Ali Zain

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RESEARCH INTERESTS

My research interests are general areas of mass communication with an extensive focus on **online misinformation**, **information processing**, **digital discourse in politics and public relations**, and **health communication**. I use traditional qualitative and quantitative methods as well as more sophisticated *computational* and *psycho-physiological methods*. Moreover, I am interested in conducting **inter-disciplinary research** in collaboration with domain experts from computer science, public health, and marketing.

EDUCATION

2020 – Present

University of South Carolina, Columbia (UofSC)
May 2023 (Expected Graduation)   PH.D. IN MASS COMMUNICATION

My doctoral dissertation is focused on assessing the interventional impact of different cues on how individuals process (mis)information on social media. I use mixed methods approach to understand how online spread of misinformation can be countered through such cues used by the mainstream social media platforms, subsequently leading to improvement and personalization of platforms' user-interfaces.
Advisor: Dr. Sei-Hill Kim

2018 – 2020   Hacettepe University, Ankara (HU)   M.A. IN COMMUNICATION SCIENCES

2011 – 2015   University of the Punjab, Lahore (PU)   B.S. IN COMMUNICATION STUDIES

PEER REVIEWED JOURNAL PUBLICATIONS

AJHB '22

Jun, J., Fitzpatrick, MA., Zain, A. and Zhang, N. (In Press). Have E-cigarette Risk Perception and Cessation Intent of Young Adult Users Changed During the Pandemic? *American Journal of Health Behaviors*.
https://doi.org/10.3390/vaccines10050735

VACCINES '22

Jun, J., Zain, A., Chen, Y., Kim, S. H. (2022). Adverse Mentions, Negative Sentiment, and Emotions in COVID-19 Vaccine Tweets and Their Association with Vaccination Uptake: Global Comparison of 192 Countries. *Vaccines, 10*(5), 735. https://doi.org/10.3390/vaccines10050735

ETKİLEŞİM '22

Dino Gidreta, A., Binark, M., Ozsu, G. and Zain, A. (2022). Adverse Mentions, Negative Sentiment, and Emotions in COVID-19 Vaccine Tweets and Their Association with Vaccination Uptake: Global Comparison of 192 Countries. *Etkileşim 5*(9), 12-35. DOI: 10.32739/etkilesim.2022.5.9.153

SU&M '22

Jun, J., Zhang, N., Zain, A. and Mohammadi, E. (2022). Social media discussions on the FDA's modified risk tobacco product authorization of IQOS. *Substance Use and Misuse 57*(3), 472-480. DOI: 10.1080/10826084.2021.2019777

JAS '21

Zain, A. (2021). (Re)Production of Hindutva-Driven Populism in India: An Analysis of Bharatiya Janata Party's Political Messaging in Twittersphere. *The Journal of Asian Studies 5*(2), 179-194. DOI: 10.34189/asyam.5.2.005

JAS '20

Zain, A., Ozsu, G., Binark, M. and Dino Gidreta, A. (2020). China-Pakistan Economic Corridor and Technicians of Opinion in Pakistani Twittersphere: A Thematic Content Analysis. *The Journal of Asian Studies 4*(1),9-28. DOI: 10.34189/asyam.4.1.002

MOMENT '19   Zain, A. (2019). Rise of Modi's Tech-Populism in India. *Moment Journal 6*(1),199-208. DOI: 10.17572/mj2019.1.199208

Peer Reviewed Conference Presentations

AEJMC '22
Zain, A. (2022, August). *Moralization in Polarized Debate on COVID-19 Vaccination: Human-AI Collaborative Analysis of Tweets.* 105th Annual Association for Education in Journalism and Mass Communication Conference, Detroit, MI.
First Place Moeller Student Paper Award

AEJMC '22
Zain, A. and Long, J. (2022, August). *Countering Online Misinformation: Testing Impact of State Sponsorship Labels on Message Credibility, Verification Intention and Behavior.* 105th Annual Association for Education in Journalism and Mass Communication Conference, Detroit, MI.

AEJMC '22
Zain, A. (2022, August). *Spiral of Silence 50 Years Later: Conceptual and Empirical New Directions.* 105th Annual Association for Education in Journalism and Mass Communication Conference, Detroit, MI.

ICA '22
Ittefaq, M., Zain, A., and Bokhari, H. (2022, May). *Opioids as Comedy: Exploring Topics, Sentiments, and Engagement in Last Week Tonight with John Oliver on YouTube.* 72nd Annual International Communication Association Conference. Paris, France.

ICA '22
Chen, Y., Long, J., Jun, J., Kim, S., Zain, A., and Piacentine, C. (2022, May). *Anti-intellectualism Amid the Covid-19 Pandemic: The Dynamics of Anti-Fauci Discourse on Twitter.* 72nd Annual International Communication Association Conference. Paris, France.

AEJMCSEC '22
Zain, A. (2022, March). *Online endorsed misinformation and climate change: using heuristic cues to assess perceived credibility of messages and sharing intentions.* 47th Annual AEJMC Southeast Colloquium, Memphis, TN.
Top Student Paper Award

BDHS '22
Jun, J. and Zain, A. (2022, February). *Global Comparison of COVID-19 Vaccination Sentiments and Emotions on Twitter: Findings from 192 Countries.* 3rd National Big Data Health Sciences Conference. Columbia, SC

AEJMC '21
Zain, A. (2021, August). *Using Theory of Planned Behavior, and Operationalization of Political Partisanship and Belief in Misinformation to Predict Individuals' Intentions to Quit Social Media.* 104th Annual Association for Education in Journalism and Mass Communication Conference, New Orleans, LA.

AEJMC '21
Jun, J., Fitzpatrick, MA., Zhang, N., and Zain, A. (2021, August). *Has COVID-19 Impacted the Risk Perceptions and Cessation Intent of Youth Vapers?* 104th Annual Association for Education in Journalism and Mass Communication Conference, New Orleans, LA.

AEJMC '21
Zain, A. (2021, August). *Celebrity Capital and Social Movements: A Textual Analysis of Bollywood Celebrities' Tweets on 2020-21 Indian Farmers' Protest.* 104th Annual Association for Education in Journalism and Mass Communication Conference, New Orleans, LA.

AEJMC '21
Kim, S., Zain, A., and Heo, Y. (2021, August). *Idealized science vs. scientific skepticism in South Korea: Micro-level evidence for the two-cultures thesis.* 104th Annual Association for Education in Journalism and Mass Communication Conference, New Orleans, LA.

UBSK '21
Zain, A. (2021, February). *Doctrine of Hindutva and Political Discourse of India's Bharatiya Janata Party: An Analysis of 2019 Election Campaign.* 1st International Social Sciences Conference, Ankara, Turkey.

CIM '20
Ozsu, G., Zain, A., Binark, M. and Dino Gidreta, A. (2020, November). *Technicians of opinion in Ethiopia, Pakistan, and Turkey and their tweets about Chinese vision of alternative globalization: a comparative content analysis.* 17th International Symposium: Communication in the Millennium, Istanbul, Turkey. ISBN: 978-605-83703-9-5

Senex '19
Zain, A. (2019, November). *Aging-friendly smartphones: Analysis of smartphones user-interface to assess their usability among elderly citizens.* Senex: 3rd Congress of Aging Studies for Graduate Students, Antalya, Turkey.

ETCSS '16
Zain, A. and Soomro, A (2016, November). *Cultural continuity and mass media: An analysis of leading online newspapers of Pakistan.* 1st National Conference Emerging Trends and Challenges in Social Sciences, Multan, Pakistan.

BOOKS & BOOK CHAPTERS

2020
Zain,A. (2020). Contact and Sanction: Use of Cricket as Diplomatic Tool by India and Pakistan. In M. Binark (Ed.), *Popular Culture and Media in Asia* (pp. 411–440). um:ag Publications.ISBN: 978-605-7882-42-4

2020
Zain,A. (2020). Aging Friendly Smartphones. In Y. Dede and M. Figan (Ed.), *Aging in Digital Culture and Afterwards* (pp. 297-314). Alternatif Bilisim Dernegi.ISBN: 978-605-80007-2-8

2016
Zain,A. and Khan, N. T. (2016). *Muasharti Jamhooriat.* Kettering Foundation.An Urdu translation of The Ecology of Democracy by David Mathews

UNDER REVIEW PUBLICATIONS

2022
Kim, S., Oh, S., Heo, Y., and Zain, A. (Under Review). *Journalists' Conceptions of Professional Norms and Ethics in South Korea: Personal, Organizational, and Environmental Level Predictors.*

2022
Zain, A. and Ciccarelli, C. (Under Review). Political Partisanship and Belief in Misinformation: Operationalizing Theory of Planned Behavior to Predict Intentions to Quit Social Media.

2022
Chen, Y., Long, J., Jun. J., Kim, S., Zain, A., and Piacentine, C. (Under Review). Anti-intellectualism Amid the Covid-19 Pandemic: The Dynamics of Anti-Fauci Discourse on Twitter.

2021
Zain, A. (Under Review). Celebrity Capital and Social Movements: A Textual Analysis of Bollywood Celebrities' Tweets on 2020-21 Indian Farmers' Protest.

IN-PROGRESS PROJECTS

2022-2023
Countering Online Misinformation: A Mixed Methods Approach to Assess Efficacy of Social Media Labels.
Lead by: Ali Zain
Current Stage: Stimuli Development

2021-2022
Biometric Responses and Health Outcomes of Youth Exposure to Modified Exposure Claims for Novel Tobacco Products with FDA Authorization Cues.
Lead by: Dr. Jungmi Jun
Current Stage: Data Analysis

2022
This Ad Speaks to Me: An Investigation of Mechanisms Underlying Social Identity Relevant Advertising.
Lead by: Dr. Taylor Wen
Current Stage: Data Analysis

2022
Anti-social Disinformation on Social Media: The Effects of Information Sources and Message Framing.
Lead by: Dr. Sei-Hill Kim
Current Stage: Pre-test

2022
Young adults' responses to the tobacco industry's corporate social responsibility communication.
Lead by: Dr. Jungmi Jun
Current Stage: Data Collection

PROFESSIONAL EXPERIENCE

2020 – Present	University of South Carolina (UofSC)	GRADUATE RESEARCH ASSISTANT/INSTRUCTOR OF RECORD
2014 – 2017	Daily Pakistan (DP)	CONTENT EDITOR

Teaching Experience

[Note on the teaching experience: I have taught all these courses as *Instructor of Record* and *Teaching Assistant* at the University of South Carolina.]

2021 – 2022	Account Planning: Mining Insights	Fall '21, Spring 22
2021 – 2021	Mass Communications Research	Spring '21
2020 – 2022	Public Relations Management	Fall '20, Fall '21, Spring '22
2020 – 2021	Communicating Science, Health and the Environment	Fall '20, Fall '21

Awards & Honors

2022 — **First Place Moeller Student Paper Award:** For presenting "Moralization in Polarized Debate on COVID-19 Vaccination: Human-AI Collaborative Analysis of Tweets" 105th annual Association for Education in Journalism and Mass Communication (AEJMC) conference (including waiver of conference registration fee worth 200 USD)

2022 — **Top Student Paper Award:** For presenting "Online endorsed misinformation and climate change: using heuristic cues to assess perceived credibility of messages and sharing intentions" at 47th annual conference of AEJMC Southeast Colloquium

2016 — **University Gold Medal:** For securing highest CGPA in BS Communication Studies in the class of 2015

2016 — **Institute Gold Medal:** For securing highest CGPA in majors during BS Communication Studies

Grants & Scholarships

2020 – 2023 — **Mary Caldwell Graduate Scholarship:** Graduate scholarship worth 9,000 USD for the doctoral program at University of South Carolina

2022 – 2023 — **Junior Scholar Award:** Training and research support worth 4,500 USD awarded by South Carolina SmartState Center of Health Quality (CHQ)

2022 — **ICA 2022 Michael Haley Travel Grant:** To attend 72nd International Communication Association Conference in Paris, France (400 USD)

2022 — **ICA 2022 Political Communication Division Travel Grant:** To attend 72nd International Communication Association Conference in Paris, France (400 USD)

2019-2020 — **Research Grant by Hacettepe University:** For the transnational study of China's Belt and Road Initiative (3,200 USD)

2017-2020 — **Turkiye Graduate Scholarship:** Fully funded scholarship for MA in Communication Sciences at Hacettepe University

2012-2015 — **PU Merit Scholarship:** Awarded to 5 top-ranked students at University of the Punjab

Trainings & Certifications

2022 – 2023 — **CHQ Junior Scholar Program:** Extensive research taineeship offered by the SC SmartState Center for Health Quality to apply computational methods for research at the interaction of public health and social media

2022 – 2023 — **Publication Process & Peer Review Training:** Certificate program offered by the Journal of Mass Communication Quarterly (JMCQ) focused on formal manuscript review process training

2021 — **SHARPGrads Certificate:** The Skills, Habits, and Research Program for Graduate Students offered by the UofSC Digital Research Services and Research Computing Institute focused on training workshops on computing, textual analysis, programming, and visualization tools

2021 — **Programming for Everybody:** online Coursera program offered by University of Michigan focused on python programming

2021 — **Citi Certificate on Human Research:** Training demonstration program for social and behavioral researchers offered by Citi Program

2021 **HubSpot Social Media Maarketing:** Certificate program offered by the HubSpot Academy focused on social media monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI

2021 **Google Analytics:** Certificate program offered by the Google Analytics Academy focused on training demonstrations and activities to test online analytical skills

[Note on the trainings and certification: In addition to these, I am have also been trained and skilled in using R, iMotions Biometrics, BrandWatch Social Media Insights, NVivo, SPSS, Qaltrics, Twitter APIs, Advanced Excel and Search Engine Optimization during my works at University of the Punjab, Hacettepe University, and University of South Carolina .]

Talks/Guest Lectures

2021	Use of new media technologies by populist right-wing political parties in India	HACETTEPE UNIVERSITY
2019	Ageing-friendly smartphones to overcome digital divide in aging societies	AKDENIZ UNIVERSITY
2017	Journalistic prospects of new media technologies	UNIVERSITY OF THE PUNJAB

Service & outreach

2022	JMIR Medical Informatics (JMI)	PEER REVIEWER
2022	JMIR Formative Research (JFR)	PEER REVIEWER
2022	Political Communication Division, Association for Education in Journalism and Mass Communication (AEJMC)	PEER REVIEWER
2022	Graduate Student Interest Group, Association for Education in Journalism and Mass Communication (AEJMC)	PEER REVIEWER
2021	Computational Communication Division, International Communication Association (ICA)	PEER REVIEWER

References

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