

Name: Ruth Avidar

Date: October , 2024

CURRICULUM VITAE

1. Personal Details

Office Telephone Number: +972-4-642-3583

Cellular Phone: +972-54-667-5009

Electronic Address: ruthav@yvc.ac.il, ruth.avidar@gmail.com

2. Higher Education

A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2006-2010	University of Haifa	Ph.D. (Summa Cum Laude)	2010
1993-2000	Communication Studies and Journalism, The Hebrew University of Jerusalem	M.A. (+thesis)	2000
1989-1992	Political Science and International Relations, The Hebrew University of Jerusalem	B.A. (with Distinction)	1992

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
September 2019	Yezreel Valley College	Tenure
2017 (June) -present	Department of Communication, and Department of Health Systems Management (since 2018), Yezreel Valley College	Faculty (Senior Lecturer)
2012-2017	Department of Communication, Yezreel Valley College	Faculty (Lecturer)
2010-2012	Department of Communication, Yezreel Valley College	Teaching Associate
2013-Present	Department of Communication, Kinneret Academic College	Teaching Associate
2010-2013	Department of Communication, M.A. program, University of Haifa	Teaching Associate

4. Participation in Scholarly Conferences (during the last 5 years)

a. Active Participation

International Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
September 2024	24 European Public Relations Education and Research Association (EUPRERA) Annual Congress	Bucharest, Romania	Strategic communication and new healthcare technologies: Exploring patients' trust in health information sources and media outlets regarding novel healthcare treatments and technologies	
June 2024	International Society for the Study of Work & Organizational Values (ISSWOV), 2024	Tiberias, Israel	Patient trust in health information sources and media outlets regarding novel health care treatments and technologies	

September 2023	24 European Public Relations Education and Research Association (EUPRERA) Annual Congress	Prague, Czech republic	Diversity in research networks in public relations research: A social network analysis of international collaboration and co-authorship	Chair+ presenter
September 2022	23 European Public Relations Education and Research Association (EUPRERA) Annual Congress	Vienna, Austria	Disinformation, counter-audiences, and vaccination: Covid-19 crisis communication and adversarial ideologies in social media	Organizer +Chair
July 2022	The 29th International Public Relations Symposium (BledCom).	Bled, Slovenia	A decade of theoretical frameworks in social media research in public relations	Chair+ presenter
July 2021	The annual conference of the International Association for Media & Communication Research (IAMCR 2021)	Nairobi, Kenya (online conference)	Health solidarity vs. social solidarity: The framing of the "Corona Cruise Ship" in news media and online comments	
July 2021	The 28th International Public Relations Symposium (BledCom).	Bled, Slovenia (online conference)	Silent dialogue: problematizing open dialogue as a precursor to relationship building in conflict contexts in the Middle East	
July 2021	The 28th International Public Relations Symposium (BledCom).	Bled, Slovenia (online conference)	Online comments versus news media framing of a crisis: The case of the "Corona Cruise Ship"	
May, 2021	International Communication Association (ICA)	Online conference	Tracing gaps between dialogue and strategic communication: An Israeli case study	Chair+ presenter
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

October 2019	The 11 th International Media Readings in Moscow: Mass Media and Communications 2019	Moscow, Russia	Post-truth challenging science: social media and the case of vaccination hesitancy	
September 2019	21 European Public Relations Education and Research Association (EUPRERA) Annual Congress	Zagreb, Croatia	Communicating Immunization: “Vaccine Hesitancy” Challenges for Communication Professionals in the Age of Social Media.	
July, 2019	The 26 th International Public Relations Symposium (BledCom).	Bled, Slovenia	Parallel paper session 4A	Chair
July, 2019	The 26 th International Public Relations Symposium (BledCom).	Bled, Slovenia	Introducing the Strata Approach to Dialogue Analysis (SADA)	
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	Barcelona PR Meeting 2019	Barcelona, Spain	Political Communications and PR: Exploring Israeli political NGOs and the importance of offline dialogue	
June, 2019	The 35 th Annual Conference of the Association for Israel Studies	Kinneret Academic College	Israeli political NGOs on Facebook: Dialogue versus Monologue	
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 practice	Chair
April, 2019	24 th International Conference on Corporate and	Ariel, Israel	Marketing Communications for the fourth sector: The	

	Marketing Communications		challenges of building reputation for hybrid-identity organizations	
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	
July, 2018	The 25th International Public Relations Symposium (BledCom).	Bled, Slovenia	Parallel paper session 5B	Chair
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	
May, 2018	International Communication Association (ICA 2018)	Prague, Czech Republic	Integrating Engagement, Interactivity and DOI to Better Understand Online Engagement	
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?"	
February-March, 2018	General Online Research (GOR)	Cologne, Germany	Too close to call: Hybrid Media System Approach to News Topics' Salience during Election Campaign	

National Conferences (during the last 5 years)

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
April 2024	The 26 Conference of the Israel Communication Association	Reichman University	"I want a career in high-tech": The public noise surrounding the high-tech industry	

			attracts media professionals	
April 2024	The 26 Conference of the Israel Communication Association	Reichman University	The undiscussed topic of social media theory in public relations research	
April 2023	The 25 Conference of the Israel Communication Association	Yezreel Valley College	"Just so we don't get infected...": news framing and counter-framing in the "Corona ship" affair.	
April 2023	The 25 Conference of the Israel Communication Association	Yezreel Valley College	Theoretical frameworks in social media research in PR	
April 2023	The 25 Conference of the Israel Communication Association	Yezreel Valley College	Public relations, advertising, and social networks: Current trends in marketing communication.	Organizer+ Chair
September 2022	The 6th Kinneret Conference for Military-Society Studies in Israel	Kinneret Academic College	The Israeli Security Agency (ISA) and Facebook: Will the two go together? Israeli intelligence organizations and the new media, 2000-2020	
June, 2022	The 24 th Conference of the Israel Communication Association	The Hebrew University of Jerusalem	The place of digital strategic communication in the work of Israeli intelligence agencies:	Organizer + Presenter
February, 2020	The 6 th Conference of the Israel Society of Medical Education (ISME)	Yezreel Valley College, Yezreel Valley	Lessons from teaching a seminar about patient experience in a multi-cultural perspective	
May, 2019	The Annual Conference of the Israel Political Science Association	Western Galilee Academic College, Akko	On political NGOs, social network and civil society: A chance for dialogue?	

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	
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	Organizer+ presenter
December, 2018	Metaksherim	University of Haifa	Impression management in the communicational-political arena	Chair
April, 2018	The 22 nd Conference of the Israel Communication Association	The College of Management Academic Studies, Rishon Lezion	Online imagery-laden narratives and their usage by Israeli politicians as a PR strategy to win the elections	Organizer +presenter

5. Invited Lectures\ Colloquium Talks (International)

Date	Place of Lecture	Name of Forum	Presentation/Comments
September 5, 2024	The University of Maryland	Department of Communication in the College of Arts & Humanities	A class to PhD. students and faculty titled: AI and the way it is changing the field of PR and content creation
August 29, 2024	University of South Carolina	College of Information and Communication	A class to graduate students in a PR Management course titled: AI and its impact on the PR industry and research
August 28, 2024	University of South Carolina	College of Information and Communication	A class to undergraduate students in a Crisis Communication course, titled: AI and its impact on the field of PR
August 28, 2024	University of South Carolina	College of Information and Communication	Research talk to faculty titled: Trust and adoption: How AI technology is perceived and used by content consumers and producers

			https://www.youtube.com/watch?v=-GArQipaf1I
June 30, 2023	Online Zoom	Sydney Lectures: An online international forum of PR researchers	Guest lecture (1.5 h) for international researchers from the PR community titled: Pro and anti-vaccination advocates: A case for dialogue
March 8, 2023	The University of Waikato, Hamilton, New Zealand	The Department of Management Communication	A Faculty seminar titled: Dialogue between deaf? A study of pre-Covid relationships between Israeli pro and anti-vaccination advocates during the 2018 -9 Measles outbreak
March 1, 2023	Zayed University, The Emirates.	College of Communication and Media Sciences	A Faculty seminar titled: Share if you care: social media and anti-vaccination groups in Israel.
May 17, 2022	The University of Cagliari, Italy.	Department of Political and Social Science	A Faculty seminar titled: Communication and public relations research in a Middle Eastern context.
May 18, 2022	The University of Cagliari, Italy.	Graduate program in Social Innovation and Communication (SIC)	A lesson to Graduate students titled: Doing research on social media and civic engagement: Introducing the Strata Approach to Dialogue Analysis
September, 2010	The University of Florida, USA	College of Journalism and Communication, Department of Public Relations	A lesson for undergraduate students entitled: Public relations in an Israeli context

6. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course	Degree	Number of Students
2023	Advanced marketing communication in the age of artificial intelligence and augmented reality	Seminar	B.A.	~25

2023	The digital revolution and its effects on therapists, patients, and the health system	Seminar	B.A.	~25
2023	Branding and customer experience	Lecture	Preparatory studies	~ 40
2022-2023	Branding and marketing in the digital age	Lecture.	B.A. The Department of Multidisciplinary Studies	48
2019-2020	Patient experience in a multi-cultural context	Seminar	B.A.	~30
2018-2021 2023-	Healthcare systems in the digital age	Seminar	B.A.	~30
2018-present	Patient experience	Mandatory	B.A.	60-120
2017-2018	Principles of marketing for health care organizations	Mandatory	B.A.	~60
2017-2019	Broadcast media	Mandatory	B.A.	~70
2017-2021	Using the Web for social empowerment	Mandatory (for students in the Marketing Communication track)	B.A.	25-60
2016-2017 and 2015-present (in Kinneret Academic College)	Customer experience in the digital age	Lecture	B.A.	~60
2016-present and 2015-present (in Kinneret Academic College)	Marcom in the digital age	Mandatory (for students in the Marketing Communication track)	B.A.	30-75
2014-present	Marketing communication	Mandatory (for students in the Marketing Communication track)	B.A.	~100

2013-2015	Online public relations and the dialogue between organizations and their publics	Seminar.	B.A. The Department of Multidisciplinary Studies	~25
2011-2012	The Israeli map of communication	Mandatory	B.A.	~100
2010-2017	Dialogue, responsiveness, and interactivity	Seminar	B.A.	~25
2010-2017	Patterns of Communication consumption, culture, and leisure	Mandatory	B.A.	~100
2010-2017	Organizational public relations and the Internet	Lecture	B.A.	~60
2010-2013	Social media and public relations	Workshop (University of Haifa)	M.A.	~25

Publications

A. Ph.D. Dissertation

Online Responsiveness and Interactivity in Organizational Public Relations (2010). (207 pages) [English], University of Haifa, Prof. Sheizaf Rafaeli (**Summa Cum Laude**).

B. Articles in Refereed Journals (equal contribution)

Published

1. Mashiah, I., & **Avidar, R.** "I am eager to become high-tech": Exploring media practitioners transition into the favorable tech sector. *Israel Affairs* (accepted)
2. Rechavi, A., **Avidar, R.**, & Roth-Cohen, O. (2024). Geographical-institutional diversity and heterophily in academic research: a social network analysis of international collaboration, research communities and co-authorship in the public relations discipline. *Atlantic Journal of Communication*, 1–23.
3. **Avidar, R.**, & Roth-Cohen, O. (2023). Social media theory in public relations: A curation of a neglected topic in public relations research. *Public Relations Review*, 49(5), 102386.
4. Sassoni-Bar Lev, O., & **Avidar, R.** (2023). "God forbid we'd be infected": Framing and counter-framing of the 'Corona Cruise Ship' in Israeli media. *Journal of International Communication*, 29(2), 213-233.
<https://www.tandfonline.com/doi/full/10.1080/13216597.2023.2203687>
5. **Avidar, R.**, & Magen, C. (2023). Negative spaces as a strategic decision: The case of the Israeli Security Agency. *Public Relations Review*, 49(2), 102315.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811123000309>
6. Roth-Cohen, O., & **Avidar, R.** (2022). A decade of social media in public relations research: A systematic review of published articles in 2010–2020, *Public Relations Review*, 48(1), 102154.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811122000091>
7. Ariel, Y., Elishar-Malka, V., Weimann-Saks, D., **Avidar, R.** (2021). "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. *The Agenda Setting Journal: Theory, Practice, Critique*, 1-26.
<https://www.jbe-platform.com/content/journals/10.1075/asj.20014.ari>

8. **Avidar, R.** (2021). The challenge of building a favorable reputation for social businesses. *Social Business* 11(1-2), 80-99(20).
<https://www.ingentaconnect.com/content/westburn/sb/2021/00000011/f0020001/art00005>
9. 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.
<https://www.tandfonline.com/doi/abs/10.1080/1062726X.2019.1676247?journalCode=hprr20>
10. 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.
<https://www.tandfonline.com/doi/abs/10.1080/13537121.2017.1345422>
11. 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.
<https://www.jbe-platform.com/content/journals/10.1075/asj.1.2.03ari>
12. **Avidar, R.** (2017). Public relations and social businesses: The importance of enhancing engagement. *Public Relations Review*, 43(5), 955-962.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811116303381>
13. 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. (see also D2)
http://ruth-avidar.com/wp-content/uploads/2014/07/WeimannArielMalkaAvidar_Trends-in-public-and-media-agenda-setting-during-the-2015-Israeli-elections.pdf
14. 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.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811115301235>
15. 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.
<https://journals.sagepub.com/doi/abs/10.1177/1750635215611610?journalCode=mwca>
16. Malka, V., Ariel, Y., **Avidar, R.**, and Levy, E. C. (2015). Operation "Protective Edge"- The first Whatsapp war? *Kesher*, 47, 88-96 [Hebrew].
https://dacenter.tau.ac.il/sites/abraham.tau.ac.il/files/media_server/daniel%20abraham/kesher/47/Kesher%2047_Ariel%20Avidar%20and%20Levi.pdf

17. **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.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811114001933>
18. Ariel, Y., & **Avidar, R.** (2015). Information, Interactivity, and Social Media, *Atlantic Journal of Communication*, 23(1), 19-30.
<https://www.tandfonline.com/doi/abs/10.1080/15456870.2015.972404>
19. **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.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811113001343>
20. **Avidar, R.** (2013). The responsiveness pyramid: Embedding responsiveness and interactivity into public relations theory. *Public Relations Review*, 39(5), 440-450.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811113000830>
21. **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.
https://www.academia.edu/73650181/How_a_Politician_Can_Successfully_Use_Self_Humor_and_Apply_Public_Relations_Principles_Online_An_Israeli_Case_Study
22. **Avidar, R.** (2011). Israeli public relations and the Internet. *Israel Affairs*. 17(3), 401-421 (See also D10).
https://www.researchgate.net/publication/233261659_Israeli_public_relations_and_the_Internet
23. **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.
https://www.researchgate.net/publication/285675280_Computer_Mediated_Charity_Israeli_Nonprofit_Use_of_Web_10_and_Web_20_Online_Dialogic_Elements
24. **Avidar, R.** (2009). Social media, societal culture, and Israeli public relations practice. *Public Relations Review*, 35(4), 437-439.
<https://www.sciencedirect.com/science/article/abs/pii/S0363811109000873>

C. Articles or Chapters in Scientific Books

Published

1. Sassoni-Bar Lev, O., & **Avidar, R.** (2023). “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. In H. Hazaz-Berger, G. Yair, & T. Gamliel (Eds.). *Urgent Ethnography: Aspects and Challenges in the Corona Plague*. University of Bar-Ilan [Hebrew].

2. Dhanesh, G.S., & **Avidar, R.** (2023). Culture and Dialog Theory in Public Relations: The Middle Eastern Context. In E. Sommerfeldt and C. Botan (Eds.). *Public Relations Theory III* (pp. 321-337). Routledge.
3. 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.
4. **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.
5. 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 C12)
6. **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.
7. 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.
8. **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.
9. 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 C10).
10. Reprint: **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 C19).

D. Book Reviews

1. Avidar, R. (2023). Public relations and branding of the high-tech industry in Israel. A review of the book: *Communication and hi-tech: About Journalism, public relations and media culture* by Tizhak Masiah [Hebrew]. *Kesher* 60.
https://dcenter.tau.ac.il/sites/abraham.tau.ac.il/files/media_server/daniel%20abraham/kesher/60/15aKesher60_books.pdf

E. Other Scientific Publications

Published

1. Toledano, M., & **Avidar, R.** (2017). Public relations, ethics and social media: A cross-national study of PR professionals. *Institute for Public Relations (IPR)*.
<https://instituteforpr.org/public-relations-ethics-social-media-cross-national-study-pr-professionals/>
2. **Avidar R.**, Ariel, Y., Malka, V., & Levy E.C. (2015). Smartphones, publics and OPR: Do publics want to engage? *Institute for Public Relations (IPR)*.
<http://www.instituteforpr.org/smartphones-publics-and-opr-do-publics-want-to-engage/>