Afrooz Mosallaei

Ph.D. candidate (ABD) specializing in visual communication and the platformization of digital news. My mixed-methods research combines computational, qualitative, and experimental approaches to study how media technologies shape journalism.

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EDUCATION

Ph.D. in Journalism & Media Studies   New Brunswick, NJ
Rutgers University   2021 – Jan. 2026
- **School of Communication & Information**
- Dissertation: *Navigating climate change news: Exploring platformization of climate-related news on Instagram*
- Primary advisor: Prof. Lauren Feldman
- GPA: 4.00

M.S. in Communication, Culture, & Media   Philadelphia, PA
Drexel University   2021
- GPA: 4.00

B.A. in Photography   Tehran, Iran
University of Tehran   2018
- GPA: 3.76 (First-ranked)

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

- **Mosallaei, A.** (2025). Protest paradigm revisited: Is depicting protesters' (counter)violence really wrong? *Digital Journalism*, *13*(1), 159–178.
- **Mosallaei, A.**, & Feldman, L. (2024). Do you see what I see? Perceptions & effects of image-text congruity in online climate change news. *Journalism & Mass Communication Quarterly*, 1-28.
- **Mosallaei, A.**, & Porpora, D. (2024). Image-text congruency in legacy press coverage of Iran's 2019 Bloody November: A shift away from the protest paradigm? *18*, *International Journal of Communication*, 5269–5295.

WORK IN PROGRESS

- **Mosallaei, A.**, Feldman, L. **(Data Collection)**. Measuring public environmental concern toward Generative AI: Introducing the GenAI-Eco attitudes scale.
- **Mosallaei, A.**, Wang, L., & Ognyanova, K. **(under review)**. From politics to entertainment: Exploring "News Finds Me" perceptions across news topics. *Social Media + Society*.
- **Mosallaei, A.**, Thomas-Walters, L., Goldberg, M. H., Rosenthal, S. A., & Leiserowitz, A. **(Under Review)**. Positive images of heat waves reduce the effects of messages. *Environmental Communication*.

WHITE PAPERS

- **Mosallaei, A.** (2024, Sep. 17). Baz-andishi dar nazariat-e khoshoonat-parhizi [Rethinking nonviolence theories]. *RadioZamaneh*.
- **Mosallaei, A.** (2024, July 31). Social media's untapped potential in the climate-change fight. *Free Press*.

Peer-Reviewed Conference Papers

- **Mosallaei, A.**, Thomas-Walters, L., Goldberg, M. H., Rosenthal, S. A., & Leiserowitz, A. (2025). Positive images of heat waves reduce the effects of messages. [Paper Panel]. In *National Communication Association* (NCA '25), Denver, Colorado.

- **Mosallaei, A.** (2025). Navigating climate change news: Exploring platformization of climate-related news on Instagram.[Paper Panel]. In *International Communication Association* (ICA '25), Denver, Colorado.

- **Mosallaei, A.**, Wang, L., & Ognyanova, K. (2025). From politics to entertainment: Exploring "News Finds Me" perceptions across news topics. [Paper Panel]. In *International Communication Association* (ICA '25), Denver, Colorado.

- **Mosallaei, A.** (2023). Do you see what I see? Perceptions and effects of image-text congruity in online climate change news articles. [Paper Panel]. In *National Communication Association* (NCA '23), National Harbor, Maryland.

- Badiei, B., & **Mosallaei, A.** (2023). Multiple erasures: The blind spots of American journalism and the ongoing revolutionary movement in Iran. [Paper Panel]. In *Canadian Communication Association* (CCA '23), Toronto, ON, Canada.

- **Mosallaei, A.** (2022). Should I run this photo? A research agenda for examining news photo selection. [Paper Panel]. In *Association for Education in Journalism & Mass Communication* (AEJMC '22), Detroit, MI.

- **Mosallaei, A.**, Porpora, D. (2021). Legacy press coverage of the Iranian Bloody November in 2019: A departure from the protest paradigm? [Poster]. In *Association for Education in Journalism & Mass Communication* (AEJMC '21), Virtual.

- **Mosallaei, A.**, Porpora, D. (2021). Legacy press and citizen videos: Textual (but not visual) departure from the protest paradigm. *Association for Education in Journalism & Mass Communication Mid-Winter Conference* (AEJMC Midwinter '21), Virtual.

Research Experience

Research Assistant   New Brunswick, NJ
COMLab, Rutgers School of Communication & Information   2025 –
- Assisting Prof. Matthew Weber in a multidisciplinary project at the Computational Research, Organizations, and Media Lab, contributing to case study development, data analysis, and co-authoring reports on the evolving U.S. local news ecosystem.

Research Affiliate
Yale Program on Climate Change Communication, Yale University

New Haven, CT

2024 –

- Leading a large-scale survey experiment to evaluate visual climate change communication.
- Conducting advanced statistical analysis in R, applying regression modeling to extract actionable insights.
- Developing data visualizations & research reports, translating complex findings into clear, impactful narratives.
- Collaborating across disciplines, integrating computational & social science in climate communication research.

Survey Researcher
Rutgers School of Communication & Information - DEI Office

New Brunswick, NJ

Jan. – May 2025

- Independently performed all aspects of a survey study to assess departmental DEI climate, ensured methodological rigor through best practices in question formulation, response scaling, and bias mitigation.

Media Policy Research Fellow
Free Press

Washington, D.C.

June – July 2024

- **Fellowship awarded by the Consortium on Media Policy Studies (COMPASS)**, a program of the University of Pennsylvania and Rutgers University's Media, Inequality & Change Center.
- Worked with the Future of Journalism team to collect and compile information about Wisconsin's local news ecosystem, demographics, and political structures.
- Worked with the Digital Justice and Civil Rights group to craft best practices for journalists covering online extremism, resulting in a sign-on letter to media executives.
- Published an op-ed exploring social media platforms' potential in addressing climate change.

Research Assistant
Drexel University

Philadelphia, PA

2020

- Assisted Prof. Douglas Porpora in gathering Twitter data for a research project analyzing the discussions around the 2020 presidential elections.

TEACHING EXPERIENCE

LECURER ....

Introduction to Media (undergraduate level)
Rutgers University

Summer 2025

- Guided 25 students from a variety of backgrounds in exploring the history, institutions, and effects of print, broadcast, cinematic, and digital media; designed to develop students' critical media literacy through historical analysis, theoretical frameworks, and cultural critique.

Digital Media Research (graduate level)
Rutgers University

Summer 2022, 2023, 2024

- Guided 22 master's students from initial idea conception to the completion of their research proposals. Provided individualized support and feedback, helping students develop strong research questions, design methodologies, and create comprehensive proposals.
- Received a 4.62/5 teaching effectiveness rating across three courses.

Techniques of Speaking (undergraduate level)
Drexel University

Winter & Spring 2021

- Taught +20 undergraduate students essential public speaking skills, focusing on effective communication techniques.
- Developed and delivered a comprehensive curriculum, encompassing feedback skills, research methods, logical argumentation, rhetoric and word choice, effective use of voice and body language, and adapting to various public speaking genres.

Business Communication (undergraduate course)
Drexel University   Summer & Fall 2020

- Taught +20 undergraduate students, focusing on essential skills of business communication.
- Designed course modules that emphasized collaborative research and report creation, research methods utilizing online and offline databases, digital media, and writing paper proposals for business topics.

TEACHING ASSISTANT ....

Rutgers University   New Brunswick, NJ
School of Communication & Information

- **Introduction to Media** (Spring 2023, Fall 2024, Spring 2025)
- **Digital Media Research** (Spring 2022, Fall & Spring 2023, Spring 2024)
- **Ethics, Values, & Change in Information Practices** (Fall 2023)
- **Gender, Race, & Class in the Media** (Fall 2022)

Drexel University   Philadelphia, PA
Department of Communication

- **Theory & Models of Communication** (Winter 2020)
- **Principles of Communication** (Winter 2020)
- **Digital Ethnography** (Fall 2019)
- **Language in Society** (Fall 2019)

AWARDS & FELLOWSHIPS

Media Policy Research Fellowship, The Consortium on Media Policy Studies (COMPASS)	2024
Top Student Paper Award, AEJMC 105th Annual Conference	2022
Student Travel Grant, AEJMC 105th Annual Conference	2022
Kappa Tau Alpha Award Journalism Honor Society	2022
Teaching Assistant Excellence Award, Rutgers University, School of Comm. & Info	2022
Teck-Kah Lim Graduate Student Domestic Travel Award, Drexel University	2021
Dean's Fellowship, Drexel University	2019 – 2021
Fellowship for Elite Undergraduate Students, Iran's National Elites Foundation	2013 – 2018

ACADEMIC SERVICE

Journal Reviewer

- Journalism Studies (x1), International Journal of Communication (x2)

Conference Reviewer

- Association for Education in Journalism and Mass Communication (AEJMC) (x2)
- National Communication Association (NCA) (x2)
- International Communication Association (ICA) (x1)

Panels & Talks

- Rethinking media and protest Paradigms: Global perspectives on protest mediation, criminalization, and narrative framing *(Panel Chair)*, ICA '25.
- "Woman, Life, Freedom": Reporting #MahsaAmini protests in solidarity *(Invited Panelist)*, Solidarity Journalism Initiative, Center for Media Engagement, University of Texas at Austin , 2023.
- Iranian uprisings and (non)mainstream journalism: Possibilities and limitations *(Panel Co-Chair)*, School of Comm. & Information, Rutgers University, 2023.
- The future of news images in a social media world *(Panel Chair)*, AEJMC '23.

Broad Membership

- Doctoral Students Association *(Treasurer)*, School of Comm. & Info, Rutgers University, 2022-23.
- Communication, Culture, and Media Graduate Students Assoc. *(Vice President)*, Drexel University, 2020-21.
- Persian Students Assoc. *(Treasurer)*, Drexel University, 2020-21.
- Communication, Culture, and Media Graduate Students Assoc. *(Vice President)*, Drexel University, 2020-21.
- The Annual Photo Exhibition *(Co-founder & Head)*, University of Tehran, 2017.

PROFESSIONAL ASSOCIATIONS

International Communication Association, Environmental Communication Division	2025 –
National Communication Association, Visual Communication Division	2023 –
Association for Education in Journalism & Mass Communication, Visual Communication Division	2021 –

SELECTED PROFESSIONAL EXPERIENCE

Visual Content Strategist – Public Relations — Tehran, Iran
Badkoobeh Advertising Agency — Mar. 2018 – Mar. 2019

- Developed and proposed strategic initiatives to enhance the company's visibility and engagement on Instagram.
- Produced promotional videos and captured photos and videos of events and campaigns for marketing and PR purposes.

Print & Gallery Assistant — Tehran, Iran
AG Galerie — June 2017 – Mar. 2018

- Assisted with installation, deinstallation, and presentation of exhibitions.
- Managed inventory, catalog artworks, and ensured proper labeling and documentation.

Video Journalist & Translator — Tehran, Iran
mba News Marketing Agency — June 2016 – Feb. 2018

- Conducted research and produced video reports on products, brands, and entrepreneurs, while translating English marketing and advertising news into Farsi for the company's newsletter and news website.

PHOTO EXHIBITIONS

Tasvir Project, Northlight Gallery — Phenoix, AZ
Group exhibition of the selected Iranian image-based art at Arizona State University — 2024

Fotografia Europea Edizione — Reggio Emilia, Italy
Group exhibition titled *A Window onto Contemporary Art Photography*, Iran section — 2018

1st & 2nd Annual Photo Exhibitions of University of Tehran — Tehran, Iran
2017 & 2018

REFERENCES

Lauren Feldman, Ph.D.
Rutgers University
Ph.D. Advisor
lauren.feldman@rutgers.edu

Matthew H. Goldberg, Ph.D.
Yale University
Collaborator
matthew.goldberg@yale.edu

Katherine Ognyanova, Ph.D.
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Dissertation Committee Member
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Susan Keith, Ph.D.
Rutgers University
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susank@comminfo.rutgers.edu