Ali Zain

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BIO

I use a variety of research methods to understand message features that drive public perception, engagement, and behaviors to advance scholarship and provide practical implications for stakeholders. Moreover, I have taught several strategic communication courses at undergraduate and master levels as an instructor of record and teaching assistant. I am fortunate to receive **2023 USC Breakthrough Graduate Scholar Award** for my achievements as a doctoral student.

EDUCATION

	University of South Carolina, Columbia (USC)
2020 – Present	Ph.D. Candidate - ABD PH.D. IN MASS COMMUNICATION

Dissertation Topic: Using Information Processing Approach to Counter Spread of Online Misinformation
Dissertation Committee: Drs. Sei-Hill Kim (Chair), Jungmi Jun, Taylor Wen, and Amir Karami

2018 – 2020	Hacettepe University, Ankara (HU)	M.A. IN COMMUNICATION SCIENCES
2011 – 2015	University of the Punjab, Lahore (PU)	B.S. IN COMMUNICATION STUDIES

PROFESSIONAL EXPERIENCE

2020 – Present	University of South Carolina (USC)	GRADUATE RESEARCH ASSISTANT/INSTRUCTOR OF RECORD
2023 – Present	USC Biometrics and User Experience Lab (BaUX)	GRADUATE RESEARCH ASSISTANT
2016 – 2017	Al-Khidmat Foundation Pakistan (AKFP)	DIGITAL MEDIA STRATEGIST
2014 – 2016	Daily Pakistan (DP)	CONTENT EDITOR

TEACHING EXPERIENCE

JOUR 331 – Social Media Marketing Strategy*	FALL '23
JOUR 774 – Public Relations Theory	FALL '23
JOUR 507 – Health Communication: The Science and Practice	FALL '23
JOUR 332 – Mass Communications Research	SPRING '21, '23; FALL '22
JOUR 542 – Public Opinion and Persuasion	SPRING '23
JOUR 715 – Strategic Communications Strategies	SPRING '23
JOUR 772 – Health, Science and the Media	SPRING '23; SPRING '24
JOUR 705 – Strategic Communication Principles	FALL '22
JOUR 536 – Crisis Communication	FALL '22
JOUR 220 – Account Planning: Mining Insights*	FALL '21; SPRING '22
JOUR 533 – Public Relations Management	FALL '20, '21; SPRING '22; SUMMER '23
JOUR 507 – Communicating Science, Health and the Environment	FALL '20, '21

*Instructor of Record

Peer Reviewed Journal Publications

J&M '24
Kim, S.H., Kotva, Z., Zain, A., and Chen, Y. (In Press). Black Lives Matter and Partisan Media. *Journalism and Media.* *https://doi.org/10.3390/journalmedia5010006*

SMC '23
Zain, A. and Ciccarelli, C. (2023). Political partisanship and belief in misinformation: operationalizing theory of planned behavior to predict intentions to quit social media. *Southwestern Mass Communication Journal.* *https://doi.org/10.58997/smc.v39i1.111*

IJPOR '23
Kim, S., Oh, S., Zain, A., Heo, Y., and Jun, J. (2023). Transition from idealized science to culture of skepticism in South Korea: Micro-level evidence for the two-culture model of public understanding of science. *International Journal of Public Opinion Research. https://doi.org/10.1093/ijpor/edado26*

JoHC '23
Ittefaq, M., Zain, A., and Bokhari, H. (2023). Opioids as comedy: exploring topics, sentiments, and engagement in Last Week Tonight with John Oliver on YouTube. *Journal of Health Communication.* *https://doi.org/10.1080/10810730.2023.2176575*

PUS '23
Chen, Y., Long, J., Jun. J., Kim, S., Zain, A., and Piacentine, C. (2023). Anti-intellectualism amid the covid-19 pandemic: the dynamics of anti-Fauci discourse on Twitter. *Public Understanding of Science.* *https://doi.org/10.1177/09636625221146269*

JoHC '23
Jun. J., Wickersham, K., Zain, A., Ford, R., Zhang, N., Ciccarelli, C., Kim, S., and Liang, C. (2023). Cancer and COVID-19 Vaccines on Twitter: The Voice and Vaccine Attitude of Cancer Community. *Journal of Health Communication. https://doi.org/10.1080/10810730.2023.2168800*

SCJ '23
Zain, A. (2023). Celebrity capital and social movements: a textual analysis of Bollywood celebrities' tweets on 2020-21 Indian farmers' protest. *Southern Communication Journal. https://doi.org/10.1080/1041794X.2022.2160006*

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? *American Journal of Health Behaviors, 46* (3), 304-314(11). https://doi.org/10.5993/AJHB.46.3.9

Vaccines '22
Jun, J., Zain, A., Chen, Y., and 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

Etkileşim '22
Dino Gidreta, A., Binark, M., Ozsu, G. and Zain, A. (2022). Trusts and doubts in Africa over Belt and Road Initiative: a thematic content analysis of opinions in Ethiopian twittersphere. *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

ICA '24 Jun, J., Zain, A., and Kim, M. (2024, June). *Global Conversations on Tobacco Harm Reduction on Social Media: The Tobacco Industry's Agenda Setting and Networking to Interfere with Tobacco Control.* 74th Annual International Communication Association Conference. Gold Coast, Australia.

ICA '24 Jun, J., Kim, J., Woo, B., Zain, A., Xu, Y., Aagaoglu, E., and Xiao, Y. (Under Review). *Multidimensional Investigation of Asian Activism: The Role of Racial Esteem, Ethnic Identity and Bicultural Efficacy.* 74th Annual International Communication Association Conference. Gold Coast, Australia.

NIHTRS '23 Kim, M., Jun, J., Zain, A., Kim, J., Alharbi, K., and Thrasher, J. (2023, October). *Young adults' responses to Philip Morris International's Message Promoting "Smokefree" Product.* Fall 2023 NIH Tobacco Regulatory Science Meeting, Washington DC.

AEJMC '23 Zain, A., Li, Z., Liang, C., and Li, X. (2023, August). *Diffusion of polarized information on Twitter and vaccination behaviors: Understanding intertwined role of moralization and emotions.* 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington DC.

AEJMC '23 Jun, J., Wen, J., Zain, A., and Alharbi, K. (2023, August). *The Influence of 'US FDA' Authorized Modified Exposure Claim on Heuristic Processing of Warnings, Positive Evaluation, and Greater Acceptance of Novel Tobacco Promotional Message Among Young Adults.* 106th Annual Association for Education in Journalism and Mass Communication Conference, Washington DC.

ICA '23 Bhala, N., Zain, A., and O'Boyle, J. (2023, May). *Twitter Conversations about Causes, Solutions and Effects of Delhi Air Pollution: Agenda-Building Content Analysis.* 73rd Annual International Communication Association Conference. Toronto, Canada.

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: cricket as a diplomatic tool in 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

2023	Jun, J., Zain, A., Kim, M., Alharbi, K., Kim, J., Ford, R., and Thrasher, J. (Under Review: R&R). *Young Adults' Responses to the World's Largest Tobacco Company's Promise for Smoke-Free Future: Qualitative Analysis from the Corporate Social Responsibility Communication Perspective*
2023	Zain, A., Li, Z., Liang, C., and Li, X. (Under Review: R&R). *Diffusion of polarized information on Twitter and vaccination behaviors: Understanding intertwined role of moralization and emotions*
2023	Karami, A., Zain, A., and Jamal, A. (Under Review). *The Misinformation Puzzle: Understanding and Addressing COVID-19 Misinformation in Research*
2023	Zain, A. and Long, J. (Under Review). *Countering State-Sponsored Misinformation: Testing the Effect of Social Media Labels on Message Credibility and Verification*
2023	Zain, A. and Jun, J. (Under Review). *Moralization in polarized debate on COVID-19 vaccination: human-AI collaborative analysis of tweets*

| 2023 | Zain, A. (Under Review). *Spiral of silence 50 years later: conceptual and empirical new directions* |
| 2023 | Zain, A. and Wen, J. (Under Review). *Online endorsed misinformation and climate change: using heuristic cues to assess perceived credibility of messages and sharing intentions* |

IN-PROGRESS PROJECTS

2022-2023	Countering online misinformation: a mixed methods approach to assess efficacy of social media labels. [Stage: Manuscript Writing]
2023	Testing the precision of unsupervised machine learning: A methodological improvement of LDA topic modeling with human coding text analysis. [Stage: Manuscript Writing]
2023	Cancer communication ecology of Asian populations in the United States. [Stage: Manuscript Writing]
2023	Identifying Optimal Visual Narratives to Impact African American Men's Colorectal Cancer Risk Awareness and Screening Uptake: A Mixed Methods Approach. [Stage: Manuscript Writing]
2023	Journalistic sourcing of news reporting on climate change in global south: findings from leading newspapers of five countries. [Stage: Data Analysis]
2023	Content moderation as corporate social responsibility of tech companies: understanding the impact of anti-misinformation measures on trust in platforms and brand perception. [Stage: Data Collection]
2023	Telehealth use during the pandemic: social determinants and associated health outcomes among the US population. [Stage: Data Collection]
2023	Analyzing tobacco promotion and prevention communities on internet: identifying key players, topics, and entities. [Stage: Data Collection]

AWARDS & HONORS

2023	**Breakthrough Graduate Scholar Award:** For demonstrating phenomenal commitment to research and scholarly activity in doctoral studies at USC
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 the highest CGPA in BS Communication Studies in the class of 2015

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)
2023	**USC Graduate School Travel Grant:** To attend 73rd Annual International Communication Association Conference in Toronto, Canada. (800 USD)

2022	**USC Graduate School Travel Grant:** To attend 105th annual Association for Education in Journalism and Mass Communication (AEJMC) Conference in Detroit, MI (500 USD)
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 Michael Haley Travel Grant:** To attend 72nd International Communication Association Conference in Paris, France (400 USD)
2022	**ICA 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 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 TRAINING & CERTIFICATIONS

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 Journalism and Mass Communication Quarterly (JMCQ) focused on formal manuscript review process training
2022	**Intercultural Inclusion and Diversity Learning Series:** A series of training workshops, lectures, and activities focused on diversity, equity, inclusion, and accessibility
2022	**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

RESEARCH & TECHNICAL SKILLS

• R/RStats	• BrandWatch	• NodeXL	• Deedose	• NetBase
• Python	• NVivo	• Advanced Excel	• SAS	• Adobe Suite
• iMotions	• Qualtrics	• SEO	• Gephi	• Tableau

TALKS/GUEST LECTURES/MEDIA

2023	Message Matters: Analyzing Message Features for Actionable Insights	UNIVERSITY OF FLORIDA
2023	Aligning with Organizational Goals and Leveraging Strategic Social Media	ILLINOIS STATE UNIVERSITY

2023	Empowering Integrated Marketing Communication with Social Media	SOUTH DAKOTA STATE UNIVERSITY
2023	Incorporating Biometric Methods in Research	UNIVERSITY OF SOUTH CAROLINA
2023	Leveraging AI in Advertising	NORTHERN ARIZONA UNIVERSITY
2023	Using Social Media Analytics in Health Communication	CENTRAL CONNECTICUT STATE UNIVERSITY
2023	Social Media Analytics in Public Relations	SUNY OSWEGO
2023	Media Writing and Internet	JOHN CARROLL UNIVERSITY
2023	Using Information Processing Perspective to Counter Online Misinformation	BSU, JCU, SUNY, TAMU, NAU
2022	Countries with lower-than-expected vaccination rates show unusually negative attitudes to vaccines on Twitter URL: shorturl.at/cHMY5	THE CONVERSATION
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

2023-2024	AEJMC ComSHER Graduate Students Committee	MEMBER
2022-2023	Research & Scholarship Advisory Council (USC CIC)	MEMBER
2023	Journalism and Mass Communication Quarterly (JMCQ)	PEER REVIEWER
2023	Health Communication (HC)	PEER REVIEWER
2023	Public Understanding of Science (PUS)	PEER REVIEWER
2023	Scientific Reports	PEER REVIEWER
2023	Journal of Computational Social Science (CSS)	PEER REVIEWER
2023	Commission for Graduate Education, Association for Education in Journalism and Mass Communication (AEJMC)	DISCUSSANT
2023	Political Communication Division, International Communication Association (ICA)	PANEL MODERATOR
2022-23	Graduate Student Interest Group, Association for Education in Journalism and Mass Communication (AEJMC)	PEER REVIEWER
2021-23	Computational Communication Division, International Communication Association (ICA)	PEER REVIEWER
2022	Health Communication Division, International Communication Association (ICA)	PEER REVIEWER
2022	Journalism Studies Division, International Communication Association (ICA)	PEER REVIEWER
2022	Communication and Technology Division, International Communication Association (ICA)	PEER REVIEWER
2022	New Media & Society (NM+S)	PEER REVIEWER
2022	Social Media & Society (SM+S)	PEER REVIEWER
2022	JMIR Medical Informatics (JMI)	PEER REVIEWER
2022	Journal of Social Sciences (JSS)	PEER REVIEWER
2022	JMIR Formative Research (JFR)	PEER REVIEWER
2022	Political Communication Division, Association for Education in Journalism and Mass Communication (AEJMC)	PEER REVIEWER

STUDENT MENTORING

2023 – To Date	Maria Desimone	UNIVERSITY OF SOUTH CAROLINA
2023 – To Date	Audrey Boyette	UNIVERSITY OF SOUTH CAROLINA

References

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