

Yaron Ariel

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CURRICULUM VITAE

[*Public Website Version]

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
1997-2000	University of Haifa, Communication and Political Sciences	B.A	2000
2001-2003	University of Haifa, Communication	M.A	2004
2005-2009	University of Haifa, Graduate Studies Authority	Ph.D.	2009

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2008-2010	Academic College of Yezreel Valley, Department of Communication	Doctoral Instructor
2008-present	Interdisciplinary Center, Herzliya, School of Communications	Adjunct Lecturer
2011-present	University of Haifa, Department of Information & Knowledge Management	Adjunct Lecturer
2010-present	Academic College of Yezreel Valley, Department of Communication	Full-time faculty member, Lecturer

4. Offices in Academic Administration

Dates	Name of Institution and Department	Role
2008-present	Academic College of Yezreel Valley, Department of Communication	Member of the Teaching Board
2009-2010	Academic College of Yezreel Valley, Department of Communication	Student Advisor
2009-present	Academic College of Yezreel Valley, Department of Communication	Admission & Exceptions Committee
2009-present	University of Haifa, Faculty of Management	Fellow Member of the Center for Internet Research
2010-2015	University of Haifa, Faculty of Management	Member of Executive Committee of the Center for Internet Research
2012-2014	Academic College of Yezreel Valley	Member of the Scholarship Committee
2015-present	Academic College of Yezreel Valley	Member of the Computing Committee
2015-present	Academic College of Yezreel Valley, Department of Communication	Head of the Digital Communication Track

5. Scholarly Positions and Activities outside the Institution

a. Reviewer of scientific or professional journal

Dates	
2006	Journal of Computer-Mediated Communication
2008 - 2013	Information, Communication, and Society
2012	International Journal of Public Opinion Research
2013-2014	Communication Research
2013-2015	Media Frame (Hebrew)
2014	Journal of Communication
2015	European Journal of Communication
2015	Cyberpsychology & Behavior

b. Reviewer of scientific or professional conference

Dates	
2004-2015	Annual International conferences of the Association of Internet Researchers (AoIR)
2007-2010	Annual Conferences of the International Communication Association (ICA)
2009-2013	Annual Conferences of the Israeli Communication Association

c. Membership in professional/scientific societies

Dates	
1998-present	Israeli Communication Association
2004-2009	International Association of Internet Researchers (AoIR)
2005-2008	Israeli Sociology Society
2005-2009	International Communication Association (ICA)
2005-2011	Israel Internet Association (ISOC-IL)
2011-2012	International Association for Media and Communication Research (IAMCR)

6. Participation in Scholarly Conferences

a. Active Participation

International Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture
September 2004	5th International Conference of the Association of Internet Researchers (AoIR)	Falmer, Brighton U.K	Web Site interactivity and gratifications expectations among users
March 2005	7th International General Online Research Conference (GOR)	Zurich, Switzerland	Web user's gratifications expectations
August 2005	Wikimania 2005 - The First International Wikimedia Conference	Frankfurt, Germany	Wikipedians' sense of community, motivations, and knowledge building: a cross-cultural study
August 2005	Cyberculture 3rd Global Conference	Prague, Czech Republic	Wikipedia Community: Users' Motivations and Knowledge Building
October 2005	6th International Conference of the Association of Internet Researchers (AoIR)	Chicago, IL, USA	Uses Typologies: Networked Communities Mailing Lists
October 2005	6th International Conference of the Association of Internet Researchers (AoIR)	Chicago, IL, USA	Interactivity and the Subjective Value of Information
August 2006	WikiSym	Odense, Denmark	Wiki Uses in Learning and Teaching
March 2006	8th International General Online Research Conference (GOR)	Bielefeld, Germany	Sense of (Virtual) Community
March 2007	9th International General Online Research Conference (GOR)	Leipzig, Germany	Virtual Communities Usages: Content Analysis & Survey of Locally Based Mailing Lists
May 2007	57th Annual Conference of the International Communication Association (ICA)	San Francisco, CA USA	Virtual Knowledge-Building Community & Users Incentives: Wikipedia Case

October 2007	8th International Conference of the Association of Internet Researchers (AoIR)	Vancouver, Canada	Knowledge network analysis in Wikipedia: Nodes as opinion leaders
October 2007	8th International Conference of the Association of Internet Researchers (AoIR)	Vancouver, Canada	Interactive information exchanges in online-mediated environments
October 2007	8th International Conference of the Association of Internet Researchers (AoIR)	Vancouver, Canada	Knowledge network analysis in Wikipedia: Nodes as opinion leaders
October 2008	9th International Conference of the Association of Internet Researchers (AoIR)	Copenhagen, Denmark	Exploring Interactivity and Responsiveness Divergence
July 2011	Conference of the International Association of Communication and Media Research (IAMCR)	Istanbul, Turkey	Conceptualizing UGC in the Context of Participatory Journalism
July 2011	Conference of the International Association of Communication and Media Research (IAMCR)	Istanbul, Turkey	Richness of Interruption messages - take your time?
March 2012	14th International General Online Research Conference (GOR)	Mannheim, Germany	Mobile Phone Users Behavior: The Israeli Case
March 2012	14th International Conference of General Online Research (GOR)	Mannheim, Germany	Online Interruption Effect on Cognitive Performance.
May 2012	Annual Conference of the International Communication Association (ICA)	Phoenix, Arizona USA	User-Generated Content and Participatory Journalism
March 2013	15th International Conference of General Online Research (GOR)	Mannheim, Germany	Young early smartphone adopters
March 2013	15th International Conference of General Online Research	Mannheim, Germany	The Effect of Chat as Continuing Interruption on Cognitive Performance

	(GOR)		
March 2013	15th International Conference of General Online Research (GOR)	Mannheim, Germany	Perceived and presumed trustworthiness of Wikipedia
June 2013	20th International Public Relations Symposium (BledCom)	Lake Bled, Slovenia	Smartphones and Youngsters: A New Challenge for Public Relations Practice and Relationship Building
June 2013	Conference of the International Association of Communication and Media Research (IAMCR)	Dublin, Ireland	The Usability of Smartphones among Youngsters
June 2013	Conference of the International Association of Communication and Media Research (IAMCR)	Dublin, Ireland	Measuring audience: considering time and medium shifts
March 2014	16th International Conference of General Online Research (GOR)	Cologne, Germany	Prominent on online knowledge communities
March 2014	16th International Conference of General Online Research (GOR)	Cologne, Germany	Smartphones and second-level digital divide
March 2014	16th International Conference of General Online Research	Cologne, Germany	What's up in WhatsApp world? The role of a popular smartphone application in the lives of Israeli users
March 2014	16th International Conference of General Online Research (GOR)	Cologne, Germany	Political participation and voting intention of SNS users
July 2014	21th International Public Relations Symposium (BledCom).	Bled, Slovenia	Smartphones, Publics, and OPR: Do Publics Want to Engage
March 2015	17th International Conference of 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

March 2015	17th International Conference of General Online Research (GOR)	Cologne, Germany	Social network sites and smartphone's news alerts as an alternative means for news consumption in Israel
July 2015	Conference of the International Association of Communication and Media Research (IAMCR)	Quebec, Canada	Digital Divide and Perceived Intimacy
July 2015	6th Annual International Social Media & Society Conference (#SMSociety15)	Toronto, Canada	Privacy online: Knowledge, concerns, and behavior of users, sites managers and policy-makers

Local Conferences (Hebrew)

Date	Name of Conference	Place of Conference	Subject of Lecture
December 2004	'Communicating': student research conference	University of Haifa	Distribution Lists in Light of the Uses and Gratifications Approach
February 2005	36th Annual Conference of the Israeli Sociological Society	Tel-Hai Academic College	Networked Communities: Uses Typologies of Local Distribution Lists
January 2006	'Communicating': student research conference	University of Haifa	Gratifications and Sense of Community among Wikipedia users
March 2006	37th Annual Conference of the Israeli Sociological Society	Bar-Ilan University	Virtual knowledge community -The Hebrew Wikipedia
March 2006	Conference of the Netvision Institute for Internet Studies -NIIS	Tel Aviv University	Interactivity, Cognition and Information Value
February 2007	38th Annual Conference of the Israeli Sociological Society	University of Haifa	Wikipedia as a knowledge virtual community: a multilingual comparison of Wikipedians perceptions
March 2007	11th Annual Conference of the Israeli Communication Association	The Open University of Israel, Raanana	Virtual knowledge building communities and users' motivations: Wikipedia as a case study

March 2008	12th Conference of the Israel Communication Association	Tel-Aviv University	New media: Interactivity and responsiveness
December 2008	Communicating: Student Research Conference	University of Haifa	Interactivity and responsiveness: Is there a place for confusion?
April 2011	15th Annual Conference of the Israel Communication Association	University of Haifa	Uses and exposure on Facebook: the Israeli Case" a panel 'From Blogs to Wikis: a brave new world?
April 2011	15th Annual Conference of the Israel Communication Association	University of Haifa	Effect of richness of interruption messages on the quality of cognitive performance
February 2013	Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era	The Open University, Raanana	Chat as a "continuing Interruption" to Cognitive Task
February 2013	44th Annual Conference of the Israel Sociological Society	Ruppin Academic Center	Digital gaps in smartphone usability in Israel
January 2013	Israeli Human-Computer Interaction Research Conference (IsraHCI)	Interdisciplinary Center (IDC), Herzliya	Smartphone Usage Patterns of Young Israelis
January 2014	Israeli Human-Computer Interaction Research Conference (IsraHCI)	IBM Research Center at Haifa	A Closer Look at Chat as a Continuing Interruption during Cognitive Task
April 2014	18th Annual Conference of the Israel Communication Association	Netanya Academic College	Prominent participants in online knowledge communities
January 2015	Israeli Sociological Association – Knowledge, Science and Technology	Bar-Ilan University	The functions of WhatsApp application in the life of civilians in threatened areas during military operation
February 2014	Chais Conference for the Study of Innovation and	The Open University, Raanana	The Smart Mobile Phone: Examining its roles in the lives of Israeli Students

	Learning Technologies: Learning in the Technological Era		
February 2015	Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era	The Open University, Raanana	New technology in a national emergency: the case of "WhatsApp"
April 2015	19th Annual Conference of the Israel Communication Association	The Open University, Raanana	Intimacy in online social networks
April 2015	19th Annual Conference of the Israel Communication Association	The Open University, Raanana	Users concerns in relation to privacy online: The Israeli case
April 2015	19th Annual Conference of the Israel Communication Association	The Open University, Raanana	Functional equivalence varies between old and new media in times of emergency

8. Research Grants

a. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by/ Amount	Year
Co-PI	Vered Malka, Ruth Avidar	Israeli Smartphone users – Part A (Quantitative Survey)	Academic College of Yezreel Valley ₪10000	2012-2013
Co-PI	Avshalom Ginosar	Online Privacy	Academic College of Yezreel Valley ₪13000	2013-2014
Co-PI	Vered Malka, Ruth Avidar	Israeli Smartphone users – Part B (Qualitative)	Academic College of Yezreel Valley	2014-2015

			₪8000	
Co-PI	Amit Kama	Viewers of the 'Hobbit' (International Survey)	Academic College of Yezreel Valley ₪12000	2014-2015
Co-PI	Dana Weimann-Saks, Vered Malka, Ruth Avidar	Election study	Academic College of Yezreel Valley ₪10500	2015

9. Teaching

a. **Courses Taught in Recent Years**

Year	Name of Course	Type of Course	Degree	Number of Students
2007-2014	Media: Uses and Gratifications	Elective	B.A	50
2008-2014	Proseminar in Communication Studies	Introduction Course (Mandatory)	B.A	120
2008-present	Online Communities	Seminar	B.A	20
2009-2014	Introduction to Descriptive & Inferential Statistics	Introduction Course (Mandatory)	B.A	120
2009-present	Online Media	Introduction Course (Mandatory)	B.A	40
2010-2014	Quantitative Research Methods in Communication	Introduction Course (Mandatory)	B.A	120
2011-2014	Computer Mediated Communication	Elective	B.A	50
2012-present	Political Marketing in Social Networks	Mandatory Course	M.A	25
2012-present	Information and Community	Mandatory Course	M.A	25

2012-present	Quantitative Research Method	Mandatory Course	M.A	30
2014-2015	Media Audience: Genres & Patterns of Participation	Elective	B.A	50
2014-present	Introduction to Digital Culture	Introduction Course (Mandatory)	B.A	70
2014-present	Quantitative Methods & Statistics	Introduction Course (Mandatory)	B.A	70

b. Supervision of Graduate Students

Name of Student	Title of Thesis	Degree	Date of Completion / in Progress
Sharona Avitay*	Prominent on online knowledge communities as opinion leadership	M.A, Communication	February 2014
Yaffa Palmon*	Interactivity in Israeli press talkbacks	M.A, Information & Knowledge Management	November 2013
Yovav Gat**	Evaluating and sharing information in online communities	M.A, Information & Knowledge Management	November 2013
Michal Galili*	Instances of words in a daily newspaper as an expression of technological innovation adoption	M.A, Information & Knowledge Management	November 2013
Rinat Barsky*	Parental mediation: Parents assessments regarding children's online exposure to violent and sexual contents	M.A, Information & Knowledge Management	January 2014
Dafna Itzkovich*	The relationship between anxiety and the use of online social networks	M.A, Information & Knowledge Management	May 2013
Serge Kohn***	Holocaust denial: Internet and the spreading of a French ideology	M.A, Information & Knowledge Management	December 2013
Moran Meidan**	The influence of tie strength on social information evaluation and information adoption in online	M.A, Information & Knowledge Management	June 2015

	environments		
Uriel Hermon**	The relationship between personality characteristics and digital literacy to online distribution of memes	M.A, Information & Knowledge Management	December 2014
Or Krispil*	Online shaming	M.A, Communication	in Progress
Noga Maoz**	The library in the digital age	M.A, Information & Knowledge Management	in Progress

* Supervised with Prof. Sheizaf Rafaeli

** Supervised with Dr. Daphne Raban

*** Supervised with Dr. Uzi Elyada

Name of Student	Title of Thesis	Degree	Date of Completion / in Progress
Vlad Vasiliu****	Virality and popularity on social networks and their predictors: The case of Terror on the Internet	Ph.D., Communication	in Progress

**** Supervised with Prof. Gabi Weimann

c. Supervision of Honor B.A Students

2010-2011 – Eran Pick, Sharona Avitay, Yaa'ra Slutzki

2011-2012 – Ofer Carmel

2012-2013 – Michal Sochoy

2014 – Or Krispil*, Ornit Edri,

2015 – Tom Barkan

* Supervised with Dr. Bina Nir

PUBLICATIONS

Ph.D. Dissertation

Ariel, Y. (2009). "Interactivity, Cognition and Value of Information: Interactive Information Exchanges in Online-Mediated Environments." Doctoral Dissertation, Graduate Studies Authority, the University of Haifa [Supervised by Prof. Sheizaf Rafaeli, Written in English, 130 pages]

Articles in Refereed Journals

Published

- * 1. Avidar, R., **Ariel, Y.**, Malka, V., & Levy, E.C. (2013). Smartphones and young publics: A new challenge for public relations practice and relationship building. *Public Relations Review* 9(5), 603-605. DOI: doi:10.1016/j.pubrev.2013.09.010
- * 2. **Ariel, Y.**, & Avidar, R. (2015). Information, Interactivity, and Social Media. *Atlantic Journal of Communication* 23(1), 19-30. DOI:10.1080/15456870.2015.972404
- * 3. Malka, V., **Ariel, Y.**, Avidar, R., & Levy, E.C. (2015). Operation 'Protective Edge': The First WhatsApp War?. *Kesher: Journal of Media and Communications History in Israel and the Jewish World*, 47, 88-96 [Hebrew]
- * 4. Avidar, R., **Ariel, Y.**, Malka, V., & Levy, E.C. (2015). Smartphones, publics, and OPRs: do publics want to engage? *Public Relations Review*, 41(2), 214-221. DOI: 10.1016/j.pubrev.2014.11.019
- * 5. 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
- * 6. **Ariel, Y.**, Malka, V., Avidar, R., & Levy, E.C. (2016). Smartphone's Usage among Young Adults: A Combined Quantitative and Qualitative approach. *Israel Affairs*.
- * 7. Weimann-Saks, D., **Ariel, Y.**, Malka, V., & Avidar, R. (2016). Trends in public and media agenda setting during the 2015 Israeli elections. *Israel Affairs*.

Articles or Chapters in Scientific Books

(Which are not Conference Proceedings)

Published

1. Rafaeli, S., & **Ariel, Y.** (2007). *Assessing Interactivity in Computer-Mediated Research*. In: A.N Joinson, K.Y.A McKenna., T. Postmes & U-D. Reips (Eds). *The Oxford Handbook of Internet Psychology* (pp. 303-329). Oxford, UK: Oxford University Press
2. Rafaeli, S, & **Ariel, Y.** (2008). "Online motivational factors: Incentives for Participation and Contribution in Wikipedia." In: A. Barak (Ed.), *Psychological Aspects of Cyberspace: Theory, Research, Applications* (pp. 243-267). Cambridge, UK: Cambridge University Press

3. Rafaeli, S., Hayat, T & **Ariel, Y.** (2009). "Knowledge building and motivations in Wikipedia: Participation as Ba" In: F. J. Ricardo. (Ed). *Cyberculture and New Media* (pp. 51-69). Rodopi Press, Amsterdam

* 4. Rafaeli, S., Hayat, T., & **Ariel, Y.** (2011). Virtual Knowledge-Building Communities. *Virtual Communities: Concepts, Methodologies, Tools and Applications* (pp. 1529-1535). Hershey, PA: Information Science Reference

Accepted for Publication

* 5. Avidar, R., **Ariel, Y.**, & Malka, V. (2015). "Wartime changes in news consumption patterns among Israeli WhatsApp users: Operation Protective Edge as a case Study. In: D. Caspi, (Ed.) (forthcoming 25p.)

* 6. Malka, V., **Ariel, Y.**, Avidar, R. & Cohen, A.A. (2016). "Converging social needs with smartphone applications: The case of WhatsApp." In: P. Vorderer., D. Hefner., L. Reinecke., & C. Klimmt (Eds.). *Permanently Online, Permanently Connected*. Routledge (forthcoming, 15p.)

Articles in Conference Proceedings

Published

1. Rafaeli, S., Hayat, T., & **Ariel, Y.** (2005). "Wikipedians' sense of community, motivations, and knowledge building: a cross-cultural study" In: A. Lih., J. Voss., C. Ma, S. Klein., & H. Rheinhold (eds). Proceedings of Wikimania 2005 - The First International Wikimedia Conference. August 2005 Frankfurt, Germany

* 2. 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". In: Y. Yair (Ed.), *Proceeding of the 11th Annual MEITAL - national conference for ICT oriented instruction in higher education*. Jerusalem: The Hebrew University [Hebrew]

* 3. Levy, E.C., Rafaeli, S., & **Ariel, Y.** (2013). "Chat as a Continuing Interruption to Cognitive Task". In: Y. Eshet-Alkalai, I. Blau, A. Caspi, N. Geri, Y. Kalman, V. Silber-Varod (Eds.), Proceedings of the 10th Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era, Raanana: The Open University of Israel, pp. 72E-76E. [Hebrew]

* 4. 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-Varod., & Y. Yair. (Eds.), *Proceedings of the 9th Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era*, Raanana: The Open University of Israel, pp. E259-261. [Hebrew]

* 5. **Ariel, Y.**, & Vasiliu, V. (2014). "Political participation and voting intention of SNS users". In: L. Kaczmirek., O. Hellwig., O. Tabino., M. Taddicken & A. Wachenfeld (eds.) (2015). *Shaping Online Research: Proceeding of the 16th General Online Research Conference*. Deutsche Gesellschaft für Online-Forschung (DGOF): Cologne, Germany. ISBN: 978-3-9815106-2-1

* 6. **Ariel, Y.**, & Malka, V. (2015). "Social network sites and smartphone's news alerts as an alternative means for news consumption in Israel". In: L. Kaczmirek., O. Hellwig., O. Tabino., M.T. Thielsch & A. Wachenfeld (eds.) (2015). *Shaping Online Research: Proceeding of the 17th General Online Research Conference*. Deutsche Gesellschaft für Online-Forschung (DGOF): Cologne, Germany 2015. ISBN: 978-3-9815106-4-5

* 7. Malka, V., **Ariel, Y.**, Avidar, R. (2015). "Users' best friend during a national crisis? WhatsApp and its roles in the lives of Israeli citizens in wartime". In: L. Kaczmirek., O. Hellwig., O. Tabino., M.T. Thielsch & A. Wachenfeld (eds.) (2015). *Shaping Online Research: Proceeding of the 17th General Online Research Conference*. Deutsche Gesellschaft für Online-Forschung (DGOF): Cologne, Germany 2015. ISBN: 978-3-9815106-4-5

Entries in Encyclopedias

1. Rafaeli, S. Hayat, T. & **Ariel, Y.** (2008). Virtual Knowledge-Building Communities, in G.D. Putnik, & M.M. Cunha, *Encyclopedia of Networked and Virtual Organizations*, New York: Information Science Reference, Vol.3, pp. 1792-1796 (Peer Reviewed)

Other Publications

Published

1. Rafaeli, S., **Ariel, Y.**, Katsman, M. (2010). "Youth Online: Internet use and online shopping patterns." Jerusalem, Israel: *Research and Economy Administration*, Ministry of Industry, Trade, and Labor, Israel [Hebrew]

* 2. Rafaeli, S., **Ariel, Y.** (2011). "Trends in Israelis Online Shopping." Jerusalem, Israel: *Research and Economy Administration*, Ministry of Industry, Trade, and Labor, Israel [Hebrew]

* 3. Malka, V., **Ariel, Y.**, Avidar, R. & Levy, E.C. (2014). Have a joke? Considering operation 'Protective Edge' as the first WhatsApp war. 20 October 2014, *The Seventh Eye* <http://www.the7eye.org.il/130153> [Hebrew]