

Name: Ruth Avidar

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CURRICULUM VITAE

1. Personal Details

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2. Higher Education

A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
1989-1992	Political Science and International Relations, The Hebrew University of Jerusalem	B.A. (With Distinction)	1993
1993-2000	Communication Studies and Journalism, The	.M.A. (Including thesis)	2001

	Hebrew University of Jerusalem		
2006-2010	The Business Management School, University of Haifa	Ph.D.(Summa Cum Laude)	2011

B. Post-Doctoral Studies

Period of Study	Name of Institution, Department and Host	Degree	Year of Completion
2010 (Autumn)	College of Journalism and Communication, Department of Public Relations, University of Florida, Gainesville, Florida. Dr. Linda Childers Hon	No formal degree, Visiting Scholar	2010 (Autumn)

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2010-2013	Department of Communication, University of Haifa	Teaching Assistant
2013-Present	Department of Communication, Kinneret Academic College	Teaching Assistant
2010-2012	Department of Communication, Yezreel Valley College	Teaching Assistant

2012-2017	Department of Communication, Yezreel Valley College	Faculty (Lecturer)
2017-present	Department of Communication, Yezreel Valley College	Faculty (Senior Lecturer)
2018-present	Department of Communication, Department of Health Systems Management, Yezreel Valley College	Faculty (Senior Lecturer)
September 2019	Yezreel Valley College	Tenure

4. Offices in Academic Administration

- 2007-2010 Coordinator of the Academic Guest Talks Series, The Center for the Study of the Information Society, University of Haifa.
- 2011-2012 Member of the Exceptional Students Committee, Yezreel Valley College.
- 2012-Present Member of Library Committee, Yezreel Valley College.
- 2013-Present Member of Teaching Committee, Communication Department, Yezreel Valley College
- 2015-2018 Advisor to third year students, Department of Communication, Yezreel Valley College.
- 2015-Present Head of Marketing Communication Track, Department of Communication, Yezreel Valley College.
- 2017-Present Member of the Marketing Committee, Department of Communication, Yezreel Valley College.
- 2017-Present Member of the Head of Tracks Committee, Department of Communication, Yezreel Valley College.
- 2019-Present Member of Students Affairs, Department of Health Systems Management, Yezreel Valley College
- 2020-Present Advisor to third year students, Department of Communication, Yezreel Valley College

5. Scholarly Positions and Activities outside the Institution

Active Roles in Professional Associations

- 2014- 2018 Chair of PR committee at the Israel Communication Association (ISCA)

Membership in Professional Associations

- 2006-Present Member of The Internet Research Center, Univeristy of Haifa.
- 2006-Present Member of the Israel Communication Association (ISCA).
- 2001-2012 Israel Public Relations Association (ISPRA)
- 2006-2011 Israel Internet Association (ISOC-IL)
- 2010-2011 Association for Education in Journalism and Mass Communication (AEJMC)
- 2011-2012 National Communication Association (NCA)
- 2013-2014 International Communication Association (ICA)

Active Roles in Editorial Boards

2016- Member of the Editorial Board of *Corporate Communication: An International Journal* (CCIJ).

2016- Member of the International Board of *French Journal for Media Research*

Occasional Reviewer for:

Public Relations Review, Journal of Public Relations Research, Journal of Communication Management, Journal of Computer-Mediated Communication

6. Participation in Scholarly Conferences

a. **Active Participation**

International Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
June, 1999	Pragma 99 International Pragmatics Conference on Pragmatics and Negotiation	Tel-Aviv University	Opening and closing routines in bookstore encounters	

October, 2008	AOIR, Internet Research 9.0	Copenhagen, Denmark	Online responsiveness and interactivity in organizational public relations	
October, 2008	AOIR, Internet Research 9.0	Copenhagen, Denmark	Exploring interactivity and responsiveness divergence	
July, 2009	The 16th International Public Relations Symposium Bledcom	Bled, Slovenia	From social responsibility to social media: Societal culture and Israeli public relations practice	
November, 2009	The 1st symposium on Public Relations in the Mediterranean Area	Catania, Italy	Online public relations as a competitive development's tool for Euro-Mediterranean companies: The case of Israeli PR (Invited lecture)	
November, 2009	The 1st symposium on Public Relations in the Mediterranean Area	Catania, Italy	Israeli PR as a profession and an academic discipline (Invited lecture)	Panel
March, 2010	The 13th annual International Public Relations Research Conference	Miami, Florida, USA	Do they keep their promises? Responsiveness rates of Israeli businesses and nonprofit associations	
March, 2013	The 15th General Online Research 2013 (GOR13)	Mannheim, Germany	Young early smartphone adopters	
June, 2013	Bledcom 2013	Bled, Slovenia	Smartphones and young publics: A new challenge for public relations practice and relationship building	
June, 2013	The annual conference of the International Association for Media & Communication	Dublin, Ireland	New media and online participation: The dialogic potential of the Internet and its actual utilization by businesses and nonprofit Associations	

	Research (IAMCR 2013)			
June, 2013	The annual conference of the International Association for Media & Communication Research (IAMCR 2013)	Dublin, Ireland	The Usability of Smartphones among Youngsters	
March, 2014	The 16th International Conference of General Online Research (GOR 2014)	Cologne, Germany	What's up in Whatsapp world? The role of a popular smartphone application in the lives of Israeli users	
May, 2014	International Communication Association (ICA 2014)	Seattle, USA	Contributions to the theory of responsiveness and interactivity: Relational maintenance strategies in an online environment	
July, 2014	The 21th International Public Relations Symposium (BledCom).	Bled, Slovenia	Smartphones, Publics, and OPR: Do Publics Want to Engage	
November, 2014	The 21st Annual International Vincentian Business Ethics Conference	Dublin, Ireland	Ethics as a matter of geography: A comparative study of ethical dilemmas experienced by PR practitioners online in New Zealand and Israel	
March, 2015	General Online Research (GOR)	Cologne, Germany	"Users' best friend during a national crisis? WhatsApp and its roles in the lives of Israeli citizens in wartime	
October, 2015	EUPRERA	Oslo, Norway	PR Ethics as a matter of culture: A cross-national comparative study of PR practitioners' attitudes to	

			social media ethics in two countries	
March, 2016	General Online Research (GOR)	Dresden, Germany	Public Agenda 2.0: Comparing data from traditional and new media during the 2015 Israeli election	
July, 2016	The 23th International Public Relations Symposium (BledCom).	Bled, Slovenia	Public relations and social businesses: Building engagement?	
July, 2016	The annual conference of the International Association for Media & Communication Research (IAMCR 2016)	Leicester, UK	Analyzing Users and the Media Agenda Setting during the 2015 Israeli General Elections	
March, 2017	General Online Research (GOR)	Berlin, Germany	Researching Agenda-Setting Online: Theoretical and Empirical Challenges	
July, 2017	Barcelona International Critical PR Conference 7	Barcelona, Spain	Public Relations and Agenda-Setting Research in a Time of Convergence	
September, 2017	Journalism, Society and Politics in the Digital Media Era	Limassol, Cyprus	Covering Elections in a Multimedia Environment: Comparing Data from Traditional and New Media During the 2015 Israeli Election	
September, 2017	Journalism, Society and Politics in the Digital Media Era	Limassol, Cyprus	Agenda-Setting Research Online: Unique Theoretical and Empirical Challenges	

October, 2017	The European Public Relations Education and Research Association (EUPRERA)	London, England	Creative Strategies to Promote the Complex Identities of Social Businesses	
February-March, 2018	General Online Research (GOR)	Cologne, Germany	Too close to call: Hybrid Media System Approach to News Topics' Salience during Election Campaign	
May, 2018	International Communication Association (ICA 2018) Pre-Conference	Prague, Czech Republic	Hybrid Media Systems during election campaigns: Challenging and tracing the question of "Who sets the agenda?"	
May, 2018	International Communication Association (ICA 2018)	Prague, Czech Republic	Integrating Engagement, Interactivity and DOI to Better Understand Online Engagement	
July, 2018	The 25th International Public Relations Symposium (BledCom).	Bled, Slovenia	Embracing Paradox Theory for Managing Organizational Tensions and Building Reputation among Hybrid-Identity Organizations	
July, 2018	The 25th International Public Relations Symposium (BledCom).	Bled, Slovenia	Parallel paper session 5B	Chair
April, 2019	24 th International Conference on Corporate and Marketing Communications	Ariel, Israel	Between the Ideal and the Actual: Dialogue, Political NGOs and Civil Society	
April, 2019	24 th International Conference on Corporate and	Ariel, Israel	Marketing Communications for the Fourth Sector: The Challenges of Building Reputation for Hybrid-Identity Organizations	

	Marketing Communications			
June, 2019	The 35 th Annual Conference of the Association for Israel Studies	Kinneret Academic College	Parallel paper session- Hasbara and Public Diplomacy : Origins and Present-Day Practics	Chair
June, 2019	The 35 th Annual Conference of the Association for Israel Studies	Kinneret Academic College	Israeli Political NGOs on Facebook: Dialogue versus Monologue	
July, 2019	Barcelona PR Meeting 2019	Barcelona, Spain	Political Communications and PR: Exploring Israeli political NGOs and the Importance of Offline Dialogue	
July, 2019	Barcelona PR Meeting 2019	Barcelona, Spain	Converging Fields: Health Promotion, Social Marketing, and PR Approaches as Strategies to Increase Immunization Rates	
July, 2019	The 26th International Public Relations Symposium (BledCom).	Bled, Slovenia	Introducing the Strata Approach to Dialogue Analysis (SADA)	
July, 2019	The 26th International Public Relations Symposium (BledCom).	Bled, Slovenia	Parallel paper session 4A	Chair
September, 2019	21 st EUPRERA Annual Congress	Zagreb, Croatia	Communicating Immunization: "Vaccine Hesitancy" Challenges for Communication Professionals in the Age of Social Media.	
October 2019	The 11 th International Media Readings in Moscow: Mass Media and	Moscow, Russia	Post-Truth Challenging Science: Social Media and the Case of Vaccination Hesitancy	

	Communications 2019			
September, 2020	General Online Research (GOR- 20)	Berlin (online conference)	“Like Me”: The Impact of Following Prime-Ministerial Candidates on Social Networks on Perceived Public Agendas	Poster

National Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
April, 2007	The 11th Conference of the Israel Communication Association	The Open University, Ra'anana	The importance of online responsiveness and interactivity for building relationships between organizations and publics	
February, 2008	The Annual Research Affair of the Management School of Haifa University	Herzliya	Online responsiveness and interactivity in organizational public relations	
April, 2008	The 12th Conference of the Israel Communication Association	University of Tel-Aviv	New media: Interactivity and responsiveness	
November , 2008	The 2nd doctoral student conference of the Netvision Institute for Internet Studies	University of Tel-Aviv	Thank you for applying: Online responsiveness and interactivity in organizational public relations	
December, 2008.	Metaksherim (“Communicating”)	University of Haifa	Interactivity and responsiveness: Is there a place for confusion?	

April, 2010	The 14th Conference of the Israel Communication Association	The Interdisciplinary Center (IDC), Herzliya	Promises, promises: Responsiveness rates of Israeli businesses and nonprofit associations	
December, 2010	Metaksherim ("Communicating")	University of Haifa	Advertising, spokespersonship and public relations	Chair and Moderator
April, 2011	The 15th Conference of the Israel Communication Association	University of Haifa	Social media and organizational public relations	
April, 2011	The 15th Conference of the Israel Communication Association	University of Haifa	Do Israeli nonprofit associations use the Internet?	
April, 2012	The 16th Conference of the Israel Communication Association	University of Tel-Aviv	Thank you for approaching us: Organizational responsiveness to online inquiries as a dialogic element in public relations	
January, 2013	The First Israeli Human-Computer Interaction Research Conference (IsraHCI),	The Interdisciplinary Center (IDC), Herzliya	Smartphone usages: Patterns of young Israelis	
March, 2013	The 17th Conference of the Israel Communication Association	University of Bar-Ilan	"Zohek mi she-zohek aharon": Self humor as an online public relations strategy	
May, 2013	The 11 th Annual Conference of MEITAL: The World of Open Information-	The Hebrew University of Jerusalem	Connected at the Academia: The role of smartphones in the lives of Israeli undergraduate students	

	Elearning in Higher Education			
November , 2013	Research Conference: Information and Knowledge	University of Haifa	“New” and “old” media in the lenses of interactivity	
February, 2013	The Research Center for Innovation in Learning Technologies (Chais Conference 2014)	The Open University, Raanana	The smartphones: Student’s best friend? Analyzing smartphones roles in the lives of Israeli students	
February, 2014	Public Relations: Between Academia and Profession	The Open University, Raanana	Smartphones: A new challenge for public relations and relationship building (invited lecture)	
February, 2015	The Research Center for Innovation in Learning Technologies (Chais Conference 2015)	The Open University, Raanana	Technology in a national crisis situation: WhatsApp and its role in ‘Protective Edge’ Operation	
January, 2015	The First Conference of the Science, Knowledge, and Technology Community	University of Bar-Ilan	The role of Whatsapp in the lives of Israeli citizens in danger zones during operation ‘Protective Edge	
April, 2015	The 19th Conference of the Israel Communication Association	The Open University, Raanana	Varying functional equivalence among new and old media during times of emergency	
April, 2015	The 19th Conference of the Israel Communication Association	The Open University, Raanana	Online relationships: Universities, Colleges and relationship building with potential students in Israel	

April, 2016	The 20th Conference of the Israel Communication Association	Kinneret Academic College	Ethical challenges in new media, and the image of the PR profession	Chair and respondent in addition to presenter
April, 2016	The 20th Conference of the Israel Communication Association	Kinneret Academic College	TV, social networks and others: Public and communicational agenda setting during the 2015 Israeli elections	
April, 2017	The 21th Conference of the Israel Communication Association	Sapir Academic College	Challenges and dilemmas in online Agenda-Setting research: The relevancy of Agenda-Setting theory in the age of new media	
April, 2018	The 22 nd Conference of the Israel Communication Association	College of Management Academic Studies	Online imagery-laden narratives and their usage by Israeli politicians as a PR strategy to win the elections	
December, 2018	Metaksherim	University of Haifa	Impression management in the communicational-political arena	Chair
April, 2019	The 23 rd Conference of the Israel Communication Association	Hadassah Academic College, Jerusalem	Sovrim Stika Im (rak) Tirtsu-On political NGOs and political online discourse in Israel	
April, 2019	The 23 rd Conference of the Israel Communication Association	Hadassah Academic College, Jerusalem	More social or more business-like? The challenge of building reputation for hybrid-identity organizations	
May, 2019	The Annual Conference of the Israel Political	Western Galilee Academic College, Akko	On political NGOs, social network and civil society: A chance for dialogue?	

	Science Association			
February, 2020	The 6 th Conference of the Israel Society of Medical Education (ISME)	Yezreel Valley College, Yezreel Valley	Teaching a seminar about patient experience in a multi-cultural perspective	

7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
March, 2010	University of Haifa	The businesses school, Graduate program	Online public relations for NGO's
March, 2011	University of Haifa	The businesses school, Graduate program	Nonprofits and online public relations
April, 2012	University of Haifa	"Online Ambassadors" program	Using social networks for 'Hasbara'
June 2014	The Yezreel Valley College	Annual Research Fair	A Story of Love and Hate: Smartphones in Students' Lives
June 2017	The Yezreel Valley College	Annual Research Fair	Organizational Identity and Reputation Management in Hybrid-Identity Organizations
June 2018	The Yezreel Valley College	Annual Research Fair	Sustainability 2018: A strategic plan to promote marketing communication among social businesses
June 2019	The Yezreel Valley College	Annual Research Fair	Get vaccinated or not? Communication strategies and the struggle around the issue of vaccines

8. Research Grants

a. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by/ Amount	Year
Co-PI	Dr. Vered Malka; Dr. Yaron Ariel	The impact of the mobile phone on the lives of young Israelis. (publications B6, B8, B11)	Yezreel Valley College	2012-2013 (10,000 ILS)
Co-PI	Dr. Dana Weimann-Zaks, Dr. Vered Malka, Dr. Yaron Ariel	Israeli elections 2015 (Publication G1)	Yezreel Valley College	2014-2015 (8,500 ILS)

b. Submission of Research Proposals – Pending

Role in Research	Co-Researchers	Topic	Funded by	Year
PI	Prof. Shlomo Shpiro, Dr. Clila Magen	Online governmental pandemic crisis communication: Lessons learned from Israel's COVID-19 online campaigns	ISF	2020

c. Submission of Research Proposals – Not Funded

Role in Research	Co-Researchers	Topic	Funded by	Year	Score
PI		Branding social businesses in Israel	Joint Distribution Committee (JDC-Israel)	2014	
Co-PI	Dr. Margalit Toledano	Building Trust in Vaccination through social media and dialogues	Facebook	2019	
PI		COVID-19 as an opportunity to build trust among health consumers towards remote health services	The Israel National Institute for Health Policy Research	2020	

9. Scholarships, Awards and Prizes

- 1996 Tel-Aviv, The Yizhak Rabin award for academic excellence (Ran Rahav Communication and PR- 3000 ILS).
- 2006-2008 University of Haifa, The Graduate Studies Authority scholarship.
- 2008 Tel-Aviv, The Israel Internet Association (ISOC-IL) scholarship for a promising dissertation.

10. 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
2010-2013	Social media and public relations	Workshop (University of Haifa)	M.A.	~25
2010-2017	Organizational public relations and the Internet	Lecture	B.A.	~60
2010-2017	Patterns of Communication consumption, culture, and leisure	Introduction Course (Mandatory)	B.A.	~100
2010-2017	Dialogue, responsiveness, and interactivity	Seminar	B.A.	~25
2011-2012	The Israeli map of communication	Introduction Course (Mandatory)	B.A.	~100
2014-present	Marketing communications	Introduction Course (Mandatory)	B.A.	~100
2016-present	Advertising, marketing and public relations	Mandatory	B.A.	~75
2016-2017	Customer experience in the digital age	Lecture	B.A.	~60
2017-present	Using the Web for Social Empowerment	Mandatory (for students in the marketing communications track)	B.A.	~60
2017-present	Broadcast media	Mandatory	B.A.	~70
2017-2018	Principles of marketing for health care organizations	Mandatory (the Department of Healthcare Systems Management)	B.A.	~60

2018-present	Patient experience	Mandatory (the Department of Healthcare Systems Management)	B.A.	~120
2018-present	Healthcare systems in the digital age	Seminar (the Department of Healthcare Systems Management)	B.A.	~30
2019	Patient experience in a multi-cultural context	Seminar (part of the "Academic Puzzle Project"). The Department of Healthcare Systems Management	B.A.	~30

11. Professional Experience

1994-1996 Economic policy advisor to **Knesset** members Gideon Sagi and Masha Lubelsky (Israeli Parliament), Jerusalem, The Institute for Advanced Strategic and Political Studies.

1996-1998 PR practitioner, Jerusalem, **Media Plus Public Relations**.

1998-2000 Spokeswoman and PR practitioner, Jerusalem, **Amcha** (The Israeli Center for Mental and Social Support for Holocaust Survivors and the Second Generation).

2000-2001 Content manager and PR practitioner, Jerusalem, **Yazam.com** (high-tech)

2001-2002 Spokeswoman, Jerusalem, The American Jewish Joint Distribution Committee (**JDC-Israel**).

PUBLICATIONS (equal contribution)

A. Ph.D. Dissertation

Online Responsiveness and Interactivity in Organizational Public Relations (207 pages) [English], University of Haifa, Prof. Sheizaf Rafaeli (Summa Cum Laude).

B. Articles in Refereed Journals

Published

1. **Avidar, R.**, (2009). Social media, societal culture, and Israeli public relations practice. *Public Relations Review*, 35(4), 437-439.
2. **Avidar, R.**, & Rafaeli, S., (2009). Computer mediated charity: Israeli nonprofit use of Web 1.0 and Web 2.0 online dialogic elements. *The Journal of Global Management Research* 5(2), 61-70.
3. **Avidar, R.**, (2011). Israeli public relations and the Internet. *Israel Affairs*. 17(3), 401-421 (See also C1).
4. **Avidar, R. (2012)**. How a politician can successfully implement public relations principals online: An Israeli case study. *Israeli Journal of Humor Research*, 1(2), 81-96.
5. **Avidar, R. (2013)**. The responsiveness pyramid: Embedding responsiveness and interactivity into public relations theory. *Public Relations Review*, 39(5), 440-450.
6. **Avidar, R.**, Ariel, Y., Malka, V., and Levy, E. C. (2013). Smartphones and young publics: A new challenge for public relations practice and relationship building. *Public Relations Review*, 39(5), 603-605.
7. Ariel, Y., & **Avidar, R.** (2015). Information, Interactivity, and Social Media, *Atlantic Journal of Communication*, 23(1), 19-30.
8. **Avidar, R.**, Ariel, Y., Malka, V., & Levy, E.C. (2015). Smartphones, publics, and OPRs: do publics want to engage? *Public Relations Review*, 41, 214-221.
9. Malka, V., Ariel, Y., **Avidar, R.**, and Levy, E. C. (2015). Operation "Protective Edge"- The first Whatsapp war? *Kesher* , 47, 88-96 [Hebrew].
10. Malka, V., Ariel, Y., & **Avidar, R.** (2015). Fighting, worrying and sharing: Operation 'Protective Edge' as the first WhatsApp war. *Media, War, and Conflict* , 8(3), 329-344. DOI: 10.1177/1750635215611610.

11. Toledano, M., & **Avidar, R.** (2015). Public relations, ethics, and social media: A cross-national study of PR practitioners. *Public Relations Review* 42(1), 161-169.
12. Weimann-S, D., Ariel, Y., Malka, V., & **Avidar, R.** (2016). Trends in public and media agenda setting during the 2015 Israeli elections. *Israel Affairs* 22(3-4), 727-742.
13. **Avidar, R.** (2017). Public relations and social businesses: The importance of enhancing engagement. *Public Relations Review* , 43(5), 955-962.
14. Ariel, Y., Elishar-Malka, V., Weimann-S, D., & **Avidar, R.** (2017). Online agenda-setting research: Challenges and dilemmas. *The Agenda Setting Journal* 1(2), 117-136.
15. Ariel, Y., Elishar-Malka, V., **Avidar, R.**, & Levy, E.C. (2017). "Smartphone's Usage among Young Adults: A Combined Quantitative and Qualitative approach." *Israel Affairs*. 23(5), 970-986.
16. Magen, C., & **Avidar, R.** (2019). Introducing the Strata Approach to Dialogue Analysis (SADA): The Case of Political NGOs in Israel. *Journal of Public Relations Research* 31(3-4), 97-117.
17. **Avidar, R.** The challenge of building a favorable reputation for social businesses. *Social Business* (accepted).

Submitted

1. Magen, C., & **Avidar, R.** Israeli intelligence services and the challenge of engagement: Functions and dysfunctions of new media utilization (under review).
2. Sassoni-Bar Lev, O., & **Avidar, R.** "And parents shall come again to their own border": Belonging and solidarity in the face of exclusion and anxiety in the media coverage of the Corona Ship [Hebrew]. (under review).
3. Malka-Elishar, V., Weimann-S, D., Ariel, Y., & **Avidar, R.** If you follow me, I might (mis) lead you: Following Prime Ministerial candidates on social networks as a predictor of the public agenda during an election campaign (R&R)

C. Articles or Chapters in Scientific Books

(which are not Conference Proceedings)

Published

1. **Avidar R.** (2012). Israeli public relations and the Internet. In G. Doron, & A. Lev-On (Eds.). *New Media, Politics and Society* (pp. 89-109). Routledge (see also B3).
2. Reprint: *Weimann-Saks, D., Ariel, Y., Malka, V., & **Avidar, R.** (2017). Trends in public and media agenda-setting during the 2015 Israeli elections. in E. Orkibi, & M. Gerstenfeld (Eds.). *Israel at the Polls 2015 A Moment of Transformative Stability*. Routledge. ISBN 9781138637030 (see also B12)
3. **Avidar, R.**, Ariel, Y., & Malka, V. (2017). Wartime changes in news consumption patterns among Israeli WhatsApp users: Operation Protective Edge as a case study. In D. Caspi, & Rubinstein, D. (Eds.), *Reporting the Middle East: Challenges and chances* (pp. 79-98). New Jersey: World Scientific Publishing.
4. Malka, V., Ariel, Y., **Avidar, R.** & Cohen, A.A. (2017). Reconceptualizing uses and gratifications vis-à-vis smartphone applications: The case of WhatsApp. In P. Vorderer., D. Hefner., L. Reinecke., & C. Klimmt (Eds.), *Permanently Online, Permanently Connected* (pp. 43-49). NY: Routledge.
5. **Avidar, R.** (2017). Responsiveness and interactivity: Relational maintenance strategies in an online environment. In S. Duhe (Ed.), *New media and public relations* (3rd edition) (pp. 229-238).). NY: Peter Lang.
6. **Avidar, R.** (2017). Engagement, Interactivity, and Diffusion of Innovations: The Case of Social Businesses. In K. Johnston and M.Taylor (Eds.). *Handbook of Communication Engagement* (pp. 505-514). New Jersey: Wiley.
7. Elishar-Malka, V., Ariel, Y. and **Avidar, R.** (2019) A Story of Love and Hate: Smartphones in Students' Lives. In J. Schulz, L. Robinson, A.Khilnani, J. Baldwin, H. Pait, A. Williams, J. Davis, & G. Ignatow (Eds.), *Mediated Millennials (Studies in Media and Communications, Vol. 19)* (pp. 33-50). Emerald Publishing Limited.

D. Articles in Conference Proceedings

Published

1. Malka, V., Ariel, Y., **Avidar, R.** & Levy, E.C. (2013), Connected at the Academia: the role of smartphones in the lives of Israeli undergraduate students", *Proceedings of the 11th MEITAL National Conference for ICT Oriented Instruction in Higher Education*, The Hebrew University of Israel (B6, B8, B11).
2. Malka, V., Ariel, Y., **Avidar, R.** & Levy, E.C. (2014), The smartphone – students' best friend? Analyzing smartphone's roles in the lives of Israeli students. In: Y. Eshet-Alkalai., A. Caspi., N. Geri., Y. Kalman., V. Silber-

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%D7%96%D7%99%D7%9C%D7%A0%D7%93.html](#)

6. Toledano, M., & Avidar, R. (2017). Public relations, ethics and social media: A cross- national study of PR professionals. *Institute for Public Relations (IPR)*.
<http://www.instituteforpr.org/public-relations-ethics-social-media-cross-national-study-pr-practitioners/>
7. Avidar, R. (2020). The Coronavirus and crisis management. *The Wall* [Hebrew].
<https://eu-west-email-isolation.prod.fire.glass/?url=https%3A%2F%2Fhakiryvc.wixsite.com%2Fthewall%2Fpost%2F%25D7%2594%25D7%25A7%25D7%2595%25D7%25A8%25D7%2595%25D7%25A0%25D7%2594-%25D7%2595%25D7%25A0%25D7%2599%25D7%2594%25D7%2595%25D7%259C-%25D7%259E%25D7%25A9%25D7%2591%25D7%25A8%25D7%2599%25D7%259D%3FpostId%3D5ea19d2b20c62c0017839780>

F. Other Works Connected with my Scholarly Field

Advisor and a reviewer of chapters 13-14-15 in the book:

Limor, Y., Mendelzis, L., & Leshem, B.(2013). *Public relations: strategies and tactics*. The Open University, Israel.