

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

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|----------------|--|--------------------------------|
| 2020 – Present | University of South Carolina, Columbia (UofSC) May 2023 (Expected Graduation) | PH.D. IN MASS COMMUNICATION |
| | My doctoral dissertation uses self-report questionnaires and psychophysiological measures to assess the role of social media labels used by mainstream platforms (i.e., Facebook, Instagram, and Twitter) in countering the online spread of misinformation. Building on the Heuristic Systematic Model, this research examines how these labels facilitate heuristic or/and systematic information processing. During viewing, I map the paths of neural processing mechanisms (e.g., gaze fixation, gaze map, arousal, and brainwave activity) as well as the variables associated with persuasion (e.g., message and source credibility, sharing and verification intents, and subsequent social media engagement behavior). The findings are expected to provide recommendations for improvement and personalization of platforms' user-interfaces to make them more efficient in countering misinformation. <i>Dissertation Committee:</i> <i>Dr. Sei-Hill Kim (Chair), Dr. Jungmi Jun, Dr. Taylor Wen, and Dr. Amir Karami (Business School)</i> | |
| 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

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|---------------|---|--|
| AJHB '22 | Jun, J., Fitzpatrick, MA., Zain, A. and Zhang, N. (2022). Have e-cigarette risk perception and cessation intent of young adult users changed during the Pandemic? <i>American Journal of Health Behaviors</i> , 46 (3), 304-314(11). https://doi.org/10.5993/AJHB.46.3.9 | |
| | 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. <i>Vaccines</i> , 10(5), 735. https://doi.org/10.3390/vaccines10050735 | |
| VACCINES '22 | Dino Gidreta, A., Binark, M., Ozsü, G. and Zain, A. (2022). Trusts and doubts in Africa over Belt and Road Initiative: a thematic content analysis of opinions in Ethiopian twittersphere. <i>Etkileşim</i> 5(9), 12-35. DOI: 10.32739/etkilesim.2022.5.9.153 | |
| ETKİLEŞİM '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. <i>Substance Use and Misuse</i> 57(3), 472-480. DOI: 10.1080/10826084.2021.2019777 | |
| SU&M '22 | Zain, A. (2021). (Re)Production of hindutva-driven populism in India: an analysis of Bharatiya Janata Party's political messaging in twittersphere. <i>The Journal of Asian Studies</i> 5(2), 179-194. DOI: 10.34189/asyam.5.2.005 | |
| JAS '21 | | |

- 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.

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| CIM '20 | Ozsu, G., <u>Zain, A.</u> , Binark, M. and Dino Gidreta, A. (2020, November). <i>Technicians of opinion in Ethiopia, Pakistan, and Turkey and their tweets about Chinese vision of alternative globalization: a comparative content analysis</i> . 17th International Symposium: Communication in the Millennium, Istanbul, Turkey. ISBN: 978-605-83703-9-5 |
| SENEX '19 | <u>Zain, A.</u> (2019, November). <i>Aging-friendly smartphones: analysis of smartphones user-interface to assess their usability among elderly citizens</i> . Senex: 3rd Congress of Aging Studies for Graduate Students, Antalya, Turkey. |
| ETCSS '16 | <u>Zain, A.</u> and Soomro, A (2016, November). <i>Cultural continuity and mass media: an analysis of leading online newspapers of Pakistan</i> . 1st National Conference Emerging Trends and Challenges in Social Sciences, Multan, Pakistan. |

BOOKS & BOOK CHAPTERS

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|------|--|
| 2020 | <u>Zain, A.</u> (2020). Contact and sanction: use of cricket as diplomatic tool by India and Pakistan. In M. Binark (Ed.), <i>Popular culture and media in Asia</i> (pp. 411–440). um:ag Publications. ISBN: 978-605-7882-42-4 |
| 2020 | <u>Zain, A.</u> (2020). Aging friendly smartphones. In Y. Dede and M. Figan (Ed.), <i>Aging in digital culture and afterwards</i> (pp. 297-314). Alternatif Bilisim Derneği. ISBN: 978-605-80007-2-8 |
| 2016 | <u>Zain, A.</u> and Khan, N. T. (2016). <i>Muasharti Jamhooriyat</i> . Kettering Foundation. An Urdu translation of The Ecology of Democracy by David Mathews |

UNDER REVIEW PUBLICATIONS

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|------|---|
| 2022 | Kim, S., Oh, S., Heo, Y., and <u>Zain, A.</u> (Under Review). <i>Journalists' Conceptions of Professional Norms and Ethics in South Korea: Personal, Organizational, and Environmental Level Predictors</i> . |
| 2022 | Ittefaq, M., <u>Zain, A.</u> and Hukhari, H. (Under Review). Opioids as comedy: exploring topics, sentiments, and engagement in Last Week Tonight with John Oliver on YouTube.. |
| 2022 | <u>Zain, A.</u> 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., <u>Zain, A.</u> , and Piacentine, C. (Under Review). Anti-intellectualism amid the covid-19 pandemic: the dynamics of anti-Fauci discourse on Twitter. |
| 2021 | <u>Zain, A.</u> (Under Review). Celebrity capital and social movements: a textual analysis of Bollywood celebrities' tweets on 2020-21 Indian farmers' protest. |

IN-PROGRESS PROJECTS

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| 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 |

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| 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

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

TEACHING INTERESTS

- Communication Theory
- Communication Research Methods
- Digital Media & Big Data Analysis
- Health Communication
- Strategic Communication
- Public Opinion & Political Communication
- Social Media Analytics & Research
- Communication & Persuasion

TEACHING EXPERIENCE

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|--|---|--------------------------------|
| 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 |
| [Note on the teaching experience: I have taught all these courses as <i>Instructor of Record</i> and <i>Teaching Assistant</i> at the University of South Carolina. Teaching Evaluations and Teaching Philosophy are also available on request.] | | |

AWARDS & HONORS

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| 2022 | First Place Moeller Student Paper Award: For presenting "Moralization in Polarized Debate on COVID-19 Vaccination: Human-AI Collaborative Analysis of Tweets" at 105th annual Association for Education in Journalism and Mass Communication (AEJMC) conference (including 250 USD cash prize and 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 |

GRANTS & SCHOLARSHIPS

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| 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 | Mass Communication and Society Travel Grant: To attend 105th annual Association for Education in Journalism and Mass Communication (AEJMC) Conference in Detroit, MI (1,000 USD) |
| 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 |

PROFESSIONAL TRAININGS & CERTIFICATIONS

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| 2022 – 2023 | CHQ Junior Scholar Program: Extensive research traineeship 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 Marketing: 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 |

RESEARCH SKILLS

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|------------|--------------|------------------|--------------------|
| • R/RStats | • BrandWatch | • NodeXL | • Jupyter Notebook |
| • Python | • NVivo | • Advanced Excel | • SAS |
| • iMotions | • Qualtrics | • SEO | • Gephi |

TALKS/GUEST LECTURES/MEDIA

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| 2022 | Countries with lower-than-expected vaccination rates show unusually negative attitudes to vaccines on Twitter shorturl.at/cHMY5 | THE CONVERSATION |
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| 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 TO THE FIELD

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| 2022 | Social Media + Society (SM+S) | PEER REVIEWER |
| 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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