

Nour Zeid

Department of Communication & Journalism
Texas A&M University
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Education

Fall 2019 – Present

Ph.D. in Communication

Texas A&M University
Department of Communication & Journalism
Advisor: Dr. Hart Blanton

M. A. in Communication

Texas A&M University
Department of Communication & Journalism

Fall 2016 – Spring 2019

B. A. in Communication with Honors (Magna Cum Laude)

Texas A&M University
Department of Communication & Journalism
Minor: English

Spring 2019

Professional Writing Certificate

Texas A&M University
Department of English

Exchange Experience

Fall 2017 – Spring 2018

Study Abroad at Texas A&M University at Qatar in the Education City, Doha, Qatar

*I was able to cross-register and attend classes at the Qatar branches of the following institutions: Carnegie Mellon University, Northwestern University, and Virginia Commonwealth University at Qatar.

Awards and Honors

Research Awards

2023

Bonnie R. '70 and James A. Creel '69 Graduate Award (\$2000)

Texas A&M University
Department of Communication & Journalism
*Awarded for outstanding graduate student achievement among Communication graduate students with a research agenda in health communication. The evaluation criteria are equally based on scholarly and/or pedagogical merit, and significance of contribution to health communication.

Spring 2018

Northwestern University at Qatar Media Research Award

Northwestern University at Qatar, Education City, Doha, Qatar
*Class project targeting anorexia awareness in the Middle East was nominated and shortlisted for the Media Research Award.

Service Awards

2023 **Roy Joseph Memorial Award**
 Texas A&M University
 Department of Communication & Journalism
 *Awarded by faculty to acknowledge various ways that graduate students have gone above and beyond expectations, contributed to a supportive culture in the program through their service and teaching, and generally made life better for others.

Academic Honors

Fall 2017 – Spring 2019 **Texas A&M University Dean’s List**

Fall 2016 – Spring 2019 **Department of Communication & Journalism Honors Program**
 *Graduate of the Departmental Honors Program with Honors in Communication

Distinction

Spring 2019 **Honor Graduate with Magna Cum Laude Honors**

Research Focus

- **Quantitative, Qualitative and Computational Social Science Research Methods:** sentiment analysis, social network analysis, content analysis, and experiments.
- **Cultural and linguistic differences in media effects:** Media effects surrounding theoretical lemmas for agenda-melding, agenda-setting, and framing in health, political, and environmental communication.
- **Information Management:** Algorithm filtering, recommendation, and content curation across languages, media selectivity behaviors, and information seeking and avoidance behaviors.
 - **Public Opinion** and emotional expression on social media and online ad hoc public spheres.
 - **Persuasion Mechanisms:** Narrative transportation, fear appeal (EPPM).

Research Positions

Spring 2022 **Research Assistant** working with Dr. Sebastian Scherr, Department of Communication & Journalism, Texas A&M University.

Fall 2019 – Spring 2021 **Research Assistant** working with Dr. Hart Blanton, Department of Communication & Journalism, Texas A&M University.

Fall 2018 – Spring 2019 **Research Assistant in the Media Influence Research Internship (MIRI)** headed by Dr. Hart Blanton, Department of Communication & Journalism, Texas A&M University.
 * I worked under the supervision of Dr. Johanna Dunaway on a research project focusing on narrative transportation and fake news.

Summer 2018 **Research Assistant** working with Dr. Amy Hodges on a research project titled “A Toolkit for Technical Communication in Qatar
 *I contributed to this project during my study abroad at Texas A&M University at Qatar.

Publications

Published Peer Reviewed Articles (5)

*Journal listed in the SSCI/SCI ranking

Zeid, N., Street, R. L., Leiner, D. J., & Scherr, S. (2024). “I feel the weight of expectations”: How emotions and social norms shape news choices about superfood diets. *Health & New Media Research*, 1, Article 1.
<https://doi.org/10.22720/hnmr.2024.00080>

*Zhu, Y., **Zeid, N.**, Leiner, D. J., & Scherr, S. (2024). What motivates information (non-) seeking behaviors about a healthy diet? *Journal of Health Psychology*, 13591053241245263. <https://doi.org/10.1177/13591053241245263>

***Zeid, N.**, Tang, L., Amith, M. “Tuan” (2023). The spread of COVID-19 vaccine information in Arabic on YouTube: A network exposure study. *DIGITAL HEALTH*. .2023;9. <https://doi.org/10.1177/20552076231205714>

***Zeid, N.**, Frissen, T., & Scherr, S. (2022). جمال_خاشقجي #JamalKhashoggi: Unraveling multilingual Twitter sentiment dynamics in a longitudinal comparative analysis of tweets in Arabic and English. *New Media & Society*, 0(0).
<https://doi.org/10.1177/14614448221137016>

***Zeid, N.**, & Tang, L. (2022). Egyptian newspapers coverage of COVID-19 vaccines: A theoretically driven content analysis. *Journal of Health Communication*, 27(10), 727–736. <https://doi.org/10.1080/10810730.2022.2157908>

Book Chapters (1)

Zeid, N. (2018). The Qatar blockade: A rhetorical analysis of message and audience. In *Best Writing: Stories We Live By*. Texas A&M University at Qatar Publication. 5th ed., pp.146–153.

Articles Under Review (2)

Zeid, N., Frissen, T., Pan, Y., & Scherr, S. (under review). Changes in the climate change discourses: Emotional accommodation dynamics over time and across languages in tweets about the COPs climate summits.

Zeid, N., Yijia, Z. Leiner, D., Scherr, S. (under review). Measuring up to others: How different social norms predict information management about superfood health hacks and small-change diets.

Articles In Preparation (2)

Burrows, C., **Zeid, N.**, Blanton, H. (in preparation, data collected). On the effects of tobacco and nicotine imagery in video games in the context of health risk perception.

Zeid, N., Blanton, H. (in preparation, data collected). Let’s Take a Break: On the Impact of Disrupting Narrative Transportation.

Conference Presentations

Peer Reviewed, Full Paper Presentations

Zeid, N., Tang, L., Amith, M. “Tuan” (2023, November 16-19). *The spread of COVID-19 vaccine information in Arabic on YouTube: A network exposure study*. [Paper presentation]. Health Communication Division at 109th National Communication Association Annual Meeting, National Harbor, ML, United States.

- Zeid, N.**, Yijia, Z., Leiner, D., Scherr, S. (2023, August 7-10) *Measuring up to others: How different social norms predict information management about superfood health backs and small-change diets*. [Paper presentation]. 106th AEJMC Annual Convention presented to Newspaper and Online News (NOND) Division, Washington, D.C., United States.
- Zeid, N.**, Frissen, T., Pan, Y., & Scherr, S. (2023, August 7-10) *Explaining topical and emotional convergence in the discussion of climate change using accommodation theory in deep learning models*. [Paper presentation]. 106th AEJMC Annual Convention presented to Communicating Science, Health, Environment, and Risk (CommSHER) Division, Washington D.C., United States.
- Zeid, N.**, Street L., Jr., Leiner, D., Scherr, S. (2023, May 25-29) *"I feel this is relevant for me!": On the joint relevance of affect and social norms for exposure to and avoidance of news about a healthy diet*. [Paper presentation]. 73rd International Communication Association Annual Conference presented to Health Communication Division, Toronto, Canada.
- Zeid, N.**, Frissen, T., Scherr, S. (2022, May 26-30) *جمال_خاشقجي##JamalKhashoggi: Unraveling multilingual Twitter sentiment dynamics in a longitudinal comparative analysis of tweets in Arabic and English*. [Paper presentation]. 72nd International Communication Association Annual Conference presented to The Global Communication and Social Change Division, Paris, France.
- Zeid, N.**, & Tang, L. (2022, November 17-20). *Egyptian newspapers coverage of COVID-19 vaccines: A theoretically driven content analysis*. [Paper presentation]. 108th National Communication Association Annual Meeting presented to the Health Communication Division, New Orleans, LA, United States.

Teaching Experience

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| Fall 2024 | <p>Instructor of Record
 Department of Communication & Journalism, Texas A&M University
 COMM 210 – Group Communication</p> |
| Spring 2024 | <p>Instructor of Record
 Department of Communication & Journalism, Texas A&M University
 COMM 243 – Argumentation and Debate</p> |
| Fall 2023, Fall 2024 | <p>Instructor of Record
 College of Arts & Sciences, Texas A&M University
 ARSC 101 – First Year Seminar
 *Nominated by the department and selected by the college to become a Hullabaloo U instructor for first-generation students</p> |
| Fall 2022 – Fall 2023 | <p>Instructor of Record
 Department of Management, Texas A&M University
 MGMT 439 – Negotiations</p> |
| Spring 2021 | <p>Instructor of Record
 Department of Communication & Journalism, Texas A&M University
 COMM 210 – Group Communication</p> |
| Fall 2019 - 2021, Spring 2022 | <p>Teaching Assistant
 Department of Communication & Journalism, Texas A&M University
 COMM 203 – Public Speaking</p> |
| Fall 2019 | <p>Teaching Assistant
 Department of Communication & Journalism, Texas A&M University</p> |

COMM 101 – Introduction to Communication

Academic Service and Community Commitments

Service to the Field

Fall 2023

Ad-hoc Reviewer

*Journal of Health Communication

*Discover Health Systems

Spring 2019

Collected data for and edited the book “News and Democratic Citizens in the Mobile Era” by J. Dunaway and K. Searles

*Acknowledged for my contributions to this book by the authors.

Service to the University

Fall 2023, Fall 2024

Hullabaloo U Instructor

*Assist first-generation students with their transition to college and the development of self-efficacy, self-awareness, and sense of purpose. Help the students actively engage in learning environment inside and outside the classroom; become socially integrated within the university community.

Spring 2021

Texas A&M Diversity and Inclusion Committee

*Served on the organizational committee and assessed submissions for acceptance in the conference.

Service to the Department

Fall 2019 – Spring 2021

SONA research system facilitator

Department of Communication & Journalism, Texas A&M University

*Worked on SONA participation pool to facilitate data collection by faculty and researchers.

Fall 2022, Fall 2023

Peer Mentor for incoming graduate students**Service to the Community**

Spring 2019

The Big Event

*University wide event to assist and give back to the city’s community in need.

Professional Development

Professional Certification and Training

2023

G.R.A.D. Aggies Professional Development Certificate program, Texas A&M University.

2021

Python for the Digital Humanities, Texas A&M University.

2019

Research Design in Social Science Data, SAGE online course.

Professional Memberships

Since 2022	Association for Education in Journalism and Mass Communication (AEJMC).
Since 2021	International Communication Association (ICA).
Since 2021	National Communication Association (NCA).
Since 2021	Consortium for the Advancement of Research Methods and Analysis (CARMA).
Since 2020	Society for Health Communication.