

The University of North Carolina at Chapel Hill's motto, *Lux Libertas*, Latin for "light and liberty," is etched in the University's official seal.

DEB AIKAT

CURRICULUM VITAE

• REVISED JULY 12, 2020 •

- ▶ SHORT BIOGRAPHY
- ▶ TEACHING
- ▶ RESEARCH
- ▶ PUBLIC SERVICE

Please Note: Some Curriculum Vitae sections (research, teaching and public service) are limited to accomplishments over the academic years, 2016-17 through 2019-20.

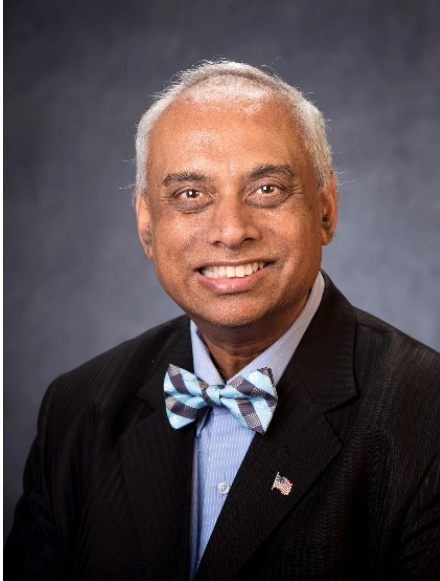


**HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA**





THE UNIVERSITY
of **NORTH CAROLINA**
at **CHAPEL HILL**



Dr. Deb Aikat
Associate Professor
UNC-Chapel Hill's Hussman School
of Journalism and Media

A former journalist, **DEB AIKAT** (*pronounced EYE-cut*) has been a faculty member since 1995 in the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill. An award-winning scholar, Dr. Aikat theorizes the role of digital media in the global sphere. His research ranges across the media.

Dr. Aikat was recently elected as the 2020-21 Vice-President of the Association for Education in Journalism and Mass Communication (AEJMC), one of the premier scholarly organizations in our field. He will serve as AEJMC President for the 2022-23-year culminating in the 2023 AEJMC conference in Washington, D.C.

Dr. Aikat co-authored the 2019 book, *Agendamelding: News, social media, audiences, and civic community*, with Dr. Don Shaw, Dr. Milad Minooie and Dr. Chris Vargo. *Agendamelding* theorizes how audiences meld messages of newspapers, television, and social media in our 21st century digital age. Authored by pioneers of agenda setting theory and digital media researchers, the book was recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition. The *Agendamelding* book marks the 50th anniversary of the seminal 1968 agenda-setting study conducted at UNC-Chapel Hill.

Dr. Aikat's research has also been published in book chapters and refereed journals such as *First Amendment Studies*, *Health Communication*, *International Journal of Interactive Communication Systems and Technologies*, *Global Media and Communication*, *Popular Music and Society*, *Convergence: The Journal of Research into New Media Technologies*, and publications of the Association for Computing Machinery (ACM) and the Microsoft Corporation. His research has been funded by government agencies (e.g. *the North Carolina Policy Collaboratory*, *the US Department of State*, *US Department of Education's Title VI grants*), corporate foundations (e.g. *the Freedom Forum*, *the Scripps Howard Foundation*) and industry (e.g. *IBM*, *Knight Ridder*). He serves as an elected member of the AEJMC Publications Committee.

The Scripps Howard Foundation recognized Dr. Aikat as the inaugural winner of the "National Journalism Teacher of the Year award" (2003) for his "distinguished service to journalism education." The International Radio and Television Society named him the Coltrin Communications Professor of the Year (1997).

Dr. Aikat served from 2007 through 2013 as an elected member of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which evaluates journalism and media programs in universities.

Dr. Aikat's research and teaching excellence awards (*see curriculum vitae for a full list*) include UNC Chapel Hill's Diversity Award for Faculty (2019) "for exemplary scholarship in promoting diversity, equity, social justice, community engagement, and/or cultural awareness," AEJMC Senior Scholar Grant Award (2017-18), the AEJMC-Scripps Howard Researcher of the Year (2014-15), several AEJMC top research paper awards, UNC's Distinguished Teaching Award for Post-Baccalaureate Instruction (2003), UNC-Chapel Hill's highest honor for excellence in teaching graduate students, the David Brinkley Teaching Excellence Award (2000), the AEJMC's Baskett Mosse Award (1999), the Tanner Faculty Award for Excellence in Undergraduate Teaching (1999), UNC's topmost honor for teaching undergraduate students, the UNC-Chapel Hill Students' Undergraduate Teaching Award (1998), and an IBM Research Fund Award (1995). Several UNC-Chapel Hill senior classes honored him with the Edward Kidder Graham Favorite Faculty Awards for nine years (1997 through 2005).

With funding from the US Department of Education grant to Indiana University, he visited Russia in May 2015 to research press freedom in the former Soviet Union. He founded in 2015 the South Asia Communication Association (SACA), which has brought together 1,680 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide.

In addition to teaching small (45 students) and large (310 students) classes on campus, Dr. Aikat has taught online courses for more than 22 years. In 1997, he conceptualized UNC's first online course in journalism. He developed in 2003 a graduate-level online certificate program in "Technology and Communication." He has won fellowships from renowned research institutions such as the United States Information Agency (1990), the Institute for the Arts and Humanities (2000 & 2003) the Journalism Leadership Institute in Diversity (2004-05), and

Dr. Aikat currently serves as an elected member of UNC Chapel Hill's Faculty Executive Committee, which advises UNC administrators on key issues, UNC-Chapel Hill's Honorary Degrees and Special Awards Committee, and UNC's Faculty Hearings Committee, which conducts hearings on faculty dismissals. He has served since 2014 on the UNC Honor Court's Faculty Hearings Board Panel that adjudicates violations of academic honesty, personal integrity, and responsible citizenship.

Dr. Aikat earned a Ph.D. in Media and Journalism, in 1995, from the Ohio University's Scripps School of Journalism. He completed a Certificate in American Political Culture from New York University in 1990. He graduated with academic distinction at the top of his class in M.A. Journalism in 1990 from the University of Calcutta, India, where he also earned a B.A. with honors in English literature in 1984. He worked as a journalist in India for the Ananda Bazar Patrika's *The Telegraph* newspaper from 1984 through 1992. He also reported for the BBC World Service.



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THE AIKAT FILE

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Home page: <https://bit.ly/DebAikat>

Google Scholar profile: <http://goo.gl/p0R4Pe>

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UNC-Chapel Hill's Hussman School of Journalism and Media: Long recognized as one of the top media schools in the United States, UNC-Chapel Hill's Hussman School of Journalism and Media has been nationally accredited since 1958 and was the first school in the nation to receive full unit-wide accreditation. The School offers a comprehensive undergraduate degree with five sequences: advertising, electronic communication, news editorial, public relations, and visual communication. Journalism education at Carolina began in 1909. The UNC-Chapel Hill Department of Journalism was formed in 1924. It became a School in 1950. The School's graduate program was established in 1954. The School offers graduate degrees such as a residential Master's (*first awarded in 1957*), online Master's in Technology and Communication (*first offered in 2011*), and Ph.D. (*first dissertated in 1967*), a joint M.A.-J.D. dual degree with the UNC School of Law, and a 4+1 graduate degree in Environment & Science Communication. The School's 62 full-time faculty members work with more than 1,430 students in a world-class facility.

The University of North Carolina at Chapel Hill: Chartered in 1789 and opened to students in 1795 as America's first public university, the University of North Carolina at Chapel Hill, is a global leader in innovative higher education, research and public service. UNC-Chapel Hill ranks among the America's leading public research universities, offering 74 bachelor's, 104 master's, 65 doctorate and seven professional degree programs through 14 schools and the College of Arts and Sciences. With more than 30,101 students and a 3,887-member faculty, UNC's academic offerings span more than 100 fields. The *U.S. News and World Report* ranks UNC-Chapel Hill among the top five public national universities in the U.S. UNC-Chapel Hill is the flagship institution of the 17-campus University of North Carolina (UNC) system.

The University of North Carolina System: Emerging from the oldest public university in the nation, the UNC system traces its roots to North Carolina's 1776 constitution, which held that "All useful Learning shall be duly encouraged and promoted in one or more Universities." Today, more than 225,000 students are enrolled in UNC System's 16 university campuses across the state and at the NC School of Science and Mathematics, the country's first public, residential high school for gifted students. UNC campuses support a broad array of distinguished academic programs. The UNC Center for Public Television, the UNC Health Care System, the NC Arboretum, and other University affiliates and programs reap social and economic benefits for the citizens of North Carolina and beyond.

EDUCATION

OHIO UNIVERSITY, 1992 - 1995

Ph.D. in media and journalism (Aug. 1995)

- Emphasis: **Communication technology, mass communication research**
Minor areas: **Digital journalism, advertising, public relations**
- Chair of dissertation committee: **Dr. Guido H. Stempel, III**, Distinguished Professor, E. W. Scripps School of Journalism, Ohio University.
- **Dissertation topic:** *Adventure in Cyberspace: Exploring the Information Content of World Wide Web Pages on the Internet.*

NEW YORK UNIVERSITY, 1990

Certificate Program in American Political Culture

- United States Information Agency fellowship. Lecture and research program in American political culture with various institutions in the US, UK, France, and Germany.

UNIVERSITY OF CALCUTTA, India, 1988 - 1990

M.A. in journalism (Aug. 1990)

University Valedictorian: Ranked First in Order of Merit

- Emphasis: **Broadcast Journalism, International Communication, Public Relations.**
- **Thesis:** *“Campaign Trends: A Critical Study of Media Campaigns in the 1989 Indian General Elections.”*

UNIVERSITY OF CALCUTTA, India, 1981 - 1985

B.A. honors in English literature (July 1985)

- **Major:** English literature; **Minor:** Economics and political science

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, July 1995 to Present

Associate Professor (July 2000 to the present)

- Awarded tenure on July 1, 2000 and promoted to the rank of Associate Professor.

Assistant Professor and Media Futurist (July 1995 to 2000)

- Teaching and research in communication technology, digital media, and the Internet.

PHILADELPHIA ONLINE, Philadelphia. <<http://www.phillynews.com/>>, Summer 1997

Editor-in-Residence

- Editing, layout and design at Philadelphia Online, Internet edition of the *Philadelphia Inquirer*, a Knight-Ridder publication. “One example of a newspaper that I think is doing a great job using interactive technology is Philly Online,” Microsoft chairman Bill Gates said in 1997 at the Newspaper Association luncheon in Chicago.

BBC WORLD SERVICE, England, 1990-1992

Stringer in Eastern India

- Covered eight states of eastern and north-eastern India for the BBC World Service.
- Coordinated news coverage of the Bengali service with BBC’s London bureau.
- Reported transborder crime along India’s border with Bangladesh and Burma (Myanmar).

PROFESSIONAL EXPERIENCE

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THE TELEGRAPH, India, 1984 - 1992

Copy Editor and Senior Reporter

- Reported major political events, public affairs, race riots, AIDS in India, education, drug abuse, and covered politics, government, and the environment.
- Covered a number of well-known public figures including Nobel laureate **Mother Teresa**, South African President **Nelson Mandela**, Indian Prime Ministers **Indira Gandhi**, **Rajiv Gandhi** and **Chandra Shekhar**, French President **Francois Mitterand**, and **Pope John Paul II**.
- Worked on layout and design of newspaper pages as a sub-editor from 1984 to 1987.

THE NEW REPUBLIC, India, 1979 - 1981

News Reporter

- Feature writer on political, social, and economic issues in the local community.

HONORS AND AWARDS

2020-21 Investigative Reporters & Editors (IRE) Educator of Color scholarship, 2020

- IRE scholarship offers funds to participate in 2021 IRE's Educator Bootcamp, which offers hands-on data journalism training on spreadsheet and database skills.

2019 UNC-Chapel Hill's University Diversity Award for Faculty, 2019

- Considered the University's highest recognition for diversity efforts, the 2019 UNC-Chapel Hill's University Diversity Award for Faculty recognized Aikat "for exemplary scholarship in promoting diversity, equity, social justice, community engagement, and/or cultural awareness." As in previous years, "the Diversity Awards Committee employed a blind procedure (that is, all the nominees' names were removed) in the process of evaluating and selecting nominations," according to the award letter. The award citation stated: "*Throughout his time here at UNC, Deb Aikat has demonstrated his commitment to diversity by serving as a facilitator for important conversations surrounding Silent Sam, he has won various research and teaching awards for his excellence in diversity and intercultural communication, and is a graduate of the AEJMC-ASJMC Journalism Leadership Institute in Diversity.*"

Faculty Research Paper Award, World Journalism Education Congress, Paris, France, 2019

- Recognized with a Third-place faculty research award (with a cash prize of \$250) for refereed research paper: Aikat, D. (2019, July). "*Technology transforms India in a disruptive age: Key Trends in information and communication technology growth in the world's largest democracy, 2001-2016,*" special AEJMC-sponsored research session at the 5th World Journalism Education Congress July 8-11, Paris, France.

AEJMC Certificate for Excellence for contributions to Presidential Task Force on Careers, 2019

- Awarded "certificate of excellence" 2019 for contributions as a member of the Careers Task Force, which recommended strategies for AEJMC to serve as a nexus for career advice for doctoral students and faculty (tenure track, fixed term, mid-career and those considering retirement).

AEJMC Certificate for Excellence for building "Bridges to the Professions," 2017 & 2018

- Awarded "certificate of excellence" in in 2017 and 2018 for contributions to building "Bridges to the Professions" as co-chair of the 2016-2018 AEJMC Task Force on Bridges to the Professions, which developed ideas to bridge the gap between the media industry and academia.

HONORS AND AWARDS

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AEJMC Senior Scholar Award, 2017-18

- Named recipient for one of two nationally selected AEJMC senior scholar grant for 2017 and recognized at a special session of the 2017 AEJMC conference in Chicago. The AEJMC senior scholar grant funded research into “Friending Facebook and Trusting Twitter: News Agendamelding in India’s Networked Public Sphere,” for the *Agendamelding* book.

AEJMC-Scripps Howard Foundation Award for Researcher of the Year, 2014-15

- Recognized as the AEJMC-Scripps Howard Foundation Researcher of the Year (2014-15) and presented with a plaque at the keynote session of the 2015 AEJMC conference in San Francisco.

AEJMC Certificates for Excellence in Fostering Equity and Diversity, 2013 & 2014

- Awarded in 2013 and 2014 “certificate of excellence” for fostering equity and diversity as chair of the AEJMC Equity & Diversity Award, which recognizes journalism and mass communication academic units for measurable success, in increasing equity and diversity among their students, staff and faculty.

AEJMC Award for Outstanding Service, 2011

- Awarded a commemorative plaque at the AEJMC’s St. Louis conference in Aug. 2011 for pioneering the AEJMC Teaching Workshop. The award also recognized Aikat for conceptualizing the AEJMC’s “Magnanimous Mentor” (MM) program in 2010 and 2011.

Scripps Howard’s “2003 National Journalism Teacher of the Year” Award, 2004

- Honored for “distinguished service to journalism education” and “demonstrated journalism teaching excellence on his campus and beyond.” The award recognizes “teaching excellence and leadership in the core areas of print, broadcast and online journalism instruction at bachelor’s degree-granting colleges and universities.” The award was instituted in conjunction with four major journalism institutions, the Freedom Forum, the Knight Foundation, the Scripps Howard Foundation, and the AEJMC.

AEJMC Journalism Leadership Institute in Diversity Fellowship, 2004-5

- Awarded Journalism Leadership Institute in Diversity (JLID) Fellowship by the AEJMC and the Association of Schools of Journalism and Mass Communication (ASJMC). The JLID fellowship was a year-long program to identify, recruit, mentor and train future leaders and administrators. The fellowship program increased gender, racial and ethnic diversity in administrative and other senior-level positions in journalism and media education.

Outstanding Favorite Faculty Teaching Awards, UNC-Chapel Hill, 1997-2005

- Awarded UNC-Chapel Hill’s Outstanding Favorite Faculty Teaching Awards for nine consecutive years (1997 through 2005). Recognized for “superlative contributions” as a faculty member whose “leadership, dedication, and innovation” was particularly noteworthy in advancing undergraduate education. Every UNC-Chapel Hill senior was invited to nominate. The Senior Class, the General Alumni Association, and the Division of Student Affairs sponsor the awards.

Faculty Research Paper Award, Communication Technology and Policy Division, 2003

- Recognized with a Faculty Research Paper Award for refereed research paper: Frith, Cary Roberts & Debashis “Deb” Aikat. “*The Interplay of Old and New Media: How the Traditional News Agenda Affected Web Searches Before and After September 11, 2001*” presented to the Communication Technology and Policy Division, 86th annual convention of the AEJMC, Kansas City, Missouri, July 30-Aug. 2, 2003.

HONORS AND AWARDS continued from previous page

Distinguished Teaching Award for Post-Baccalaureate Instruction, 2003

- Named winner of a 2003 Distinguished Teaching Award for Post-Baccalaureate Instruction, the university's highest honor for excellence in graduate education. The award was first given by the University in 1995 to recognize the important role of post-baccalaureate teaching in Carolina. The UNC-Chapel Hill Chancellor, Dr. James Moeser, recognized award winners at half time of the UNC-Virginia men's basketball game February 12, 2003 at the Dean E. Smith Center. Each winner received \$5,000 and a framed citation. (February 12, 2003).

Honorable Mention, AEJMC Web Site Design Competition, 2002

- "Honorable Mention" for "Teaching web sites" category of the AEJMC Web Site Design Competition, an annual peer reviewed competition to recognize and reward the creative intellectual work in the design and development of web sites. 2002 AEJMC annual convention, Miami Beach, Florida. (August 8, 2002).

Institute for the Arts and Humanities Ethics Fellowship, 2002-2003

- Awarded Institute for the Arts and Humanities Ethics Fellowship for 2002-2003. Ethics fellows were selected for their expertise and scholarship. Fellows participated in research seminars and analyzed ethical decision-making.

Faculty Research Paper Award, MC&S Division, AEJMC's Phoenix Convention, 2000

- "Top Paper" award for refereed research paper "*An e-community of ideas and information: Media content characteristics of children's web sites*," in the "Media and the Family" research competition of the Mass Communication & Society Division at the 83rd convention of the AEJMC, Phoenix, Arizona, Aug. 9-12, 2000.

David Brinkley Teaching Excellence Award, 2000

- Awarded the Hussman School of Journalism and Media's highest honor for teaching in recognition of "excellence in teaching graduate and undergraduate students." Each winner received a \$2,500 stipend. A \$30,000 gift from David Brinkley and matching funds of \$15,000 from Capital Cities/ABC, Inc. established the David Brinkley Teaching-Excellence Award in the School. (April 10, 2000).

Charter Member, UNC-Chapel Hill Academy of Distinguished Teaching Scholars, 2000 - present

- Inducted in 2000 as charter member of the UNC-Chapel Hill Academy of Distinguished Teaching Scholars. The academy aims to recognize outstanding teaching and improve Carolina's intellectual climate. The members of the academy are faculty and graduate teaching associates who have received campus-wide awards for excellence in teaching and mentoring during their tenure. The late Michael Hooker's Chancellor's Task Force on Intellectual Climate recommended the academy.

"Reconocimiento," Instituto Tecnológico y de Estudios Superiores de Monterrey, 1999

- Awarded for "valuable support and collaboration" to the international collaboration project with Mexico's Instituto Tecnológico y de Estudios Superiores de Monterrey (Monterrey Institute of Technology) and the Hussman School of Journalism and Media, UNC-Chapel Hill (Nov. 18, 1999).

Baskett Mosse Award for Faculty Development, AEJMC-ACEJMC, 1999

- The award recognized "an outstanding faculty member" and funded a research enrichment activity. The AEJMC and the ACEJMC selected winners after a national competition. The award plaque and a cash prize were presented during the plenary session at the 1999 AEJMC convention in New Orleans, LA (Aug. 6, 1999).

HONORS AND AWARDS continued from previous page

Tanner Award for Excellence in Undergraduate Teaching, UNC-Chapel Hill, 1999

- Awarded “in recognition of demonstrated excellence and exceptional ability in the teaching of undergraduate students.” The Tanner award, established in 1952 to recognize "excellence in inspirational teaching of undergraduate students," is based on nominations by faculty, staff, alumni and students, interviews with department chairs, review of teaching evaluations and random surveys of students. The UNC-CH Chancellor, Dr. Michael Hooker, reviewed final nominations to select winners (February 27, 1999).

Students' Undergraduate Teaching Award, UNC-Chapel Hill, 1998

- Recognized for “demonstrated excellence in teaching and dedication to the intellectual development of undergraduates.” Students submitted nominations to the student-run Undergraduate Teaching Awards Committee, which visited unannounced finalists' classes, asked random students for opinions and interviewed finalists to determine winners. Awarded a plaque and \$5,000 at the Chancellor's Awards Ceremony in the Great Hall (April 16, 1998).

Poynter Research Fellow, 1998-1999

- Selected as one of six Poynter Research Fellows for 1998-99 in the nation. Fellows participated in a research conference at the Poynter Institute for Media Studies in St. Petersburg among other projects with Poynter through the 1998-99 year. The winning project: “*Online courses @home and @work: Successful strategies for online education in journalism*,” identified proven models for online courses in journalism.

ASNE Institute for Journalism Excellence Fellowship, 1997

- Awarded American Society of Newspaper Editors (ASNE) Institute for Journalism Excellence Fellowship. Fellows participated in the American Press Institute seminar and newspaper residency at *Philadelphia Online* <<http://www.phillynews.com/>>, the Internet edition of the *Philadelphia Inquirer* and *Daily News*, Summer 1997.

Stephen H. Coltrin Communications Professor of the Year, 1997

- Awarded by the International Radio and Television Society Foundation for developing a case study in decision-making for new technologies in communication. Selected from 70 educators nationwide and awarded a plaque and \$1,500 prize in New York City's Waldorf-Astoria Hotel with radio and television legend Dick Clark; Mel Karmazin, chairman and chief executive officer of CBS Radio; Dan Rather, anchor for the CBS Evening News; and Jim Quello, senior commissioner at the Federal Communications Commission. (May 20, 1997).

ASNE Institute for Journalism Excellence Fellowship, 1997

- Recipient of American Society of Newspaper Editors (ASNE) Institute for Journalism Excellence Fellowship. Fellowship included participation at the American Press Institute seminar and newspaper residency at *Philadelphia Online* <<http://www.phillynews.com/>>, the Internet edition of the *Philadelphia Inquirer* and *Daily News*, Summer 1997.

Ohio University, Graduate Associate Outstanding Teaching Award, 1995

- Awarded for “outstanding teaching abilities and service to the undergraduate students of Ohio University” for the 1994-95 academic year.

Kappa Tau Alpha, 1993 –present

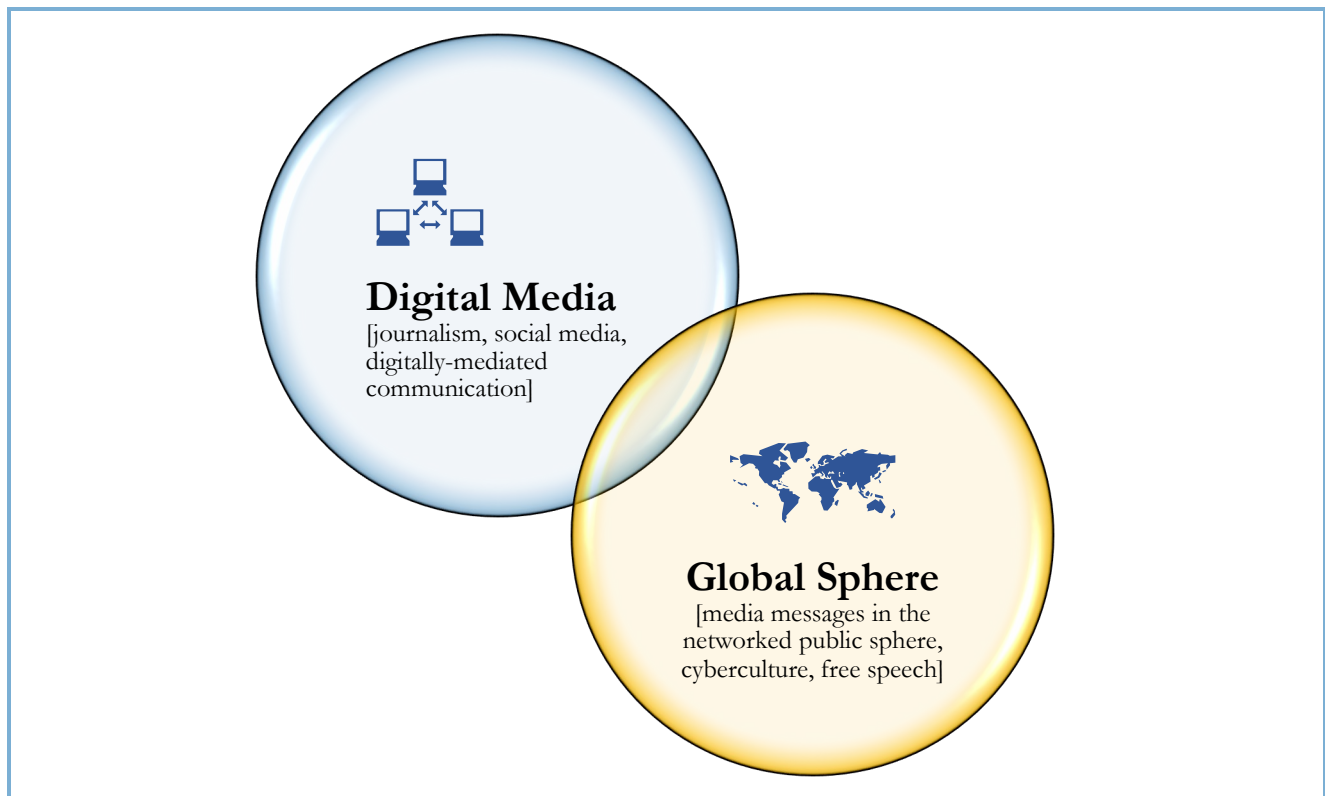
- Inducted, in June 1993, to the National Journalism honor society.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

❖ **Research Interests:** Digital Media in the Global Sphere

Aikat's research theorizes digital media in the global public sphere and enunciates how the networked public sphere has spawned an influential space for public discourse and political debate in civil societies.

With the declining dominance of traditional media entities, the Internet-enabled networked public sphere is transforming democracies and dictatorships alike by fostering a wider public participation devoid of government control worldwide. The core of Aikat's research theorizes the intersection of digital media in the global sphere, as illustrated below:



With a deep commitment to exploring human knowledge that benefits society, Aikat has conducted research studies that have enabled him to address seminal questions, refine research methods, and posit theoretical paradigms on the role of digital media in the global sphere.

❖ **Research Publications**

By pursuing theory-based research that merges data-driven quantitative approaches with qualitative insights, Aikat has established a record of high-impact scholarship and interdisciplinary collaboration that has led to important research results published and cited in top-tier publications.

With a research breadth and depth that transcends the repertoire of digital media, Aikat's research has been published as research studies in top-tier peer-reviewed academic journals, as chapters in books edited by prominent scholars in our field, and as online resources with an international audience. He has won funding for research projects that explore the role of digital media in the global sphere.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

❖ Book

Shaw, Don, Minooie, Milad, Aikat, Deb, & Vargo, Chris. (2019). *Agendamelding: News, social media, audiences, and civic community*. New York, NY: Peter Lang

About this book: Authored by pioneers of agenda setting theory and digital media researchers, *Agendamelding: News, social media, audiences, and civic community* theorizes agenda setting and agendamelding with data-driven perspectives from the 2008, 2012, and 2016 U.S. presidential elections to demonstrate how audiences meld the messages of newspapers, television, and social media to form a picture of the issues and candidates in our 21st century digital age. The authors' creative use of millions of tweets roots this original research firmly in the current digital age. The book explains how Agenda Community Attraction facilitates the formation of civic groups. The timely publication of *Agendamelding* book prior to the 2020 election illuminates how strangers in the global village meld their own beliefs with media messages.

This book marks the 50th anniversary of the seminal agenda-setting study that was conducted in UNC-Chapel Hill in 1968. In their foreword to this book, agenda-setting pioneers Dr. Maxwell E. McCombs and Dr. David H. Weaver acclaimed *Agendamelding* as “a milestone addition to the agenda-setting literature.” The book has been nominated for the 2020 International Communication Association (ICA) Outstanding Book Award and the 2020 AEJMC Tankard Book Award for excellence in research, writing and creativity.

AEJMC's Scholarsourcing peer-reviewed book series: The *Agendamelding* book was selected as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition. Since 2015, AEJMC has partnered with Peter Lang Publishing to publish the Scholarsourcing book series, which re-imagines how scholarly books are peer-reviewed and published. The AEJMC-Peter Lang Scholarsourcing competition has emerged as an innovative peer-review process for scholars to anonymously pitch their book ideas for peer-review among the AEJMC community of media researchers, and to get their book published.

The 2016 AEJMC's Scholarsourcing competition peer-review was conducted in two rounds. In the first round, AEJMC invited its members to submit book ideas relevant to journalism and communication. The list of book ideas was then emailed to a peer group of 3,700 AEJMC members for double-blind-peer-review. Based on double-blind-peer-review ratings, the authors of top 12 book ideas were selected as finalists and asked to submit detailed book proposals. In the second round, the AEJMC Scholarsourcing Committee evaluated the top 12 book proposals to award publication contracts to two book proposals. In addition, the AEJMC-Peter Lang Scholarsourcing committee thoroughly vetted book manuscripts before publication. This enabled authors to refine their book-length research for publication. Read more about AEJMC Scholarsourcing at http://bit.ly/aejmc_scholar

❖ Refereed Book Chapters *(published after double-blind peer review)*

- Aikat, Deb (2019). An inexorable watchdog of democracy: Theorizing press censorship in India's 1975-7 as a watershed media moment in India. In S. Rao (Ed.), *Indian journalism in a new era: Changes, challenges, and perspectives* (pp. 35-54). New Delhi, India: Oxford University Press.
- Aikat, Deb (2017). Race matters: Verbal and visual news narratives of the exploited and the oppressed. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 154-177). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Deb (2017). India's digital media engage, entertain and empower: Theorizing the networked public sphere in the world's largest democracy. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 189-213). Dubuque, IA: Kendall Hunt Publishing.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP _____ continued from previous page

- Aikat, Deb (2017). Post-digital dimensions: Theorizing science fiction prototypes to foster intercultural communication. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 139-152). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Deb (2016). Curbing corruption and cronyism: Social media transform free speech and journalism in India. In M. Bhattacharyya (Ed.) *Crony journalism: An overview* (pp. 1-34). Kolkata, India: Visva-Bharati University Press.
- Mazumdar, Abhijit & Aikat, Debashis “Deb.” (2016). Media cronies for sale: Paid news in India has disrupted press freedom and violated ethical conduct. In M. Bhattacharyya (Ed.) *Crony journalism: An overview* (pp. 40-61). Kolkata, India: Visva-Bharati University Press.
- Aikat, Debashis “Deb.” (2016). Empowering “pub-going, loose and forward women” to rebel: India’s social media foster activism and exchange of ideas. In W. Jia (Ed.) *Intercultural communication: Adapting to emerging global realities* (pp. 157-178). San Diego, CA: Cognella.
- Aikat, Debashis “Deb.” (2015). Friending Facebook, embracing YouTube and trusting Twitter: The intercultural influence of social media in India’s networked public sphere. In D. Broudy, J. Klaehn, & J. Winter (Eds.) *News from somewhere: A reader in communication and challenges to globalization* (pp. 107-124). Eugene, OR: Wayzgoose Press.
- Aikat, Debashis “Deb.” (2015). Big data dilemmas: The theory and practice of ethical big data mining for socio-economic development. In M. Khosrow-Pour (Ed.), *Human rights and ethics: Concepts, methodologies, tools, and applications* (pp. 10-34). Hershey, PA: Information Resources Management Association. <http://dx.doi.org/10.4018/978-1-4666-6433-3.ch002/> Access online: <http://www.igi-global.com/chapter/big-data-dilemmas/76259> [An editorial board of the Information Resources Management Association reprinted this chapter in its premier four-volume scholarly compendium on ethics. This chapter was reprinted from the study published in the book, *Ethical data mining applications for socio-economic development*]
- Aikat, Debashis “Deb.” (2014). When freedom tweets: Social media invigorate India’s psyche of free speech. In C. Litang & M. H. Prosser (Eds.) *Social media in Asia* (pp. 433-497). Lake Oswego, OR: World Dignity University Press.
[The book, *Social media in Asia*, won the Outstanding Edited or Coedited Book Award from the International and Intercultural Communication Division (IICD) of the National Communication Association (NCA) at the NCA 101st Annual Convention, Las Vegas, Nevada, Nov. 19-22, 2015]
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❖ Book Chapters *(published after editorial review)*

- Aikat, Debashis “Deb.” (2015). Theorizing India’s networked public sphere: The role of digital media and intercultural communication in the world’s largest democracy. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 168-191). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Debashis “Deb.” (2015). Post-racial pride and prejudice: Media depictions of racial conflict in the networked public sphere. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 137-159). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Debashis ‘Deb.’ (2000). Cyberspace of the people, by the people, for the people: Predominant use of the web in the public sector. In A. B. Albarran & D. H. Goff (Eds.) *Understanding the web: Social, political, and economic dimensions of the Internet* (pp. 23-48). Ames, IA: Iowa State Press.
- Aikat, Debashis ‘Deb.’ (2000). Of online news and “rogue” web sites: Impact of the web on the private sector. In A. B. Albarran & D. H. Goff (Eds.) *Understanding the web: Social, political, and economic dimensions of the Internet* (pp. 49-71). Ames, IA: Iowa State Press.

❖ Refereed Articles in Peer-Reviewed Publications *(published after double-blind peer review)*

- Robinson, Laura, Schulz, Jeremy, Khilnani, Aneka, Ono, Hiroshi, Cotten, Shelia R., McClain, Noah, Levine, Lloyd, Chen, Wenhong, Huang, Gejun, Casilli, Antonio A., Tubaro, Paola, Dodel, Matías, Quan-Haase, Anabel Maria, Rui, Laura, Ragnedda, Massimo, Aikat, Deb, Tolentino, Natalia. (2020). Digital inequalities in time of pandemic: COVID-19 exposure risk profiles and new forms of vulnerability. *First Monday*, 25(7). <https://doi.org/10.5210/fm.v25i7.10845>
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BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP _____ continued from previous page

❖ Refereed Articles in Peer-Reviewed Publications (published after double-blind peer review), continued from previous page

- Aikat, 'Deb' Debashis (2014). Imagine an app for that: Using science fiction prototypes to conceptualize media tools that empower people. "New media - a critical introspection" special issue of the *Global Media Journal* [India Edition], 5(1), (Summer, Jun. 2014), pp. 1-24. [Access online: http://www.caluniv.ac.in/global-media-journal/ARTICLE-JUNE-2014/A_1_new.pdf]
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Also published in French: • Aikat, 'Deb' Debashis (2013). Le contenu de corne d'abondance: la genèse et la croissance des informations théoriques surchargées. Special issue on "La culture, la technologie, et la globalisation dans l'âge de l'information" of *La Revue Electronique de Communication*, 23(4), 2013 [Access online: <http://www.cios.org/www/ejc/v23n4toc.htm#aikatfr>] [The International Communication Association (ICA) supported the Communication Institute for Online Scholarship (CIOS) with discounted membership and access. Founded in 1986, the CIOS has published since 1990 the peer-reviewed research journals, the *Electronic Journal of Communication* (in English) and the *La Revue Electronique de Communication* (in French).]
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- _____ (2005) Communication scholars' narratives of IRB experience in the special issue on campus Institutional Review Boards. *Journal of Applied Communication Research*, 33 (3), pp. 204-230. [Due to the sensitive nature of this topic, this article was published anonymously. The general approach of this special issue was similar to the *Journal of Applied Communication Research* special issue on sexual harassment in 1992].
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Also published in French: • Aikat, Debashis "Deb." "Un nouveau support pour la communication organisationnelle: Analyse des proprietes du contenu du Web3 de 500 societes qui figurent sur la liste de la revue Fortune," in special issue on "La communication en tant que processus constitutif des diverses methodes d'organisation au sein meme des organisations" of *La Revue Electronique de Communication* Vol. 10 (1 and 2), 2000 [Access online: <http://www.cios.org/www/ejc/v10n1200.htm#nouveau>]

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP _____ continued from previous page

❖ Refereed Articles in Peer-Reviewed Publications [continued] (published after double-blind peer review)

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❖ Digital and Other Novel Forms of Scholarship (with electronic links displayed, as applicable and available)

⊙ Edited e-booklet

- Aikat, Debashis 'Deb.' (Ed.) (2017). South Asia research microtalks (Columbia, SC: Association for Education in Journalism and Mass Communication). Published July 5, 2017, 129 pages. This e-book is available online at: <http://www.aejmc.org/home/wp-content/uploads/2017/07/South-Asia-Research-Mircotalks-2017.pdf>
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- Aikat, Debashis 'Deb.' (Ed.) (2010). *Exploring the delay in promotion to full professor: Petty politics, mid-career crises or post-tenure inertia?* (Columbia, SC: AEJMC, published August 5, 2010). 23 pages. This publication is also available online at: http://www.aejmc.com/home/wp-content/uploads/2010/12/post_tenure_inertia.pdf
- Aikat, Debashis 'Deb.' (Ed.) (2010). *Best practices in teaching critical thinking*. (Columbia, SC: AEJMC, published August 4, 2010). 20 pages. This publication is also available online at: <http://www.aejmc.com/home/wp-content/uploads/2010/11/criticalthink10.pdf>
- Aikat, Debashis 'Deb.' (Ed.) (2009) *Best practices in teaching diversity*. (Columbia, SC: AEJMC, published August 5, 2009). 28 pages. This publication is also available online at: <http://www.aejmc.org/home/wp-content/uploads/2018/07/Best-Practices-in-Teaching-Diversity-in-JMC.pdf>
- Aikat, Debashis 'Deb.' (Ed.) (2008) *Best practices in teaching of information gathering* (2008) (Columbia, SC: AEJMC, published August 6, 2008). 24 pages. This publication is also available online at: http://www.aejmc.com/home/wp-content/uploads/2010/11/infogath_08.pdf

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❖ Research Articles Published in Encyclopedia and Other Scholarly Publications

- Aikat, Debashis 'Deb.' (2009), Traditional and modern media. In R. Luthra (Ed.), *Journalism and mass communication: Encyclopedia of life support systems, Volume I* (pp. 211-227). Oxford, UK: EOLSS in partnership with the United Nations Educational, Scientific and Cultural Organization <<http://www.eolss.net>>.
- Aikat, Debashis 'Deb.' (2009). Interactive multimedia and digital technologies. In R. Luthra (Ed.), *Journalism and mass communication: Encyclopedia of life support systems, Volume II* (pp. 123-142). Oxford, UK: EOLSS in partnership with the United Nations Educational, Scientific and Cultural Organization. <<http://www.eolss.net>>.
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BIBLIOGRAPHY OF RESEARCH PAPERS _____

❖ Competitively Selected Refereed Research Papers (*partial list, 2011 to the present*)

- Aikat, D. & Shaw, D. L. (2020, August). Theorizing media agenda setting and agendamelding in the COVID-19 pandemic and the June 2020 protests for racial justice. Paper accepted for presentation at the inaugural Journalism & Communication Theory Colloquium of the 103rd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Aug. 6-9, 2020.
- Hossain, D., Mushtarin, N., Aikat, D. & (2020, August). "We are in this together!" Use of social media for relationship maintenance among South Asian Diaspora in the U.S. during the COVID-19 pandemic. Paper accepted for presentation at the at the South Asia Communication Association (SACA)'s refereed-research session of the 103rd annual conference of the AEJMC, Aug. 6-9, 2020.
- Gentilviso, C. & Aikat, D. (2019, August). *Embracing the visual, verbal and viral media: How post-millennial consumption habits are reshaping the news*. Paper presented to the Newspaper and Online News Division of the 102nd annual conference of the AEJMC, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2019, July). *Technology transforms India in a disruptive age: Key Trends in information and communication technology growth in the world's largest democracy, 2001-2016*. Refereed research paper presented to the special AEJMC-sponsored research session at the 5th World Journalism Education Congress July 8-11, Paris, France. **This paper also was selected as third place faculty paper, with a cash prize of \$250.**
- Aikat, Deb. (2019, July). *Censorship as a catalyst to media growth in a disruptive age: Theorizing 1975-1977 press censorship as an accelerant to rise in India's media industry*. Refereed research paper presented to the special AEJMC-sponsored research session at the 5th World Journalism Education Congress July 8-11, Paris, France.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP _____ continued from previous page

❖ Competitively Selected Refereed Research Papers [continued] (*partial list, 2011 to the present*)

- Al-Kandari, A. J., Alkazemi, M. F. & Aikat, D. (2018, August). *Political and cultural forces on the uses and gratifications: Twitter, Facebook, Instagram and Snapchat in the U.S and Kuwait*. Refereed research paper presented to the International Communication Division of the AEJMC annual conference, Washington D.C.
- Aikat, Deb (2018, May). *Friending Facebook and trusting Twitter: News Agendamelding in India's networked society*. Refereed research paper presented at the Interactive Power Talks on Media and Communication in South Asia, South Asia Communication Association (SACA), International Communication Association (ICA) annual conference in Prague, Czech Republic, May 24-28, 2018.
- Aikat, D. (2017, August). *Archiving India's thriving news media: A case study of digitized historical and current news from India*. Paper presented to the History Division of the AEJMC annual conference, Chicago, IL.
- Aikat, Deb (2014, January). *Freedom from corruption, cronyism and meritocracy: Social media transform free speech and journalism in India*. Refereed research paper presented at the International Conference on "Crony journalism: Redefining journalistic practices" at the Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan, India, Jan. 18-19, 2014.
- Mazumdar, Abhijit & Aikat, Deb (2014, January). *Media cronies for sale: Paid news in India has disrupted press freedom and violated ethical conduct*. Refereed research paper presented at the International Conference on "Crony journalism: Redefining journalistic practices" at the Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan, India, Jan. 18-19, 2014.
- Aikat, Deb (2013, August). *The pursuit of privacy and common good: The theory and practice of ethical big data mining for socio-economic development*. Refereed research paper presented to Media Ethics Division of the 96th annual conference of the AEJMC in Washington, D.C., Aug. 8-11, 2013.
- Moro, Nikhil, & Aikat, Deb (2012, July). *Digital rights management and corporate hegemony: A legal analysis*. Refereed research paper presented to the Law Section of the International Association for Media and Communication Research (IAMCR), Durban, South Africa, July 15-20, 2012.
- Moro, Nikhil & Aikat, Deb (2012, August). *Protecting citizen journalists with actual malice*. Refereed research paper presented to Law and Policy Division of the 95th annual conference of the AEJMC in Chicago, Aug. 10-13, 2012.
- Naser, Md. Abu & Aikat, Deb (2011, August). *Media of the people, by the people, for the people: Redefining public service broadcasting in emerging democracies*. Refereed research paper presented to the Mass Communication and Society Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.
- Naser, Md. Abu & Aikat, Deb (2011, August). *A watchdog of democracy: State of media ethics in Bangladesh*. Refereed research paper presented to the Media Ethics Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.
- Moro, Nikhil & Aikat, Deb (2011, August). *The newspaper boom in India and China: Exploring media models in the world's largest newspaper markets*. Refereed research paper presented to Media Management and Economics Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.
- Aikat, Subhashis, Lewak, Susan E., & Aikat, Deb (2011, May). *The cultural impact of Wikipedia: How wiki-based collaboration is redefining Bollywood and regional Indian cinema*. Refereed research paper presented to the 61st annual conference "Communication @ the Center" of the International Communication Association (ICA), Boston, May 22-26, 2011.

RESEARCH GRANTS & INITIATIVES

☉ **May 2020 to January 2021: I⁴ Boundary Spanners COVID-19 concerns in North Carolina**

• Aikat, Deb. North Carolina Policy Collaboratory. I⁴ Boundary Spanner Scholars project COVID-19-related concerns [PI: UNC Graduate School Dean Suzanne E. Barbour]. May 2020 to January 2021. • *Details of grant funding:* \$ 120,000.

☉ *Grant details:* Collaborated with colleagues in the UNC Graduate School and the Southern Futures Initiative to work on the I⁴ Boundary Spanner Scholars project to engage the tools of humanistic and data analysis to support teams addressing COVID-19-related concerns in North Carolina communities. Funded by the North Carolina Policy Collaboratory, which was established in 2016 by the North Carolina General Assembly to utilize and disseminate the research expertise for practical use across the University of North Carolina System.

☉ **March 2020 to July 2021: UNC Center for Faculty Excellence Large Course Redesign Grant**

• Aikat, Deb. UNC Center for Faculty Excellence. 2020-21 Large Course Redesign Grant. March 2020 to July 2021 • *Details of funding:* \$ 5,000, which is the maximum award amount for this grant.

☉ *Grant details:* The UNC Center for Faculty Excellence (CFE) selected a MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond for a competitive 2020-21 Large Course Redesign Grant.

☉ **April 2020 to July 2021: AEJMC Journalism & Communication Theory Colloquium**

• Aikat, Deb. Association for Education in Journalism and Mass Communication (AEJMC). Inaugural Journalism & Communication Theory Colloquium “From Media Agenda Setting to Agendamelding Theory: How We Use Digital Media to Create Personal Communities.” April 2020 to July 2021. • *Details of funding:* \$ 2,000 to convene AEJMC 2020 Media Agenda Setting Theory Colloquium.

☉ *Grant details:* The AEJMC Standing Committee on Research has selected the *agendamelding* and media agenda setting research project for its inaugural Journalism & Communication Theory Colloquium. The interactive colloquium titled “From Media Agenda Setting to Agendamelding Theory: How We Use Digital Media to Create Personal Communities” was accepted in the keenly competitive peer-review process for the AEJMC Theory Colloquium.

☉ **July 2019 to July 2022: Problem-based Carolina Seminar on Free Speech**

• Aikat, Deb. UNC-Chapel Hill’s Carolina Seminars Program. Campus conversation on free speech. July 2019 to July 2022. • *Details of grant funding:* \$ 9,750 over three academic years (2019-2020, 2020-2021 & 2021-2022).

☉ *Grant details:* Awarded campus-wide grant from the UNC-Chapel Hill’s Carolina Seminars Program to lead a campus conversation on free speech for three academic years (2019-2020, 2020-2021 & 2021-2022). The Carolina Seminars on free speech has been an ideal space for UNC-Chapel Hill faculty and others to collaborate and engage in scholarly discussions of free speech ideas and insights in our polarized society.

RESEARCH GRANTS & INITIATIVES _____ continued from previous page

© August 2018 to 2022: SPJ-Google News Lab Workshop on Media Storytelling

• Aikat, Deb. Society of Professional Journalists and the Google News Initiative. SPJ/Google News Media Storytelling workshop for media researchers and educators. August 2018 to 2022. • *Details of research initiative:* Worked with Society of Professional Journalists trainers on cutting-edge newsgathering strategies for news storytelling.

© *Grant details:* Led AEJMC collaboration with the Society of Professional Journalists and the Google News Initiative to host SPJ/Google News Storytelling workshop for media researchers and educators. The workshop covered tools for trust and verification, immersive storytelling, data journalism and data visualization.

© November 2018 to August 2020: AEJMC Senior Scholar Grant Award

• Aikat, Deb. Association for Education in Journalism and Mass Communication (AEJMC). “Friending Facebook and Trusting Twitter: News Agendamelding in India’s Networked Public Sphere.” November 2018 to August 2021. • *Details of grant funding:* \$ 5,750, which is the maximum award amount for this grant.

© *Grant details:* Led The Association for Education in Journalism and Mass Communication (AEJMC) awarded a senior scholar grant that funded the research project titled “Friending Facebook and Trusting Twitter: News Agendamelding in India’s Networked Public Sphere” for the *Agendamelding* book.

© Dec. 2016 to Nov. 2018: UNC Research Council Publication Grant Award

• Aikat, Deb. UNC Research Council Publication Grant Award. “*Agendamelding: How We Use Digital Media to Create Personal Community.*” Dec. 2016 to Nov. 2018. • *Details of grant funding:* \$ 5,000, which is the maximum award amount for University Research Council Publication Grants.

© *Grant details:* Led The UNC-Chapel Office of the Vice Chancellor for Research’s University Research Council Publication Grant award for book project titled “*Agendamelding: How We Use Digital Media to Create Personal Community.*”

© 2017 to 2018: Pakistan’s Higher Education Commission

• Aikat, Deb. Pakistan’s Higher Education Commission (HEC). “*The Impact of International Media Coverage on Palestine-Israel Conflict.*” was conducted under Aikat’s guidance and supervision. The Higher Education Commission of Pakistan. • *Details of grant funding:* \$ 17,456 funding support with travel funds for Pakistani journalist Mr. Musharaf Zahoor for 2017 research residency at the Hussman School of Journalism and Media.

© *Grant details:* Pakistan’s Higher Education Commission (HEC) selected Aikat as a doctoral research adviser (2017-2018) for Mr. Musharaf Zahoor, PhD student at the Center for International Peace and Stability, National University of Science and Technology, Islamabad, Pakistan. Zahoor’s doctoral research project, *The Impact of International Media Coverage on Palestine-Israel Conflict*, was conducted under Aikat’s guidance and supervision. The Higher Education Commission of Pakistan granted funds to the Ph. D. student to complete research at UNC-Chapel Hill for six months. Zahoor is a working journalist with PTV-World, the only English language news channel in Pakistan.

RESEARCH GRANTS & INITIATIVES _____ continued from previous page

© **2017 to 2019: Egyptian Cultural & Educational Bureau**

- Aikat, Deb. Arab Republic of Egypt's Cultural & Educational Bureau. *"The effect of tactile components of Braille magazines on their readability and usability."* 2017 to 2019. • *Details of grant funding:* \$ 74,172 (\$ 37,086 for two years) funding support with travel funds for Egyptian scholar Ibrahim Helmy Mahmoud Emara for 2016-2018 research residency at the Hussman School of Journalism and Media
- © *Grant details:* The Arab Republic of Egypt's Cultural & Educational Bureau selected Aikat as a doctoral research adviser for Egyptian scholar Ibrahim Helmy Mahmoud Emara, faculty member in the mass communication department in Egypt's Tanta University Faculty of Arts. The Egyptian government also approved research funds for the doctoral research project, *The effect of tactile components of Braille magazines on their readability and usability*, conducted by Emara and Aikat. The study measured the difficulties blind people face with digital media.

© **Dec. 2015 to Nov. 2018: UNC Research Council Publication Grant Award**

- Aikat, Deb. The UNC-Chapel Office of the Vice Chancellor for Research's University Research Council (URC) Publication Grant award for project titled *"News in the Digital Age."*
- *Details of grant funding:* \$ 5,000, which is the maximum award amount for URC Publication Grants.

© **2014 to 2018: "AEJMC Research Works" Initiative**

- Aikat, Deb. Principal Investigator for "AEJMC Research Works" initiative research project funded by the 2014-15 Scripps Howard Foundation Research Grant with support from the AEJMC.
- *Details of grant funding:* This project comprised a \$ 3000 research stipend and in-kind data support from AEJMC.

© **2015-2017: FIU Benchmark study on "The Status of Women in Communication"**

- Aikat, Deb. Research study funded by the Florida International University's Kopenhagen Center for the Advancement of Women in Communication.
- *Details of grant funding:* Dollar amount not specified.

© **2015: Press freedom in Russia (US-Russia journalism teachers' exchange)**

- Aikat, Deb. Program funded by the US Department of State and a Title VI National Resource Center grant from the US Department of Education. • *Details of grant funding:* This project was part of a \$ 2 million grant (estimated) to Indiana University.
- © *Grant details:* Led Invited to Russia in May 2015 to research press freedom for a program funded by the US Department of State and a Title VI National Resource Center grant from the US Department of Education. During his visit to Russia, Aikat studied the intriguing contrasts in press freedom that distinguishes Russia and the US.

REFEREED RESEARCH PRESENTATIONS

- Aikat, Deb. (2020) “The Good, the Bad, and the Ugly: Ethical Insights into Social Media Influencer Marketing” at the AEJMC Magazine Media and Media Ethics Divisions Panel Session on “Media Literacy in an Era of Sponsored Content, Native Advertising, and Content Marketing” at the 2020 AEJMC virtual conference, Aug. 6-9, 2020.
- Aikat, Deb. (2020) “The COVID-19 Pandemic and Protests for Racial Justice Redefines Media Ethics Education” at the AEJMC Media Ethics/ International Communication Divisions Panel Session on “Running blindfolded? Challenges and opportunities for media ethics education in the Global South” at the 2020 AEJMC virtual conference, Aug. 6-9, 2020.
- Aikat, Deb. (2019) “Lessons Learned from True Stories about Mitigating Unconscious Bias” at the AEJMC Magazine Media and Media Ethics Divisions Panel Session on “Mitigating Unconscious Bias in the Classroom” at the 2019 AEJMC annual conference, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2019) “Reimagining Ways to Restore Media Trust: Bridging the Gap between Professors and Professionals” at the AEJMC Council of Affiliates and AEJMC Presidential Task Force on Bridges to the Profession Panel Session on “Rebuilding Trust in the News Media to Invest in Our Futures: Bridging the Gap between Professors and Professionals” at the 2019 AEJMC annual conference, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2019) “The Visual, Verbal and Viral Media: Things I Used to Teach That I No Longer Believe” at the AEJMC J-History Internet Group Panel Session on “Things I Used to Teach That I No Longer Believe” at the 2019 AEJMC annual conference, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2017) “All the President’s Media: Who’s a Journalist in the Digital Age?” at the “President Trump and the State of the World” seminar, University of Nebraska–Lincoln, Lincoln, NE, Nov. 10, 2017.
- Aikat, Deb. (2017) “Closing The Gap: A Candid Conversation with Journalism Professors and Professionals” at the Excellence in Journalism conference of the Society of Professional Journalists, the Radio Television Digital News Association and the National Association of Hispanic Journalists (NAHJ), Sept. 7-9, 2017, in Anaheim, CA.
- Aikat, Deb. (2017) “Reimagining Interactive Digital Works to Publish New Modes of Inquiry and Establish a Major Publishing Presence in Our Field” at the AEJMC Presidential Task Force Panel on “Closing the Gap: Media, Research and the Profession” at the 2017 AEJMC annual conference, Chicago, IL, Aug. 9-12, 2017.
- Aikat, Deb. (2016) “Innovate. Integrate. Engage: State of the Media in Our Digital Age,” AEJMC Plenary Session, 99th annual conference of the AEJMC in Minneapolis, MN, Aug. 5, 2016.
- Aikat, Deb. (2016) “Safe Places for New Faces: Attracting and Retaining a Diverse Faculty and Graduate Students,” AEJMC Commission on the Status of Minorities panel, 99th annual conference of the AEJMC in Minneapolis, MN, Aug. 6, 2016.
- Aikat, Deb. (2016). “Theorizing Media and Communication in South Asia,” AEJMC South Asia Initiative, 99th annual conference of the AEJMC in Minneapolis, MN, Aug. 6, 2016.
- Aikat, Deb. (2015) “Freedom Tweets: Social Media Crackdown in India” at the Colloquium for International Scholars, Feb. 15, 2013 and Apr. 10, 2015.

REFEREED RESEARCH PRESENTATIONS _____ continued from previous page

- Aikat, Deb. (2015) “Who Is a Journalist? News in the Digital Age” at the UNC Office of Diversity and Multicultural Affairs Project Uplift program, June 12, 2015.
- Aikat, Deb. (2014) “Who Is a Journalist? Post-Industrial Journalism Redefines the Role, Ethos and Identity of Journalists Worldwide” at the Colloquium for International Scholars, Apr. 4, 2014.
- Aikat, Deb. (2012). “We the People: Digital Media and Participatory Culture Transform News” at the special colloquium on “Evolution of the News Media: Creating a Sustainable International Dialogue” on Feb. 15, 2012. This one-day conference was a joint project between the University of Leeds in England and the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill.
- Aikat, Deb. (2011) “Top 10 Teaching Errors (I’ve Made Them All!)” Scripps Howard Foundation and AEJMC Council of Affiliates session “How Our Teachers of the Year Make Journalism Education Riveting and Relevant” at the 94th annual convention of the AEJMC conference, Denver, Colorado, Aug. 12, 2011. E-version of tips available at http://www.aejmc.org/home/wp-content/uploads/2015/03/Aikat_Top10_TeachErrors.pdf
- Aikat, Deb. (2011). “The 24-7 News Cycle: Information Overload Theories and Concepts” at the Colloquium for International Scholars, Jan. 28, 2011 and Sept. 16, 2011, Nov. 9, 2012.

TEACHING ACTIVITIES

Since 1989, Aikat has taught 32 different courses at UNC-Chapel Hill, Ohio University, and the Institute of Modern Management, India. The courses comprise both undergraduate and graduate (master's and doctoral), large on-campus (up to 310 students) and a range of online courses.

In over three decades, Aikat's courses include research literacy, media research, journalism theories and practices, visual design, media history, media ethics, media theory, news writing and integrated media communication, strategic communication practices, emerging issues in political communication, digital media innovations, international communication and digital entrepreneurship.

Recent Courses Taught at UNC-Chapel Hill (2015-2020)

- ▶ **MEJO 101: *The Media Revolution: From Gutenberg to Zuckerberg and Beyond***
 - ⊙ *Number of students taught:* 305 students (Fall 2020), 139 students (Spring 2020), 287 students (Fall 2019), 150 students (Spring 2019), 259 students (Fall 2018), 299 students (Fall 2017), 279 students (Fall 2016), 263 students (Fall 2015)
 - ⊙ **Course details:** *MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond* is a three-credit conceptual course on the ongoing media revolution. *MEJO 101* covers various facets of communication - from the objective world of news media to the persuasive realms of advertising, public relations and social media. Students in this class develop research skills, gain theoretical perspectives, and strengthen knowledge about media industries, media content, media effects on society and on us as individuals.
 - Since Fall 2015 semester, Aikat has co-taught this course with Professor Susan King, Dean and Kerr Distinguished Professor, UNC's Hussman School of Journalism and Media, and other Hussman School faculty.

- ▶ **MEJO 141: *Media Ethics***
 - ⊙ *Number of students taught:* 45 students (Fall 2020), 25 students (Fall 2019).
 - ⊙ **Course details:** *MEJO 141: Media Ethics* (three credits) explores what constitutes ethical practices, what interferes with ethical practices, and what emerging ethical issues may challenge the newest generation of professional communicators. Cases involve print, broadcast and Internet news media; photojournalism; graphic design; public relations; and advertising.

- ▶ **MEJO 715 *New Media and Society***
 - ⊙ *Number of students taught:* 19 students (Spring 2020), 15 students (Spring 2019).
 - ⊙ **Course details:** *MEJO 715 New Media and Society* latest advancements in the information technology landscape. *MEJO 715* focus on theoretical models and conceptual frameworks that are relevant in digital environments as well as practical applications of those models and frameworks.

- ▶ **MEJO 240: *Current Issues in Media***
 - ⊙ *Number of students taught:* 30 students (Spring 2018), 28 students (Spring 2017), 25 students (Spring 2016), 25 students (Spring 2015).
 - ⊙ **Course details:** *MEJO 240: Current Issues in Media* is a three-credit conceptual course on the interrelationships between United States mass media and the society that they serve.

TEACHING ACTIVITIES _____ continued from previous page

- ▶ **MEJO 349: *Internet Issues and Concepts: Power Tools of the Mind***
 - ⊙ *Number of students taught:* 29 students (*Spring 2018*), 23 students (*Spring 2017*), 12 students (*Spring 2016*), 25 students (*Spring 2015*).
 - ⊙ **Course details:** *MEJO 349: Internet Issues and Concepts: Power Tools of the Mind* is a three-credit conceptual course on the social, legal, political, and other issues related to the use of the Internet. This online was developed in 1997 and has evolved over the years.

- ▶ **MEJO 446: *Global Communication and Comparative Journalism***
 - ⊙ *Number of students taught:* 25 students (*Fall 2018*), 21 students (*Fall 2017*), 24 students (*Fall 2016*), 26 students (*Fall 2015*).
 - ⊙ **Course details:** *MEJO 446: Global Communication and Comparative Journalism* is a three-credit conceptual course on theories explicating the workings of global and local communication systems, the transnational flow of news, and the opportunities and challenges that social media and other new platforms have posed to the production and distribution of news. *MEJO 446* also covers media communication systems of key countries.

TEACHING ACTIVITIES _____ continued from previous page

Academic Advising and Research Thesis/Dissertation Work (2011-2020)

Doctoral Students

- Pakistan's Higher Education Commission (HEC) selected Aikat as a doctoral research adviser (2017-2018) for **Musharaf Zahoor**, PhD student at the Center for International Peace and Stability, National University of Science and Technology, Islamabad, Pakistan. Zahoor's doctoral research project, *The Impact of International Media Coverage on Palestine-Israel Conflict*, was conducted under Aikat's guidance. Zahoor is a working journalist with PTV-World, the only English language news channel in Pakistan.
- The Arab Republic of Egypt's Cultural & Educational Bureau selected Aikat as a doctoral research adviser (2015-2018) for Egyptian student, **Dr. Ibrahim Helmy Mahmoud Emara**, who also served as a faculty member in the mass communication department in Egypt's Tanta University Faculty of Arts. The Egyptian government also approved research funds for the research project, "The effect of tactile components of Braille magazines on their readability and usability," conducted by Emara and Aikat. The study measured the difficulties blind people face with digital media.
- Academic adviser and chair of **Dr. April Raphiou's** 2015 Ph.D. dissertation, *The eagle vs. the dragon in Africa: A content analysis of economic news frames in Nigeria and Kenya on the U.S. and China's economic pursuits*. Dr. Raphiou, 2015 Ph.D. graduate, is Director, Communications, Center for International Research, Education, and Development (CIRED), Virginia Tech. She served as a Consultant in the United Nations Headquarters Office of the Special Adviser on Africa (OSAA), New York City, NY.
- Academic adviser and chair of **Dr. Kelly K. Davis's** 2012 Ph.D. dissertation, *Public faces: A content analysis of gender, ethnic, and racial diversity on PBS*. Dr. Davis, 2013 Ph.D. graduate, is an Associate Professor of Electronic Media Broadcasting in the College of Fine and Applied Arts, Appalachian State University. Boone, NC.
- Served as member of **Dr. Jinhong Ha's** 2013 Ph.D. committee for dissertation, *The role of relationships in crisis communication: The impact of agency-client relationships and perception of crisis strategies on crisis-related task conflict, performance, and satisfaction*. Dr. Ha, 2013 Ph.D. graduate, is a professor at Daegu University, Gyeongsan City, South Korea.

Honors Thesis for Bachelor of Arts Degree

- Honors thesis adviser for **Yueqin "Eugenie" Chen**, 2013 Bachelor of Arts graduate and her 2013 Honors thesis, *Walking across the wall of censorship: Changes in communicative behaviors of Chinese students in the United States*. Chen lives and works in New York City as an Analytics Associate of W2O Group, a global marketing communications firm headquartered in San Francisco.

TEACHING ACTIVITIES _____ continued from previous page



Master of Arts in Digital Communication (MADC) students

- MADC adviser for **Laura Fernanda Morales**, 2021 MADC graduate, and committee chair of 2021 MADC thesis, “*Digital marketing communication plan for the eradication of disinformation disease in social media.*” Morales is a faculty member at Tecnológico de Monterrey in Mexico City.
- MADC adviser for **Gillian Speace**, 2018 MADC graduate, and committee chair of 2018 MADC thesis, “*Over the transom: Identifying challenges and solutions in trade book publishing’s author-agent query process through novel systems analysis.*”
Speace is NoveList Readers’ Advisory Librarian for EBSCO Information Services
- MADC adviser for **Kimberly Workman**, 2017 MADC graduate, and committee chair of 2016 MADC thesis, “*It’s our content now: Fan vidders’ identification with entertainment media in visual storytelling.*”
Workman is a Digital Content Designer for Clinical Tools, Inc.
- MADC adviser for **T. Quantá Holden**, 2016 MADC graduate, and committee chair of 2015 MADC thesis, “*And my father smiled*” *Social media campaign.*
Holden works in the English department of the Trinity College of Arts & Sciences, Duke University.
- MADC adviser for **Ben Donnelly**, 2016 MADC graduate, and committee chair of 2015 MADC thesis, “*Does choice matter? Survey-based comparison of user experience between Blackboard and Sakai online learning environments.*”
Donnelly is operations manager at the 90.5 WSNC-FM Station, an NPR affiliated public radio station broadcasting news and jazz from Winston-Salem State University in Winston-Salem, NC.
- MADC adviser for **Michelle Clark**, 2015 MADC graduate and committee chair of 2014 MADC thesis, “*All about me: Creating a content strategy for a personal brand.*” Clark works as a Digital Content Coordinator in VitalSource, a global leader in building, enhancing, and delivering e-learning content.
Clark leads initiatives in education technology and digital solutions for academic publishers, educators and school administrators to develop brilliant learners.



Research Evaluation of International Students and Scholars

- Served as external evaluator for doctoral dissertations and Ph.D. research resulting in thesis for international students and scholars from Bangladesh, Cuba, Egypt, Finland, India, Pakistan, and the UK.
- Served as Carnegie Fellowship mentor (2017) for Virginia Commonwealth University’s Robertson School of Media and Culture faculty, **Dr. Mariam F. Alkazemi**, for Carnegie Fellowship in Support of Arab-Region Social Science at Carolina, UNC-Chapel Hill. Dr. Alkazemi served as a faculty member in Kuwait’s Gulf University for Science and Technology in the fellowship period.

PROFESSIONAL SERVICE TO THE DISCIPLINE

AEJMC, 1992-present

- **Elected AEJMC Vice President (2020-21) & AEJMC President (2022-23).**
Elected to serve as AEJMC vice-president in 2021-22 and as the AEJMC president for the 2022-23 year culminating the presidential term in the 2023 AEJMC conference in Washington, D.C.
- Served as co-chair of the AEJMC Presidential Task Force on Bridges to the Professions (2016-2018), which developed ideas to bridge the gap between the media industry and academia.
- Served as member (2018 to 2019) of the AEJMC Presidential Task Force on Career Development
- Served as member of AEJMC Centennial Fund-Raising Committee (2011 to 2013).
- AEJMC Nominations Committee (2011 to 2014)

AEJMC Publications Committee, 2017-2020

- Served as elected member (2017-2020) of the AEJMC Publications Committee, which is responsible for the oversight of the three association-wide journals, *Journalism and Mass Communication Quarterly*, *Journalism and Mass Communication Educator* and *Journalism and Communication Monographs*.

AEJMC Elected Committee on Professional Freedom and Responsibility, 2011-2017

- Served as chair (2015-2016) and vice-chair (2014-2015) of the AEJMC Elected Committee on Professional Freedom and Responsibility.
- Chaired in 2013 and 2014 the AEJMC Equity & Diversity Award (EDA), which recognizes journalism and mass communication academic units that are working toward, and have attained measurable success, in increasing equity and diversity among their faculty. Served as EDA member (2011 to 2014).

AEJMC Elected Committee on Teaching, 2004-2011

- Served as chair (2009-2010) and vice-chair (2008-2009) of the AEJMC Elected Committee on Teaching.
- Chaired Best Practices Competition in Teaching for three years, *information gathering* (2008), *diversity* (2009), and *critical thinking* (2010).

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), 2007-2017

- Member, ACEJMC site visit team to Southern Illinois University-Carbondale, Feb. 2010 and Kent State University, 2008.
- Elected member from AEJMC to the ACEJMC Accrediting Council, 2007-2013. The ACEJMC Accrediting council which evaluates professional journalism and mass communications programs in colleges and universities.
- Served as accreditation consultant and reviewer for accrediting processes in media programs.
- Member (2015 to 2018), ACEJMC Accrediting Council's Appeals Board for adjudicating accreditation complaints.

Historically Black Colleges and Universities (HBCUs)

- Aikat frequently collaborates as adviser and academic consultant for faculty and students at North Carolina's Historically Black Colleges and Universities (HBCUs) including NC Central University, Winston-Salem State University, and NC A&T State University.

Public Insight Network, American Public Media, 2008-present

- As a "public source" for American Public Media's Public Insight Network, Aikat advised journalists and news organizations on what stories are important to our communities and helped them set coverage priorities. Aikat is often called on to help with national stories through American Public Media programs and partner newsrooms around the country.

News Engagement Day

- Member (2016 to the present), News Engagement Day Committee, which has hosted since 2014, the News Engagement Day initiative that has contributed to an informed society by encouraging people of all ages to explore news and raise awareness about the importance of being informed.

PROFESSIONAL SERVICE TO THE DISCIPLINE _____ continued from previous page

Editorial Board Membership (current)

Journalism & Mass Communication Educator, 2004-present
Web Journal of Mass Communication Research, 1997-present
Advisory Board of the *Global Media Journal, Indian Edition*, 2010-present

Editorial Board Membership (previous)

Journalism & Communication Monographs, 2004-2008

Research reviewer, 2009-2020

- Reviewer for research paper submissions to ICA and AEJMC
- AEJMC Emerging Scholars Program, 2011

Manuscript reviewer and software evaluator, 1997-present

- Evaluated scholarly papers, book proposals, journals, software, and journal submissions for:
 - Journals: *Journal of Magazine and New Media Research*, *Journalism and Communication Monographs*, *Journalism and Communication Quarterly*, *Journalism & Mass Communication Educator*, *Visual Communication Quarterly* and various research publications of ICA, NCA and AEJMC and other research journals
 - Publishers: Oxford University Press, Cambridge University Press, and big five academic publishers (Reed-Elsevier, Springer, Wiley-Blackwell, Taylor & Francis, Routledge, and Sage Publications), Peter Lang, SciELO, Rowman & Littlefield, among other publishers
 - Computer companies: Adobe, Microsoft, SPSS, Google and other computer companies.

Judge for media contests in journalism and mass communication, 1996-present

- Judge for the “Cooperative Information Fair,” National Council of Farmer Cooperatives, Washington D. C.

Senior Journalism Editor, 2019-present, *Communication and Information Technologies Annual*

- Evaluated and reviewed scholarly submissions for the American Sociological Association’s Communication and Information Technologies Section publishes the *Communication and Information Technologies Annual*, a peer-reviewed research volume published by the Emerald, the academic publisher based in Bingley, UK.

External Examiner for tenure and promotion, 2011-present

- Served as confidential evaluator for tenure and promotion dossiers of faculty members in American University, Washington, D.C.; University of Oklahoma, Norman, OK; Clemson University, Clemson, SC; Washington State University, Pullman, WA; Virginia Commonwealth University, Richmond, VA; and other institutions.

Other Professional Service Initiatives for the Discipline

- Advised and assisted Indiana University’s Russian and East European Institute (REEI)/Regional Press Institute with US-Russia Journalism Teacher Exchange: Cross-Cultural Enhancements to Journalism Programs at Regional Institutions of Higher Education.

International Examiner of Mass Communication Research, 1996-present

- External examiner for Ph.D. Dissertation, Cultural Anthropology at Visva-Bharati, Santiniketan, India (2006-18)
- External examiner for Ph.D. Dissertation, Department of Journalism, University of Calcutta, India (1996-2019)

International Activities, (1996 to the present):

- **Adviser and consultant for the future of journalism** for the World Editors Forum, WAN-IFRA, the World Association of Newspapers and News Publishers. As the global organization of the world’s press, WAN-IFRA derives its authority from its global network of 3,000 news publishing companies and technology entrepreneurs, and its legitimacy from its 80-member publisher associations representing 18,000 publications in 120 countries.
- **Ongoing research work on news models in India:** This research into the expanding role of the Internet in India has contributed to our understanding of communications within developing societies.
- **New media in developing nations:** The role of Internet communication in India. This research into the expanding role of technology has enhanced our understanding of communications within developing societies.
- **UNC Global in India:** Worked with UNC administration on plans for UNC Global Initiatives in India.

PROFESSIONAL SERVICE TO THE DISCIPLINE _____ continued from previous page

South Asia Communication Association (SACA)

- In our commitment to fostering global communication, Aikat conceptualized and founded in 2015 the South Asia Media Initiative that was later instituted as the South Asia Communication Association (SACA), which has brought together more than 1,625 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide. SACA constitutes member scholars worldwide and represents a joint effort of media and communication scholars, practitioners and brings together people with interest and expertise in Afghanistan, Bangladesh, Bhutan, India, Maldives, Myanmar (Burma), Nepal, Pakistan and Sri Lanka, and the South Asian diaspora worldwide.

SACA hosts research sessions at national conferences of the International Communication Association (ICA) and the Association for Education in Journalism and Mass Communication (AEJMC), which are among the leading research organizations in our field.

PROFESSIONAL SERVICE WITHIN UNC-CHAPEL HILL

Leadership in UNC Honor Court

- Faculty Liaison for the Hussman School of Journalism and Media (*from 2014 to the present*) to the UNC Office of Student Conduct Honor Court.
- Member (*from 2014 to the present*), UNC Office of Student Conduct Honor Court's Faculty Hearings Boards Panel. Selected by peers to serve on the UNC Honor Court's Faculty Hearings Board Panel, which adjudicates violations of academic honesty, personal integrity, and responsible citizenship.

Leadership in Faculty Governance

- Elected member, (*2019 to 2022*), UNC-Chapel Hill's Faculty Executive Committee, which represents the Faculty Council and General Faculty in advising the University administration on issues that are important to the University's mission.
- Elected member, (*2020 to 2023*), UNC-Chapel Hill's Honorary Degrees and Special Awards Committee, which considers nominations from the faculty for Distinguished Alumnus and Alumna Awards, the Thomas Jefferson Award and the O. Max Gardner Award.
- Elected member, (*2015 to 2021*), UNC-Chapel Hill's Faculty Hearings Committee, constituting nine faculty members with permanent tenure, which conducts hearings on the request of faculty members denied tenure, discharged from duty and not reappointed.
- Served as Tenured Faculty Delegate (*from 2014 to 2016*) and represented the Hussman School of Journalism and Media in the UNC-Chapel Hill's Faculty Council, which is UNC-Chapel Hill's significant faculty governance body advising the Chancellor and other administrators on the academic matters at the heart of the university's mission.
- Served (*from 2014 to 2015*) on the UNC-Chapel Hill's Fixed-Term Faculty Committee, which monitors implementation of policies and recommendations concerning fixed-term faculty; reviews school, college, and departmental policies governing fixed-term faculty members; and formulates and proposes new policies and procedures for consideration by the Faculty Council. Term expired 2015.

Professional Service Initiatives within UNC-Chapel Hill

- Served (*2020 to the present*) on the leadership team for UNC-Chapel Hill's Carolina Next: Innovations for Public Good, the university's new strategic plan, which will serve as a roadmap for 2021 through 2026.
- Served as committee member (*from 1998 to the present*) for the UNC-Chapel Hill Chancellor's Awards for Excellence in Academics and Student Activities and Leadership, the campus-wide student recognition program that honors student accomplishments at Carolina. Coordinated selection of Ernest H. Abernethy Prize in Student Publication Work for the most distinctive work in student publications.
- Member, South Asia Faculty Working Group (*from 2000 to the present*), Carolina Asia Center, UNC-Chapel Hill. See South Asia faculty website at <https://carolinaasiacenter.unc.edu/faculty/faculty-working-groups/south-asia-faculty-working-group/>
- Member, UNC-Chapel Hill Scholarly Communication Working Group (*from 2000 to the present*).
- Member, Games4Learning at UNC-Chapel Hill
- Participant, Chancellor's Faculty Entrepreneurship Boot Camp Alumni Group, (*from 2013 to the present*).
- Member, UNC-Chapel Hill Institute for the Arts and Humanities Faculty Fellows Group, (*2000-present*)

Professional Service Initiatives in the Hussman School of Journalism and Media

- The Hussman School of Journalism and Media's Academic Deans have assigned (*from 2015 to the present*) Aikat to conduct teaching observation of instructors in the Hussman School of Journalism and Media.
- Member, Dean's Diversity Group for the Hussman School of Journalism and Media's minority faculty
- Developed in 2019 a comprehensive resource for students to replicate the exam experience for the Usage and Grammar (U&G) exam and an assessment exercise for students of MJ-153 Newswriting.
- Coordinated (*from 2009 to 2018*) poster project on freedom quotations for UNC First Amendment Day. Aikat worked with the Park Library team and law students.

PUBLIC SERVICE IN THE COMMUNITY

Mentor for Social Entrepreneurship

- Mentor for Zach Bijesse, for SlimmerMe, a digital app to help users make healthy choices. The digital app, SlimmerMe, functioned as a mobile weight loss guide with daily goals for the user to learn about and implement proven weight loss methods. SlimmerMe empowered people to make lifestyle changes to lose weight, keep it off, and become healthier.

Research Consultant and Coordinator for Service Learning

- **Chapel Hill Police Department:** Three students Deah Barakat, 23, Yusor Abu-Salha, 21, and Razan Abu-Salha, 19, were killed in an apartment near the UNC-Chapel Hill campus on Feb. 10, 2015. Nearly six weeks after the shooting, in response to our service-learning initiatives, Chapel Hill Police Chief Chris Blue, extended support for a community project. His letter stated: “In this time of great suspicion about government in general, and police departments, in particular, enhanced communication strategies and improved outreach efforts are essential.”
- **The Chapel Hill-Carrboro City Schools:** Community partnership between students and the Chapel Hill-Carrboro City Schools system to accomplish reading, writing and learning initiatives. Worked with the Chapel Hill-Carrboro City Schools to embrace the Growth Mindset model to help students with successful learning and writing.
- **The Town of Chapel Hill.** Aikat led his students to work on community-based service-learning projects to enhance communication outreach efforts of The Town of Chapel Hill’s department of Communications & Public Affairs. These projects included: Website Analysis, Communications Audit and Social Media Campaigns.
- **The Orange County (North Carolina)’s Department on Aging:** Aikat led his students to work with the Orange County Department on Aging, which operates two senior community centers that provide an array of wellness, therapeutic, intellectual, recreational, and social services to annually serve 5,000 seniors from diverse racial and socio-economic backgrounds regardless of financial eligibility.

RESEARCH ENRICHMENT

UNC’s Tar Heel Bus Tour, 2019

Selected to participate with 90 UNC-Chapel Hill faculty members and senior administrators on a listening and learning tour to connect with the communities we serve. The 2019 UNC’s Tar Heel Bus Tour fostered trust and accountability with the people of North Carolina and demonstrated how and why UNC-Chapel Hill is passionately public. Oct. 16-18, 2019. See more details at <https://tarheelbustour.unc.edu/>

Mental Health First Aid Training, 2019

Completed training course to acquire key skills to help students and colleagues with developing mental health problem or experiencing a mental health crisis. Mental Health First Aid covered the potential risk factors and warning signs for a range of mental health problems, including: depression, anxiety/trauma, psychosis and psychotic disorders, substance use disorders, and self-injury. See more details at www.mentalhealthfirstaid.org

Envisioning the Digital University, 2014

Participated in “Envisioning the Digital University” an open dialogue event to discuss, brainstorm and envision the role of technology in research, administration, teaching and learning at Carolina, Nov. 21, 2014. See more details at <http://its.unc.edu/envisioning-digital-university/>

Center for Faculty Excellence — Summer Writing Group, 2014 through 2020

Worked with faculty members in small interdisciplinary groups to support scholarly productivity in this highly successful three-month program of writing and research. Participants reported measurably greater productivity in their writing projects as well as a deepened sense of connection to the wonderful and vibrant scholarly community. Aikat was quoted in a *University Gazette* news feature about this program. See more details at <https://web.archive.org/web/20150801033526/http://gazette.unc.edu/2014/07/15/faculty-flock-to-summer-writing-groups-for-feedback-and-support/>

The Entrepreneurial Mindset—Maximizing Faculty Impact, 2013

Nominated by Dean Susan King and later invited by Chancellor Holden Thorp to participate in “The Entrepreneurial Mindset—Maximizing Faculty Impact,” a workshop on entrepreneurship for faculty members of UNC System Schools, May 13-16, 2013. See more details at http://innovate.unc.edu/ic_resource/faculty-bootcamp/

MEMBERSHIP IN ACADEMIC ASSOCIATIONS

Association for Education in Journalism and Mass Communication (AEJMC), 1992-Present

- Member of AEJMC.
- Member, AEJMC Communication Technology and Policy Division, AEJMC Public Relations Division, AEJMC Newspaper & Online News Division, AEJMC Media Ethics Division, AEJMC Magazine Media Division and AEJMC Mass Communication and Society Division.

International Communication Association (ICA), 1994-present

- Member of the ICA. Member of Public Relations Interest Group. Research papers accepted by Popular Communication Interest Group, Communication & Technology Division, Feminist Scholarship Interest Group and Political Communication Division.
- Member, Communication and Technology Division of the ICA (ICA), (1995 - present).

National Communication Association (NCA), 1994-present

- Member, National Communication Association

Association of Internet Researchers (AoIR), 1999-present

- Member, Association of Internet Researchers

Investigative Reporters & Editors (IRE), 2020-present

- Member, Investigative Reporters & Editors

COLOPHON

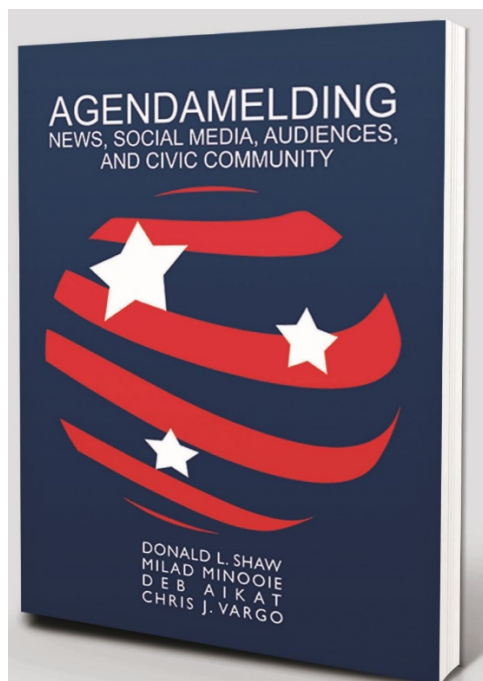


• **A note on the typeface:** This curriculum vitae is set in Garamond, a typeface designed by French type designer Claude Garamond (c. 1480-1561), who gave to his fonts an exquisite elegance and feeling of movement that contributed to easy reading. By the middle of the 16th century, a number of type founders were in business for themselves. The greatest of them all was Claude Garamond, who attained renown for establishing the Roman-style letter as the standard in printing.

- Designed, typeset and composed by Deb Aikat.
 - This curriculum vitae was last revised Sunday, July 12, 2020.
- © 2020, Deb Aikat.

Agendamelding: News, social media, audiences, and civic community

Recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition.



Dr. Don Shaw,
UNC-Chapel Hill



Dr. Milad Minoovie,
Kennesaw State



Dr. Deb Aikat,
UNC-Chapel Hill



Dr. Chris Vargo,
Colorado-Boulder

Shaw, D., Minoovie, M., Aikat, D., & Vargo, C. (2019). *Agendamelding: News, social media, audiences, and civic community*. New York, NY: Peter Lang

© **Audiences meld media messages:** *Agendamelding: News, Social Media, Audiences, and Civic Community* offers a rare, comprehensive look at how traditional media, new media, and audiences interact with news. Authored by pioneers of agenda setting theory and digital media scholars, *Agendamelding* was recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition. *Agendamelding* marks the 50th anniversary of the 1968 seminal agenda-setting study conducted in UNC-Chapel Hill.

The book introduces the term *agendamelding*, which is a step beyond media agenda setting. *Agendamelding* theorizes how audiences meld messages of newspapers, television, and social media in our 21st century digital age. In their foreword to this book, agenda-setting pioneers Maxwell E. McCombs and David H. Weaver call this book “a milestone addition to the agenda-setting literature.” The timely publication of *Agendamelding* book prior to the 2020 election illuminates how strangers in the global village meld their own beliefs with media messages.

Across the world and over time, agenda setting studies have demonstrated that news media influence audiences. But audiences are not passive. Audiences mix or meld media agendas into a coherent narrative about civic community.

© **Research significance:** The vast majority of scholarly and trade studies in media and journalism focus on content, sources, and the means of information dissemination (including analog and digital modes). Another large body of research focuses on audiences—the receivers of the information—their consumption habits, behavior, and opinions.

While there exist normative accounts that take into consideration the findings of both approaches and that offer well-informed and logical explanations of the interactions between various media and audiences, they do so through case studies. Until now, current scientific method has been unable to account for all parties involved as part of the same model until this book. *Agendamelding* illuminates how the need for orientation is very basic in humans and the attraction of similar-thinking groups is powerful as well. We meld with the agendas of these groups.

Ⓞ **Theoretical framework:** *Agendamelding: News, Social Media, Audiences, and Civic Community* theorizes agenda setting and agendamelding perspectives from the 2008, 2012 and 2016 United States presidential elections to demonstrate how audiences meld the messages of newspapers, television, and social media to create a picture of the issues and candidates in our 21st century digital age. *Agendamelding* demonstrates the power of media and analyzes how audiences organize media messages to fit their interests and inclinations in those elections, demonstrating the power of audiences to select media messages.

The Agendamelding theory, as introduced in the book, is built on the solid foundation of established theories such as agenda setting, cognitive dissonance, spiral of silence, and uses and gratifications. Since the inception of agenda-setting theory 50 years ago, a lot has changed in the media landscape. There now exist thousands of news media outlets in the U.S., varying by medium and ideology extremity. With this diversity in news media comes diversity in news agendas. *Agendamelding* argues that this media explosion has resulted in consumer choice. Consumers choose what media to consume according to their identities and communities they identify with. Current agenda-setting theory does not account for this type of consumer choice, and as such agendamelding is a useful continuation of the theory.

Ⓞ **Research method:** *Agendamelding* offers a comprehensive method and a step-by-step guide to media professionals and social scientists alike to precisely measure the effects of various types of media on audiences while also assessing the effect of audiences' biases, opinions and personal preferences on their receptiveness of media messages. Utilizing this method, journalists can identify agenda influence, broadly construed. For instance, the method can be used to measure the impact of false information dissemination efforts—one of the biggest, if not *the* biggest, threat to journalism today—on various audiences and identify the best avenues through which truth campaigns would have the biggest effect to neutralize the disinformation. Moreover, the model can be used to measure the effect that non-democratic regimes have on news and audience agendas. Agendamelding theory can be thought of as a thermometer in which a government's agenda influence can be measured and benchmarked against other, more democratic governments. Other media professionals, such as PR practitioners seeking to quell false rumors about their clients and political communicators responding to attack ads (on politicians and issues alike), may draw on agendamelding to find the most effective way of disseminating their messages.

Ⓞ **Scholarly contribution:** The book's practical applications aside, the agendamelding theory opens new and innovative ways for scholars to study the media and audiences. The authors' creative use of millions of tweets roots this original research firmly in the current digital age. The book explains how Agenda Community Attraction facilitates the formation of civic groups. It offers epistemic communities a tool—a formula (the Agenda Community Attraction, or ACA, formula)—to assess the state of the media both on a macro scale (by considering the topics and issues discussed in the media) and micro scale (by diving deep into the coverage of a single issue and its evolution).

While for decades social scientists have looked to media as the force that sets the agenda for the average person, the strength of the correlations between media agenda and the public agenda has dropped from high-.90s in late 1960s and early 1970s to a more modest mid-.60s and high-.50s today. Many social scientists have tried to attribute this phenomenon to the decline of the power of mass media. However, the findings outlined in *Agendamelding* support an alternative hypothesis: The public agenda has always been the result of a melding process whereby audiences mix media messages with their own personal beliefs and preferences. The only difference is that now technology has underscored the importance of audience's personal beliefs and values by connecting them to like-minded strangers in the distant world.

Agendamelding theorizes that agendamelding concepts also fit national systems, suggesting that political health and media agendas are correlated. The book enunciates how agendamelding could be applied in many situations and conditions. This book is a must-read for media strategists and content providers trying to uphold journalism ideals and standards as well as media scholars and communication researchers—especially those who believe the existing theories and research methods' predictive and explanatory powers have diminished in recent years. This book presents a revolutionary way to study media.