

Saleem Alhabash

Assistant Professor of Public Relations at Michigan State University

East Lansing, MI, US

Expert in social and new media

Biography

Saleem Alhabash is an Assistant Professor of Public Relations and Social Media, jointly appointed by the Department of Advertising and Public Relations, and the Department of Media and Information. His research focuses on the processes and effects of new and social media. More specifically, Saleem's research investigates the cognitive and emotional responses, and psychological effects associated with using social networking sites and playing serious/persuasive video games. His research is geared toward understanding how new communication technologies can be utilized in cross-cultural and international communication, with emphasis on changing attitudes and stereotypes of foreign nations. Saleem received his Ph.D. from the University of Missouri School of Journalism. He brings a diverse experience in global media and strategic communication.

Industry Expertise

Media - Online, Social Media, Research, Education/Learning

Areas of Expertise

Advertising and Public Relations, Media and Information, Social Media, Journalism, Editing, Persuasion and Emotional Response

Affiliations

Games for Entertainment & Learning (GEL) Lab @ MSU, Muslim Studies Program @ MSU

Education

University of Missouri

Ph.D. Journalism

University of Missouri

M.A. Journalism

Birzeit University

B.A. Journalism and Political Science

Accomplishments

Top Faculty Paper (Third Place)

Awarded by the The Association for Education in Journalism and Mass Communication, Advertising Division

Top Faculty Paper (Second Place)

Awarded by the The Association for Education in Journalism and Mass Communication, Minorities and Communication Division

Top Student Poster Award

2010

Awarded by the Society for Psychophysiological Research

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