

Yotam Ophir

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Annenberg School for Communication, University of Pennsylvania
3620 Walnut Street, Philadelphia, PA, 19104

EDUCATION

Ph.D., Communication (ABD, 2013-2018 Exp.)

Annenberg School for Communication, University of Pennsylvania

Dissertation: "Spreading News: The Coverage of Epidemics by American

Newspapers and its Effects on Audiences - A Crisis Communication Approach"

Committee: Joseph N. Cappella (Chair), Kathleen Hall Jamieson, Robert C. Hornik

M.A., Communication (2015)

Annenberg School for Communication, University of Pennsylvania

M.A., Communication (2013)

University of Haifa, Israel

Advisor: Jonathan Cohen

Thesis: "The effects of textual vividness on identification with characters in the media and the change of attitudes and behavioral intentions in the field of health communication"

B.A., Communication and Music (2010)

University of Haifa, Israel

Research and Methodological Interests

Media Effects | Persuasion | Health Communication | Crisis and Risk Communication | Narrative Persuasion | Social Media |

Experimental Designs | Surveys | Text Mining and Analysis | Computational Social Science | Machine Learning | Topic Modeling

JOURNAL PUBLICATIONS

Ophir, Y., Brennan, E., Maloney, E. K., & Cappella, J. N. (2017). The Effects of Graphic Warning Labels' Vividness on Message Engagement and Intentions to Quit Smoking. *Communication Research*, First published online on April 2nd 2017

Brennan, E., Maloney, E. K., & **Ophir, Y.**, & Cappella, J. N. (2016). Potential effectiveness of pictorial warning labels that feature images and personal details of real people. *Nicotine & Tobacco Research*, *ntw319*

Cappella, J. N., Maloney, E. K., **Ophir, Y.**, Brennan, E. (2015). Interventions to correct misinformation about tobacco products. *Tobacco regulatory science*, *1(2)*, 186-197.

Ophir, Y. & Weimann, G. (2012). From terrorist to Persona: Para-Social Interaction and the ETA website. *Perspectives on terrorism*, *6(1)*

JOURNAL PUBLICATIONS UNDER REVIEW

Ophir, Y., & Jamieson, K. H. (under review; revise & resubmit). Intentions to Use a Novel Zika Vaccine: The Effects of Misbeliefs about the MMR Vaccine and Perceptions about Zika.

Ophir, Y., & Jamieson, K. H. (under review; revise & resubmit). The Effects of Zika Virus Risk Coverage on Familiarity, Knowledge and Behavior in the U.S.

Walter, D. & **Ophir, Y.** (under review). The Elephant and the Bird: Republican Candidates' Use of Strategy and Issue Framing in Twitter during the 2016 Republican Presidential Primaries.

Brennan, E., Maloney, E. K., **Ophir, Y.**, & Cappella, J. N. (Under review). Designing Effective Testimonial Pictorial Warning Labels for Tobacco Products.

BOOK CHAPTERS

Cappella, J. N., **Ophir, Y.**, & Sutton, J. (in press, January 2018). The measurement of the public's knowledge as the basis for assessing misinformation: Application to tobacco products. In Southwell, B. G., Thorson, E. A., Sheble, L. (Eds.). *Misinformation and mass audiences*. University of Texas Press.

CONFERENCE PAPERS AND OTHER PRESENTATIONS

Ophir, Y. (2017). Spreading News: Crisis Communication, the Zika Virus Pandemic, and the U.S Media – An Automated Content Analysis Approach. *International Communication Association*, San Diego, CA.

Walter, D., & **Ophir, Y.** (2017). The Elephant and the Bird: Republican Candidates' Use of Strategy and Issue Framing in Twitter during the 2016 Republican Presidential Primaries. *National Communication Association*, Dallas, TX.

Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2017). Examining the Potential for Narratives to Correct Misinformation about Natural Tobacco: A Test of Emotional Flow. *International Communication Association*, San Diego, CA.

Ophir, Y., Sangalang, A., & Cappella, J. N. (2017). The effects of emotional flow on narrative engagement – An empirical test. *International Communication Association Preconference: Narrative persuasion: From research to practice*, Los Angeles, CA.

Ophir, Y., Hawkins, L., Jamieson, K. H. (2017). The coverage of risk information about Zika in U.S media and its effects on the public. *Zika Communication Summit, The Science of Science Communication Program of the Annenberg Public Policy Center of the University of Pennsylvania*, Philadelphia, PA.

Ophir, Y., & Jamieson, K. H. (2017). Intentions to Use a Novel Zika Vaccine: The Effects of Misbeliefs about the MMR Vaccine and Perceptions about Zika. *Zika Communication Summit, The Science of Science Communication Program of the Annenberg Public Policy Center of the University of Pennsylvania*, Philadelphia, PA.

Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2017). Using Narrative Messages to Reduce the Persistent Effects of Misinformation about Natural Tobacco Products. *NIH TRSC Tobacco Regulatory Science Conference*, Bethesda, MD.

Ophir, Y., Brennan, E., Maloney, E. K., & Cappella, J. N. (2016). The Effects of Graphic Warning Labels' Vividness on Message Engagement and Intentions to Quit Smoking. *International Communication Association*, Fukuoka, Japan

Brennan, E., Maloney, E. K., **Ophir, Y.**, & Cappella, J. N. (2016). How to Design Effective Testimonial Warning Labels for Tobacco Products. *International Congress of Behavioral Medicine (ICBM)*, Melbourne, Australia.

Brennan, E., Maloney, E. K., **Ophir, Y.**, & Cappella, J. N. (2016). Potential Effectiveness of Warning Labels Featuring Images of Real People. *NIH TRSC Tobacco Regulatory Science Conference*, Bethesda, MD.

Ophir, Y., Maloney, E. K., Brennan, E., & Cappella, J. N. (2015). Vividly Engaged: The influence of vividness on the emotional and attentional engagement with cigarette packages' graphic warning labels and its effects on intentions to quit smoking. *NIH TRSC Tobacco Regulatory Science Conference*, Bethesda, MD.

Maloney, E. K., Brennan, E., **Ophir, Y.**, & Cappella, J. N. (2015). An Evaluation of Testimonial-Style Warning Labels on Cigarette Packs. *NIH TRSC Tobacco Regulatory Science Conference*, Bethesda, MD.

Ophir, Y. (2012). The effects of textual vividness on identification with characters in the media and the change of attitudes and behavioral intentions in the field of health communication. *"Communicating" Conference ("Metaksherim")*, Haifa, Israel.

AWARDS AND ACHIEVEMENTS

2007 Dean's excellence scholarship, University of Haifa
2009 Merit scholarship for B.A by the city of Haifa and the University of Haifa
2010 Merit scholarship for B.A students by the University of Haifa
2010 Merit scholarship for M.A students by the University of Haifa

RESEARCH EXPERIENCE

Research assistant for Professor Joseph N. Cappella, The Annenberg School for Communication, University of Pennsylvania 2013-2017, under the Tobacco Centers of Regulatory Science (TCORS), funded by grants from NIH and FDA:

- Testing the effectiveness of novel graphic warning labels portraying stories of real people on intentions to quit smoking.
- Testing the emotional flow hypothesis on attempts to correct misinformation about organic tobacco using fictional narratives.
- Designing effective messages to cope with uncertainty in science – the case of electronic cigarettes.
- Experimental designs – developing, conducting and analyzing the data of complex online experimental designs.
- Work in all projects included literature review, questionnaire design, data analysis, Qualtrics programming, and publications in conferences and journals.

Research assistant for Professor Yariv Tsfati, University of Haifa 2011-2013

- Testing the correlation between physical appearance of politicians and positive media coverage in the U.S. - Content analysis and statistics (SPSS).
- Analyzing the academic effect of Elizabeth Noelle-Neumann's seminal work- "The spiral of silence: Public opinion – Our social skin" – Data collection and coding.

Research assistant for Professor Gabriel Weimann, University of Haifa (2009-2010)

- Social research for democracy: The story of the Israeli institute of applied social research (Book) - Qualitative content analysis, interviews conduction, writing and editing of chapters in the book.

TEACHING EXPERIENCE

Teaching assistant, Annenberg School for Communication, University of Pennsylvania (2015)

- Introduction to communication research for graduate students (including teaching classes on qualitative research methods and hands-on instructions for SPSS).

Teaching assistant (Instructor, 13 recitations per semester), University of Haifa (2010-2013)

- Introduction to mass communications for undergraduate students
 - Introduction to qualitative research methods for undergraduate students (Department of Communication) and graduate students (Department of Communication and Department of Geography)
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SKILLS AND STATISTICAL SOFTWARE

Methods – Experimental design, Surveys, Automated text analysis, Topic modeling, Machine learning, Network analysis, Survey design and programming (Qualtrics).

Statistical software – Fluency in R, SPSS, STATA, SAS.

PROFESSIONAL AFFILIATIONS AND SERVICE

ICA - International Communication Association.

TCORS - Tobacco Center of Regulatory Science of the National Institutes of Health (NIH).

Reviewer – Drugs: Education, Prevention & Policy; ICA 2016 (Health Communication), ICA 2017 (Health Communication & Mass Communication).

Committee member / organizer – The 5th Graduate Student Symposium, The Annenberg School for Communication.

ADDITIONAL WORK EXPERIENCE

Journalist in the field of political and municipal affairs, “Yedioth Haifa” (2008)

Writer and vice-editor for the University of Haifa’s magazine (2008-2009)