

## **RAUF ARIE, Ph.D.**

### **CURRENT POSITION**

Assistant Professor, Journalism & Creative Media Industries (JCMI),  
College of Media & Communication (CoMC), Texas Tech University, Lubbock, TX.

### **EDUCATION**

**University of Iowa:** Ph.D., School of Journalism and Mass Communication (2009-2014).  
Dissertation: *Social Movements, YouTube and Political Activism in Authoritarian Countries: A Comparative Analysis of Political Change in Pakistan, Tunisia & Egypt.*

**University of Kansas:** M.S., Journalism & Mass Communications (2007-2009). Thesis:  
*The Terrorists Attacks of September 11 & Their Effects on Journalism in Pakistan.*

**Islamia University of Bahawalpur, Punjab, Pakistan:** M.A., Journalism, Broadcast emphasis (1998-2000).

**Islamia University of Bahawalpur, Punjab, Pakistan:** B.A., Mass Communications (1996-1998).

### **TEACHING EXPERIENCE**

Texas Tech University (TTU), College of Media & Communication  
*Assistant Professor (Spring 2017-present)*

University of Texas at Tyler (UTT), Department of Communication  
*Assistant Professor (Fall 2013-Spring 2016)*

University of Iowa (Uiowa), School of Journalism & Mass Communication  
*Teaching Assistant (Fall 2009-Spring 2013)*

Current Teaching Responsibilities (TTU)

- Advanced Reporting: JOUR 4370
- Photo Journalism: JCMI 2301
- Social Media & Social Movements (Graduate Seminar): EMC 6315
- Artificial Intelligence & Society: Contemporary Issues in Communication Technology (Graduate Seminar): MCOM 6310
- Master's Report: MCOM 6050
- Doctor's Dissertation: MCOM 8000
- Introduction to Media Production & Composition: JEM 2301
- Broadcast Journalism: JOUR 3314
- Online Journalism Production: JOUR 3311
- Global Journalism: JOUR 3370

Previous Teaching Responsibilities (UTT)

- New Media Theories & Applications (Graduate Seminar), COMM 5345
- Video Production, MCOM 3350
- Multimedia Writing/Storytelling & PR, MCOM 4325
- Multimedia Feature Writing, MCOM 3301
- Writing for Mass Media, MCOM 2311
- Advance Multimedia News, MCOM 4332

University of Iowa, School of Journalism and Mass Communication

*Primary Instructor*

- Introduction to Multimedia Storytelling, 019-088:A04, Spring 2013
- Introduction to Multimedia Storytelling, 019-088:A02, Fall 2012
- International Journalism Issues, 019-078, Summer 2011

*Teaching Assistant*

- Strategic Communication Campaigns: Non-profit Health PR, 019-135:001, Fall 2012
- Media History & Culture, 019-091, Spring 2011
- Media Uses & Effects, 019-091, Fall 2010
- Cultural and Historical Foundations of Communication, 019-090, Spring 2010
- Specialized Reporting and Writing: Interviewing Across Media, 019-120, Fall 2009
- Media Workshop: Web Journalism Basics, 019-130, Fall 2009

## **RESEARCH ASSISTANTSHIPS**

RA for Social Media & Health Communication (2011-2012)

SJMC, Univ. of Iowa

*My research involved the use of social media by public relations practitioners associated with hospitals and how social media is contributing to health literacy. Using qualitative methods, I conducted in-depth interviews of public relations officials from U.S.-based hospitals. The three-part study is aimed at looking at the use of digital/social media for community engagement and improving hospitals' image among community members.*

RA for Broadcast Media & Culture (2011-2012)

SJMC, Univ. of Iowa

*As a researcher, I analyzed documentaries, broadcast media and society. Along with data collection and analysis of the data, I did extensive literature review on digital and broadcast media and how new media are changing and reshaping existing cultures. I studied YouTube and how amateur videos are posing new challenges to mainstream media organizations. I also studied YouTube's use in the Wall Street Movement.*

RA for Public Health (2010-2011)

College of Public Health, Univ. of Iowa

*For this public health campaign, my research involved conducting qualitative interviews, data analysis (NVIVO software) and a campaign for Avoid the Stork*

*that was aimed at creating awareness about unintended pregnancies in the state of Iowa.*

## **PROFESSIONAL EXPERIENCE**

### Broadcast TV

*CNBC Pakistan TV (2006-2007)*

Islamabad, Pakistan

*Worked as a TV news reporter, producer, and senior political correspondent. I also produced documentaries on the after-effects of a devastating earthquake (October 2005) in Pakistan. To look at the examples of my documentary work, please follow these links (Produced in Urdu Language):*

**Part1:** [http://www.youtube.com/watch?v=HiLT-r\\_L\\_3I&feature=youtu.be](http://www.youtube.com/watch?v=HiLT-r_L_3I&feature=youtu.be)

**Part2:** <http://www.youtube.com/watch?v=dreBDtX66tw&feature=youtu.be>

*ARYOneWorld TV News Channel (2005-2006)*

Islamabad, Pakistan

*Major areas of coverage included Parliament, the energy sector, religious affairs, education, environmental issues, cultural issues, social & developmental issues, and diplomatic activities. ARY TV also provided me the opportunity to cover stories and events in remote areas of the country. I produced exclusive stories and research-based TV news features on an entire range of social, human rights, and environmental issues during my stay at this TV channel.*

### Print Journalism

*The Nation, daily (2001-2005)*

Islamabad, Pakistan

- *As a print media journalist, I worked as a staff reporter covering the Senate and National Assembly of Pakistan. At this newspaper, I wrote developmental stories on the environment, social justice, gender, human rights, peace and conflict, violence against children, the female literacy rate, child labor, discriminatory laws against women, and issues of minorities. During 2003-04, I was assigned the health beat. As a health correspondent, I focused on issues such as HIV/AIDS and the maternal mortality rate in Pakistan.*
- *After 9/11, I also worked as a stringer for “The Mail on Sunday, UK” newspaper. My assignments included covering terrorism-related issues in Pakistan and how Pakistani government and politics were reshaping in the post-9/11 era.*

### Non-profit Organizations

*National Democratic Institute (2006)*

Islamabad, Pakistan

*Worked as a primary researcher for the National Democratic Institute (NDI) to analyze and write a report on “Local Government System” in Pakistan,*

*introduced by the then President Musharraf. In my report, I made recommendations to improve the local government system, which was aimed at transferring powers to the grassroots level of society.*

UNESCO (2004)  
Islamabad, Pakistan

*Worked as a communication officer for a literacy awareness program. The campaign was launched in Islamabad, Pakistan. As a communication officer, my job was to write press releases for mass media. I was also responsible to ensure maximum coverage of the campaign in major media outlets in Pakistan.*

## PUBLICATIONS

### *Books*

**Arif, R. (2020).** *Movements for Change: How individuals, social media, and Al Jazeera are changing Pakistan, Egypt and Tunisia.* Peter Lang Publishing.

<https://www.peterlang.com/view/title/71009?tab=aboutauthor&format=HC>

**Arif, R. (2010).** *How Terrorism Killed the News: Pakistani Journalism after 9/11.* Lambert Academic Publishing. <http://www.amazon.com/How-Terrorism-Killed-News-journalism/dp/3838335791>

### *Book chapters*

- **Arif, R. (2018).** *Social Networks, Social Movements and Politico-Cultural Situation of Pakistani Media.* In Julie Dee (Ed.), *From Tahrir Square to Gezi Park: Social Networks as Facilitators of Social Movements.* Peter Lang Publishing.
- Gutsche, R. J., Carviou, J., & **Arif, R. (2012).** "Change that Couldn't Happen: News Medias' Commitment to Hegemonic Masculinity through Collective Memory in the 2008 Presidential Election." *The Iconic Obama, 2007-2009: Essays on Media Representations of the Candidate and New.* McFarland Press. <http://www.amazon.com/The-Iconic-Obama-2007-2009-Representations/dp/0786446021>

### *Book Review*

*Mohamed Zayani, Networked publics and digital contention: The politics of everyday life in Tunisia.* Oxford University Press, 2015, 304 pp. ISBN: 9780190239770 (paperback).

Reviewed by **Arif, R. (March 17, 2017).** *Journal of Communication Inquiry.* Volume 41 (2). <http://journals.sagepub.com/doi/metrics/10.1177/0196859917699322>

### *Articles*

**Arif, R. (2017).** *V for Vendetta: Recalling Memories of Arab Spring in the Context of Collective Memory.* Published by The Center for the Study of Social Movements at the

University of Notre Dame. <https://mobilizingideas.wordpress.com/2017/03/27/v-for-vendetta-recalling-memories-of-arab-spring-in-the-context-of-collective-memory/>

**Arif, R.** (2017). "Internet as a Hope or a Hoax for Emerging Democracies: Revisiting the Concept of Citizenship in the Digital Age." *The Journal of Social and Behavioral Sciences-Procedia*.

Velten, J. C., **Arif, R.** & Moehring, D. (2017). *Managing Disclosure through Social Media: How Snapchat is Shaking Boundaries of Privacy Perceptions. The Journal of Social Media in Society. Volume 5 (2).*

Velten, J. C., **Arif, R.** & Moehring, D. (2017). *When Pain Can be Managed by Managing the Communication: The Influence of Indirect Providers on HCAHPS (Part II). International Journal of Communication and Health. Volume 11.*

Velten, J. C., & **Arif, R.** (2016). *When pain can be managed by managing the communication: An analysis of patient feedback on clinicians' pain management strategies (Part I). International Journal of Communication and Health. Volume 10.*

Velten, J. C., & **Arif, R.** (2016). "The influence of snapchat on interpersonal relationship development and human communication." *The Journal of Social Media in Society. Vol. 5 (2)*

**Arif, R.,** Golan, G. J., Moritz, B. (2014). "Mediated Public Diplomacy: U.S. and Taliban Relations with Pakistani Media." *Journal of Media, War & Conflict. Vol. 7 (2). pp. 201-217.* <http://mwc.sagepub.com/content/7/2/201>

**Arif, R.** (2013). "From Sympathy to Antipathy: Portrayal of Pakistan in the U.S. News Magazines." *Journal of Mass Communications. Vol. 26 (2). pp. 92-106.* <http://www.jms.edu.pk/BrowseArticles.aspx>

## RESEARCH WORK IN PROGRESS

### *Manuscripts Under Review*

- Arif, R., Rachel, R. & Sydney, B. (under review). *Hey Siri: What Are College Students' Perceptions of Artificial Intelligence Risks?*
- **Arif, R.** & Provencher, J. (under review). *Emergence of Computer-Mediated Communication Technologies for Maintaining Health: Understanding People's Attitudes Toward the Adoption of Telehealth.*

## CONFERENCE PRESENTATIONS

- **Arif, R.** (2019). "When Art & Culture Becomes the Symbol of Resistance: An Analysis of Creative Protests During the Political Unrests of Pakistan, Egypt and Tunisia." Presented at the AEJMC Annual Conference, August 7-10, 2019 Ontario, Canada.

- **Arif, R.** (2018). "State of South Asia Communication Research." Panel Presentation, South Asia Communication Association, AEJMC Annual Conference, August 6-9, 2018, Washington, DC.
- **Arif, R.** (2017). How Pakistan Electronic Media Regulatory Authority (PEMRA) is reshaping the Debate on Media Freedom in Pakistan. AEJMC Annual Conference, August 9-12, 2017. Chicago, IL.
- **Arif, R.,** Moehring, D., Baltz, H., Ofoma, N., & Mwakabungu, H-G. (2016). Surveillance versus Privacy: A qualitative analysis through the lens of Communication Privacy Management Theory. Presented at National Communication Association Conference, November 10-13, 2016, Philadelphia, PA.
- Velten, J. C., **Arif, R.** & Moehring, D. (August 2016). Managing Disclosure through Social Media: How Snapchat is Shaking Boundaries of Privacy Perceptions. Presented at the AEJMC conference, Minneapolis (August 4-7, 2016).
- Velten, J. C., & **Arif, R.** (2016, Autumn). Managing pain through communication: An analysis of patient feedback on clinicians' pain management strategies. International Conference on Communication in Healthcare. Heidelberg, Germany.
- **Arif, R.** (December 7, 2015). Internet as a Hope or a Hoax for Emerging Democracies: Revisiting the Concept of Citizenship in the Digital Age. Moscow, Russia. Communication in Multicultural Society. [Presented my paper via zoom]
- Velten, J. C., & **Arif, R.** (November 2015). The Influence of Snapchat on Interpersonal Relationship Development and Human Communication. Texas Social Media Research Institute (TSMRI) annual conference.
- **Arif, R.,** Golan, G., & Moritz, B. (2013). Mediated Public Diplomacy in Times of War: An investigation of media relations in Pakistan. Presented at AEJMC, Washington, DC.
- Eckler, P., **Arif, R.,** & O'Gara, E. (2012). Use of social media by U.S. hospitals: Perspectives from hospital officials. Presented at AEJMC, Chicago (**Top Paper Award**).
- **Arif, R.** (November 15-18, 2012). When the watchdog is chained: Pakistan Electronic Media Regulatory Authority (PEMRA) & media freedom in Pakistan. NCA, Florida.
- **Arif, R.** (2012). The September 11 attacks & the changing trends of journalism in Pakistan. International Communication Association conference, Phoenix, AZ.
- **Arif, R.** (Feb. 9-11, 2012). War economy of media outlets: The privatization of electronic media in Pakistan in the wake of U.S.-led war on terror. Young Scholars Conference, Columbia, MO.
- **Arif, R.** (2011). The emergence of social media & the political crisis in Pakistan. AEJMC conference, St. Louis, MO.
- Gutsche, R. & **Arif, R.** (2011). Not paid to play: A case study of online community participants and the effects of the non-monetary motivation upon public journalism, AEJMC conference, St. Louis, MO.

- Andsager, J.L., **Arif, R.**, Carviou, J., Moody, K., & O'Gara, E. (2010). "Who lives, who dies, and why? Doctors, diseases, and mortality in TV medical dramas." AEJMC conference, Denver, CO.

## Grants

- Hetherington, C. (Lead Principal Investigator), **Arif, R.** (Co-PI). "The origins of magnetite-pipes in the Bushveld Complex, South Africa and their strategic-mineral resources." National Science Foundation (NSF) 18-505 –\$ 364,352.00 (Submitted September 11, 2018). Status: **Awarded**.
- **Arif, R.** (Lead Principal Investigator), Perlmutter, D. (Co-PI), Xing, W. (Co-PI), Crews, C. (Co-PI), Lértora, I. (Co-PI). "*Diamond Cuts Diamond*: Studying and Devising Online Tools & Strategies to Discourage Cyberbullying on Social Media Platforms." Robert Wood Johnson Foundation (RWJF). \$ 576,261.00 (Submitted October 17, 2018). Status. Denied.
- **Arif, R.** (Lead Principal Investigator), Zia, L. (Co-PI). "Saving Mocking Birds from Cyberbullying." National Science Foundation (NSF) 2026 Idea Machine. \$ 20,000.00 (Submitted September 16, 2018). Status: Denied.
- Xing, W. (Lead Principal Investigator), **Arif, R.** (Co-PI), Perlmutter, D. (Co-PI), & Hawley, P. (Co-PI) "When Pictures Can Kill People: A Project Proposal to Study and Detect Visual Bullying on a Social Networking Site, Instagram." NIJ-2017-11462 – Research, Development, and Evaluation of Technologies to Improve School Safety, CFDA no. 16.560, \$ 612,967.00 (Submitted March 30, 2017). Status: Not Approved.
- Lux, L. (Lead Principal Investigator), **Arif, R.** (Co-PI) & Xing, W. (Co-PI). "Machines Can Heal: A Proposal to Study the Role of Telehealth for Palliative Care in the Rural Settings of West Texas." Presidents' Collaborative Research Initiative (PCRI) 2017, Texas Tech University (Submitted June 21, 2017). Status: Not Approved.

## HONORS AND ACTIVITIES

- Recipient of Headliners Foundation of Texas (second straight year) tuition scholarship to participate in the TEACHAPALOOZA Technology Education Seminar, organized by Poynter Institute. The Seminar was held in St. Petersburg, Florida (June 12-14, 2016).
- Participated in *Public Responsibility in Medicine and Research* (PRIM&R) Conference (November 12-15, 2015). Boston, MA.
- Recipient of Headliners Foundation of Texas tuition scholarship to participate in the TEACHAPALOOZA Technology Education Seminar, organized by Poynter Institute. The Seminar focused on learning new tools and technologies and turning data into journalism. St. Petersburg, Florida (June 12-14, 2015).
- Recipient of the *Faculty Appreciation Research Award*, Department of Communication, University of Texas at Tyler (2015).

- Recipient of the *Bessie Dutton Murray Doctoral Scholar Award* in the School of Journalism and Mass Communication at the University of Iowa (2011-2012).
- Recipient of the *Wilbur C. Peterson Scholarship Award* in the School of Journalism and Mass Communication at the University of Iowa (2011).
- Participant of Social Brand Forum, October 17-18, 2012, Iowa City, IA.
- Recipient of Fulbright Scholarship, University of Kansas (2007-2009).
- USAID Fellowship Grantee, Social Journalism Workshop, Colombo, Sri Lanka (Dec. 2005).
- International Academy of Leadership (IIE) Grantee, Friedrich Naumann Stiftung Foundation, Germany (May 2005).
- Participant of the “Moderation and Communication Skill” workshop, Islamabad, Pakistan (October 2004).
- Participant of the “Parliament and the Press: Building an Effective Relationship” workshop, Islamabad, Pakistan (June 2004).
- Participant of the “Understanding International Law for Global News Coverage” workshop, Islamabad, Pakistan (May 2004).
- IIE & Leadership Development Mechanism (LDM) Fellowship grantee, “Media and Reproductive Health Strategies for Advocacy and Action,” Kuala Lumpur, Malaysia (April - May 2003).
- Silver Medal of Study Excellence, University of Bahawalpur, Pakistan (1998-2000).

## SERVICE

- Member: AEJMC Strategic Planning Committee (2019-2021). The Committee is responsible for recommending to the AEJMC Board priorities, strategies, and programs that will facilitate the goals for the AEJMC membership mission.
- President *South Asia Communication Association* (SACA) Initiative, AEJMC (2017—2018).
- Research Liaison for Asia. International Communication Division (ICD), AEJMC. 2016—Present. <http://aejmc.us/icd/team/>
- Reviewer & Editorial Team Member: Journal of Social Media in Society (JSMS) 2015—ongoing. <http://thejsms.org/index.php/TSMRI/about/editorialTeamBio/203>
- Reviewer: Served as a reviewer for JEMFest 2017 submissions.
- Mentorship: Serving as a mentor for Electronic Media Activities: MCTV Practicum course (EMC 3100), ongoing.
- Member: Strategic Planning Engagement and Outreach Subcommittee, CoMC, TTU (Fall 2017-Ongoing).
- Member: Serving on a subcommittee aimed at remodeling CoMC, TTU Website in order to highlight Faculty’s research and creative contributions in a more elaborative and marketable way (2017-ongoing).
- Chaired the Strategic Planning Committee for the University of Texas at Tyler’s Department of Communication (2015 and 2016).
- Served as search committee chair & a member on multiple search committees to recruit faculty members at UT-Tyler (2014 & 2015).
- Reviewer: Journal of Communication Inquiry (JCI)—ongoing.



- Member & reviewer: Institutional Review Board (IRB), University of Texas at Tyler (Fall 2013-2016).
- Committee Member, Office of International Programs, Academic Affairs, UT-Tyler (Fall 2013-2016).
- Committee Member, Retention & Recruitment, Dept. of Communication, UT-Tyler (Fall 2013-2016).
- Co-Chair Multimedia Content Management and Promotion, Dept. of Communication, UT-Tyler (Fall 2013-2016).
- Faculty Advisor, Pakistan Student Association (PSA) at UT-Tyler. (Spring 2016-2016).
- Faculty Advisor, “Futbol Club” at UT-Tyler (Fall 2015-2016).
- Volunteered at the registration desk at International Communication Association conference 2012, Phoenix, AZ.
- Volunteered at the registration desk at National Communication Association conference 2012, Orlando, FL.
- Volunteered as a media assistant at the “Total Worker Health Symposium—Safe, Healthy and Cost Effective Solutions,” November 29-30, 2012, Iowa City, IA. <http://www.publichealth.uiowa.edu/HWCE/twhsymposium/>
- Served as a consultant for “*Individualland*,” an innovative research-based consultancy and advocacy group working for media freedom in Pakistan, 2012.
- Served as a member of the selection committee to shortlist and interview potential Fulbright scholars, Islamabad, Pakistan (2009).
- Served as President, KU Fulbright Scholars Association, University of Kansas, Lawrence, KS (2008-2009).
- Served as Vice President, KU Pakistani Student Association, University of Kansas, Lawrence, KS (2007-2009).
- Volunteer consultant to promote social programs. Friedrich Naumann Foundation for Liberty, Islamabad, Pakistan (2005).
- Member, South Asia Free Media Association (SAFMA) (2004-present).

## **SPEAKING APPEARANCES**

- Panelist, *How to Crush Imposter syndrome*, organized by Graduate Student Society, College of Media & Communication, TTU (October 10, 2018).
- Panelist, *Fake News in the Age of Social Media* in connection with National News Engagement Day, Organized by the College of Media & Communication, TTU (October 02, 2018).
- Guest Lecture on “Emergence of Social Media in the Middle East & South Asia: Threats & Opportunities, Croslin Room South (Main Library). This lecture was a part of Diversity Research Spotlight Presentations, organized by the Division of Diversity, Equity and Inclusion, Texas Tech University (Wednesday, April 11, 2018).
- Delivered at guest lecture on the importance of collaboration between the United States and Pakistani academic institutions, organized by the Department of Media Studies, Islamia University Bahawalpur, Pakistan (December 28, 2017).

- Special Guest Speaker on “The Dangers of Social Media.” 4<sup>th</sup> Annual Emerging Leadership Conference (Spring 2015). The University of Texas at Tyler.
- Guest lecture (via Skype) at the Advanced Public Diplomacy Graduate Seminar, Newhouse School of Public Communications, Syracuse University. The lecture focused on Chinese investment in Pakistan and the changing dynamics of international economic relations (April 2015).
- Special Guest Speaker: “Social Media and Social Movements in the Muslim World.” College of Media & Communication, Texas Tech University (March 2015).
- Special Guest Speaker: Middle East and Near East Media, Terrorism and Social Movements.” Dialogue Society and the Turkish house, Lubbock, TX (March 2015).
- Guest Speaker: “Understanding Ethics Through Culture.” Ethics Week, UT-Tyler, (Spring 2014).
- Special Guest Speaker: “The Importance of Citizen Diplomacy.” *Council for International Visitors to Iowa Cities* (CIVIC). Annual Members’ Meeting, February 6, 2013.
- Workshop Facilitator, “Building Our Global Community: Regional-Country-Culture Workshop—Pakistan 2012-2013.” A Certificate Program for University of Iowa Faculty & Staff. <http://international.uiowa.edu/cultural-training/bgc>
- Delivered a guest lecture (via Skype) at the advanced public diplomacy graduate seminar, Newhouse School of Public Communications, Syracuse University. The lecture focused on how social media can be used as an efficient tool to promote public diplomacy between the people of the United States and Pakistan (April 21, 2015).
- Featured speaker at a workshop: “Looking Back After Ten Years: The 9/11 Attacks and the Impact on International Students.” The workshop, part of the Building Our Global Community (BGC) Series, University of Iowa, focused on the many changes that occurred in the previous 10 years, including legal topics (visa policies, the USA PATRIOT Act, and SEVIS). (September 2011).
- Panelist, “U.S. Elections 2008: The World Is Watching,” Dole Institute of Politics, Lawrence, KS (Oct 20, 2008).
- Panel member at the Internal Crisis/External Impact, Pakistan Panel I: “Turmoil in Pakistan: What are the Options?” International Programs, University of Kansas, Lawrence, Kansas, November 2007.
- Panel member at the Internal Crisis/External Impact, Pakistan Panel II: “Beyond Musharraf,” International Programs, University of Kansas, Lawrence, KS, September 2008.
- Panel member at the Internal Crisis/External Impact, Pakistan Panel III, International Programs, University of Kansas, Lawrence, Kansas.

## MEDIA APPEARANCES

- My article was published on Forbes on May 18, 2020. "As Worship Places Reopen, It's Clear That Technology Has Already Conquered Every Religion." Link <https://www.forbes.com/sites/raufarif/2020/05/18/as-worship-places-reopen-its-clear-that-technology-has-already-concurred-every-religion/#3d9d443642f1>
- My article was published on Forbes on May 11, 2020. "COVID-19 Has Brought The World 50 Years Into The Future—Where We All Live Virtually." Link: <https://www.forbes.com/sites/raufarif/2020/05/11/covid-19-has-brought-the-world-50-years-into-the-future-where-we-all-live-virtually/#13e1680f792e>
- I was quoted in CoMC News & Information Piece by Liz Inskip-Paulk (September 27, 2019) regarding my NSF research in South Africa. Story title: "CoMC Faculty Awarded Prestigious NSF Grants." <https://www.depts.ttu.edu/comc/about/news/posts/2019/09/comc-faculty-awarded-nsf-grants.php>
- I was quoted in a Daily Toreador story about a social media app, Snapchat addiction among youth, titled, "Professionals discuss what makes Snapchat addictive" (March 18, 2019). [http://www.dailytoreador.com/lavida/professionals-discuss-what-makes-snapchat-addictive/article\\_00716818-4925-11e9-be30-f7f97e7b9d9a.html](http://www.dailytoreador.com/lavida/professionals-discuss-what-makes-snapchat-addictive/article_00716818-4925-11e9-be30-f7f97e7b9d9a.html)
- I was quoted in a Daily Toreador story about social media use for professional purposes and how students can use it to their advantage, titled, "Social media used for networking, professional appearance" (November 14, 2018). [http://www.dailytoreador.com/news/social-media-used-for-networking-professional-appearance/article\\_d290ef3e-e891-11e8-ac17-c739070a306b.html?fbclid=IwAR0GtBsE\\_7PdzyRex-rBwet7jtBFN\\_9Fm9MtPslKltws4pCW8\\_DWv8leM](http://www.dailytoreador.com/news/social-media-used-for-networking-professional-appearance/article_d290ef3e-e891-11e8-ac17-c739070a306b.html?fbclid=IwAR0GtBsE_7PdzyRex-rBwet7jtBFN_9Fm9MtPslKltws4pCW8_DWv8leM)
- I was quoted in *The News International's* news story (October 5, 2018) about Pakistan government's initiative to curb hoaxes on the Internet platforms of communication, titled "PTI move against fake news falls short of addressing false charges." <https://www.thenews.com.pk/print/376716-pti-move-against-fake-news-falls-short-of-addressing-false-charges>
- I was quoted in Daily Toreador's news story (Oct. 3, 2018) to discuss the problem of Fake News in the United States and how to overcome this challenge, titled: "Journalism industry professionals discuss "fake news" during panel" [http://www.dailytoreador.com/news/journalism-industry-professionals-discuss-fake-news-during-panel/article\\_98bb9e1a-c6d8-11e8-9d14-4395bd4768cd.html?utm\\_medium=social&utm\\_source=facebook&utm\\_campaign=user-share](http://www.dailytoreador.com/news/journalism-industry-professionals-discuss-fake-news-during-panel/article_98bb9e1a-c6d8-11e8-9d14-4395bd4768cd.html?utm_medium=social&utm_source=facebook&utm_campaign=user-share)
- Appeared on *Fox 34 TV* to discuss Cyberbullying and its connection to suicidal behavior among teens, titled: "Recent study links cyberbullying to suicidal behavior, revealing growing problem with teens and social media." (September 12, 2018). <http://www.fox34.com/story/39081187/recent-study-links-cyberbullying-to-suicidal-behavior-revealing-growing-problem-with-teens-and-social-media>

- Appeared as a featured guest speaker on *Washington Night Show* AAJ Entertainment TV, Washington, DC, to discuss Pakistan's political change and what lies ahead for the newly-elected prime minister, Imran Khan. September 1<sup>st</sup>, 2018. [https://youtu.be/9CfrO2\\_tVxA](https://youtu.be/9CfrO2_tVxA)
- Appeared as a featured guest speaker on a live show *World Affairs Talk Show* (Class 91.3 FM). Host: Dr. Etse Sikanku. Program Title: "Pakistan—From Cricket Star to Prime Minister: New Beginnings or More of the Same?" July 27<sup>th</sup>, 2018). <https://www.classfmonline.com/home>
- Appeared as a featured guest speaker on *Washington Night Show* AAJ Entertainment TV, Washington, DC, to discuss social media and political activism in the Muslim world such as Pakistan. July 18, 2017.
- I was quoted in *USA Today's* news story (April 28, 2017) to discuss social media in Pakistan. "Facebook posts in Pakistan can be deadly — especially fake ones." <http://amp.usatoday.com/story/100613352/>
- I was quoted in *The News International's* news story (January 4, 2018) about social media and fake news, titled "Social Media Feeds Fake News to Mainstream Media." <https://www.thenews.com.pk/print/264155-social-media-feeds-fake-news-to-mainstream-media>
- Appeared as a social media expert on *CBS 19 TV* to discuss Social Media & Bullying (July 13, 2015). Follow this link: <http://www.cbs19.tv/story/29539609/mommy-shaming-on-social-media>
- Appeared on *CBS 19 TV* to discuss amplification of crimes via social media (2015). Follow this link: <http://www.cbs19.tv/story/29888053/social-media-reacts-to-tv-crew-murders>
- Appeared on *CBS 19 TV* to discuss social media users' reaction to Charleston Shooting (2015). Follow this link: <http://www.cbs19.tv/story/29365147/social-media-users-react-to-charleston-shooting>
- Appeared as a featured guest speaker on *Café DC*-Voice of America (VOA) to discuss emerging media as an opportunity for global journalists including Pakistan (English) <http://www.urduvoa.com/media/video/cafe-dc-rauf-arif/2427655.html>
- Appeared on Pakistan's national television (PTV) to discuss emergence of social media and social change in the Muslim world (Urdu language) <http://www.youtube.com/watch?v=wAs8GemqHFfs>
- Appeared on two sessions of the live talk show, *The Exchange*, hosted by Ben Kieffer, Iowa Public Radio, to discuss strategies to increase the number of international students from South Asian countries including Pakistan, Bangladesh, and Nepal.
- Guest speaker for an extended series of radio shows, *Jeremy Taylor Show*, Lawrence Public Radio (2008-09).

## SKILLS AND ACTIVITIES

### *Technical skills*

- Virtual Reality (VR) Video-making
- Drone Video Production

- Adobe Premiere Pro for Video Editing
- Final Cut Pro X (Latest Video Editing Software)
- Non-Linear Video Editing
- Videolicious (For video editing on smartphones)
- SoundSlides Plus
- Interactive Data Visualization (IDV)
- H2 Zoom audio recording
- Canon 60D video recorder cameras (DSLRs)
- Audacity audio recording & editing software
- SPSS software for quantitative research
- NVIVO (Qualitative data analysis software)
- MS Word, MS PowerPoint, MS Excel
- Endnote Citation Software
- WordPress blogging software
- CoverItLive (CIL) for live blogging
- HTML
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Dreamweaver
- iMovie
- *Piktochart* for infographics

### *Digital Media Skills*

(I use most of these social media tools for class assignments for my students)

Wix.com, Periscope, Snapchat, FourSquare, WhatsApp, Instagram, Twitter, Facebook, YouTube, LinkedIn, blogs, Coveritlive (CIL) blogs, Viber, Skype, Zoom, FaceTime, SlideShare, MojaLink, BranchOut Professional Network, Search Engine Optimization (SEO) tools, Pinterest.com, Document Cloud, Delicious.com

### **Language Skills**

- English
- Urdu
- Hindi
- Punjabi
- Arabic (basic level)