

# Afrooz Mosallaei (A.B.D.)

A mixed-methods digital media & policy researcher, examining visual communication on social media in the context of climate change & social movements.

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## EDUCATION

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### Ph.D. in Journalism & Media Studies Rutgers University

New Brunswick, NJ  
2021 – May 2025

- **School of Communication & Information**
- Dissertation: *Navigating climate change news: Exploring platformization of climate-related news on Instagram*
- Primary advisor: Prof. Lauren Feldman
- GPA: 4.00

### M.S. in Communication, Culture, & Media Drexel University

Philadelphia, PA  
2021

- GPA: 4.00

### B.A. in Photography University of Tehran

Tehran, Iran  
2018

- GPA: 3.76 (First-ranked)

## RESEARCH AFFILIATIONS

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### Research Affiliate

New Haven, CT  
2024 –

Yale Program on Climate Change Communication, Yale University

- Collaborating with the experimental research team to examine the effectiveness of heat wave news imagery.

### Visiting Fellow

New Haven, CT  
2024 –

Information Society Project, Yale Law School

- Engaging with interdisciplinary scholars to explore how media policy fosters responsible journalism and public engagement with climate issues, aiming to deepen understanding of the legal and policy dimensions of digital news dissemination.

### Media Policy Research Fellow

Washington, D.C.  
June – July 2024

Free Press

- **Fellowship awarded by the Consortium on Media Policy Studies (COMPASS)**, a program of the University of Pennsylvania and Rutgers University's Media, Inequality & Change Center.
- Worked with the Future of Journalism team to collect and compile information about Wisconsin's local news ecosystem, demographics, and political structures.
- Worked with the Digital Justice and Civil Rights group to craft best practices for journalists covering online extremism, resulting in a sign-on letter to media executives.
- Published an op-ed exploring social media platforms' potential in addressing climate change.

### Research Assistant

Philadelphia, PA  
2020

Drexel University

- Assisted Prof. Douglas Porpora in gathering Twitter data for a research project analyzing the discussions around the 2020 presidential elections.

## PUBLICATIONS \_\_\_\_\_

### PEER-REVIEWED JOURNAL ARTICLES .....

- **Mosallaei, A.** (2024). Protest paradigm revisited: Is depicting protesters' (counter)violence really wrong? *Digital Journalism*, 1-20.
- **Mosallaei, A., & Feldman, L.** (in press). Do you see what I see? Perceptions & effects of image-text congruity in online climate change news. *Journalism & Mass Communication Quarterly*.
- **Mosallaei, A., & Porpora, D.** (in press). Citizen videos vs. legacy media visual reports: How eyewitness imagery becomes a corrective. *International Journal of Communication*.

### WORK IN PROGRESS .....

- **Mosallaei, A., Wang, L., & Ognyanova, K.** (under review). From politics to entertainment: Exploring "News Finds Me" perceptions across news topics. *Social Media + Society*.
- **Mosallaei, A., Thomas-Walters, L., Goldberg, M. H., Rosenthal, S. A., & Leiserowitz, A.** (data collection). Examining heatwave imagery: A comparative analysis of risk perception across valence categories.

### WHITE PAPERS .....

- **Mosallaei, A.** (2024, Sep. 17). Baz-andishi dar nazariat-e khoshoonat-parhizi [Rethinking nonviolence theories]. *RadioZamaneh*.
- **Mosallaei, A.** (2024, July 31). Social media's untapped potential in the climate-change fight. *Free Press*.

## PEER-REVIEWED CONFERENCE PAPERS \_\_\_\_\_

- **Mosallaei, A.** (2023). Do you see what I see? Perceptions and effects of image-text congruity in online climate change news articles. *National Communication Association*.
- **Badie, B., & Mosallaei, A.** (2023). Multiple erasures: The blind spots of American journalism and the ongoing revolutionary movement in Iran. *Canadian Communication Association*.
- **Mosallaei, A.** (2022). Should I run this photo? A research agenda for examining news photo selection. *Association for Education in Journalism & Mass Communication*.
- **Mosallaei, A., Porpora, D.** (2021). Legacy press coverage of the Iranian Bloody November in 2019: A departure from the protest paradigm? *Association for Education in Journalism & Mass Communication*.
- **Mosallaei, A., Porpora, D.** (2021). Legacy press and citizen videos: Textual (but not visual) departure from the protest paradigm. *Association for Education in Journalism & Mass Communication Mid-Winter Conference*.

## TEACHING EXPERIENCE \_\_\_\_\_

### LECTURER .....

### **Digital Media Research (graduate course)**

Rutgers University

Summer 2022, 2023, 2024

- Guided 22 master’s students from initial idea conception to the completion of their research proposals. Provided individualized support and feedback, helping students develop strong research questions, design methodologies, and create comprehensive proposals.
- Received a 4.62/5 teaching effectiveness rating across three courses.

### **Techniques of Speaking (undergraduate course)**

Drexel University

Winter & Spring 2021

- Taught +20 undergraduate students essential public speaking skills, focusing on effective communication techniques.
- Developed and delivered a comprehensive curriculum, encompassing feedback skills, research methods, logical argumentation, rhetoric and word choice, effective use of voice and body language, and adapting to various public speaking genres.

### **Business Communication (undergraduate course)**

Drexel University

Summer & Fall 2020

- Taught +20 undergraduate students, focusing on essential skills of business communication.
- Designed course modules that emphasized collaborative research and report creation, research methods utilizing online and offline databases, digital media, and writing paper proposals for business topics.

## TEACHING ASSISTANT .....

### **Rutgers University**

New Brunswick, NJ

School of Communication & Information

- **Introduction to Media** (Spring 2023, Fall 2024)
- **Digital Media Research** (Spring 2022, Fall & Spring 2023, Spring 2024)
- **Ethics, Values, & Change in Information Practices** (Fall 2023)
- **Gender, Race, & Class in the Media** (Fall 2022)

### **Drexel University**

Philadelphia, PA

Department of Communication

- **Theory & Models of Communication** (Winter 2020)
- **Principles of Communication** (Winter 2020)
- **Digital Ethnography** (Fall 2019)
- **Language in Society** (Fall 2019)

## HONORS & AWARDS \_\_\_\_\_

<b>Top Student Paper Award</b> , AEJMC 105th Annual Conference	2022
<b>Student Travel Grant</b> , AEJMC 105th Annual Conference	2022
<b>Kappa Tau Alpha Award Journalism Honor Society</b>	2022
<b>Teaching Assistant Excellence Award</b> , Rutgers University, School of Comm. & Info	2022
<b>Teck-Kah Lim Graduate Student Domestic Travel Award</b> , Drexel University	2021
<b>Dean’s Fellowship</b> , Drexel University	2019 – 2021
<b>Fellowship for Elite Undergraduate Students</b> , Iran’s National Elites Foundation	2013 – 2018

## ACADEMIC SERVICE

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- Journal Reviewer**, *Journalism Studies; International Journal of Communication* 2022 –
- Panel Co-Organizer & Chair**, The future of news images in a social media world, The *AEJMC* 2023  
106th Annual Conference
- Conference Reviewer**, *International Communication Association* 2024
- Invited Panelist**, “Woman, Life, Freedom”: Reporting #MahsaAmini protests in solidarity, Solidarity Journalism Initiative, Center for Media Engagement, University of Texas at Austin 2023
- Panel Co-Organizer & Co-Chair**, Iranian uprisings and (non)mainstream journalism: Possibilities and limitations, Dept. of Journalism & Media Studies, Rutgers University 2023
- Board Member**, Doctoral Students Association, School of Comm. & Info, Rutgers University 2022 – 2023
- Conference Reviewer**, *The Association for Education in Journalism and Mass Communication International Communication Association* 2022
- Board Member**, Communication, Culture, and Media Graduate Students Association, Drexel University 2020 – 2021
- Head of Organization Committee**, The Annual Photo Exhibition, School of Fine Arts, University of Tehran, Iran 2017

## PROFESSIONAL ASSOCIATIONS

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- National Communication Association**, Visual Communication Division 2023 –
- Association for Education in Journalism & Mass Communication**, Visual Communication Division 2021 –

## SELECTED PROFESSIONAL EXPERIENCE

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- Visual Content Strategist** Tehran, Iran  
Badkoobeh Advertising Agency Mar. 2018 – Mar. 2019
- Developed and proposed strategic initiatives to enhance the company’s visibility and engagement on Instagram.
  - Produced promotional videos and captured photos and videos of events and campaigns for marketing and PR purposes.
- Video Journalist & Translator** Tehran, Iran  
mba News Marketing Agency June 2016 – Feb. 2018
- Conducted research and produced video reports on products, brands, and entrepreneurs, while translating English marketing and advertising news into Farsi for the company’s newsletter and news website.

## PHOTO EXHIBITIONS

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- Tasvir Project, Northlight Gallery** Phenoix, AZ  
Group exhibition of the selected Iranian image-based art at Arizona State University 2024

**Fotografia Europea Edizione**

Group exhibition titled *A Window onto Contemporary Art Photography*, Iran section

Reggio Emilia, Italy

2018

**1st & 2nd Annual Photo Exhibitions of University of Tehran**

Tehran, Iran

2017 & 2018

REFERENCES

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**Lauren Feldman, Ph.D.**

Rutgers University

Ph.D. Advisor

lauren.feldman@rutgers.edu

**Susan Keith, Ph.D.**

Rutgers University

Dissertation Committee Member

susank@comminfo.rutgers.edu

**Katherine Ognyanova, Ph.D.**

Rutgers University

Dissertation Committee Member

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