Heidi A. Makady, *Ph.D.*

Communication & Technology

Assistant Professor
School of Journalism & Mass Communication
TEXAS STATE UNIVERSITY

ORCID

EDUCATION

Ph.D. Communication & Technology . ***University of Florida*.** [August 2023].

Chair: Dr. Wayne Wanta, *College of Journalism & Communication*. ***University of Florida***
Co-Chair: Dr. Jasmine E. McNealy, *College of Journalism & Communication*. ***University of Florida***
External Committee Member: Dr. Alina Zare, College of Engineering, ***University of Florida***

Dissertation: A New Digital Divide? The Influence Of Algorithmic Awareness On Algorithmic System Resistance And News Content Engagement. A Study Of Twitter And Youtube News Audiences

Master of Science in Communication. ***University of Louisiana at Lafayette.*** 2014.

Thesis: Clicking Past the Tweet: Gratifications Sought Based on a News Values Analysis.
Chair: Dr. William R. Davie, ***University of Louisiana at Lafayette.***

ACADEMIC HONORS, AWARDS & GRANTS

Lillian Kopenhaver Center Fellow 2022 – 2023. *Florida International University (FIU).*
Awarded by the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication.

Top Student Paper Award. Communication Theory & Method Division (CTM).
Association for Education in Journalism and Mass Communication (AEJMC). [*Fall 2023]*

Lump Sum Fund toward Dissertation Research. *[Spring 2023, **($3,000)**].*
Funding is a part of a larger seed fund grant provided by [*UF Informatics Institute]* for a strategic development project exploring Equitable Use of AI Among Marginalized Communities in Agriculture - in collaboration with the College of Agriculture & Life Sciences. [Research Assistant]. *University of Florida*.

UF College of Journalism and Communications Travel Grant Award. *[Spring 2023, Funded: **($500)**].*

UF College of Journalism and Communications Travel Grant Award. *[Fall 2022, Funded: **($500)**].*

AEJMC *Broadcast & Mobile Journalism (BAMJ)* Division Travel Grant award. *[Fall 2022*, Funded: **(*$200)**].*

Certificate of Outstanding Merit.
College of Journalism & Communication - UF International Student Center.
University of Florida. Fall 2021.

Top Student Paper Award. Broadcast & Mobile Journalism Division (BAMJ),
Association for Education in Journalism and Mass Communication (AEJMC). Fall 2021

Stephen N. & Betty L. Hooper Endowment Scholarship
University of Florida. Fall 2019 – 2022

James Lawrence Fly Fund
University of Florida. Fall 2019 – 2022

WTVJ/NBC 6 Scholarship/Assistantship in Memory of Rob Pierce
University of Florida. Fall 2019 – 2022

Outstanding Thesis Award- Communication Department
University of Louisiana at Lafayette. Spring 2015

The Student Government Association (SGA) Award of Merit
University of Louisiana at Lafayette. Fall 2014

Certificate of Achievement for Academic Excellence - Honor's Convocation.
University of Louisiana at Lafayette. Spring 2014

Dr. Jung-Sook Lee Memorial Endowed Scholarship. *[Funded:* ***($1,000)****]*
Awarded by UL communication program to international graduate students | Performance & Research.
University of Louisiana at Lafayette. Fall 2013 - Spring 2014

7th Al Jazeera International Film Festival Award – "New Horizon Film Competition for Junior Directors"
Short documentary featuring Coffee-Making Rituals in the Arab Gulf – Film Title: "Fenyal Qahwa" - (A Cup of Arabic Coffee). *Doha, Qatar. Fall 2011*

Dean's list for College of Arts and Science (CAS).
Qatar University, Doha. Spring 2008 - Fall 2010

ACADEMIC ACTIVITY, SERVICES & SCIENTIFIC RESEARCH PEER-REVIEWING

Research Co-Chair, *AEJMC, Broadcast & Mobile Journalism Division. 2023 - 2024*

Artificial Intelligence Research (AIR) Group. *Consortium on Trust in Media and Technology. University of Florida. 2023*

Manuscript Peer-Reviewer, *Behavior & Information Technology*. 2024

Manuscript Peer-Reviewer, *Feminist Media Studies*. 2024

Manuscript Peer-Reviewer, *Policy & Internet*. 2023

Manuscript Peer-Reviewer, *New Media & Society*. 2022

Manuscript Peer-Reviewer, *Feminist Media Studies*. 2022

Journalism & Mass Communication Quarterly (JMCQ)
Publication Process & Peer Review Training. Cohort Member. 2022 – 2023

Membership Director. *AEJMC, Broadcast & Mobile Journalism Division. Spring 2022*

Graduate Student Liaison. *AEJMC, Broadcast & Mobile Journalism Division. Spring 2020 - Spring 2022*

Conference Paper Reviewer, *AEJMC, [Electronic News Division]. 2020 – 2021*

Conference Paper Reviewer*, ICA, Communication & Technology Division. 2020 - 2021*

Graduate Peer Mentor, *UF CJC Graduate Student Mentor Program. 2020 -2021*

Student Government Association (SGA). *Graduate President.*
University of Louisiana at Lafayette. Fall 2014

Graduate Student Organization (GSO). *Vice Representative.*
University of Louisiana at Lafayette. Fall 2013

Communication Graduate Program Liaison.
Maintained Internal & external relations of the communication Graduate program of the University of Louisiana. Managed Social Media presence of the Graduate Program on multiple social platforms.

Communication Department Graduate Student Organization (CGSO). Broadcast Sequence Representative.
University of Louisiana at Lafayette. Spring 2013

Judge and Team Captain - *Region VI Social Studies Fair*
(Regional Academic Competition- Louisiana, Lafayette). Fall 2014

Onsite Competition Proctor - *The Southeast Journalism Conference (SEJC 2014).*
Journalism Competitions: Newswriting - Copy Editing. Spring 2014

COLLOQUIA

AI in the Classroom. Workshop on best practices of AI integration in classroom and use of AI in teaching for undergraduate and graduate level students. [Workshop Lecturer]
University of Southern Mississippi. Spring 2024.

***Engaging Junior Mobile Journalism Scholars: Effective Strategies for Publication in Communication & Technology*. [Conference Panel]**
[Presiding Moderator]. Broadcast & Mobile Journalism Division. AEJMC 2022.

MMC 6936 Human-Machine Communication.
[Guest Speaker]. University of Florida. Fall 2021

The Seeking and Shaping of Electronic News.
[Presiding Moderator]. AEJMC 2020

CMCN 501 - Introduction to Pedagogy & Supervised Teaching.
Guest lecturer. University of Louisiana at Lafayette, Fall 2014

Graduate Student Orientation.
Guest lecturer. University of Louisiana at Lafayette, Fall 2014

PROFESSIONAL ACADEMIC AFFILIATIONS

[ICA] International Communication Association. *Human-Machine Communication Interest Group.*

[AEJMC] Association for Education in Journalism & Mass Communication. *Broadcast & Mobile Journalism Division*.

[BEA] Broadcast Education Association.

[SPJ] Society of Professional Journalists - UL, Lafayette Chapter. Fall 2014 - Spring 2015.

RESEARCH INTERESTS

Algorithmic Awareness and Social Implications of Algorithms in Public Life.

AI-Human Communication, Human-Machine Communication, Computer-Mediated Communication.

Technology & Policy: AI Ethics, Accountability in Machine learning, Algorithm Auditing.

Understanding Audiences, Audience Engagement, Mis- and Dis-information.

PEER-REVIEWED PUBLICATIONS

| JOURNAL ARTICLES, BOOK CHAPTERS & PEER-REVIEWED PUBLICATIONS |

Shao, C., Nah, S., **Makady, H.,** & McNealy, J. (2024). ***Understanding User Attitudes Towards AI-Enabled Technologies: An Integrated Model of Self-Efficacy, TAM, and AI Ethics.*** *International Journal of Human–Computer Interaction.* https://doi.org/10.1080/10447318.2024.2331858

Liu, F. **Makady, H.,** Nah, S., McNealy, J., *(December 2023).* ***When citizens support AI policies: the moderating roles of AI efficacy on AI news, discussion, and literacy****, Journal of Information Technology & Politics* https://doi.org/10.1080/19331681.2023.2294363

Makady, H*. (2023).* ***Human, I Know How You Feel: Individual Psychological Determinants Influencing Smartwatch Anthropomorphism***. *Journal of Technology in Behavioral Science.* https://doi.org/10.1007/s41347-023-00351-0

Makady, H. (2023). ***To Interact or Not to Interact with News Posts: The Role of Algorithmic Awareness & Self-Monitoring in Facebook News Consumption.*** *Electronic News: Broadcast & Mobile Journalism.* https://doi.org/10.1177/19312431231166933

Makady, H., Davie, W., Fischer, K. (2022). ***Algorithms, Analytics, and Metrics: Is Audience Interaction Reshaping Algorithmic Gatekeeping in the Marketplace of Attention?*** In Lipschultz., J., Luttrell., G. Freberg., K. *The Emerald Handbook of Computer-Mediated Communication & Social Media.* Emerald Publishing Limited, Bingley, pp. 531-548. https://doi.org/10.1108/978-1-80071-597-420221031

Makady, H., Liu, F. (2022) ***The Status of Human-Machine Communication Research: A Decade of Publication Trends Across Top-Ranking Journals.*** *The Proceedings of HCII2022. Springer.* https://doi.org/10.1007/978-3-031-05311-5_6

Windels, K., Champlin, S., & **Makady, H.** (2021*).* ***Deferring gender equality until the next generation: evidence of the persistence of postfeminist discourse in advertising****. Feminist Media Studies.* https://doi.org/10.1080/14680777.2021.1944256

Auter, P., Douai, A., **Makady, H.,** & West, C. (2016). ***Circulating health rumors: A 12-month content analysis of news stories and reader commentary about Middle East Respiratory Syndrome from two Middle Eastern news outlets*****.** *International Communication Gazette*. 78(5), 411–431. https://doi.org/10.1177/1748048516640202

Elmasry M. H., Auter P.J., **Makady H.** (2017). ***Mapping the "Arab Autumn": A Framing Analysis of CBC and Al Nahar Networks' Coverage of Egypt's Military Coup.*** In: Douai A., Ben Moussa M. (eds) *Mediated Identities and New Journalism in the Arab World.* Palgrave Macmillan, London. https://doi.org/10.1057/978-1-137-58141-9_8

Makady, H. (2014). ***Clicking Past the Tweet: Gratifications Sought Based on a News Values Analysis***. Available from ProQuest Dissertations and Theses database. https://pqdtopen.proquest.com/pubnum/1585863.html

| PEER REVIEWED CONFERENCE PAPERS & PANELS |

Liu, F. **Makady, H.,** Nah, S., McNealy, J., (August 2023) **When Citizens Support AI Policies: The Moderating Roles of AI Efficacy on AI News, Discussion, and Literacy.** The Association for Education in Journalism and Mass Communication (AEJMC). ***[Communication Theory & Method Division].*** Washington, D.C. ****Top Student Paper Award.***

Shao, C., Nah, S., **Makady, H.,** McNealy, J., (May 2023) **When AI Meets Ethics: Rethinking Attitude Toward Use of AI Technologies*. [Communication & Technology Division].*** The International Communication Association Conference (ICA). Toronto, Canada.

Makady, H. (*April 2023*) ***Human, I Feel you: Individual Psychological Determinants Influencing Smartwatch Anthropomorphism. [Communication & Technology Division***]. *Eastern Communication Association Conference (ECA). Baltimore, Maryland.*

Makady, H., (AEJMC, 2022). ***Engaging Junior Mobile Journalism Scholars: Effective Strategies for Publication in Communication & Technology. [Broadcast & Mobile Journalism Division]*** [Conference Panel]. *Detroit, Michigan*

Makady, H., Liu, F. (July 2022) ***The Status of Human-Machine Communication Research: A Decade of Publication Trends Across Top-Ranking Journals.*** *HCII2022. Virtual.*

Liu, F., **Makady, H.,** Xu, K., (2022), ***Mapping the Landscape of Human-Machine Communication Research: A Systematic Review of Empirical Research from 2010 to 2021.*** The International Communication Association Conference (ICA 2022). *Paris, France*. **[Human-Machine Communication Division]** ****Top Paper Session.***

Makady, H. (2021**).** ***I Wouldn't React to it Because of the Algorithm. How Can Self-Presentation Moderate News Consumption?*** The Association for Education in Journalism and Mass Communication (AEJMC).
****Top Student Paper Award.***

Makady, H. & Windels, K. (2021). ***Rhetorical Devices in Agency Philosophies: An Analysis of Rhetorical Figures in Slogans of Top-Ranking Agencies for Creativity and Effectiveness.*** **[Advertising Division].** The Association for Education in Journalism and Mass Communication (AEJMC).

Windels, K., & **Makady, H.** (2021). ***An Analysis of Agency Philosophies and Their Impact on Agency Performance.*** American Academy of Advertising (AAA).

Windels, K., Champlin, S., & **Makady, H.** (2021). ***Putting Off Gender Equality Until The "Next Generation:" A New Form of Postfeminist Advertising.*** American Academy of Advertising (AAA).

Makady, H., Davie, W., (2020). ***Clicking Through the Tweet: A News Values Analysis of Twitter's Impact*.** The Broadcast Education Association. BEA On-Location.

Elmasry, M., Auter, P., & **Makady, H.** (November 2015). ***Media coverage of the overthrow of an elected president – a framing analysis of Egyptian TV news coverage of July 3, 2013, the day of the ouster of President Mohamed Morsi.*** 101st National Communication Association (NCA). Las Vegas, NV.

Auter, P., Darweesh, A., & **Makady, H.,** & Template, A. (October 2015). ***Social media use among female university students in Egypt.*** The 20th annual Arab-U.S. Association for Communication Educators conference (AUSACE). Doha, Qatar.

Arceneaux, P., **Makady, H.** & Auter, P. (October 2015). ***Social networking or social not working: An examination of social media as a modifier of acculturative stress and depression in Middle Eastern international students in the American Deep South.*** The 20th annual Arab-U.S. Association for Communication Educators conference (AUSACE). Doha, Qatar.

Makady, H., & West, C. (November 2014). ***Hashtags and Rumors: a case study of Flight MH370.*** *The International Conference on Media and Rumor*. KSA

Auter, P., Douai, A., **Makady, H.,** & West, C. (November 2014). ***Circulating health rumors: A 12-month content analysis of news stories and reader commentary about Middle East Respiratory Syndrome from two Middle Eastern news outlets.*** The International Conference on Media and Rumor. KSA.

ACADEMIC EXPERIENCE

| TEACHING EXPERIENCE |

University of Southern Mississippi. School of Media & Communication. [Visiting Assistant Professor].
[September 6th, 2023 – May 14, 2024].

Undergraduate Courses Taught:

- **MCJ101: Media Literacy - FLM170: Introduction to Film Studies** [Fall 2023 – Spring 2024].
- **MCJ 310: Digital & Social Media** [Fall 2023].

Graduate-Level Courses Taught:

- **COM782: Women, Minorities & Emerging Technologies. [**Spring 2024].

University of Florida. College of Journalism & Communication. [Instructor of Record].
[Fall 2020 – Summer 2023].

Courses Taught:

- **JOU 3002: Understanding Audiences.** [Fall 2020. Spring 2021, Spring 2022, Fall 2022, Spring 2023].
- **MMC 3420: Consumer & Audience analytics.** [Fall 2021]
- **MMC 3630: Social Media & Society.** ***[Teaching Assistant]*** [Fall 2019, Spring 2020].

University of Louisiana at Lafayette. [Instructor of record] .

- **CMCN 100– Principles of Human Communication.** [Fall 2014] for 2 CMCN 100 lab classes: in conjunction with mass lecture. The course introduces theories of effective communication, practical applications in interpersonal, small group, and public communication settings & principles of public speaking and rhetoric.
- **CMCN 360– TV Studio Production.** ***[Teaching Assistant].***
  CMCN 469 (G)– Digital Media Convergence.** ***[Teaching Assistant]. Assisted in preparing core materials from textbook for lectures. Taught classes when needed, prepared, and graded exams. [Fall 2014] ****Graduate level course***

| RESEARCH EXPERIENCE & ACTIVITIES |

University of Florida, College of Journalism & Communications

Graduate & Research Assistant. ***Fall 2019. Spring 2020.***

Research Assistant - Dr. Kasey Windels [Department of Advertising].
Research projects exploring advertising agencies' philosophies and feminist discourse in advertising.

Research Assistant. Strategic development project exploring *Equitable Use of AI Among Marginalized Communities in Agriculture* - in collaboration with the College of Agriculture. Received ***Lump Sum Fund toward Dissertation Research. [$3,000].*** Funding is a part of a larger seed fund grant provided by [UF Informatics Institute] for the project.

University of Louisiana at Lafayette, Department of Communication
Graduate & Research Assistant. **Spring 2013. Fall 2013**

Qatar University, Department of Mass Communication
Research Assistant. Fall 2010
Data collection and coding for Elmasry, M. H., Shamy, A. E., Manning, P., Mills, A., & Auter, P. J. (2013). Al-Jazeera and Al-Arabiya framing of Israel–Palestine conflict during war and calm periods. International Communication Gazette, 75(8), 750768. https://doi.org/10.1177/1748048513482545

PROFESSIONAL EXPERIENCE

Audience Development Analyst & Strategist
Al Jazeera Network (AJ+) [AJ+ Français, AJ+ Arabic, AJ+ Español] April 2018. Doha, Qatar.

Key milestones: Developed & launched *AJ+ français* channels on YouTube & Instagram (Launching, audience & content strategy). Launch strategy presented for Instagram France, Paris. Managed Audience Market Research including Competitor and Performance Analyses. Optimized channel performance cross-platforms (including Facebook, Twitter & Instagram) while advising content production teams. Launched *AJ+français* YouTube channel and developed its content strategy.

Account Manager / Digital Account Manager
Havas Worldwide Communication.
October 2017 – March 2018. Doha, Qatar.

Client Portfolio: PricewaterhouseCoopers (Pwc), Qatar's Ministry of Finance, Honda, Volvo (automotive), Qatar Insurance Company (QIC), Qatar's Telecom Network (Ooredoo Group). Managed F&B clients social media accounts [Hootsuite & Buffer].

Senior Account Executive
Frame Communications
January 2016 – June 2016. Doha, Qatar.

Client Portfolio: Handled a portfolio of diverse local clients in Doha, Qatar: Health insurance, Banking, Fashion & Retail, Arts & Culture.

Communications Consultant – Social Media Strategist
Gate To Wellness. [Handled marketing, communication, and social media management].
October 2015 – December 2015. Doha, Qatar.

Multimedia Journalist [Intern]
KATC TV-3 - ABC Network Affiliate
Summer 2013. Louisiana, USA

News Reporter & Editor – English News Desk
Qatar News Agency (QNA). Qatar's official news agency.
January 2012 - December 2012. Doha, Qatar.

Producer /Assistant Segment Director [Intern]
Al Jazeera TV Network.
Summer 2011. Doha, Qatar.

News Editor [Intern]
AlJazeera TV Network.
Fall 2010. Doha, Qatar.

News Reporter [Intern]
KLFY TV-10. CBS Network Affiliate
Spring 2009. Louisiana, USA

TRAINING & WORKSHOPS

Fighting Fire with Fire: Navigating Student AI Use with AI-Enriched Assignments & Assessments.
Macmillan Learning. AI for Educators Webinar Series. Spring 2024.

"Verificado"– News Fact-Checking Training. September 2018. Doha, Qatar
Workshop initiative for fact-checking against misinformation and fake news by Al Jazeera's ***[AJ+ Español]***

Reporting on Polls and Public Opinion Surveys. Spring 2010. Doha, Qatar
Workshop presented by Social & Economic Survey Research Institute (SESRI).

Cinematography [2-month training course] Spring 2008. Doha, Qatar
Al Jazeera TV Network Training Center

Print Journalism [2-month training course] Fall 2007. Doha, Qatar
Al Jazeera TV Network Training Center.

SKILLS, COMPETENCIES & RELATED PROFESSIONAL SOFTWARE

Data Visualization (Tableau)
Data Analysis (R, SPSS)
Computational Methods [Topic Modeling] [R]
Bibliographic databases (Mendley & Zotero)
Advanced Analytics & Intelligence Tools (Tubular, Crowdtangle, Google Ads, NewsWhip).
Educational platform (Canvas)
Video editing (Final Cut Pro)
Audience Development Analytics & Strategy
Advertising & Marketing
Strategic Planning

LANGUAGES: English – Français – Arabic