. Paper presented to the Advertising Division of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada.
- [C.49] Alimut-Zeldes, G., **Alhabash, S.**, & Quilliam, E. T. (2014). Are men from Mars and women from Venus in terms of Twitter and Facebook use? And how about whites and non-whites – are they on different planets? Paper presented to Status of Women Commission Interest Group of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada.
- [C.48] **Alhabash, S.**, Cotten, S., Tsai, H.-y. S. *, Rifon, N., & LaRose, R. (2014). Understanding generational differences in the relationship between online banking and online security. Paper presented to the Communication Technology Division of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada.
- [C.47] Lou, C. *, & **Alhabash, S.** (2014). Beyond gory or happy sensation on Facebook: Effects of emotionality in anti-drunk driving PSAs on college students' drunk-driving attitudes and behavioral intentions. Paper presented to the Communicating Science, Health, Environment, and Risk of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada. **Top Poster Award, Second Place.**

- [C.46] Smreker, K. *, Smichney, T. *, & **Alhabash, S.** (2014). Cyberbullying YouTube videos: What makes them different and what makes them viral? Paper presented to the Communication Technology Division of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada.
- [C.45] **Alhabash, S.**, Almutairi, N. *, Abulrob, M. (2014). Just add a verse from the Quran: Effects of religious rhetoric in gain- and loss-framed anti-alcohol messages with a Palestinian sample. Paper presented to the Media and Religion Division of the *Association for Education in Journalism and Mass Communication*, Montreal, Canada.
- [C.44] Jiang, M. *, Rifon, N. J., Cotton, S., Tsai, H-y. S. *, Shilliar, R., LaRose, R., **Alhabash, S.** (2014). Generational differences in electronic banking: Understanding what motivates older generations to adopt. *Paper presented to the Service Marketing track of the Summer Marketing Educators' Conference, American Marketing Association, San Francisco, CA.*
- [C.43] Tsai, H.-y. S. *, Jiang, M. *, **Alhabash, S.**, LaRose, R., Rifon, N., Cotton, S. R. (2014). Understanding online safety behavior in the online banking context. Paper presented to the *Communication and Technology Division of the annual meeting of the International Communication Association*, Seattle, WA.
- [C.42] Almutairi, N. *, Willis, E., Hellmueller, L., & **Alhabash, S.** (2014). Who tweeted what? Effects of race and weight status on memory for obesity online news stories. Paper presented to the *Information Systems Division of the annual meeting of the International Communication Association*, Seattle, WA.
- [C.41] **Alhabash, S.**, Baek, J.-h. *, Cunningham, C. *, & Hagerstrom, A. * (2014). Anti-cyberbullying civic participation: Effects of virality, arousal level, and commenting behavior for YouTube videos on civic behavioral intentions. Paper presented to the *Communication and Technology Division of the annual meeting of the International Communication Association*, Seattle, WA.
- [C.40] **Alhabash, S.**, Quilliam, E. T., McAlister, A. R., Lou, C. *, Richards, J. I. (2014). Is it me or is it just virality?: How motivational reactivity, attitudes, and viral behavioral intentions for alcohol marketing messages on Facebook predict drinking intentions. Paper presented to the annual meeting of the *American Academy of Advertising*, Atlanta, GA.
- [C.39] Hagerstrom, A. *, & **Alhabash, S.**, & Kononova, A. (2014). Emotional dimensionality and online ad virality: Investigating the effects of affective valence and content arousingness on processing and effectiveness of viral ads. Paper presented to the annual meeting of the *American Academy of Advertising*, Atlanta, GA.
- [C.38] **Alhabash, S.**, Sternadori, M., Kim, S. Y. *, & Yang, J. * (2013). Drinking in 140 characters: Effects of alcoholism risk, motivational reactivity, and racial prejudice on evaluations of anti-alcohol tweets by black and white protagonists. Paper presented to the *Annual International Conference on Journalism and Mass Communications*, Phuket, Thailand.
- [C.37] **Alhabash, S.**, McAlister, A. R., Richards, J. I., Quilliam, E. T., & Lou, C. * (2013). Alcohol's getting a bit more social: When alcohol marketing messages on Facebook motivated young adults to imbibe. Paper presented to the *Annual International Conference on Journalism and Mass Communications*, Phuket, Thailand.
- [C.36] **Alhabash, S.**, Quilliam, E. T., & Alumit-Zeldes, G. (2013). *Tell me who you are, I tell you how you use Facebook: Exploring the relationship between motivational reactivity and moral foundations, and the U&G of Facebook*. Paper presented to the Communication Technology (CTEC) division of the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

- [C.35] **Alhabash, S.**, Oh, H. J. *, Yang, J. *, & Cole, R.T. (2013). *Alcohol, sex, 'n' text messaging: Effects of pro-alcohol and anti-alcohol display ads on evaluations of Texts From Last Night Facebook updates and drinking intentions*. Paper presented to the Advertising Division of the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.
- [C.34] Quilliam, E. T., **Alhabash, S.**, Alunit-Zeldes, G. (2013). *Are social media social or commercial? Exposing the motivations to use Facebook and Twitter*. Paper presented to the American Academy of Advertising 2013 Global Conference, Hawaii.
- [C.33] **Alhabash, S.**, Hales, K., Baek., J. H. *, & Oh, H. J.* (2013). *Just how white or black are you? Effects of race and stereotype-congruence on evaluations of online daters' attractiveness and behavioral intentions*. Paper presented to the Communication and Technology Division of the annual meeting of the International Communication Association, London, UK.
- [C.32] Sternadori, M., **Alhabash, S.**, Yang, J. *, & Kim, S. Y.* (2013). *The moderating effect of implicit evaluations and motivational reactivity on processing anti-alcohol tweets by Native American and white protagonists*. Abstract presented to the Information Systems Division of the annual meeting of the International Communication Association, London, UK.
- [C.31] **Alhabash, S.**, McAlister, A., Rifon, N., Quilliam, E. T., Sternadori, M. & Richards, J. (2013). *A different take on virality: The relationship among motivations, uses, and viral behavioral intentions on Facebook and Twitter*. Paper presented to the annual meeting of the American Academy of Advertising, Albuquerque, NM.
- [C.30] **Alhabash, S.**, McAlister, A., Quilliam, E. T., Hagerstrom, A. *, Yuan, S. *, Rifon, N., & Richards, J. (2012). *Between "Likes" and "Shares": Effects of emotional appeal and virality of social marketing messages on Facebook*. Paper presented to the Advertising Division of the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL. **Top Faculty Paper, Second Place.**
- [C.29] Kononova, A., **Alhabash, S.** (2012). *Gender digital divide?: Facebook uses and gratifications among Kuwait college students*. Paper presented to the International Communication Division of the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- [C.28] Huang, K.*, Kononova, A., Chiang, Y.-h., & **Alhabash, S.** (2012). *Psychological individual differences and the U&G of Facebook: The relationship between personality traits and motivational reactivity and the motivations and intensity to use Facebook in Taiwan*. Paper presented to the Communication Technology Division of the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- [C.27] **Alhabash, S.**, McAlister, A., Quilliam, E. T., Rifon, N., & Richards, J. (2012). *Between "Likes" and "Shares": Effects of emotional appeal and virality of social marketing messages on Facebook*. Abstract presented at the International Social Marketing (ISM 2012) Conference, Brisbane, Australia.
- [C.26] Kononova, A., **Alhabash, S.**, Zazorina, T., & Diveeva, N. (2012). *Media Multitasking and Perceived Attention to Media Messages: A Study of College Students in the United States, Kuwait, and Russia*. Paper presented to the annual meeting of the International Association for Media and Communication Research, Durban, South Africa.
- [C.25] **Alhabash, S.**, & Sternadori, M. (2012). *Individual differences matter: How motivational reactivity and implicit attitudes moderate the effects of race congruency on the persuasiveness of tailored health messages*. Abstract presented to Information Systems Division of the annual meeting of the International Communication Association, Phoenix, AZ.

- [C.24] **Alhabash, S.**, Huang, K.*, Yang, J.*, & Chiang, Y-h (2012). *Narcissism, Internet uses and addiction in Taiwan*. Paper presented to the Communication and Technology Division of the annual meeting of the International Communication Association, Phoenix, AZ.
- [C.23] **Alhabash, S.**, & Wise, K. (2012). *Playing their game: Changing American students' evaluations of Palestinians and Israelis through video game play*. Paper presented to the Communication and Technology Division of the annual meeting of the International Communication Association, Phoenix, AZ.
- [C.22] **Alhabash, S.**, & Wise, K. (2012). *When we don't stereotype: Effects of stereotype reduction on processing and effects of advertising messages*. Paper presented to the annual meeting of the American Academy of Advertising, Myrtle Beach, SC.
- [C.21] Kononova, A., & **Alhabash, S.** (2011). *When one medium is not enough: Media use and multitasking among students in Kuwait*. Paper presented to the annual meeting of the Arab-U.S. Association for Communication Educators, Beirut, Lebanon.
- [C.20] **Alhabash, S.** (2011). *Navigating the sea of Faces using new media*. Panel presentation to the Community College Journalism Association and Small Programs Interest Group teaching panel session: "Navigating the Sea of Faces: Teaching the Large-section Classroom with Skill and Meaning" at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- [C.19] Saunders, C. *, **Alhabash, S.**, & Frisby, C. (2011). *'What are you talking about?': Differences in Twitter uses and gratifications between Black and White Twitter users*. Paper presented to the Minorities and Communication Division of the Association for Education in Journalism and Mass Communication, St. Louis, MO. **Top Faculty Paper, Second Place.**
- [C.18] **Alhabash, S.**, Park, H. J., Kononova, A., Chiang, Y., & Wise, K. (2011). *Exploring the Motivations of Online Social Network Use in Taiwan*. Paper presented to the Communication Technology (CTEC) Division of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- [C.17] Kononova, A., **Alhabash, S.**, Zazorina, T., Diveeva, N., Kokoeva, A., & Chelokyan, A. (2011). *Multitasking across borders: Media multitasking behaviors in the U.S., Russia, and Kuwait*. Paper presented to Communication Technology (CTEC) Division of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- [C.16] Young, R., **Alhabash, S.**, Rodgers, S., Stemmle, J. (2011). *Newspaper journalists and public health professionals: Building the health news agenda in community newspapers*. Paper presented to the Health Communication Division at the annual meeting of the International Communication Association, Boston, MA.
- [C.15] **Alhabash, S.**, Jahng, M., & Wise, K. (2010). *Effects of stereotype-reduction on cognitive and emotional processing of advertising*. Poster presented to the annual meeting of the Society for Psychophysiological Research, Portland, OR. **Top Student Poster Award.**
- [C.14] Wise, K., Yoon, S.-Y., Balakrishnan, B., **Alhabash, S.**, Polivanya, V. (2010). *Testing color theory: How different color combinations affect physiological and self-report measures of emotion*. Poster presented to the annual meeting of the Society for Psychophysiological Research, Portland, OR.
- [C.13] **Alhabash, S.** & Wise, K. (2010). *PeaceMaker: Changing American college students' attitudes toward Palestinians and Israelis through video games*. Poster presented to the Communication Technology Division at the 94th annual conference of the Association for Education in Journalism & Mass Communication, Denver, CO.

- [C.12] **Alhabash, S.**, Park, H. J., & Lee, Y. A. (2010). *Facebook and the self: How self-esteem, satisfaction with life, self-consciousness, and general affect inform motivation and intensity of Facebook use*. Paper presented to the Communication Technology Division at the 94th annual conference of the Association for Education in Journalism & Mass Communication, Denver, CO.
- [C.11] Lee, Y. A., **Alhabash, S.**, & Frisby, C. (2010). *How Facebook influences students' motivation to learn, affective learning, classroom climate and engagement*. Poster presented to the Small Programs Interest Group at the 94th annual conference of the Association for Education in Journalism & Mass Communication, Denver, CO. **Honorable Mention, Poster Award.**
- [C.10] Kononova, A., **Alhabash, S.**, Wanta, W. (2010). *The 2008 Russian presidential election offers new attributes: A first- and second-level agenda-setting analysis of the U.S. media coverage*. Paper presented to the Global Communication and Social Change Division at the annual meeting of the International Communication Association, Singapore.
- [C.9] Kononova, A., **Alhabash, S.**, Cropp, F. (2010). *Effects of international stories, previous knowledge, and credibility on images of foreign nations: An image theory perspective*. Paper presented to the Inter-Group Communication division at the annual meeting of the International Communication Association, Singapore.
- [C.8] **Alhabash, S.**, Eckler, P., & Wise, K. (2010). *"Window" shopping online: Cognitive and emotional processing of general and specific product windows*. Paper presented to the annual conference of the American Academy of Advertising, Minneapolis, MN.
- [C.7] **Alhabash, S.**, Park, H., & Wise, K. (2009). *Emotional responses during Facebook use: Two conceptual frameworks*. Paper presented to the Communication Technology Division at the 93rd annual conference of the Association for Education in Journalism & Mass Communication, Boston, MA. **Top Faculty Paper Award.**
- [C.6] **Alhabash, S.**, Kononova, A., & Cropp, F. (2009). *International students and Elections '08: Media influence on political interest, participation, attitudes, efficacy, and trust*. Poster presented to the Political Communication Division at the annual conference of the International Association for Media and Communication Research, Mexico City, Mexico.
- [C.5] **Alhabash, S.** (2009). *Youth 2 youth: Changing Palestinian-American images and stereotypes through Facebook*. Paper presented to the Communication and Technology Division at the annual meeting of the International Communication Association, Chicago, IL.
- [C.4] **Alhabash, S.**, Littau, J. J., Wise, K., Eckler, P. D., & Kononova, A. (2009). *The face of Facebook: Emotional responses during online social networking*. Paper presented to the Communication and Technology Division at the annual meeting of the International Communication Association, Chicago, IL.
- [C.3] Kononova, A., Wise, K., Littau, J., **Alhabash, S.**, Eckler, P. (2009). *Cognitive and emotional processing while navigating CNN.com*. Paper presented to the Information Systems Division at the annual meeting of the International Communication Association, Chicago, IL.
- [C.2] Eckler, P., Wise, K., Kononova, A., Littau, J., **Alhabash, S.** (2009). *Motivational activation during online shopping*. Paper presented to the Information Systems Division at the annual meeting of the International Communication Association, Chicago, IL.
- [C.1] Wise, K., **Alhabash, S.**, Eckler, P., Littau, J., Kononova, A., Sternadori, M. (2008). *Motivational activation during common online activities*. Poster presented at the annual meeting of the Society for Psychophysiological Research, Austin, TX.

PRE-CONFERENCES

- [PC.3] **Alhabash, S.**, Mastin, T., Miracle, G., Sheehan, K., & Lee, W.-N. (2020). Diversity, equity, and inclusion in action: Advertising research, teaching, and practice. *American Academy of Advertising Full-Day Pre-Conference*, San Diego, CA, March 26, 2019. [Cancelled due to moving the conference to a virtual conference]
- [PC.2] **Alhabash, S.**, Thorson, K., Drumwright, M., & Pounder, K. (2018). Digital advertising & ethics: Research, teaching, and practice. *American Academy of Advertising Full-Day Pre-Conference*, New York, NY, March 22, 2018.
- [PC.1] **Alhabash, S.**, Kononova, A., Richards, J., Wise, K., & Bailey, R. (2016). Your brain on advertising: Psychophysiological and neuroscientific approaches to studying advertising effects and processes. *American Academy of Advertising Full-Day Pre-Conference*, Seattle, WA, March 17, 2016.

GRANT EXPERIENCE

GRANTS | ONGOING:

GRANTS | COMPLETED:

- [GC.12] **Brand's New World 2.0: Executive Education Seminar: Social Media Toolkit for Brand Protection** [\$2,750, awarded, Fall 2020] MSU A-CAPP Center. Role: co-PI with Anastasia G. Kononova & Patricia Huddleston.
- [GC.11] **Beyond Counterfeit Takedowns: Proactive Engagement of Social Media Users Through Consumer Psychology** [\$7,200, awarded, Fall 2019] MSU A-CAPP Center. Role: co-PI with Anastasia G. Kononova & Patricia Huddleston.
- [GC.10] **Evaluating a Web-Based Crisis Hotline for Sexual Assault Victims: Decreasing Barriers, Increasing Help-Seeking, and Improving the Help-Seeking Experience** [\$351,975, awarded, Fall 2018] National Institute of Justice. Role: co-PI with Carrie A. Moylan (PI).
- [GC.9] **Observing and Interacting with Zoo Animals to Reduce Stress** [\$16,790, awarded as research gift, Fall 2018] Doner Agency and the Detroit Zoological Association. Role: PI with Anastasia Kononova and Patricia Huddleston (co-PIs).
- [GC.8] **Measuring Psychophysiological Responses to Campaign Ads** [\$9,988, awarded, Summer 2017] Doner Agency. Role: PI.
- [GC.7] **Celebration Drinking and Social Media** [\$10,000, awarded, Fall 2015], Trifecta Initiative at Michigan State University. Role: PI, with Sandi Smith & Pang-Ning Tan.
- [GC.6] **Teenage Girls Selfies and Self-Esteem** [\$10,000, awarded, Fall 2015] Department of Advertising + Public Relations. Role: PI.
- [GC.5] **SBE:Small:Option: Online Safety for the Ages: Generational Differences in Motivations to Use Security Protections in an Online Banking Context** [\$648,395, awarded, Summer 2013], NSF, Robert LaRose (PI). Role-Co-PI.
* *REU Supplement (\$8,000) awarded in Summer 2015.*
- [GC.4] **Investigating Psychophysiological Processing of Alcohol Advertising on Social Media among Underage Minors: Policy Implications** [\$20,000, awarded, Fall 2015], Institute for Public Policy and Social Research (IPPSR), Michigan Applied Public Policy Research Paper (MAPPR). Role: PI, with Jef I. Richards, Elizabeth Taylor Quilliam, and Anna McAlister.

- [GC.3] **Experiments on the Psychological Effects of Facebook** [\$7,314, awarded, Fall 2014], Department of Advertising + Public Relations. Role: PI.
- [GC.2] **The Psychology of Texts From Last Night Users** [\$10,000, awarded, Summer 2012], MSU's Department of Advertising + Public Relations. Role: PI, with Richard Cole.
- [GC.1] **Missouri Health Information Technology Assistance Center** [\$6,836,335, funded], Dept. of Health & Human Services. Grant T. Savage (PI). Role: Strategic Communication Researcher.

GRANTS | NOT FUNDED

- [GU.17] **Engineering Research Center on Anti-Counterfeiting** [\$10,000,000] National Science Foundation. Role: Specialist with Evangelyn Alocilja (PI).
- [GU.16] **Benefits of Older Adults' Technology Use (BOAT) – Resubmission 2** [\$3,587,036.13] National Institutes on Aging. Role: Co- PI with Shelia Cotten (PI), Keith Hampton, Bill Chopik, and RV Rikard.
- [GN.15] **Cross-Culturalism in Advertising, Public Relations, and Journalism Education** [\$10,000] Mass Communication & Society Division of AEJMC. Role: PI with Maria Len-Rios and Anastasia Kononova (Co-PIs).
- [GN.14] **Benefits of Older Adults' Technology Use (BOAT) – Resubmission 1** [\$3,535,456] National Institutes on Aging. Role: Co- PI with Shelia Cotten (PI).
- [GN.13] **Identifying Genetic, Environmental, and Technological Predictors of Digital Aggression** [\$426,250] National Institutes of Health. Role: Co-Lead PI with S. Alexandra Burt (Co-Lead PI).
- [GN.12] **Benefits of Older Adults' Technology Use (BOAT)** [\$3,530,025] National Institutes on Aging. Role: Co-PI with Shelia Cotten (PI).
- [GN.11] **I Like, I Share, I Wanna Drink: Social Media Alcohol Marketing Effects on Youth (resubmission)** [\$2,022,085] National Institutes of Health – National Institutes of Alcohol Abuse & Alcoholism. Role: Co-lead PI with Jef I. Richards (co-Lead PI).
- [GN.10] **Privacy of the Networked Self** [\$292,077] Digital Trust Foundation. Role: PI.
- [GN.9] **CHOMPS: In-Store and Online Coupons for Healthier Snack Choices among Adolescents** [\$460,006, not funded] National Institutes of Health, Sean Cash & Anna McAlister (Co-PIs). Role: Co-I
- [GN.8] **I Like, I Share, I Wanna Drink: Social Media Alcohol Marketing Effects on Youth** [\$1,492,044, *scored but not funded*] National Institutes of Health – National Institutes of Alcohol Abuse & Alcoholism, Jef I. Richards (PI). Role: Co-PI
- [GN.7] **Bolstering and Consolidating the Culture of Lawfulness in Mexico** [\$998,373, not funded, *sequester*], U.S. Dept. of State, Manuel Chavez (PI). Role: Senior Investigator.
- [GN.6] **The Michael Communicator (MC), a Web Application to Enhance Physician-Patient-Family Communication** [\$74,352, not funded], MSU/Sparrow Center for Innovation and Research, Constantinos Coursaris (PI). Role: co-PI.
- [GN.5] **IBSS-Ex: Bias Ninja: Measuring and Changing Implicit Evaluations of Arabs and Muslims Using Mobile Games** [\$249,560, not funded], NSF. Saleem Alhabash (PI).
- [GN.4] **The MC (emcee), a Web Application to Enhance Physician-Patient-Family Communication** [\$869,085, not funded], PCORI, Geri Zeldes (PI). Role: co-PI.
- [GN.3] **Cincinnati Stroke Prevention/Intervention Research Program (SPIRIP)** [\$4.5 Million, not funded], NIH, Dawn Kleindorfer (PI). Role: co-Investigator.

- [GN.2] **My(Self) and My(Avatar): Using VR Technologies to Foster Physical Activity** [\$401,998.00, not funded], NIH, Nora Rifon (PI). Role: co-PI.
- [GN.1] **Strengthening the Mexico Federal Public Defender Program** [\$6 million, not funded], U.S. Dept. of State. Maureen Conner & Manuel D. Chavez (Co-PIs). Role: Academic Consultant.

RESEARCH EXPERIENCE

- 2008 – 2013 **Assistant Researcher & Consultant** • Al-Hurra Television • USA
- 2008 – 2011 **Research Assistant** • PRIME Lab & Health Communication Research Center • University of Missouri's School of Journalism • Columbia, MO
- Fall 2008 **Research Assistant** • International Programs Office • Missouri School of Journalism • Columbia, MO

TEACHING EXPERIENCE

COURSES | Michigan State University

- ADV 375 **Consumer Behavior** (undergraduate, 50-150, online & in-person)
- ADV 413 **Issues in Contemporary Advertising** (undergraduate, 225 student)
- ADV 486 **Integrated Campaigns** (undergraduate, 30 students)
- ADV 850 **Public Relations Planning** (graduate, 15 – 30 students)
- ADV 892 **Media and Advertising Psychology & Psychophysiology** (graduate, 5-10 students)
- ADV 835 **Multimedia Content Creation for Advertising and Public Relations** (graduate, 26 students)
- ADV 975 **Quantitative Research Design** (graduate, 5-10 students)
- CAS 827 **Digital Media Strategies [Online M.A. in Strategic Communication]** (graduate, online, 20 students)
- CAS 840 **Audience Analytics [Online M.A. in Strategic Communication]** (graduate, online, 20 students)
- CAS 892 **Mediation & Moderation Models** (graduate, 15 students)
- CAS 892 **Basics of SPSS** (graduate, 5 - 10 students)
- CAS 975 **Introductory Methods** (graduate, 5-10 students)
- COM 803 **Quantitative Research Methods** (online, graduate, 10 – 20 students)
- TC301 [MI301] **Bringing Media to Market** (undergraduate, 60 – 220 students)
- TC401 [MI401] **Social Media in Society** (undergraduate, 30 – 50 students)
- TC 891 **Psychological Theories and Methods for Media & Information Studies** (graduate, 15 – 20 students)

COURSES | University of Missouri

- JOUR 2000 **Cross Cultural Journalism** (undergraduate, required, 250 students)
- JOUR 4258 **Global Communication** (undergraduate/graduate, 12-15 students)
- JOUR 4262 **Introduction to Interactive Advertising** (undergraduate/graduate, 60-70 students)
- JOUR 4658 **International Journalism** (undergraduate/graduate, 30 students)
- JOUR 7256 **Public Relations** (online, graduate, 13 students)

AWARDS

- 2019-2020 **Institute for Diverse Leadership Fellow**
Association for Education in Journalism and Mass Communication (AEJMC)
- 2018 **Teacher-Scholar Award**
Michigan State University
- 2017 **University Faculty Mentor Award [Nominated, not awarded]**
Michigan State University
- 2017 **Top Poster Award**
D.C. Health Communication Conference
- 2017 **Best Article Award, Journal of Interactive Advertising [Nominated, not awarded]**
American Academy of Advertising
- 2016 **Best Article Award, Mass Communication and Society**
Association for Education in Journalism and Mass Communication (AEJMC)
- 2016 **Best Article Award, Journal of Interactive Advertising**
American Academy of Advertising (AAA)
- 2016 **Top Poster Award**
Kentucky Conference on Health Communication
- 2015 **Outstanding Faculty Member**
Be Spartan Green – MSU Office of Sustainability
- 2015 **Gold ADDY – ‘Advertising Cocktail Book’**
ADDY Awards, Creative Alliance – Mid-Michigan; with Paula Storrer and Jef Richards
- 2014 **Honorable Mention – ‘Time in a Box’ calendar**
ADDY Awards, Creative Alliance–Mid-Michigan; with P. Storrer and J.I. Richards
- 2014 **Top Poster Award**
ComSHER Division, AEJMC
- 2014 **Mary Alice Shaver Promising Professor Award**
American Academy of Advertising
- 2013 **Most Productive Faculty Award**
Department of Advertising + Public Relations

- 2012 **Top Faculty Paper (Third Place)**
Advertising Division, AEJMC
- 2011 **Top Faculty Paper (Second Place)**
Minorities and Communication Division, AEJMC
- 2010 **Top Student Poster Award**
Society for Psychophysiological Research
- 2010 **Honorable Mention – Poster Competition**
Small Programs Interest Group, AEJMC
- 2009 **Top Faculty Paper Award (Second Place)**
Communication Technology Division (CTEC), AEJMC

INVITED ACADEMIC & PROFESSIONAL TALKS

- Fall 2020 **Trainer: A Brand's New World Part 2: Executive Education Seminar: Social Media Toolkit for Brand Protect – with Anastasia Kononova & Patricia Huddleston**
Center Anti-Counterfeiting and Product Protection (A-CAPP), Michigan State University
- Fall 2020 **Moderator: A Brand's New World Part 2: Proactive Strategies on Social Media to Protect Brands**
Center Anti-Counterfeiting and Product Protection (A-CAPP), Michigan State University
- Summer 2020 **Moderator: A Brand's New World: Online Counterfeit: The Pharma Experience**
Center Anti-Counterfeiting and Product Protection (A-CAPP), Michigan State University
- Fall 2019 **Guest Lecture: Digital Persuasion: Effects of indirect and direct persuasion on risky attitudes and behaviors**
Charles H. Sandage Department of Advertising, College of Media, University of Illinois at Urbana-Champaign
- Fall 2019 **Exploring Consumer Behavior Theory and Its Applications to Counterfeits**
Brand Protection Strategy Summit, A-CAPP Center, Michigan State University, with: A. Kononova and P. Huddleston
- Fall 2019 **Pre-Conference Seminar: Beyond Online Counterfeit Takedowns: Proactive Engagement of Social Media Users through Consumer Psychology**
Brand Protection Strategy Summit, A-CAPP Center, Michigan State University , with: A. Kononova and P. Huddleston
- Fall 2018 **Keynote Speaker, Visiting International Professional Program, Michigan State University, U.S. Department of State**
“Race and Social Media” – political delegation from the Central African Republic
- Fall 2018 **Speaker, Alliance for African Partnership, Michigan State University**
“Advancing Women Agribusiness Entrepreneurs and Innovators Professional Fellows Program: A Kenya, Tanzania, Uganda, US Partnership”

- Fall 2018 **Speaker, James Madison College, Michigan State University**
“Death of the Public Square: Politics, Business, and News in the Age of Facebook”
- Fall 2018 **Speaker, DePaul University**
“From Norms to Ads: Social Media Motivating Young Adults to Imbibe”
- Fall 2018 **Speaker, University of Georgia**
“Digital Persuasion Effects: From Digital Advertising to Peer Influence”
- Fall 2018 **Keynote Speaker, 2018 IPR Center Symposium: Leveraging the Influence of Social Media**
“Beyond Algorithms: Understanding Social Media Users and Effects”
- Fall 2018 **Speaker/Facilitator, Brand Protection Strategy Summit, MSU A-CAPP**
“Maximizing the Value of Data in Brand Protection Activities”
- Fall 2017 **Speaker, Community Conversations on Bullying 2, Defeat the Label**
“Technology Use and Bullying”
- Fall 2017 **Panelist, Brand Protection Strategy Summit, MSU A-CAPP**
“E-Commerce panel: Legit or not? Weeding out counterfeit ads and listings online”
- Spring 2017 **Speaker, Trifecta Research Roundup, MSU**
“Celebration Drinking & Social Media”
- Fall 2016 **Guest speaker, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore**
“From Norms to Ads: Social Media Motivating Young Adults to Imbibe”
- Fall 2016 **Panelist/Facilitator, Community Conversations on Bullying, Defeat the Label**
“Understanding Bystanders of Digital Aggression”
- Fall 2016 **Speaker/Facilitator, Brand Protection Strategy Summit, MSU A-CAPP**
“Social Media Users and Risky Behaviors”
- Spring 2016 **Say It In Seven: Science Festival, MSU – Greater Lansing**
“What Does Social Media Use Have to Do with Drinking”
- Fall 2015 **Ignite Talk: MSU-Sparrow Center for Innovations & TRIFECTA Fall Kick-Off**
“Persuasive Impacts of Social Media”
- Fall 2014 **Guest speaker, Communicative Sciences & Disorders Colloquium, MSU**
“iLike, iDrink, iShare: Effects of Alcohol Marketing on Social Media”
- Fall 2013 **Guest lecturer, Media & Information Theory Building, MSU**
“Virality”
- Fall 2013 **Guest lecturer, The World of Media [MSU]**
“Social Media Marketing”
- Fall 2012 **Guest lecturer, Training Program in Public Relations, Saudi Aramco**
“Social Media & Cross-Cultural Communication”
- Fall 2012 **Panelist [Honors’ College, MSU]**
“Mapping the Boundaries of Friendship: Changing Nature and Tools of Relationships”

- Fall 2012 **Guest lecturer, Department of Journalism and Strategic Media, University of Memphis**
“Persuasion 2.0: Conceptualizing virality as a measure of advertising and marketing effectiveness online”
- Fall 2012 **Guest lecturer, The World of Media, MSU**
“New Media Trends”
- Fall 2012 **Guest lecturer, Media & Information Theory Building, MSU**
“Your brain on media: Using LC4MP to understanding cognitive and emotional processing of mediated communication”
- Summer 2012 **Guest lecturer, Global Education Workshop, MSU’s Visiting International Professional Program**
“Social networking and public relations”
- Spring 2012 **Guest Speaker, CAS Reunion Day, MSU**
“The power of viral words”
- Spring 2012 **Keynote Speaker, CAS 360, MSU**
“Changing the world, one interaction at a time”
- Spring 2012 **Guest lecturer, Media & Information Theory Building, MSU**
“Psychophysiological measures for media research”
- Fall 2011 **Guest lecturer, Intro to Media & Information Technology, MSU**
“How will video games change the world!”
- Fall 2011 **Guest lecturer, The World of Media, MSU**
“Social Media & Public Relations”
- Spring 2011 **(Keynote Speaker) 4th Annual Goodwill Conference: Crossing Borders, Connecting People**
Global Issues Leadership Development, Hickman High School • Columbia, MO
- Summer 2010 **(Micro-teaching Leader) Orientation for New International Teaching Assistants/Graduate Instructors (ONITA)**
University of Missouri, Graduate School • Columbia, MO
- Summer 2010 **Guest lecturer, Cross-Cultural Journalism (two lectures), U. of Missouri**
“Stereotypes and media; Cultural differences”
- Spring 2010 **(Speaker) US Army School of Advanced Military Studies Visit to Missouri School of Journalism**
Missouri School of Journalism • Columbia, MO
- Fall 2010 **(Panelist) Research in Persuasion and Ethics: Seminar for Online Master’s Students**
Missouri School of Journalism • Columbia, MO
- Fall 2010 **Guest lecturer, Solving Practical Problems in Journalism, U. of Missouri**
“Experiments: Are we having fun yet?”
- Fall 2009 **(Speaker) Remembering Gaza: A prayer for peace**
Mid-Missouri Fellowship of Reconciliation (FoR) • Columbia, MO
- Fall 2009 **Guest lecturer, Principles of Strategic Communication, U. of Missouri**
“Understanding media math in the new communication age”

- Summer 2009 **(Panelist) Off-road advertising, PR, and promotion: What every media manager needs to know about the terrain ahead: Seminar for Online Master's Students**
Missouri School of Journalism • Columbia, MO
- Spring 2009 **(Organizer) Talk to a Palestinian**
Missouri School of Journalism • Columbia, MO
- Spring 2009 **(Panelist) The Palestinian-Israeli Conflict and Prospects for Peace: A Conversation of Different Perspectives**
Students for Progressive Action & Columbia Peace Coalition • Columbia, MO
- Spring 2009 **Guest speaker, Noel P. Gist International Seminar, U. of Missouri**
"Palestinian-Israeli conflict: A Palestinian narrative"
- Summer 2008 **(Panelist) Building an airplane while it's flying: Media management in the digital world: Seminar for Online Master's Students.**
Missouri School of Journalism • Columbia, MO
- Fall 2008 **(Speaker) Youth in the MENA region: Expanding economic prospects in Urban Areas: Highlighting global lessons, creating location solutions**
World Bank & MENA Child Protection Initiative • Rabat, Morocco
- Fall 2008 **Guest lecturer, News Writing, U. of Missouri**
"Writing for strategic communication"
- Fall 2007 **Guest lecturer, Cross-Cultural Journalism, U. of Missouri**
"Understanding the Palestinian-Israeli conflict"
- Fall 2006 **(Speaker) Symposium on Democracy**
Westminster College • Fulton, MO
- Spring 2006 **(Speaker) World Economic Forum on the Middle East**
World Economic Forum • Sharm El-Sheikh, Egypt
- Spring 2006 **(Speaker & Panelist) MENA Development Forum**
World Bank • Beirut, Lebanon
- Fall 2005 **(Speaker) Democratic practices as learning opportunities: Comparing international experiences and understandings**
Center for Education Outreach & Innovation, Teachers' College of the Columbia University • New York, NY
- Fall 2004 **(Speaker) Youth & New Media**
The Jordanian Center for Social Studies • Amman, Jordan
- 2003 – 2006 **(Keynote Speaker) German-Palestinian Encounters**
Freidrich Naumann Stiftung • Jerusalem, Ramallah & Bethlehem, Palestine

SCHOLARSHIPS

- 2011 **Ralph Shoemaker Journalism Scholarship**
- 2011 **Chong Ahm Scholarship**
- 2010 – 2011 **Beth Berkowitz Journalism Scholarship**
- 2010 **Mary Frances Landen Fellowship**

- 2010 **O. O. McIntyre Scholarship**
 2008 – 2010 **Janice & Frances Rentchler Scholarship**
 2008 **Robert M. Jackson Scholarship**
 2008, 2010 **John & Virginia Sutherland Scholarship**
 2006 **Fulbright Scholarship**

I INTERNAL SERVICE

Doctoral Advising Completed:

1. Carie Cunningham (Journalism) [2016], “Overloaded: Investigating the effects of working memory and perceptual load on attention and memory.”
2. Chen Lou (Advertising + Public Relations) [2016], “Effects of conspicuity and integration of warning messages in social media alcohol ads: Balancing between persuasion and reactance among underage youth.”
3. Syed Ali Hussain (Journalism) [2018], “Bittersweet nature of nostalgia and its impact on depression related help-seeking.”
4. Nasser Almutairi (Advertising + Public Relations [2020], “Social media advertising: Marketing e-cigarettes on Instagram to adolescents & emerging adults in the United States”

Current Doctoral Advisees:

5. Duygu Kanver (Journalism)
6. Mengyan Ma (Advertising + Public Relations)
7. Yao Dong (Advertising + Public Relations)

Doctoral Committees Completed:

(Served On)

Chronological Order

1. Jan Boehmer (Journalism) [2014], “The negative effect of flaming on learning from political news online.”
2. Laeeq Khan (Journalism) [2014], “Social media and user engagement: A self-determination perspective.”
3. Naheda Makhadmeh (Journalism) [2014], “Frames, modalities, topics and sources: A comparative content analysis of natural disaster, terrorist attack and civil unrest crisis by Egyptian journal bloggers and citizen bloggers.”
4. Hyun Jung Oh (Advertising + Public Relations) [2015], “How do people pursue multiple goals when they communicate everyday distress and seek emotional support on social network sites.”
5. Tegan Smischney (Human Family Development Studies) [2016], “Examining the impact of cyberbullying victimization in a postsecondary institution: Utilizing general strain theory to explain the use of negative coping mechanisms.”
6. Shupey Yuan (Advertising + Public Relations) [2017], “Understanding the effects of aggressive and polite communication styles in the context of risk communication.”
7. Juan Mundel (Advertising + Public Relations) [2017], “Reinvestigating the beauty match up hypothesis and social comparison in food advertisements.”
8. Courtland VanDam (Computer Science) [2018], Learning algorithms for detecting disinformation on social media.”

9. Rebecca Gray (Media and Information) [2018], “Breaks in connectedness? The meaning and experience of response delays in mobile communication.”
10. Samantha M. Schires (Psychology) [2020], “Examining bias-based cyber victimization among youth: Prevalence, emotional impact, and use of coping strategies.”
11. Abdullah Alriyami (Advertising and Public Relations) [2020]: Steal Thunder or Be Trumped Up: Effects of Early Crisis Communication across Different Industries in the Information Age.”
12. Minwoong Chung (Communication) [2020]: “The Role of Trending Norms and Group Identity on Pro-Environmental Behaviors.”

Current Prelim/Dissertation Committees:

13. Amy Wisener (Communication)
14. Jong-hwan Baek (Media and Information)
15. Kristen Lynch (Advertising + Public Relations)
16. Linda White (Journalism)

MA Advising MA Thesis Committees – Chair

1. Shupey Yuan (Advertising + Public Relations) [2013], “What’s in an apology?: Virality and source effects on evaluations of crisis response strategies via Facebook.”
2. Xiaoyu (Rachel) Zhao (Advertising + Public Relations) [2017], “The effects of descriptive norms and involvement on cause-related Facebook profile filter adoption and donation to NPOs.”
3. Patrick Jamar (Advertising + Public Relations) [2019], “The congruent effects of co-branding green, ecologically-friendly ads.”
4. Joe Herrada (Advertising + Public Relations) [ongoing], “Influencer marketing: Effects of sponsorship frequency and influencer popularity on attitudes and purchase intentions.”

MA Thesis Committees - Member

1. Yuan Chun Hsu (Advertising + Public Relations) [completed], “The effect on the relationship between retailers and consumers by using Foursquare check-in.”
2. Luiz Figueira (Advertising + Public Relations) [in progress]

MA Advisees

1. Abhishek Mutha (Advertising + Public Relations, *completed*), **Top Plan B Poster Award**
2. Chris Hybel (Advertising + Public Relations, *in progress*)
3. Florence Uwimbabazi (Advertising + Public Relations; Master Card Foundation, *completed*, **Top Plan B Poster Award**)
4. Jee Soo Lee (Advertising + Public Relations, *completed*)
5. Jiani Qian (Advertising + Public Relations, *completed*)
6. Jiayi Fan (Advertising + Public Relations, *completed*)
7. Jinhuan Liu (Advertising + Public Relations, *current*)
8. Joe Herrada (Advertising + Public Relations, *current*)
9. Jordan Smith (Advertising + Public Relation, *former*)

10. Wangari (Margaret) Githua (Advertising + Public Relations; Master Card Foundation, *completed*), **Top Plan B Poster Award**
11. Ming Lu (Advertising + Public Relations, *completed*)
12. Moli (Jasmine) Jin (Advertising + Public Relations, *completed*)
13. Peng Ding (Advertising + Public Relations, *completed*)
14. Swati Misra (Advertising + Public Relations, *completed*)
15. Victoria Artis (Media and Information, *completed*)
16. Wen-Mo Albert Yuann (Advertising + Public Relations, *completed*)
17. Xichen Huang (Advertising + Public Relations)
18. Xu Xu (Advertising + Public Relations, *completed*)
19. Xu Yiwen (Advertising + Public Relations, *completed*)
20. Yiran Zhang (Advertising + Public Relations, *completed*)

Undergraduate Advising

1. Alan Smith [Honors College, Professorial Assistant, Fall '18 – 2020]
2. Alexandra Torres [Research Project, Fall '16-present]
3. Anish Nimmagada [Honors College, Professorial Assistant, Fall '18 – present]
4. Anvita Suneja [Honors College, Professorial Assistant, Fall 19 – present]
5. Audreina Caushi [Entrepreneurship Option, Fall '17]
6. Elishia Johnson [CAS Undergraduate Research Scholarship, Fall '14]
7. Emily Clark [Honors College, Professorial Assistant, Fall '16-present]
8. Fallyn Richmond [Research Project, Fall '19]
9. Isaac Constans [Research Project, Fall '14]
10. Jessica Hirsch [Research Project, Spring '17-present]
11. Khushi Kapoor [Honors College, Professorial Assistant, Fall '20 – present]
12. Kirstyn Shiner [CAS Undergraduate Research Scholarship, Fall '14]
13. Lacie Kunselman [Honors College, Professorial Assistant, Fall 19 – present]
14. Maddie Barnes [Honors College, Professorial Assistant, Fall '15-Summer '17]
15. Morgan Eisle [Independent Study – Research, Fall '14]
16. Noah Hirsch [Research Project, Spring '18-present]
17. Rashad Timmons [Research Project, Fall '15]
18. Savannah Schodowski [Honors Project, Fall '17]

University

- **[Judge]** Annual University Undergraduate Research and Arts Forum
- **[Reviewer]** Trifecta Initiative Pilot Funding Grant Proposals [2016-2017]
- **[Reviewer]** Humanities and Arts Research Program [2018-present]
- **[Member]** MSU Faculty Senate [2020-2021]
- **[Member]** MSU University Council [2020-2021]

College

- **[Member]** Information and Media Ph.D. Visioning Committee
- **[Member]** CAS Dean Search Committee
- **[Member]** College Advisory Council (CAC)
- **[Ad Hoc Member]** College By-Laws Revision Committee
- **[Judge]** Media and Information Studies Ph.D. Student Colloquium
- **[Moderator]** Sustained Dialogue on Diversity and Inclusion
- **[Member]** Information and Media Ph.D. Speakers' Series
- **[Chair]** College Advisory Council

Department

- **Founder & Co-Director**, Media and Advertising Psychology (MAP) Lab, Dept. of Advertising + Public Relations
- **Department Advisory Committee**, Dept. of Advertising + Public Relations

- **Graduate Studies Committee**, Dept. of Advertising + Public Relations
- **Doctoral Application Review Committee**, Dept. of Advertising + Public Relations
- **Undergraduate Curriculum Revision Committee**, Dept. of Advertising + Public Relations
- **Research Resources Committee**, Dept. of Advertising + Public Relations
- **Search Committee Member**, Department of Advertising + Public Relations for the following positions:
 - i. Advertising Analytics
 - ii. Advertising and Neuroscience
 - iii. Advertising, Public Relations, and Health Communication
 - iv. Brandt Chair in Public Relations and New Media
 - v. Communicating Science, Health, Risk, and Environment Advertising and Public Relations
 - vi. Communicating Science, Health, Risk, and Environment Advertising and Public Relations (Automotive)
 - vii. Digital and Social Media
- **Research Associate**, Children's Central, Dept. of Advertising + Public Relations
- **MA Graduate Studies Committee Member**, Dept. of Media and Information
- **Department RPT Committee**, Department of Advertising and Public Relations

EXTERNAL SERVICE

- Leadership** [Editorial Board Member] Journal of Advertising, 2021- present
- [Communication Committee Member] American Academy of Advertising, 2020 – present
- [Executive Committee Member] Advertising Division, Association for Education in Journalism and Mass Communication, 2020 – present
- [Associate Editor] Journal of Interactive Advertising, 2018 – present
- [Editorial Board Member] Brand Protection Professional, 2018 – present
- [Editorial Board Member] Journal of Interactive Advertising, 2018 – present
- [Editorial Board Member] Journal of Advertising Education, 2017
- [Pre-Conference Organizer] (1) Your Brain on Advertising: Advertising Neuroscience and Psychophysiology (2016); (2) Digital Advertising & Ethics: Research, Teaching, & Practice (2018), *American Academy of Advertising*
- [Committee Member] Website Development Committee, *Society for Psychophysiological Research*
- [Article Editor] Sage Open, 2014 & 2017
- [Program Chair] Meaningful Play, 2012
- [Co-Guest Editor] Games and Culture Special Issue on Meaningful Play, 2013
- [President] MU Palestine Israel Peace Association (MU-PIPA), 2009-2011
- [Board member] Mid-Missouri Fellowship of Reconciliation, 2009-2011
- [Trainer] SmokeBusters (Columbia, MO) on PR and media relations
- [Facilitator] Launching the RJI Collaboratory

Grant Reviewer National Science Foundation, 2015
University of Leuven, Belgium, 2018

Conference Reviewer

1. ACM CHI Conference on Human Factors in Computing Systems
2. American Academy of Advertising
3. Association for Education in Journalism and Mass Communication
4. International Communication Association

Ad-Hoc Journal Reviewer

1. Alcohol and Alcoholism
2. Behavior Information and Technology
3. Clinical Psychology Science
4. Communication Methods and Measures
5. Computers in Human Behavior
6. Convergence
7. Cyberpsychology, Behavior, and Social Networking
8. European Journal of Marketing
9. Health Communication
10. Human Communication Research
11. IEEE Transactions on Education
12. Information, Communication, and Society
13. International Journal of Communication
14. International Journal of Environmental Research and Public Health
15. International Journal of Interactive Marketing and Advertising
16. Journal of Computer-Mediated Communication
17. Journal of Adolescent Health
18. Journal of Advertising
19. Journal of Advertising Education
20. Journal of American College Health
21. Journal of Communication
22. Journal of Health Communication
23. Journal of Interactive Advertising
24. Journal of Interactive Marketing
25. Journal of Social & Personal Relationships
26. Journal of Studies on Alcohol and Drugs
27. Journalism and Mass Communication Quarterly
28. Mass Communication and Society
29. Media Psychology
30. New Media and Society
31. Public Health

MEMBERSHIP

2010 – 2012 Society of Psychophysiological Research (SPR)
2010 – present American Academy of Advertising (AAA)
2009 – present Association for Education in Journalism & Mass Communication (AEJMC).
2009 – 2012 International Association for Media and Communication Research.
2009 – present International Communication Association (ICA)

PROFESSIONAL EXPERIENCE

- 2010 – 2011 **Journalism School Graduate Newsletter Reporter**
Missouri School of Journalism • Columbia, MO
- 2009 **Graduate Assistant, High School Journalism Teachers Training**
Reynolds Journalism Institute, ASNE, RJI • Columbia, MO
- 2005 – 2006 **Forum for Young Palestinian Journalists (TAWASL) Co-founder and Coordinator**
PYALARA • Ramallah, Palestine
- 2004 **“Media for the Future” Conference Coordinator**
PYALARA • Ramallah, Palestine
- 2004 **“Palestinian Youth Speak Out” Conference Coordinator**
PYALARA, Pax Christi & Brains Unlimited • The Netherlands
- 2003 – 2005 **Freelance Journalist**
Al-Ayyam Daily Newspaper • Ramallah, Palestine
- 2002 - 2006 ***The Youth Times* Managing Editor**
PYALARA • Ramallah, Palestine
- 2001 - 2006 **Youth Media and Child Rights Trainer**
PYALARA (funded by UNICEF & Save the Children) • Ramallah, Palestine
- 2000 – 2004 **“*Alli Sotak*” General Supervisor, Talk Show Host and Script Writer**
PYALARA • Ramallah, Palestine
- 2000 - 2001 **Reporter and Graphic Designer**
UNICEF • Amman, Jordan & Rabat, Morocco

PROFESSIONAL TRAINING

- 2018 **Sustained Dialogue ®**
Michigan State University • East Lansing, MI
- 2007 **Kingian Nonviolence Summer Institute**
University of Rhode Island • Kingston, RI
- 2005 **Advocacy Training**
Tamkeen Project & the Advocacy Institute • Ramallah, Palestine
- 2000 - 2005 **Child Rights**
UNICEF & Save the Children • Ramallah, Palestine
- March – April 2003 **Annual Training Programme for Palestinian Media Practitioners**
United Nations Department of Public Information • New York, Washington, D.C., and Geneva, Switzerland.

SKILLS

- Languages** • Arabic (native) • English (fluent) • French (fair)
- Research** • Data collection software: MediaLab, DirectRT, BIOPAC, Tobii, online surveys
• Data analysis software: SPSS, Amos, bootstrapping macros
- Media** • Media Production (TV script writing, photography, graphic design, video editing)
• Promotion (public speaking, public relations, event management)
- Administrative** • Developing grant proposals, project reports, and action plans
• Strategic planning

SELECTED MEDIA COVERAGE & APPEARANCES

Media Coverage of: Corrigan, J. R., Alhabash, S., Rousou, M., & Cash, S. B. (2018). How much is social media worth? Estimating the value of Facebook by paying users to stop using it. *PLoS One*, <https://doi.org/10.1371/journal.pone.0207101>

- Article was viewed 43,116 times on the PLoS One website (as of January 31, 2020).
- 9 news releases (e.g., www.eurekalert.org; www.newswire.com) and over 100 news articles and interviews, including The Boston Globe, MIT Tech Review, ABC News, BBC World, Scientific American, The Daily Mail, PCMag.com, The Washington Post, New York Magazine, The Inquirer, Columbia Journalism Review, Europa Press, among others
- Selected for an Albie Award: “The best work on political economy in 2018” https://www.washingtonpost.com/outlook/2018/12/31/best-work-political-economy/?utm_term=.12697708d861

Publication of Alhabash, S. (2019). Facebook is a persuasion platform that’s changing the advertising rulebook. *The Conversation*. The commentary was published in numerous outlets, including: Salon, Fast Company, Public Radio International, and San Francisco Chronicle, among others. Cumulative number of readers is 8,040 (as of January 2020).

Other Media Coverage and News Appearances:

Vox: <https://www.vox.com/recode/2019/5/3/18528520/twitter-inferred-interests-targeted-advertising-psychology>

NPR, All Things Considered: <https://www.npr.org/2018/09/12/647040758/advertising-on-facebook-is-it-worth-it>

NPR, All Things Considered: <https://www.npr.org/2019/06/24/734747462/instagram-advertising-do-you-know-it-when-you-see-it>

The Boston Globe: <https://www.bostonglobe.com/business/2018/12/19/what-facebook-worth-you/QvFubik5u3lhc7GOFdWsgL/story.html>

The Washington Post: https://www.washingtonpost.com/outlook/2018/12/31/best-work-political-economy/?utm_term=.055eca37a0ec

Wired Magazine: <https://www.wired.com/story/facebooks-targeted-ads-are-more-complex-than-it-lets-on/>

Wired Magazine: <https://www.wired.com/2017/05/welcome-next-phase-facebook-backlash/>

ABC7-WJLA, Washington: <http://wjla.com/news/nation-world/experts-weigh-consequences-of-charging-social-media-sites-with-material-support-for-isis>

USA Today: <https://www.usatoday.com/story/news/2016/05/31/study-social-media-posts-alcohol-drive-viewers-drink/85188784/>

Forbes Magazine: <http://www.forbes.com/sites/daviddisalvo/2016/05/29/alcohol-ads-on-social-media-encourage-drinking-but-whats-an-alcohol-ad-on-social-media/#58df9254449a>

Forbes Magazine: <https://www.forbes.com/sites/jonmarkman/2019/01/30/facebook-shaming-masks-an-incredibly-valuable-business/#66e14c917b35>

Esquire: <http://www.esquire.com/lifestyle/health/news/a32666/its-not-just-you-going-on-facebook-makes-people-really-need-a-drink/>

Elle, the Netherlands: <http://www.elle.nl/beauty-health/health/a558142/facebook-triggert-dus-je-alcoholgebruik/>

N+1, Russia: <https://nplus1.ru/news/2016/04/20/drink-anyway>

Futurity: <http://www.futurity.org/positive-messages-fight-online-bullying-best/>

Kurier, Austria: <https://kurier.at/wissen/facebook-alkohol-postings-animieren-zum-trinken/113.060.406>

Science Daily: <https://www.sciencedaily.com/releases/2016/04/160419144745.htm>

Futurity: <http://www.futurity.org/religious-rhetoric-alcohol-1143172-2/>

PsychCentral: <http://psychcentral.com/news/2016/05/27/alcohol-ads-on-social-media-are-very-influential/103963.html>

Knoxville News Sentinel: <http://www.knoxnews.com/entertainment/381433271.xhtml>

Cantech letter: <http://www.cantechletter.com/2016/05/social-media-like-facebook-instagram-can-predict-student-alcohol-abuse-study/>

Christian Science Monitor: <http://www.csmonitor.com/Technology/2017/0413/Burger-King-launches-TV-ad-that-triggers-Google-Home-clever-marketing-trick-or-invasive-ploy>

Yahoo! News: https://www.yahoo.com/beauty/facebook-ability-let-advertisers-know-teens-feel-worthless-implications-183245572.html?_fsg=i8Pr2NRksEcuprhrktBYUQ--

Track.In: <http://trak.in/tags/business/2015/02/13/facebook-likes-reveal-emotional-instability-alcohol-desire/>

La Nacion, Argentina: <http://www.lanacion.com.ar/1929390-una-cultura-viral-del-alcohol-comunicacion-que-alienta-el-consumo-de-alcohol-en-jovenes-encontro-en-las-redes-sociales-el-mecanismo-perfecto-para-promover-la-cultura-de-beber-para-divertirse-y-ve>

Zive, Slovakia: <https://www.zive.sk/clanok/115016/socialne-siete-vedu-k-zvysenemu-pitiu-alkoholu-naznacil-vyskum/>