

Ayellet Pelled

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EDUCATION

Ph.D., Communication Research, University of Wisconsin – Madison [August 2020]

* Graduate School Fellow

Dissertation Advisors: albert C. Gunther & Dhavan V. Shah

M.A., Communication Research, University of Haifa, Israel, 2014

* Dean's list

Concentrations: Social Psychology, Media Psychology, Political Communication

Thesis focus: *Crosscutting news-media exposure and tolerance toward outgroup members*

Thesis Advisor: Yariv Tsfat

Diploma in Graphic Design for print & web, John Bryce College, Tel-Aviv, Israel, 2008

* Honors list

B.A, Double major in Fine arts and Communication, University of Haifa, Israel, 2005

* Cum Luade

TEACHING EXPERIENCE

Teaching Assistant University of Wisconsin - Madison, 2016-2019

Courses: (1) Psychology of Emotions, (2) Introduction to media practices

Teaching Assistant, University at Haifa, Israel, 2011 - 2015

Courses: (1) Quantitative Research Methods, (2) Social Psychology in Communication

Instructor, University of Haifa, Israel, 2014

Courses: (1) Introductory course in media psychology developed for high school students,
(2) Academic preparation course for prospective students

Instructor, Private lessons in graphic design, 2010-2015

Focusing on Photoshop, Illustrator and InDesign

ADDITIONAL EMPLOYMENT HISTORY

M.A. Program coordinator, the Department of OT, University of Haifa, **2011-2015**

Digital Data Updating, *Mipui Mamag Ltd.* - Mapping and Remote Sensing, **2005-2010**

Graphic Designer & Administrative Director at *Order Art*, Tel-Aviv, **2008-2009**

Military Service, IDF, **1998-2000**

PUBLICATIONS

Pelled, A., Lukito, J., Foley, J., Vitolo-Haddad, C., Zhang, Y., Sun, Z., Pevehouse, J., & Shah, D. (Paper in review). Death across the news spectrum: A time series analysis of partisan coverage following mass shootings in the U.S. *International Journal of Communication*.

Gunther, C. A., **Pelled, A.** Zhang, Y., Su, M., Wang, S., Graves, L., (working paper) Partisan beliefs following exposure to fact checks on gun regulation. *Journal of Communication*.

Duncan, M., **Pelled, A.**, Wise, D., Ghosh, S., Shan, Y., Zheng, M., & McLeod, D. (2020). Staying silent and speaking out in online comment sections: The influence of spiral of silence and corrective action in reaction to news. *Computers in Human Behavior*, 102, 192-205.

Wells, C., Shah, D. V., Pevehouse, J. C., Foley, J., Lukito, J., **Pelled, A.**, & Yang, J. (2019). Computational Communication Science| The Temporal Turn in Communication Research: Time Series Analyses Using Computational Approaches. *International Journal of Communication*, 13, 1-23.

Lewis, N., **Pelled, A.**, & Tal-Or, N. (2019). The effect of exposure to thin models and digital modification disclaimers on women's body satisfaction. *International Journal of Psychology*.

Walter, N., Tukachinsky, R., **Pelled, A.**, & Nabi, R. (2018). Meta-analysis of anger and persuasion: An empirical integration of four models. *Journal of Communication*, 69(1), 73-93.

Pelled, A., Lukito, J., Boehm, F., Yang, J., & Shah, D.V. (2018). "Lyn' Ted," "Crooked Hillary," and the "Dishonest" Media: How Trump Used Twitter to Amplify his Attacks. In N.J. Stroud & S. McGregor, (Eds.), *New Agendas in Communication: How Big Data Informs Political Communication*. New York: Routledge.

Pelled, A., Zilberstein, T., Tsirulnikov, A., Pick, E., Patkin, Y., & Tal-Or, N. (2017). Textual Primacy Online: Impression Formation Based on Textual and Visual Cues in Facebook Profiles. *American Behavioral Scientist*, 61(7), 672-687.

Wells, C., Shah, D. V., Pevehouse, J. C., Yang, J., **Pelled, A.**, Boehm, F., Lukito, J., Ghosh, S., & Schmidt, J. L. (2016). How Trump drove coverage to the nomination: Hybrid media campaigning. *Political Communication*, 33(4), 669-676

CONFERENCE PAPERS & POSTERS

Pelled, A., & Baragwanath, R. (2020) Attitudes towards Gun Regulation following Exposure to Factcheck Reports: A Semantic and Thematic Comparative Analysis. Paper to be presented at the ICMD conference in April.

Pelled, A., Zhongkai, S., Vitolo-Haddad, C.V., Foley, J., Pevehouse, J. (2019). *Death news worthiness and partisanship: coverage of mass shootings*. Paper presented at ICA annual conference, D.C.

Wells, C., Shah, D. V., Pevehouse, J. C., Foley, J., Lukito, J., **Pelled, A.**, & Yang, J. (2019). *The Temporal Turn in Communication Research: Time Series Analyses Using Computational Approaches*. Paper presented at ICA annual conference, D.C.

Pelled, A., Duncan, M., Wang, H. S., Lukito, J., McLeod, D. (2018). *Beyond left and right: Constructing a Contemporary U.S. Voter Typology Using Cluster Analysis*. Paper presented at WAPOR annual conference, Marrakesh, Morocco

Choung, H., Wu, Y., Pelled, A., Wang, S., & Lukito, J. (2018, August). Where Independents are getting news? Beyond partisan media and polarization. Presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC, Political Communication Interest Group), Washington, DC.

*First Place Student Paper

Pelled, A., & Baragwanath, R. (2018) *"Open Carry Will Give Women and Old People a Chance": A Comparative Analysis of Attitudes toward Gun Regulation between the United States and South Africa*. Paper presented at WAPOR annual conference, Marrakesh, Morocco

Graves, L.D., Gunther, A.C., **Pelled, A.**, Su, M., Wang, Y., Zhang, Y. (2018). *Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias*. Paper presented at ICA annual conference, Prague, Czech.

Tal-Or, N., Lewis, N., & **Pelled, A.** (2018). *Internal and external coping mechanisms to mitigate the effects of thin media models on women's body image*. Paper presented at ICA annual conference, Prague, Czech

Graves, L.D., Gunther, A.C., **Pelled, A.**, Su, M., Wang, Y., Zhang, Y. (2017). *Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias*. Paper presented at MAPOR annual conference, Chicago, IL

Pelled, A., Duncan, M. Wang, H. S., Lukito, J., McLeod, (2017). *Who are the Voters? A Contemporary Voter Typology Based on Cluster Analysis*. Paper presented at AEJ-MC annual conference, Chicago, IL

Pelled, A. (2017). *Beware, a modified model: Psychological effect of a warning labels on modified images in advertisements*. Poster presented at the ICA annual conference, San Diego, CA, - Visual communication Student preconference

Pelled, A., Duncan, M., Wang, S., Wu, Y., Choi, M., Suk, J., McLeod, D. (2017). *Meet the Independents: Using Cluster Analysis to Construct a Typology of Independent Voters*. Paper presented at APOR annual conference, New Orleans, LA

Pelled, A. (2017) *Trump tweets Trump*. Social Media and Democracy (SMAD) workgroup project presented at Crossroads annual conference for student research papers.

Pelled, A. (2016). *Tolerating the Other side: crosscutting exposure in the new era of partisan media*. Paper presented at WAPOR regional conference, Ontario, Mexico

Duncan, M., Wize, D., **Pelled, A.**, Yuanling, L., Ghosh, S., Choi, M., McLeod, D. (2016). *Comment is free, but biased: Spiral of silence and corrective action in news comment sections*. Paper presented at AEJ-MC annual conference, Minnesota

Pelled, A., Vaisman, T., Patkin, Y., Pik, E., Tsirulnikov, A., & Tal-Or, N. (2016). *Which post will impress the most? Impression formation based on visual and textual cues in Facebook profiles*. Paper presented at SM&S (Social Media and Society) annual conference, London, GB

Pelled, A., Patkin, Y., Tsirulnikov, A., Vaisman, T. (2016). *Online literacy: Textual primacy versus Visual primacy*. Poster presented at the Visual Communication division, young scholar preconference at the ICA annual conference, Fukuoka, Japan

Pelled, A., (2016). *Facial expression, cognitive schemas and first impressions*. Media psychology workgroup project on impression formation presented at Crossroads annual conference for student research papers

Pelled, A. (2014). From Cross-Assault to Gamergate: Self-Perceptions of Female Gamers under Norms of Harassment and Gender Bias. Paper presented at Metaksherim [Communicators], annual conference for student research papers in communication, Haifa, Israel

Pelled, A. (2014). Initial report of results from Thesis data which examined the relation between online crosscutting exposure, selective exposure, and political tolerance. Paper presented at the Political Communication division student preconference at the ICA annual conference, Seattle, WA.

Pelled, A. (2014). Impression formation 2.0: deciding who we like based on social media cues. Paper presented at Israeli Communication Association annual conference, Netanya, Israel

Pelled, A. (2013). *Facebook privacy revisited*. Seminar paper presented at Metaksherim [Communicators], annual conference for student research papers in communication, Haifa, Israel

AWARDS AND HONORS

WAPOR, Student conference grant, 2018

Conference grant for top student at **WAPOR's annual conference, Morocco**

AEJ-MC Annual Conference, top paper award, 2018

Top student research paper (group paper)

Election Research Center (ERC), UW-Madison, 2017

Funding awarded to support top Student paper for conference

ICA - Visual communication division, Japan, 2016

Top student research paper – **young scholars preconference**

'Yifat' - Media Research 2015

Award for top M.A. student research paper

ICA – Political communication division, Seattle, 2014

Grant for top student research paper

Board of Education award for excellence, Haifa, Israel, 2013

Award for excelling student achievement

Yediot Haifa Newspaper Fund competition, 2012

Award for top student research paper

COMPUTER PROGRAMS & PLATFORMS

Adept: (1) SPSS and (2) R; (3) Microsoft Office package (super-proficient with excel); (4) LIWC & Diction textual analysis; (5) ADOBE design suite (Photoshop, Illustrator, InDesign); (6) Media Cloud

Basic Knowledge: (1) Tableau; (2) SQL; (3) Premiere; (4) Dreamweaver; (5) Power BI

ADDITIONAL SKILLS

- Fluent in Hebrew and English
- Experience in project management (Independent and group work)
- Vast Experience in quantitative research methods, including experimental design, surveys, content analysis, and time series;
- Bonfire guitarist (-: