

Huma Rasheed

Ph.D. Candidate

Department of Communication | University of Delaware, USA
Media Effects, Narrative Persuasion, and Computational Communication

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Education

Ph.D. Communication (2019 to Present)

University of Delaware, USA

Adviser: Prof. Dr. Dannagal G. Young

MS Management Science (2014) – Gold Medalist

COMSATS University, Islamabad, Pakistan

Thesis: Effect of market and brand orientation of universities on student post-enrollment communication behavior in Islamabad

BBA Marketing (2012) – Gold Medalist

National University of Modern Languages

Islamabad, Pakistan

Publications and Conference Presentations

Young, D. G., **Rasheed, H.**, Bleakley, A., & Langbaum, J. B. (2022). The politics of mask-wearing: Political preferences, reactance, and conflict aversion during COVID. *Social Science & Medicine*, 114836.

Rasheed, H. (2022, November 17-20). The Persuasiveness of Political Entertainment Narratives: Testing the Narrative Transportation Theory in the Context of Political TV Dramas. *Paper accepted at the Political Communication Division of the annual meeting of the National Communication Association Convention, New Orleans, LA.*

Boehm, M., White, A., **Rasheed, H.**, Glackin, E., & Wang, C. (2022, November 17-20). Does size-matching matter? Size-matching in online shopping and body image. *Paper accepted at the Student Division of the annual meeting of the National Communication Association Convention, New Orleans, LA.*

Rasheed, H., Maloney, E., Cummings, S., Molocach, B., & Bleakley, A. (2022). Computational detection of frames in COVID-19 news coverage on cable and network news channels. *Submitted to the American Public Health Association annual meeting, Boston, MA.*

Young, D. G., **Rasheed, H.**, Bleakley, A., & Langbaum, J. B. (2022). The politics of mask-wearing: Political preferences, reactance, and conflict aversion during COVID. *Paper presented at the 72nd annual conference of the International Communication Association, 2022.*

Rasheed, H., Brewer, P., & Young, D. G. (2021). I Hate Arguments: Conflict Aversion, Competitive Anxiety, and Social Media Political Expression. *Paper presented at the 71st annual conference of the International Communication Association, 2021.*

Manuscripts in Progress

Rasheed, H., Brewer, P., & Young, D. G. (2022). I Hate Arguments: Conflict Aversion, Competitive Anxiety, and Social Media Political Expression. *Under review at the Journal of Information Technology and Politics.*

Rasheed, H., Kipkoech, G., Kuijpers, K., Bingaman, J., Dodyk, A., & Samuel, L. (2022). Testing Conditional Factors of Online Discussions about Climate Change. *Manuscript ready for submission.*

Careem, A., Dreier, M., Randazzo, C., & **Rasheed, H.** (2022). Didn't we see this coming? A computational examination of agenda setting on Twitter after the Roe V. Wade leak. *Data collection and preliminary analysis complete.*

Rasheed, H., Samuel, L., & Nadeem, H. (2022). Gender, Occupation and Likeability: A Content Analysis of Top Grossing Movies. *Coding in progress.*

Grants/Awards

Rasheed, H. (Principal Investigator), & Brewer, P. (Advisor). (2022). Testing the Psychological Mechanisms of Narrative Persuasion in the Context of Political Entertainment Narratives. *Grant awarded by the Center for Political Communication, University of Delaware, USA.*

Professional Development

[Summer Institute in Computational Social Science](#) (June 2022)

Rutgers University, NJ, USA

CSIS Bootcamp (Dec 2021)

Center for Strategic and International Studies (CSIS), Washington DC, USA

Output: [Race Against Time: How Will Rival Powers Lead on Green Energy Innovation?](#)

Automated Content Analysis Winter School (Jan 2021)
Vrije University, Amsterdam, Netherlands

Machine Learning using Python (Feb 2020)
Dice Analytics, Islamabad, Pakistan

Service

To the Discipline

Reviewer - Annual convention of the National Communication Association, 2022

Reviewer - Annual conference of the International Communication Association, 2021 to present

To the University

Founding President – Pakistani Graduate Students Association (2021 to present)
University of Delaware, USA

Council Member and Mentor – International Students Mentorship Program (2020 to present)
University of Delaware, USA

Graduate Committee Member (2021 – 2022)
Department of Communication, University of Delaware, USA

Senator – Graduate Student Government (2020 – 2021)
University of Delaware, USA

Academic Experience

Lecturer (2016)

National University of Modern Languages, Islamabad, Pakistan
Consumer Behavior (Fall 2016)
Project Management (Fall 2016)

Guest Lectures

Political Entertainment Narratives (2022) – Undergraduate Seminar on Political Entertainment Media. Department of Communication, University of Delaware, USA.

Research Ethics (2020) – Research Methodology Seminar Organized by Institute of Peace and Diplomatic Studies, Islamabad, Pakistan.

Professional Experience

- Manager Research Operations (2017 – 2019)
National University of Modern Languages, Islamabad, Pakistan
- Project Manager for UNICEF funded project (2016 – 2017)
National University of Modern Languages, Islamabad, Pakistan
- Project Coordinator for DFID and UKAID funded projects (2014 – 2015)
British Council, Islamabad, Pakistan
- Project Manager - CSR and T&D (2012 – 2014)
Roots International, Islamabad, Pakistan
- Project Coordinator for UNESCO funded project (2011 – 2012)
Eyecon Pvt. Ltd., Islamabad, Pakistan

Memberships

- International Communication Association (2020 to present)
- National Communication Association (2020 to present)
- Eastern Communication Association (2020 to present)

Honors and Scholarships

- Ph.D. Scholarship Awardee (2019 – 2023)
US-Pakistan Education Corridor Program
Higher Education Commission, Islamabad, Pakistan
- Fulbright Scholarship Semi-Finalist (2019)
United States Educational Foundation in Pakistan, Islamabad, Pakistan
- Gold Medal Awardee - MS (2015)
COMSATS University, Islamabad, Pakistan
- Gold Medal Awardee - BBA (2013)
NUML, Islamabad, Pakistan