DR. ALI HUSSAIN, PHD

ORCID: 0000-0002-2704-4551 ◇ Scopus: 57031188100 ◇ syed.hussain@manchester.ac.uk

SPECIALIZATION

Computational social science scholar specializing in health communication campaigns design and analysis, social media audience engagement, intercultural communication, and AI, with an international record of research, grants, teaching, and interdisciplinary collaboration.

Endorsed by The British Academy as an Exceptional Talent under the UK Global Talent route, with full right to work in the UK; no employer sponsorship or work visa required.

h-index: 16; Citations: 1570

EDUCATION

PhD, Media and Information Studies Best PhD Student Award 2013 - 2018
School of Journalism, Michigan State University, USA

MA, Health & Risk Communication Fulbright Scholarship 2012 - 2013
School of Communication, Michigan State University, USA

PGCert, Public Health 2007
The University of Manchester, UK

MBA, Information Technology Management 2002 - 2005
International Islamic University, Pakistan

BA, Business Administration 1999 - 2002
Foundation University, Pakistan

SUMMARY OF PROFESSIONAL EXPERIENCE

Manchester Global Foundation, UK 2026 - Present
Senior Research Scientist.

The University of Design, Innovation, and Technology, Madrid, Spain 2026 - Present
External Investigator GITDCom Research Group in Digital Transformation and Communication.

The University of Manchester, UK 2025 - Present
Honorary Research Fellow in Population Health, Health Services Research and Primary Care within the School of Health Sciences.

University of Sharjah, UAE Jan 2023 - May 2026
Associate Professor (Jan-May 2026), Assistant Professor (Aug 2023-Dec 2025), Dept of Mass Communication, College of Communication.

Arizona State University, USA Aug 2018 - Aug 2023
Assistant Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Michigan State University, USA Aug 2013 - Aug 2018
Graduate Research Assistant funded by Robert Wood Johnson Foundation, National Science Foundation, and Global Development Lab, USA

Save the Children International Sept 2010 - Oct 2011
Manager Water, Sanitation and Hygiene in Flood Response Program

International Rescue Committee 2008 - 2010

Behavior Change Communication Manager for USAID funded
Earthquake Response project

Rawalpindi General Hospital 2007
Research Coordinator, Islamabad, Pakistan

Johns Hopkins University's Center for Communication Program, Pakistan 2006
Events Coordinator

Interflow Communications (Advertising Agency) 2005 - 2006
Audio-Visual Executive in Interflow advertising agency, Islamabad, Pakistan

FUNDED RESEARCH GRANTS

- **2024-2029** Integrated Psychosocial Care Plan for Comorbid Depression in Breast Cancer Patients in Low Resources Settings funded by NIHR Research and Innovation for Global Health Transformation Call 6 Stage 2 (Award ID: NIHR205561) [£4.9 million GBP] *Role:* Co-lead for Work Package #3: Community and Social Media Campaign for prevention and early identification of breast cancer.
- **2023-2026** Burns Rehabilitation: A multidisciplinary program for burns management, treatment, and prevention in low-income countries funded by the National Institute for Health and Care Research (NIHR) Research and Innovation for Global Health Transformation Funding Stream, UK (Award ID: NIHR203082) [£3.9 million GBP]. *Role:* Consultant for Work Package #4: Develop a Health Education and Communication Campaign to Address Burn-Injury Stigma, Prevention, and Risk Assessment in Pakistan.
- **2024** Harmony@Work: A Media-Centric Approach to Fostering Tolerance at Workplaces in UAE [AED 37,899], University of Sharjah, UAE. *Role:* Principal Investigator (PI).
- **2023** Muslims in the Media: Empowering Youth Engagement through Global Perspectives [USD 45,000], ACLS (American Council of Learned Societies) and Luce Foundation program in Religion, Journalism, and International Affairs. *Role:* Co-Principal Investigator (Co-PI).
- **2020** Fulbright Alumni Small Grant: Ministry of Smiles; Radio Drama Intervention to Improve Peaceful Communication [USD 2880]. *Role:* Principal Investigator (PI).
- **2017** Science & Society at State (S3) Award at Michigan State University [USD 10,000], 'Telepresence robots to improve intergenerational communication among older adults,' Dr. Shelia Cotten (PI). *Role:* Research Assistant.
- **2016** Summer Research Fellowship Award at Michigan State University [USD 1,000], 'Easing depression through nostalgia.' *Role:* Principal Investigator (PI).
- **2014** Strosacker Health Communication Research Award at Michigan State University [USD 5,000], 'Nostalgia emotional appeals for smoking prevention.' *Role:* Principal Investigator (PI).
- **2014** Summer Research Fellowship Award at Michigan State University [USD 2,500], 'Visual Timeline on the Communication History (year 3500 BC - 2012 CE).' *Role:* Principal Investigator (PI).
- **2013** Summer Research Fellowship Award at Michigan State University [USD 2,500], 'Use of mobile phone memory cards for health message diffusion in low-resource settings.' *Role:* Principal Investigator (PI).

PEER-REVIEWED PUBLICATIONS

45 **Hussain**, S. A., & Soto-Sanfiel, M. T. (2026). When the dead convince the living: Nostalgia-evoking deepfake messages and intentions to reduce problematic social media use. *Telematics and Informatics, 102463*. https://doi.org/10.1016/j.tele.2026.102463 Read

44 **Hussain**, S. A., Alhooti, N. A., & Romero-Rodriguez, L. M. (2026; in press for special issue). YouTube as a health communication platform: Evidence from 8 global case studies. *Journal of Health Communication: International Perspectives*.

43 Elkhashab, Y., & **Hussain**, S. A. (2026). Riggs, A., & Davier, L. (Eds.), Constructive News Across Languages and Cultures. News Research Journal, 0(0). Read

42 Soto-Sanfiel, M. T., & **Hussain**, S. A. (2026). Nostalgic appeal in prosocial deepfakes of deceased and living artists: Effects on emotional engagement and credibility. *Behaviour & Information Technology*. doi.org/10.1080/0144929X.2026.2641599. Read

41 Elkhashab, Y., & **Hussain**, S. A. (2026). Riggs, A., & Davier, L. (Eds.), Constructive News Across Languages and Cultures. News Research Journal, 0(0). Read

40 Afreen, N., Gainous, J., Wagner, K., **Hussain**, S. A., & Warner, D. (2026). There's no Black in Red, White and Blue: Racism, Nationalism, and Attitudes about BLM. *Equality, Diversity and Inclusion: An International Journal*. Read

39 **Hussain**, S. A., Bresnahan, M. (2026). Presidential rhetoric and policy direction: A study of current executive orders. *Journal of Communication Inquiry*. doi.org/10.1177/01968599251407. Read

38 Bergeijk, E., **Hussain**, S. A., Panagioti, M., Khoso, A. B., et al. (2025). Addressing burn-injury stigma through health education and communication campaign in Pakistan: Study protocol. *Frontiers in Public Health*, 13. Read

37 **Hussain**, S. A., Georges, H., & Askar, R. (2025). Illusion or reality: Ethical navigation in times of AI-enhanced visual communication. *Social Sciences & Humanities Open*, 12, 102228. Read

36 **Hussain**, S. A., Bresnahan, M., & Zhuang, J. (2025). Can artificial intelligence revolutionize healthcare in the Global South? A scoping review of opportunities and challenges. *Digital Health*, 1–20. https://doi.org/10.1177/20552076251348024 Read

35 **Hussain**, S. A., Bresnahan, M., Yan, X., & Zhu, Y. (2025). Exploring the Effects of Nostalgic and Tragic Narratives on Threat Perceptions of Immigrants in the U.S. *Journal of Intercultural Communication Research*, 1-28. https://doi.org/10.1080/17475759.2025.2557893 Read

34 **Hussain**, S. A., Schmälzle, R., Lim, S., & Bouali, N. (2025). Comparing AI and human-generated health messages in an Arabic cultural context. *Global Health Action*, 18(1), 2464360. Read

33 **Hussain**, S. A., Bresnahan, M., & Zhuang, J. (2024). The Bias Algorithm: How AI in Healthcare Exacerbates Ethnic and Racial Disparities – A Scoping Review. *Journal of Ethnicity & Health*. (In Press). DOI: 10.1080/13557858.2024.2422848. Read

32 Daoudi, O., Gainous, J., **Hussain**, S. A., & Zamoum, K. (2025). Media bias in sports journalism: A comparative study of Qatar 2022 World Cup coverage. *Communication & Sport*, 1–20. https://doi.org/10.1177/21674795251330480 Read

31 **Hussain**, S. A., Aslam, S., Snoussi, T. (2025). Greta Thunberg's Activism to Mobilize Youth for Climate Change Awareness. *Sustainability, AI and Innovation: Proceedings of the Applied Research in Humanities & Social Sciences*, 219-236. Springer Nature Singapore. Read

30 Yan, X., **Hussain**, S. A., Zhu, Y., & Bresnahan, M. (2025). The role of narratives in reducing bias towards Muslim immigrants: A step towards peace and tolerance. In S. Roy

(Ed.), *The international encyclopedia of intercultural communication* (Chapter 26). Wiley. https://doi.org/10.1002/9781119246442.ch26 Read

29 Usman, M., Alqassimi, O., Nusairi, A., Abul, O., & **Hussain**, S. A., (2024). Foregrounding why and when inclusive leadership triggers customer stewardship in hospitality organizations. *Journal of Asia Business Studies*. DOI: 10.1108/JABS-11-2023-0462. Read

28 Yilmaz, Y., Abul, O., & **Hussain**, S. A., (2024). From tweets to tensions: Exploring the roots of political polarization in Turkish constitutional referendum. *Journal of Information Technology & Politics*. DOI: 10.1080/19331681.2024.2385429. Read

27 **Hussain**, S. A., Aslam, S., Silcock, W., & Ali, S. (2024). The visual narrative of Kashmir: Analysing conflict through social identity theory. *Journal of Applied Journalism & Media Studies*. Read

26 Schmälzle, R., Lim, S., Wu, J., Bezbaruah, S., & **Hussain**, S. A., (2024). Converging Crowds and Tied Twins: Audience Brain Responses to the Same Movie are Consistent Across Continents and Enhanced Among Twins. *Journal of Media Psychology*. DOI: 10.1027/1864-1105/a000422. Read

25 Zhu, Y., Bresnahan, M., Wang, Y., Yan, X., & **Hussain**, S. A., (2024). Speak English in the department or perish? A multimethod study on online public responses to an English-only incident at a U.S. university. *Language and Intercultural Communication*, Advance online publication. DOI: 10.1080/14708477.2024.2307591. Read

24 **Hussain**, S. A., & Korkzan, S. (2023). Ms. Marvel: A Superheroine's Tale of Truth and Justice. *Journal of American Journalism*. DOI: 10.1080/08821127.2023.2261340. Read

23 **Hussain**, S. A., (2022). Sharing Visual Narratives of Diabetes on Social Media and Its Effects on Mental Health. *Healthcare*, 10, 1748. DOI: 10.3390/healthcare10091748. Read

22 Shin, S., Lapinski, M., **Hussain**, S. A., Rumbold, Y., Osoro, R., Shell, D., & Dearing, J. (2022). A Framework for Introducing Global Health Innovations to the US. *Annals of Global Health*, 88(1). DOI: 10.5334/aogh.3600. Read

21 Yan, X., Zhu, Y., **Hussain**, S. A., & Bresnahan, M. (2022). Anti-Asian microaggressions in the time of COVID-19: Impact on coping, stress, and well-being. *Asian American Journal of Psychology*. DOI: 10.1037/aap0000281. Read

20 Yan, X., Bresnahan, M., Zhu, Y., & **Hussain**, S. A., (2021). Public Reactions to Immigration in the US: The Effects of Intergroup Contact and Political Orientation. *Journal of Intercultural Communication Research*, 1–16. DOI: 10.1080/17475759.2021.1982751. Read

19 de Souza, R., & **Hussain**, S. A., (2021). "Howdy Modi!": Mediatization, Hindutva, and long distance ethnonationalism. *Journal of International and Intercultural Communication*, 1–24. DOI: 10.1080/17513057.2021.1987505. Read

18 **Hussain**, S. A., & Wieffering, H. (2021). Heartbreaking vs. Heartwarming Facebook Advertisements by Nonprofits to Help the Rohingya Refugees. *Journal of Muslim Minority Affairs*. DOI: 10.1080/13602004.2021.1903163. Read

17 Ittefaq, M., **Hussain**, S. A., & Fatima, M. (2020). COVID-19 and social-politics of medical misinformation on social media in Pakistan [Editorial]. *Media Asia*. DOI: 10.1080/01296612.2020.1817264. Read

16 **Hussain**, S. A., & Alhabash, S. (2020). Nostalgic Emotional Valence and Its Effects on Help-Seeking in Depression: An Application of the Theory of Planned Behavior. *Health Communication*, 1–12. DOI: 10.1080/10410236.2020.1794549. Read

15 **Hussain**, S. A., (2020). Is this what depression looks like? Visual narratives of depression on social media. *Visual Studies*, 1–15. DOI: 10.1080/1472586X.2020.1779611. Read

14 **Hussain**, S. A., & Alhabash, S. (2020). Effect of nostalgia as a motivational force for depressed students to seek professional psychological help. *Journal of American College Health*. DOI: 10.1080/07448481.2020.1754838. Read

13 **Hussain**, S. A., (2019). Exploring the Use of Mobile Phones to Improve Child Health Awareness in Rural Pakistan. *Journal of Gender and Social Issues*, 18(1), 97–97. Read

12 **Hussain**, S. A., (2019). Google Dataset Search. *Journal of American Journalism*, 3–36. DOI: 10.1080/08821127.2019.1644101. Read

11 Bresnahan, M., Yan, X., Zhu, Y., & **Hussain**, S. A., (2019). The Impact of Narratives on Attitudes toward Muslim Immigrants in the US. *Journal of Intercultural Communication Research*, 1–16. DOI: 10.1080/17475759.2019.1649294. Read

10 **Hussain**, S. A., Ogundimu, F., & Bhattarai, S. (2019). Mobile Phone-Based Chatbot for Family Planning and Contraceptive Information. In Duffy, V. (Ed.), *Digital Human Modeling and Applications in Health, Safety, Ergonomics and Risk Management: Healthcare Applications, HCII 2019, Lecture Notes in Computer Science*, vol. 11582. Springer, Cham. Read

9 Dearing, J., Lapinski, M., Shin, S., **Hussain**, S. A., Rumbold, Y., Osoro, R., & Shell, D. (2019). A model for introducing global ideas to the U.S. Unpublished report to the Robert Wood Johnson Foundation. East Lansing, MI: Health & Risk Communication Center, Michigan State University. Read

8 Francis, J., **Hussain**, S. A., & Cotton, S. R. (2018). A privacy paradox: Potential barriers and benefits of telepresence robot use among older adults. *Gerontechnology*, 17(suppl), 100s. DOI: 10.4017/gt.2018.17.s.097.00. Read

7 Meng, J., **Hussain**, S. A., Mohr, D., Czerwinski, M., & Zhang, M. (2018). Exploring user needs for a mobile behavioral-sensing technology for depression management: Qualitative study. *Journal of Medical Internet Research*, 20(7). DOI: 10.2196/10139. Read

6 Ejaz, H., **Hussain**, S. A., & Raza, A. (2018). The Case for IVR-Based Citizen Journalism in Pakistan. *MobileHCI '18, September 3–6, 2018, Barcelona, Spain.* ACM ISBN 978-1-4503-5941-2/18/09. DOI: 10.1145/3236112.3236124. Read

5 **Hussain**, S. A., Park, T., Yildirim, I., Xiang, Z., & Abbasi, F. (2018, July). Virtual-Reality Videos to Relieve Depression. In *International Conference on Virtual, Augmented and Mixed Reality* (pp. 77–85). Springer, Cham. Read

4 **Hussain**, S. A., & Lapinski, M. (2017). Nostalgic emotional appeals for smoking prevention. *Communication Research Reports*, 34(1), 48–57. DOI: 10.1080/08824096.2016.1235557. Read

3 Yuan, S., **Hussain**, S. A., Hales, K., & Cotten, S. (2016). What do they like? Communication preferences and patterns of older adults in the United States: The role of technology. *Educational Gerontology*, 42(3), 163–174. DOI: 10.1080/03601277.2015.1083392. Read

2 Peng, W., Kanthawala, S., Yuan, S., & **Hussain**, S. A., (2016). A qualitative study of user perceptions of mobile health apps. *BMC Public Health*, 16, 1–11. DOI: 10.1186/s12889-016-3808-0. Read

1 **Hussain**, S. A., (2016). ICT4Agriculture lessons learned from developing countries: Systematic review protocol. *ICTD '16 Proceedings of the Eighth International Conference on Information and Communication Technologies and Development*, Article No. 52. New York, NY, USA. DOI: 10.1145/2909609.2909636. Read

FELLOWSHIPS & AWARDS

- **2025–Present International Coordinator** for the Association of Education in Journalism and Mass Communication (AEJMC).
- **2025–Present Member** for the International Communication Association (ICA) regional Hubs Committee.
- **2025–2028 Honorary Research Fellow** in Population Health, Health Services Research and Primary Care within the School of Health Sciences, the University of Manchester, UK.
- **2025–Present Senior Research Scientist** Manchester Global Foundation, UK.
- **2023 Top Faculty Paper Award**, "Two of a kind: Adolescent Twins' Brains Align More Closely During a Social Movie," Paper presented at the Communication and Social Cognition Division at the National Communication Association conference (Nov 2023) in Baltimore, MD, USA.
- **2020** Recovering Truth Fellowship, Accepted as research fellow for the 'Recovering Truth: Religion, Journalism and Democracy in a Post-Truth Era' project at Arizona State University funded by Henry Luce Foundation, Phoenix, USA.
- **2020 Top Paper Award**, "A Comparative Study on the Visual Framing of Kashmir Conflict: An Application of Social Identity Theory," Accepted as top paper at the National Communication Association Conference, in Indianapolis, Indiana, USA.
- **2020** Global Future Leaders: Research Accelerator Program, Arizona State University, Accepted as a fellow for the GFL Research Accelerator program to develop a proactive capacity-building research strategy, infrastructure, and training necessary to assemble and empower transdisciplinary teams, Phoenix, AZ, USA.
- **2020 Top Paper Award**, "A Tale of Two Regions: How International News Agencies Cover Protest Stories from Kashmir and Hong Kong," Top paper presentation at the Broadcast Education Association conference in Las Vegas, NV, USA.
- **2019** Walter Cronkite School of Journalism and Mass Communication, Participated in the Religion, Journalism & Democracy workshops in collaboration with the ASU Center for the Study of Religion and Conflict funded by Henry Luce Foundation, Tempe, AZ, USA.
- **2019 Top Faculty Paper Award**, "Nostalgic Narratives: Can they improve attitude towards Muslim immigrants?" Paper presented at the National Communication Association conference (Nov 2019) in Baltimore, MD, USA.
- **2018 Top Faculty Paper Award**, "Responses to the Muslim Ban, Narrative Impact, and Intention to Help Muslim Immigrants," Paper presented at the National Communication Association conference (Nov 2018) in Salt Lake City, UT, USA.
- **2018 Outstanding PhD Student Award** School of Journalism, Michigan State University, USA.

BOOK CHAPTERS

6 Mundel, J., & **Hussain**., S. Alhabash, S. (2027). Social Media Advertising. In Rodgers, S. & Thorson, E. (Eds.), *Digital Advertising Theory* (4th ed.,). New York: Routledge. Link

5 **Hussain**, S., Silcock, B., Miles, G., Ishtiaq, S. (2024). Moral Outrage at the Border: Child Refugee Separation at the U.S.-Mexican Border and the Audience Response. In Uddin & Arif (Eds.), *(Re)presentation of Refugees in the Media: Local and Global Perspectives*. Read

4 **Hussain**, S., Snoussi, T., Aslam, S. (2024). Greta Thunberg's Activism, Autism, and Resistance to Mobilize Youth for Climate Change Awareness. In *Sustainability, AI, and Innovation: Proceedings of the Applied Research in Humanities & Social Sciences (ARHSS 2024)*. Read

3 Yan, X., **Hussain**, S. Zhu, Y., Bresnahan, M., (2024). The Role of Narratives in Reducing Bias towards Muslim Immigrants. In Roy, Sudeshna (Ed.), *Global Handbook of Conflict and Peace Communication*. Wiley Blackwell. Read

2 **Hussain**, S., & Silcock, B. (2019). Social Media Campaign to Improve Religious Tolerance. In Demars, T. & Taits, G. (Eds.), *Narratives of Storytelling across Cultures* (1st ed., pp. 314). Lexington Books, USA. Read

1 Alhabash, S., Mundel, J., & **Hussain**, S. (2017). Social Media Advertising: Unraveling the Mystery Box. In Rodgers, S. & Thorson, E. (Eds.), *Digital Advertising* (3rd ed., pp. 285–299). New York: Routledge. Read

PEER-REVIEWED CONFERENCE PAPERS

49 Koka, S., **Hussain**, S. A. (October 2026). AI-Generated Posthumous Communication in Courtroom: A Qualitative Analysis of Public Discourse. 18th International Conference on Intelligent Human-Computer Interaction (IHCI 2026), 28–31 October 2026, University of Nottingham, Ningbo, China. (Accepted for Oral Presentation).

48 **Hussain**, S., María S. (June 2026). Deepfakes of Deceased vs. Living Celebrities in Prosocial Communication. International Communication Association (ICA) conference, 4-8 June 2026, Cape Town, South Africa.

47 **Hussain**, S. (June 2024). Behavior Change Communication Intervention to Promote Human Rights in Pakistan. Invited Guest Talk at International Communication Association (ICA) regional conference, 22–23 June, 2024 (Online). Read

46 **Hussain**, S., Daoudi, O., Ogadimma, E. C. (June 2024). Bridging Divides: The Impact of 'The Ministry of Smile' Audio Drama on Fostering Religious Tolerance in Pakistan. International Communication Association (ICA) South Asian Communication Association (SACA) division, 22–23 June, 2024 (Online). Read

45 **Hussain**, S., Schmälzle, R., Lim, S., & Bouali, N. (Nov 2024). AI vs. Human-Generated Multilingual Road Safety Messages for a Multicultural Arabic-Speaking Population in UAE. NCA 110th Annual Convention, Human Communication and Technology Division, November 21–24, 2024, New Orleans, USA.

44 Saman, F., & **Hussain**, S. (July 2024). Suicide is Sinful! Religious Factors Influencing Body Dysmorphic Disorder and Suicidal Ideation in Pakistan. International Association for Media and Communication Research (IAMCR) conference, Christchurch, New Zealand. Read

43 Shin, S., Lapinski, M., **Hussain**, S., Rumbold, Y., Osoro, R., Donald, S., & Dearing, J. (2022). A Framework for Introducing Global Health Innovations to the U.S. Accepted for presentation at the International Communication Association conference, Paris, France, May 26–30, 2022. Read

42 Madouh, M., & **Hussain**, S. (2021). Narratives of Fear and Panic Surrounding Covid-19 News in the U.S. Presented at the Society for Personality and Social Psychology Convention, New Orleans, February 9–13, 2021. Read

41 Russel, K., & **Hussain**, S. (2021). How Donald Trump Enjoins Good and Forbids Evil on Twitter during Covid-19. Presented at the Society for Personality and Social Psychology Convention, New Orleans, February 9–13, 2021. Read

40 Keneehan, K., & **Hussain**, S. (2021). Greta Thunberg's Climate Strike Movement: An Inductive Thematic Analysis. Presented at the Society for Personality and Social Psychology Convention, New Orleans, February 9–13, 2021. Read

39 **Hussain**, S. (2021). Moral Outrage on Children Separation at the U.S.-Mexican Border. Presented at the Society for Personality and Social Psychology Convention, New Orleans, February 9–13, 2021. Read

38 **Hussain**, S., & Ejaz, H. (2020). Comparative Analysis of Asia Bibi Case in Pakistan vs. International Media. Accepted for presentation in the South Asia Communication Association (SACA)'s session at the Association for Education in Journalism and Mass Communication (AEJMC), virtual conference, August 6–9, 2020. Read

37 Silcock, B., & **Hussain**, S. (2020). How the U.S. Presidential Election is Framed Around the World. Panel presentation at the International Communication Division of Association for Education in Journalism and Mass Communication (AEJMC), virtual conference, August 6–9, 2020. Read

36 **Hussain**, S., Shahbaz, S., Silcock, B., & Wieffering, H. (2020). A Comparative Study on the Visual Framing of Kashmir Conflict: An Application of Social Identity Theory. Accepted for presentation at the National Communication Association conference, Nov 19–22, 2020 [Top Paper Award]. Read

35 DeSouza, R., & **Hussain**, S. (2020). The Media, "Howdy Modi!", and Hindutva: A Troubled and Troubling Spectacle of Hindu Nationalism in the United States. Accepted for presentation at the National Communication Association conference, Nov 19–22, 2020. Read

34 Bresnahan, M., Yan, X., **Hussain**, S., & Zhu, Y. (2020). In the Eye of the Beholder: Terror Management Theory and Reactions to Latinx and Muslim Immigrants in the U.S. Accepted for presentation at the National Communication Association conference, Nov 19–22, 2020. Read

33 **Hussain**, S. (2020). Heartwarming vs. Heartbreaking Nonprofit Ads on Social Media. Presented at the Society for Personality and Social Psychology Convention, New Orleans, February 27–29, 2020. Read

32 Bresnahan, M., Zhu, X., Zhu, Y., & **Hussain**, S. (2019). 'Nostalgia Narratives: Can they improve attitudes toward Muslim Immigrants?' Top accepted for faculty paper award for presentation at the National Communication Association conference, Baltimore, MD, Nov 2019. Read

31 Deng, T., Alhabash, S., Lynch, K., Olivia, L., & **Hussain**, S. (2019). Context Matters! Effects of Contextual Information on Processing of Social Media Ads. Paper accepted for presentation at Association for Education in Journalism and Mass Communication, Toronto, CA, Aug 7–10, 2019. Read

30 Zhu, X., Bresnahan, M., Zhu, Y., & **Hussain**, S. (2019). Responses to the Muslim Ban, Narrative Impact, and Intention to Help Muslim Immigrants. Paper accepted for presentation at International Communication Association (ICA) conference, Washington, DC, May 25–28, 2019. Read

29 Bresnahan, M., Zhu, Y., Zhu, X., & **Hussain**, S. (2018). The Impact of Narratives on Attitudes toward Muslim Immigrants in the U.S. Paper accepted as Top Faculty Paper in International and Intercultural Communication division of National Communication Association conference, Salt Lake City, Utah, November 11, 2018. Read

28 Lynch, K., Deng, T., Alhabash, S., Lee, O., **Hussain**, S., Torres, A., & Clark, E. (2018). Emotional Transfer: How Ad Processing and Evaluations are Affected by Preceding Content. Paper accepted for presentation at American Academy of Advertising 2018 Annual Conference, New York, March 22–25, 2018. Read

27 **Hussain**, S., Park, T., Yildirim, I., Xiang, Z., & Cockman, A. (2018). Virtual Reality-based Counseling for People with Mild Depression. Paper accepted for presentation at HCI Interna-

tional 2018 conference, Las Vegas, July 15–20, 2018. Read

26 **Hussain**, S., Deng, T., & Alhabash, S. (2017). Feel-good Smoking Prevention Messages – Nostalgia vs. Fear vs. Disgust. Paper presented in the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication, Chicago, August 9–12, 2017. Read

25 **Hussain**, S. (2017). Chaos, Quest and Restitution Narratives of Depression on Tumblr. Paper presented in the Visual Communication Division of the Association for Education in Journalism and Mass Communication, Chicago, August 9–12, 2017 [Top Poster Award]. Read

24 Zhuang, J., Cheng, Y., Lapinski, M., **Hussain**, S., & Yue, G. (2017). The Effects of Social Norms and Value-Relevant Involvement on Information Processing and Behavior. Paper presented at the International Communication Association Conference, San Diego, May 25–29, 2017. Read

23 Lynch, K., Deng, T., Lee, O., **Hussain**, A., Clark, E., Tham, S., Torres, A., & Alhabash, S. (2017). Is it the Ad or What Precedes it?: Psychophysiological Responses to Video Ads Following Emotional Content, an Excitation Transfer Perspective. Paper presented at the International Communication Association Conference, San Diego, May 25–29, 2017. Read

22 Mundel, J., Lynch, K., Nelson, M., Clark, E., Deng, T., **Hussain**, S., Kanver, D., Nieves-Pizzarro, Y., Alhabash, S., McAlister, A., Quilliam, E., & Richards, J. (2017). Investigating Psychophysiological Processing of Alcohol Advertising on Social Media among Underage Minors: Policy Implications. Paper accepted for presentation to the Advertising Division of the Association for Education in Journalism and Mass Communication, Chicago, August 9–12, 2017. Read

21 Mundel, J., Lynch, K., Nelson, M., Alhabash, S., Clark, E., Deng, T., **Hussain**, S., Kanver, D., McAlister, A., Nieves-Pizzarro, Y., Quilliam, E. T., & Richards, J. (2017). The Effect of Model's Age on Evaluations and Behavioral Intentions Related to Alcohol Social Media Advertisements. Poster presented at the D.C. Health Communication Conference, Washington, D.C., April 28–29, 2017 [Top Poster Award]. Read

20 **Hussain**, S., Ogundimu, F., & Bhattaria, S. (2017). Chatbot for Family Planning Counseling. Paper presented at the HCI Across Borders symposium at Computer Human Interaction conference, Denver, CO, May 6–9, 2017. Read

19 **Hussain**, S. (2017). Visual Narratives of Depression on Social Media. Paper presented at the D.C. Health Communication conference, Fairfax, VA, April 28–29, 2017. Read

18 **Hussain**, S., & Alhabash, S. (2017). Easing Depression through Nostalgia. Paper presented at the D.C. Health Communication conference, Fairfax, VA, April 28–29, 2017. Read

17 **Hussain**, S. (2016). Untold Stories of Mobile Health: Systematic Analysis of Global Digital Health Network Discussion Threads. Paper presented at the Global Digital Health Forum, Maryland, USA. Read

16 Zhuang, J., **Hussain**, S., & Cheng, Y. (2016). Remembering the Past and Promoting Other-Beneficial Health Behaviors—Testing Message Framing and Nostalgia for Organ Donation. Paper presented at the National Communication Association conference, Philadelphia, PA. Read

15 **Hussain**, S. (2016). Chatbot for Family Planning Counseling. Paper presented at the USAID's Higher Education Solutions Network Student Innovation Challenge, MIT, Boston. Read

14 Kanthawala, S., Yuan, S., Peng, W., & **Hussain**, S. (2016). A Qualitative Study of User Perceptions of Health and Fitness Mobile Apps: Perceived Benefits and Barriers. Paper presented at the American Public Health Association, Chicago, IL. Read

13 **Hussain**, S., Yuan, S., Hales, K., & Cotten, S. (2016). Slow but Steady: Older Adults' Facebook Use for Intergenerational Communication. Aging in America Conference, Washington, DC. Read

12 **Hussain**, S. (2016). Exploring Nostalgic Emotional Appeals for Smoking Prevention. Poster presented at the Kentucky Health Communication Conference, Lexington, Kentucky. Read

11 **Hussain**, S. (2016). Mobile Phone Based Interactive Videos for Perinatal Depression. Paper presented at the Development Consortium–HCI Across Borders, Computer Human Interaction (CHI), San Francisco, CA. Read

10 **Hussain**, S. (2016). Visual Illness Narratives of Depression. Paper presented at the Computer Supported Cooperative Work (CSCW) conference, San Francisco, CA. Read

9 **Hussain**, S., & Huh, J. (Feb 2016). App for Collaborative Decision Making with Community Leaders during Crisis. Paper presented at the Computer Supported Cooperative Work (CSCW) conference, San Francisco, CA. Read

8 Hales, K., **Hussain**, S., Yuan, S., & Cotten, S. (2015). Communication Contact and Preferences among Older Adults: The Role of Technology. Paper presented at the Aging in America Conference, Chicago, IL. Read

7 **Hussain**, S. (2015). Testing Mobile Phone 'Memory Cards' for Child Health Awareness in a Flood Hit Community of Pakistan. Paper presented at the Wireless Health Conference, National Institute of Health (NIH). Read

6 **Hussain**, S. (2014). Entertainment-Education Radio Drama Serial for Mother and Child Health Promotion in Pakistan. Paper presented at the International Communication Association Conference, Seattle, WA. Read

5 **Hussain**, S. (2014). Lessons Learned from Mother and Child Health IVR Launched in the Earthquake Hit Areas of Pakistan. Paper presented at the mHealth Summit, Washington, DC. Read

4 **Hussain**, S., & Lapinski, M. (2013). A Case Study on Ten-Year Implementation of the Ku Saurara! Entertainment-Education Project in Northern Nigeria. Paper presented at the National Communication Conference, Washington, DC. Read

3 **Hussain**, S. (2013). Exploring Nostalgia as an Emotional Persuasive Appeal. Paper presented at the D.C. Health Communication Conference, George Mason University, USA. Read

2 **Hussain**, S. (2012). Can Public Health Service Branding and Marketing Boost Utilization? Paper presented at the Graduate Academic Conference, Michigan State University. Read

1 **Hussain**, S. (2010). Use of Mobile Phones for Mother and Child Health Awareness in the Earthquake Hit Areas of Pakistan. ICT4D conference, London, UK. Read

RESEARCH SOFTWARES AND SKILLS

Research	Social Media Analysis: CrowdTangle, BuzzSumo, KeyHole, DataMinr, comScore Interviews, Focus Groups, Surveys, A/B Testing, Experimental Research Data Analysis: R Language, Jamovi, SPSS, NVivo, Atlas.ti, R Programming Mobile Phone App Development: Dimagi CommCare Psychophysiological and Eye Tracking Research: MediaLab, BIOPAC, Tobii Studio Data Visualization: RapidMiner, Tableau
Media	Virtual Reality: Unity 3D Documentary Production: Adobe Premiere, Final Cut Pro Graphic and Web Design: Adobe InDesign, Photoshop, Dreamweaver, Illustrator

TEACHING EXPERIENCE

University of Sharjah, UAE

- **Media & Society** The course covered new media and communication technologies for social science specifically including the rapid developments in AI and Robotics.
- **Cross-cultural Communication** The course examines main theories of cross-cultural and intercultural communication with emphasis on case studies from diverse audiences.
- **Communication Theories** The course covers main theories from the field of media effects, health communication, emotional appeals, family communication, and narratives and storytelling.
- **Quantitative Research Methods** The course introduces quantitative research methods including surveys, experiments, quantitative content analysis among other methods and data analysis techniques using Jamovi statistical software.
- **Qualitative Research Methods** The course introduces qualitative research methods, the importance of theory-guided research, and key methods including interviews, focus groups, and qualitative content analysis, culminating in a final proposal.
- **Introduction to Graphic Design** The course explores five main principles of graphic design: audience, layout, color, images, and type. Students learn Adobe Illustrator, Photoshop, and InDesign.
- **Seminar in Media Ethics** The course provides an overview of ethical dilemmas in comparative media systems, with case studies and real-world practices. It discusses moral dimensions of journalism, advertising, and public relations, and critically reviews regional and international media codes of ethics.
- **Research Methods and Data Analytics** An introduction to basic qualitative and quantitative research methodologies in mass communication, public relations, and advertising. Covers conceptual foundations, measurement, scale construction, interviews, research ethics, and hands-on survey design practice.
- **Special Topics in Communication** The course covers main theories of health communication in the UAE context. This PhD-level seminar results in individual case study projects based on health communication readings.
- **Principles of Digital Photography** This course teaches the art and science of digital photography, exploring camera settings, composition, lighting, and post-processing techniques using Canon DSLR cameras.

Arizona State University, USA

- **MCO 437 Social Media Audience Acquisition and Engagement** Covers social media audience acquisition through search engine optimization, search engine marketing, Google ad creation, and advertisements.
- **MCO 563 Social Media Communication Campaigns and Engagement** Explores human psychology behind online audience engagement, social media listening and monitoring techniques, digital advertising, content creation, viral campaigns, and A/B testing.
- **MCO 463 Digital Audience Research & Behavior** Focuses on traditional and emerging research methods, social network analysis, research ethics, online data collection, and social media demographics.
- **MCO 335 Social Media Foundations** Introduces students to the contexts and forms of social media, exploring what social media platforms are, who uses them, who benefits, and how they transform the media landscape and our world.

- **MCO 302 Media Research Methods** Teaches students to gather data scientifically with ethical considerations, analyze and report data for stories or research papers, and develop statistical literacy for communication professionals in the age of big data.
- **MCO 450 Visual Communication** Examines the theory behind visual communication, image analysis, and the history of visual communication from cave paintings to the internet and social media, to inform, educate, and persuade.

Michigan State University, USA

- **COM 325 Social Influence & Persuasion** (Spring 2017) Focus: Theory and methods pertaining to persuasion and social influence. Teaching Assistant for in-person course.
- **JRN 892 Mobile Phones for Public Health** (Summer 2016) Focus: Mobile phone app development for health education. Sole Instructor for online course.
- **JRN 108 Introduction to Journalism, The World of Media** (Fall 2015 and Spring 2016) Focus: Journalism, social media, advertising. Teaching Assistant for in-person course.
- **JRN 430 Media Law and Ethics** (Summer 2017) Teaching Assistant for online course.
- **COM 475 Communication Campaign Design and Analysis** (Fall 2017) Focus: Design and evaluation of public communication campaigns. Teaching Assistant for in-person course.

PROFESSIONAL DEVELOPMENT

- **2017** Synchrony in Human Communication Systems. International Summer School at Michigan State University.
- **2016** Designing for Behavior Change: For Agriculture, Natural Resource Management, Health and Nutrition. Organized by CoreGroup, Washington, DC.
- **2014** NIH Funded One-Health Symposia. Michigan State University.
- **2011** Emergency Operations Program Training. Organized by Save the Children in London, UK.
- **2010** Exposure Visit to IRC's Project for Burmese Refugees in Thailand. Chang Mai and Chang Rai, Thailand.
- **2009** Behavior Change Communication Strategy Development Workshop. Howard & Delafield International (HDI), Dubai.
- **2009** Population Leadership Executive Training Programme Lahore University of Management Sciences, Pakistan.

PROFESSIONAL AFFILIATIONS

- National Communication Association (NCA)
- International Communication Association (ICA)
- Association for Education in Journalism & Mass Communication (AEJMC)
- International Association for Media and Communication Research (IAMCR)
- Society for Personality and Social Psychology (SPSP)
- Computer Supported Collaborative Work (CSCW)
- Computer Human Interaction (CHI)

SERVICE TO THE DISCIPLINE

- **2025-** [Editorial Board Member] ICA Journal of Global Perspectives in Communication Link
- **2025-** [Member] ICA Regional Hubs Committee. Link
- **2025-** [Member] AEJMC Internal Research Coordination Committee.
- **2025-** [Editorial Board Member] Journal of Media and Communication Link
- **2025-** [Editorial Board Member] Journal of World of Media Link
- **2025** [Reviewer] Journal of Computer Mediated Communication
- **2024** [Reviewer] Journal of Communication Technology
- **2024** [Reviewer] International Association for Media and Communication Research
- **2024** [Reviewer] Journal of Applied Journalism and Media Studies
- **2024** [Reviewer] International Journal of Strategic Communication
- **2024** [Reviewer] Journal of Information Technology & Politics
- **2020–2023** [Reviewer] Health Communication Journal
- **2022** Speaker, 'Health and Risk Communications: From Challenges to Solutions' talk organized by US Educational Foundation Pakistan
- **2022** Presenter, 'Faith in the Story' workshop organized by the Notre Dame University's School of Global Affairs titled Trialogues for Enhancing Religious Literacy
- **2022** [Reviewer] International Journal of Communication
- **2021** Grantee, Pakistan-US Alumni Network grant to design a social media campaign to improve peace communication in Pakistan
- **2021** [Reviewer] International Journal of Strategic Communication
- **2020** Member, Broadcast Education Association (BEA) graduate diversity committee
- **2019** Speaker, Robert Wood Johnson Foundation (RWJF) journalism workshop on 'Virtual Reality Interventions to Improve Mental Health'
- **2019** Presenter, U.S. State Department's "Journalism, Technology & Democracy" workshop at ASU
- **2019** Panelist, 'Religion and Nationalism' session at the Recovering Truth: Religion, Journalism, and Democracy workshop funded by Henry Luce Foundation at The Center for the Study of Religion and Conflict, ASU
- **2019** Opinion piece writer, AZ Capitol Times on Ancient Islamic Wisdom to Address Fake News and Misinformation Read
- **2019** Walter Cronkite School of Journalism and Mass Communication, Digital Audiences Program Steering Committee, Curriculum Committee meeting to evaluate the effectiveness of intermediate reporting and writing courses held on April 3, 2019.
- **2017** [Reviewer] Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health
- **2017** [Reviewer] Information and Communication Technology for Development Conference, [Communication Ambassador] Computer Human Interaction - Special Interest Group
- **2016** [Student Volunteer] Computer Supported Collaborative Work (CSCW)
- **2013–2015** [Student Research Café]. Organized student research meetings to foster conversations about emerging and interdisciplinary research topics. Examples:
  1. Machine & Deep Learning and its implications for social science
  2. Panel discussion of Trifecta from College of Communication, Nursing and Engineering, MSU
  3. Excellence in teaching and research

4. Student funding opportunities
5. Navigating through PhD program

- **2013–2015** [Community Coordinator] Residence Education & Housing Service, MSU
- **2014** [Reviewer] American Medical Informatics Association Conference
- **2013** [Community Health Internship] Office of International Students & Scholars
- **2013** [President] Pakistani Student Association, MSU

PROFESSIONAL EXPERIENCE

Global Center for Food Systems Innovation (USAID funded project at Michigan State University) 2013 – 2017
Graduate Research Assistant

- Responsibilities included:
- Printing of White Papers and Project Briefs:
- Adhered to MSU and USAID's communication and branding guidelines.
- Generated ISBN numbers and managed graphic design and printing
- Planned and produced webinars on Agriculture and Food Security issues
- Produced monthly newsletters sent to project partners, donors, and key stakeholders
- Managed digital marketing activities including regular Twitter, Facebook, and Flickr updates to maintain project visibility and disseminate impact
- Worked as a translational scholar to produce podcasts about Agriculture and Food Security topics, featuring B-Heard scholars, MasterCard Foundation scholars, African Graduate Student Association members, and other researchers at MSU and elsewhere. Podcasts recorded at WKAR studio and published at FoodFix and AgriLinks Podcasts (Link)
- Facilitated students and faculty in creating engaging conference and poster presentations
- Maintained project website to host publications, success stories, and announcements
- Utilized social media analytics to report outreach and impact for USAID's M&E and reporting purposes
- Wrote blogs and text stories on faculty and student projects on Agriculture and Food Security
- Drafted news and press releases of project announcements, success stories, and updates
- Produced YouTube videos and photo-stories of GCFSI-funded student and faculty grant recipients
- Managed media coverage of workshops and roundtable discussions
- Participated in all USAID-led TechCon conferences and presented at Innovation Marketplace, pitching innovative projects for social development

Save the Children International 2010 – 2012
Manager Water, Sanitation and Hygiene, Flood Response Program *Pakistan*

- Developed a comprehensive water, sanitation, and hygiene promotion strategy for flood-hit areas of Punjab, Pakistan
- Supervised a staff of 3 District Coordinators, 30 Project Officers, and 60 Community Mobilizers during village cleanup campaign
- Mobilized over 5,300 local committee members and provided livelihood support through a cash-for-work program of village cleaning and solid waste management

· Supervised the conduct of 18 Hygiene Promotion Interactive Theatres and distribution of 30,000 mini hygiene kits for sustainable behavior change among children and adults

International Rescue Committee (USAID, Earthquake Response) 2008 – 2010
Behavior Change Communication Manager *Pakistan*

· Developed a comprehensive health communication campaign to increase awareness on antenatal/postnatal care, birth preparedness, newborn care, and child health
· Produced 28,000+ minutes of infotainment, including a 30-episode radio drama, 9 radio drama promos, 8 radio commercials, 45 time-check spots, a song, and a jingle, reaching 1.8 million listeners directly in Bagh/Mansehra and indirectly in AJK and NWFP
· Launched a far-reaching BTL campaign for MCH awareness in earthquake-hit areas, reaching over 12,000 direct beneficiaries through 70+ health education sessions, health quiz competitions, puppet shows, and school-based painting and debate competitions; doubled impact with 500+ impressions via indoor/outdoor promotions, billboards, branded taxis, announcement vans, and media coverage
· Managed the creative development and implementation of a pioneering mother, neonatal, and child health IVR in partnership with Telenor Pakistan for approximately 0.5 million cell phone users and direct beneficiaries; directed the launch campaign through community and mass media promotional activities
· Accomplished "Hifazat" branding of 24 primary healthcare centers with government support, enhancing health systems and increasing service utilization and collaboration
· Bridged communication between national and international campaign partners for qualitative research, including 3 pre-test and 4 post-test studies of the Hifazat brand, IVR helpline, and community launches

Rawalpindi General Hospital 2007
Research Coordinator *Islamabad, Pakistan*

· Supervised a Randomized Control Trial research study on the effect of cognitive behavior therapy to improve breastfeeding practices among women
· Produced 3 training videos on child-psychiatry for use by medical students as educational and teaching aids

Johns Hopkins University Center for Communication Program 2006
Events Coordinator *Pakistan*

· Planned, organized, and conducted a 2-week workshop on Leadership in Strategic Health Communication and a 3-day workshop on Spitfire Strategies in Health Communication for 30+ participants

Interflow Communications (Advertising Agency) 2005 – 2006
Audio-Visual Executive *Islamabad, Pakistan*

· Managed the Audio/Visual department and produced a video documentary for Save the Children, a TV commercial for National Savings, conducted market surveys, and developed numerous concept/mood boards in collaboration with creative and copywriting departments

MEDIA COVERAGE OF RESEARCH

- Arabic language health messages are more positive but less clear than those generated by humans, scientists find Read
- Researchers at Arizona State University exploring the social psychology behind people's responses to the pandemic based on media portrayal of COVID-19, in collaboration with C3.ai
- Understanding Bias: How Ethnicity, Mental Health, and Attractiveness Impact Mass Shooting News Read
- Research Experts at Arizona State University Read
- Young Researchers Talk at Arizona State University Watch Video
- Doctoral student research on the effects of nostalgia on health communication, featured in Fox47News, MSUToday, MSU Research, and ComArtSci News
- Ancient Islamic Scholars' warnings against fake news and misinformation, covered by Capitol News
- Video interview at DC Health Communication Conference, featured in Aircasts Watch Video
- Mechanics of Pokemon Go: Why the game is so addicting, published in Holland Sentinel
- Smokers' memories as a tool to help them quit, featured in MSUToday and Neuroscience News
- How nostalgia affects anti-smoking campaigns, reported in StateNews
- Can fond memories help smokers quit?, explored in Futurity
- Could nostalgia make smokers quit? Reminding them of happy childhood memories may encourage them to ditch the habit, as discussed in Daily Mail

PODCASTS

- Student researcher works to create better food packaging Podcast: Listen
- Farmer invents air conditioner-powered cold storage units Podcast: Listen
- RFID tags to improve food safety and reduce food waste Podcast: Listen
- Using plant chemicals to stop food from spoiling Podcast: Listen
- How to speed up the wheat breeding process Podcast: Listen
- How microbes help plants Podcast: Listen
- Exploring waste material to attract ecotourism in Costa Rica Podcast: Listen
- Exploring the role of bacteria in growing biofuels Podcast: Listen
- Farming and karate Podcast: Listen
- Using bitter melon to treat diabetes Podcast: Listen
- Using photography to measure nutrition intake Podcast: Listen
- Using ketchup packets to promote diarrhea treatment Text Story: Read
- Effectiveness of cocoa certification in Ghana Podcast: Listen