

Name: Vlad Vasiliu

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CURRICULUM VITAE

1. Personal Details

Permanent Home Address: Ha-Em u-Vaneha 22 B, Gibton

Cellular Phone: 0525598899

Electronic Address: Vladv@yvc.ac.il

2. Higher Education

A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2005-2008	Max Stern Academic College of Emek Yezreel. Communication	Bachelor of Arts	2008
2008-2012	Tel Aviv University. Communication	Master of Arts	2012
2015-2018	University of Haifa. Communication	Ph.D.	2018

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2009-2018	Max Stern academic college of Emek Yezreel	Teaching assistant
2009-2016	Max Stern academic college of Emek Yezreel	Junior Research Assistant
2011-2016	IDC Herzliya	Junior Teaching Assistant
2012-2013	Ariel University	Junior Research Assistant
2012-2020	Netanya academic college	Teaching assistant
2013-2021	Netanya academic college	Teacher Part-Time
2022-2023	Netanya academic college	Lecturer
2018-2021	Max Stern academic college of Emek Yezreel	Teaching Fellows
2019-2021	Hadassah Academic College	Teacher Part-Time

4. Scholarly Positions and Activities outside the Institution

Member of Israel Communication association

Member of Israel Political Science Association

5. Participation in Scholarly Conferences

a. Active Participation

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
3/4/2012	16 th Israel Communication Association Annual Conference	Tel Aviv University, Israel	Perceived and Presumed Trustworthiness of Wikipedia	
2/5/2013	Israel Political Science Association Annual Conference	Jerusalem Hebrew University, Israel	Political Participation and Voting Intention of SNS Users	
5/3/2013	13 th General Online Research	Mannheim Baden-Wuerttemberg Cooperative State University, Germany	Perceived and Presumed Trustworthiness of Wikipedia	
6/3/2014	14 th General Online Research	Cologne University of Applied Sciences, Germany	Political Participation and Voting Intention of SNS Users	Panel Chair
10/4/2014	18 th Israel Communication Association Annual Conference	Netanya Academic College, Israel	The Influence of Urban vs. Rural Residence on the Use of Online Social Networks (Poster)	
20/3/2015	15 th General Online Research	Cologne University of Applied Sciences, Germany	The Influence of Urban vs. Rural Residence on the Use of Online Social Networks	
3/3/2016	16 th General Online Research	Dresden University of Technology, Germany	Comparison of Facebook and WhatsApp usages	

19/2/2017	Association of Internet Researchers Conference	Tartu, Estonia	Virality and popularity on social networks and their predictors	
1/3/2018	18 th General Online Research	Cologne University of Technology, Germany	Content Virality and popularity on Facebook (Poster)	
29/3/2018	22 th Israel Communication Association Annual Conference	The College of Management Academic Studies, Israel	Virality and popularity on social networks	
16/4/2019	23 th Israel Communication Association Annual Conference	Hadassah Academic College, Israel	The End of Freedom in the Information Age	
10/7/2019	The International Association for Media and Communication Research Conference	Universidad Complutense de Madrid, Spain	Information dissemination of extremist content on Facebook	
3/2/2021	16 th Annual Academic Surgical Congress	ASC Virtual Conference	AI-driven analysis of gender bias in general surgery residency program websites	
29/4/2021	Association for Surgical Education Annual Meeting	ASE Virtual Conference	Use of artificial intelligence for gender bias analysis in letters of recommendation for general surgery residency candidates	
29/4/2021	Association of Program Directors in Surgery	APDS Virtual Conference	Natural language processing analysis: letters of recommendation for general surgery residency candidates over three decades	
30/4/2021	Association for Surgical Education Annual Meeting	ASE Virtual Conference	Natural language processing analysis of surgical leadership website writing: are leaders "online personas" biased?	

2.2.22	17 th Annual Academic Surgical Congress	ASC Virtual Conference	Twitter User Engagement Among Surgical Departments with General Surgery Residencies	
7/9/22	22 th General Online Research	Berlin HTW – University of Applied Sciences Germany	Information dissemination of extremist on Facebook	
3/4/23	25 th Israel Communication Association Annual Conference	Yezreel Valley College, Israel	Engagement drivers of healthcare content on social media.	
22/9/23	23 th General Online Research	Kassel, University of Kassel. Germany	Beyond Likes: Engaging the Public with Medical Content on Social Media in Surgery Departments.	

6. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course Lecture/Seminar/ Workshop/High Learn Course/ Introduction Course (Mandatory)	Degree	Number of Students
2009-2016	Qualitative Research Methods	Introduction Course (Mandatory)	BA	40
2009-2016	Technology, Communication and Culture	Introduction Course (Mandatory)	BA	40
2009-2019	Quantitative Research Methods	Introduction Course (Mandatory)	BA	40

2009-2016	Canonical Texts in Media Research	Introduction Course (Mandatory)	BA	40
2012-2023	Culture and Communication	Introduction Course (Mandatory)	BA	50
2013-2023	SPSS	Introduction Course (Mandatory)	BA	30
2013-2022	Academic Writing	Introduction Course (Mandatory)	BA	20
2014-2021	Statistics (A-D)	Course (Mandatory)	BA	40
2014-2023	Statistics (A-B)	Course (Mandatory)	BA	40
2015-2017	An Advanced look Into New and Established Approaches and Theories in Media Studies	Introduction Course (Mandatory)	MA	45
2016-2023	Social Networks	Seminar	BA	30
2017-2023	Digital culture	Introduction Course (Mandatory)	BA	25
2017-2018	Digital communication and online communities	Introduction Course (Mandatory)	MA	25
2018-2019	Introduction to Statistics	Introduction Course (Mandatory)	MA	40
2018-2021	Introduction to computers	Introduction Course (Mandatory)	BA	20
2018-2021	Network virality	Elective course	BA	65
2019-2021	Consumer Behavior	Introduction Course (Mandatory)	BA	40
2020-2023	Networks and information	Introduction Course (Mandatory)	BA	55
2020-2023	Digital communication: processes and trends	Course (Mandatory)	BA	15

PUBLICATIONS

A. Ph.D. Dissertation

Virality and popularity in online social networks: Conceptual distinctions, empirical measurement, and predictors of message virality. 1.10.18, 112 p, [Hebrew], University of Haifa, Prof. Gabriel Weimann & Dr. Yaron Arie.

B. Articles in Refereed Journals

Accepted for Publication

1. Sarraf, D., Vasiliu, V., Imberman, B. & Lindeman, B. (2021). Use of artificial intelligence for gender bias analysis in letters of recommendation for general surgery residency candidates. *The American Journal of Surgery*. 222(5).

C. Submitted Publications

Vasiliu, V., Sarraf, D., & Ariel, Y. Engagement drivers of healthcare content on social media.

D. Summary of my Activities and Future Plans

My work has focused mainly on the usage of online social networks, investigating the reasons, nature and effects of online social activity using quantitative measures and statistical analysis of big data.

I have conducted various studies from this perspective. I have looked into and determined statistically significant differences in online social networks usage patterns amongst different geographical and social groups, as well as into online political activity and its implications on offline political perceptions and actions. I will further investigate this field using analysis of big data collected by web monitoring companies. Other studies include investigating the perceived credibility of online content and sources, and AI-driven analysis of gender bias in general surgery residency program websites in collaboration with Daniel Sarraf (MD) from the University of New Mexico. An additional study currently conducted as part of this collaboration include Ai analysis of tweets posted by medical staff in order to determine whether and how the terminology and phrasing of a tweet can impact different parameters such as engagement and dissemination.

In my Ph.D. I have explored the usage of online social networks by terror groups and political extremists.

In the last couple of years, I focused on content behavior on online social media, trying to understand and statistically predict how and why content can

disseminate differently, using different multiple regression models. Specifically, my motivation was understating why and how content can become viral and/or popular on social networks. This required creating a theoretical framework, which enabled accurate quantitative measurement of the phenomena mentioned. Such framework did not exist at the time. Secondly, I oversaw the development of a software tool that was able to gather and analyze millions of samples. Future research is to be conducted using the already-gathered data in this field of research, mainly with Dr. Yaron Ariel.

The dynamic, ever-changing field of research that is online social media, demands constant adaptation and a forward-looking mindset. With that in mind, current projects are focusing on developing research tools that will enable tackling the extensive amount of data that is now available (i.e. big data research). The focus is on analyzing and creating knowledge out of seemingly endless data and looking into the possible correlations between organic online content, promoted online content, and their effects on users. My current, ongoing research focuses on understanding how to predict human engagement of online content through data analysis of sentiments using NLP and AI-based sentiment analysis. In this field I am collaborating with Dr. Daniel Saraf and Dr. Yaron Ariel.