

YOTAM OPHIR, Ph.D.

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EMPLOYMENT

2018 – present **Joan Bossert Postdoctoral Fellow**
Annenberg Public Policy Center, University of Pennsylvania

EDUCATION

2018 **Ph.D. *Communication***, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, USA
Advisor: Joseph N. Cappella
Committee Members: Kathleen Hall Jamieson, Robert C. Hornik
Dissertation: Spreading News: The Coverage of Epidemics by American Newspapers and Its Effects on Audiences – A crisis Communication Approach

2013 **M.A *Communication***, Department of Communication, University of Haifa, 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

2010 **B.A, *Communication and Music***, Department of Communication and Department of Music, University of Haifa, Haifa, Israel

AWARDS AND SCHOLARSHIPS

- 2018 Top-Paper in Health Communication. International Communication Association, Prague, 2018.
- 2010 Merit scholarship for B.A students by the University of Haifa
- 2010 Merit scholarship for M.A students by the University of Haifa
- 2009 Merit scholarship for B.A by the city of Haifa and the University of Haifa
- 2007 Dean's excellence scholarship, University of Haifa

RESEARCH AND METHODOLOGICAL INTERESTS

Media Effects | Persuasion | Science and Health Communication | Crisis and Risk Communication | Narrative Persuasion | Social Media | Experimental Designs | Surveys | Text Mining and Analysis | Computational Social Science | Machine Learning | Topic Modeling | Network Analysis

PUBLICATIONS

A. Peer Reviewed Journal Articles

7. **Ophir, Y.** (2018). The Pandemic, the Scientific, and the Social: The Coverage of Epidemics in American Newspapers through the Lens of the Crisis and Emergency Risk Communication Framework. *Health Security*. First published online on June 1st, 2018
6. **Ophir, Y.**, & Jamieson, K. H. (2018). Intentions to Use a Novel Zika Vaccine: The Effects of Misbeliefs about the MMR Vaccine and Perceptions about Zika. *Journal of Public Health*. First published online March 2018
5. Brennan, E., Maloney, E. K., **Ophir, Y.**, & Cappella, J. N. (Accepted, 2018). Designing Effective Testimonial Pictorial Warning Labels for Tobacco Products. *Health Communication*

4. **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
3. 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
2. 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.
1. **Ophir, Y.** & Weimann, G. (2012). From terrorist to Persona: Para-Social Interaction and the ETA website. *Perspectives on terrorism*, 6(1)

B. Peer Reviewed Journal Articles Under Review

2. **Ophir, Y.**, & Jamieson, K. H. (under review). The Effects of Zika Virus Risk Coverage on Familiarity, Knowledge and Behavior in the U.S.
1. 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.

C. Book Chapters

1. Cappella, J. N., **Ophir, Y.**, & Sutton, J. (2017). 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.

D. Book Review

1. **Ophir, Y.** (Upcoming, 2018). O'Hair (Ed.). Risk and Health Communication in an Evolving Media Environment. *European Journal of Communication*

E. Media Coverage

2. Concerning **Ophir, Y.** & Jamieson, K. H. (2018). Intentions to Use a Novel Zika Vaccine: The Effects of Misbeliefs about the MMR Vaccine and Perceptions about Zika. *Journal of Public Health*. First published online March 2018
 - a. *EurekAlert*: https://www.eurekalert.org/pub_releases/2018-03/appc-fba031518.php
 - b. *Futurity*: <https://www.futurity.org/zika-vaccine-1705972-2/>
 - c. *ScienceDaily*:
<https://www.sciencedaily.com/releases/2018/03/180315130717.htm>
1. Concerning 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*
 - a. *ScienceDaily*:
<https://www.sciencedaily.com/releases/2016/12/161212105317.htm>

F. Conference Presentations and Invited Talks

17. **Ophir, Y.** (2018). Cancer Misinformation in the Age of Social Media. National Cancer Institute's meeting on "Trust and Information in the Age of Social Media". Rockville, MD.
16. **Ophir, Y.**, Sangalang, A., & Cappella, J. N. (2018). An Emotional Ride: Testing the Emotional Flow Hypothesis in Persuasive Narratives. *International Communication Association*, Prague, Czech Republic.
15. Sangalang, A., **Ophir, Y.**, & Cappella, J. N. (2018). The Potential for Narrative Correctives to Reduce Belief Echoes. *International Communication Association*, Prague, Czech Republic.
14. Herbert, N., Yang, S., Alber, J. M., Yang, Q., **Ophir, Y.**, & Cappella, J. N. (2018). Developing Measures of Negative Effects from Contradictory E-cig Information Exposure. *International Communication Association*, Prague, Czech Republic.

13. **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
12. 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.
11. 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.
10. **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.
9. **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.
8. **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.
7. 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.
6. **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
5. 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.

4. 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.
3. **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.
2. 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.
1. **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.

RESEARCH EXPERIENCE

- 2013-2018 Research assistant for Professor Joseph N. Cappella at the Tobacco Center for Regulatory Science (TCORS), The Annenberg School for Communication, University of Pennsylvania 2013-2018
- Testing the effectiveness of graphic warning labels on intentions to quit smoking
 - Testing the emotional flow hypothesis in persuasive narratives
 - Testing enhanced methods to correct misinformation about organic tobacco products
 - Testing the effects of scientific uncertainty in the realm of electronic cigarettes
- 2011-2013 Research assistant for Professor Yariv Tsfati, University of Haifa
- Testing the relationship between politicians' physical appearance and media coverage. Content analysis and statistical analysis.

- Analyzing the academic impact of Elizabeth Noelle-Neumann’s “The spiral of silence: Public opinion – our social skin”. Coding.

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

- Social research for democracy: The story of the Israeli Institute of Applied Social Research (Book). Qualitative content analysis , interviews, writing and editing.

TEACHING EXPERIENCE

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

- Introduction to Communication Research for graduate students

2010-2013 Teaching assistant (Recitation instructor), University of Haifa (2010-2013)

- Introduction to Mass media for undergraduate students
- Introduction to Qualitative Research Methods for graduate and undergraduate students

SKILLS AND 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.

SERVICE

Reviewer – Journals: Journal of Public Health (2018), Health Security (2018), Addictive Behaviors (2018), Computers & Education (2018), BMC Public Health (2018), Nicotine & Tobacco Research (2018), Health Education and Behavior (2017), Drugs: Education, Prevention, & Policy (2017).

Conferences: ICA 2016 (Health Communication), ICA 2017 (Health Communication & Mass Communication).

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

PROFESSIONAL AFFILIATIONS

ICA - International Communication Association.

NCA – National Communication Association

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

ADDITIONAL WORK EXPERIENCE

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

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