

MEET OUR AMBASSADORS



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Field of Research:

Health Communication; Persuasion; Campaign design and evaluation: Media effects

SHORT BIO

I am an Associate Professor at the Department of Communication, and the Vice-Dean of Research of the Herta and Paul Amir Faculty of Social Sciences. I was born in Australia and moved to Israel where I completed a B.A. and M.A. in Communication and Journalism at the Hebrew University. I earned a PhD in Health Communication at the University of Pennsylvania (2010), was a postdoctoral research fellow at the Department of Psychology at Florida International University (2010-2012), and a visiting scholar at the University of Amsterdam's School for Communication Research (2019). I was elected to serve on the board of the Marie Curie Alumni Association (2018-2020), and to serve as Vice-Chair and Chair of the Health Communication Division of the International Communication Association (a 4-year term beginning in 2024).

My research aims to identify factors influencing human behaviors and promote positive behavior change through strategically designed media campaigns targeting and influencing these factors. I am primarily interested in promoting behaviors that enhance public health, such as cancer prevention, as well as preventing and reducing risk behaviors like drug-impaired driving. My research has been supported by an EU Marie Curie Reintegration grant, Horizon-2020 (EQUALS-EU project to promote gender equity), and by the University of Haifa's Center for Cyber Law and Policy.

FUNDRAISING NEEDS

My goal is to design and evaluate large scale media campaigns aimed at supporting the health and wellbeing of different populations in Israel, with a focus on promoting the health of individuals in marginalized communities. I would like to partner with donors to establish a dedicated health communication center that can support an interdisciplinary team of students and researchers that can contribute to research and also make a far-reaching real-world impact.

We seek to serve as a leading hub for researchers and students and to provide them with a research center in which they can conduct formative research in collaboration with community members. The activities at the center would include designing and testing campaign messages, conducting pilot studies, and designing, implementing and evaluating large-scale public communication campaigns.