

Rim H. Chaif, Ph.D.

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PROFILE

Communication scholar studying AI, digital media, strategic communication, and advertising/public relations, with particular interest in how emerging technologies shape persuasion, representation, consumer and audience responses, and health communication. Computational training in large-scale data analysis, machine learning, and NLP, with 10 peer-reviewed publications and 14 competitive research awards. Prior to academia, 7 years as an investigative journalist producing analytical work on public health, governance, and migration across North Africa and Europe and through international NGOs and intergovernmental agencies. Fluent in Arabic, French, English, and Italian.

RESEARCH SPECIALIZATION

Topics: Advertising and public relations, artificial intelligence and emerging media, platform persuasion and content authenticity, audience responses to AI-mediated content, strategic communication and persuasion, branding and representation, cross-cultural communication, digital health communication, and information integrity.

Methods: Qualitative, quantitative, and computational methods, including experimental and survey design, machine learning, natural language processing, large language models and large-scale social media data analysis.

TEACHING SPECIALIZATION

Advertising and public relations, principles of public relations, public relations writing, strategic communication, social and digital media, media literacy, artificial intelligence and emerging media, research methods, audience analysis, and health communication.

EDUCATION

University of Kansas

Lawrence, KS, USA

Ph.D. Journalism and Mass Communications

2022 – 2026

Dissertation: When Open Access Is Not Equal Access: How Gender Shapes Framing, Support, and Community Responsiveness in Online Infertility Communities.

Advisors: Dr. Yvonne Chen & Dr. Hong Vu

University of Calabria

Cosenza, Italy

Master of Pedagogy Sciences for Intercultural Studies and Media Education

2017 – 2019

Focus: Intercultural communication, media education, gender, social norms, and ethics

National School of Journalism and Information Sciences

Algiers, Algeria

Master of Institutional and Corporate Communication

2011 – 2014

Focus: Strategic and Organizational Communication, Public Relations

Abu Bakr Belkaid University

Tlemcen, Algeria

Bachelor of Business French

2008 – 2011

ACADEMIC APPOINTMENTS

University of South Florida

Tampa, FL, USA

Visiting Assistant Professor of Instruction, Zimmerman School of Advertising & Mass Communications 2026–Present

University of Wisconsin–Madison

Madison, WI

Health Disparities Research Scholar, School of Medicine and Public Health Forthcoming, December 2026

- NIH T32-supported postdoctoral research training in health disparities and interdisciplinary population health research.

PEER-REVIEWED PUBLICATIONS

Peer-Reviewed Journal Articles (9 Published)

1. **Chaif, R. H.** (2026). “More Like a Drug Cartel Than a Baby Plan”: A Multimodal Analysis of Reproductive Narratives in Online Infertility Communities. *Health*. <https://doi.org/10.1177/13634593251409222>
2. **Chaif, R. H.**, & Diwanji, V. S. (2026). It is Not Just a Joke: An Experimental Study on the Role of Feminist Humor Memes in Motivating Collective Action for Gender Equality in Algeria. *Middle East Journal of Culture and Communication*. <https://doi.org/10.1163/18739865-bja10001>
3. Diwanji, V. S., Nguyen, N., Coelho, M. B., Burkett, M., **Chaif, R. H.**, & Okocha, M. U. (2026). Pride, Not Prejudice: A Cross-Cultural Big Data Analysis of Consumer Reactions to Rainbow-washing in Advertising. *International Journal of Advertising*, 45(3), 653–680. <https://doi.org/10.1080/02650487.2025.2477405>
4. **Chaif, R. H.**, & Etheridge, C. (2025). Reforming the Reformers: Shaping Pro-Democratic Attitudes and Beliefs through Discussions of Online Violence Against Women. *Social Media + Society*. <https://doi.org/10.1177/2056305125125125>
5. Diwanji, V., Geana, M., Pei, J., Nguyen, N., Izhar, N., & **Chaif, R. H.** (2025). Consumers’ Emotional Responses to AI-Generated versus Human-Generated Content. *International Journal of Human-Computer Interaction*.
6. **Chaif, R. H.**, & Finneman, T. (2024). “My Place Isn’t in the Kitchen”: Examining Feminist Facebook Framing of an Algerian Social Movement. *Social Media + Society*, 10(3). <https://doi.org/10.1177/20563051241274657>. **AEJMC First Place Student/Faculty Paper Award, Commission on the Status of Women, 2024.**
7. Seo, H., Burkett, M., Okocha, M., Ha, H., **Chaif, R. H.**, Izhar, N., Barros, M., Jona, B., & Iqbal, A. (2024). Social Media Activism and Women’s Health: Endometriosis as a Feminist Issue. *Digital Health*.
8. Seo, H., Burkett, K. M., Morales, O., Izhar, N., **Chaif, R. H.**, Coelho, M. B., Ha, H., Jona, B., Iqbal, A., & Doyle, T. (2024). Between Likes and Lies: How Teenage Girls Navigate Online Health Information. *Frontiers in Communication*.
9. Da Silva, F., Baines, A., Seo, H., Burkett, M., **Chaif, R. H.**, Izhar, N., & Gracia, V. (2023). Comparative Analysis of Online Social Support in Health: Brazilian and U.S. Facebook Groups on Diabetes. *International Communication Research Journal*, 59(1), 46–66.

Peer-Reviewed Conference Proceedings (1 Published)

1. Wang, Y., **Chaif, R. H.**, Jia, Y. D., Liu, H., Li, X., Izhar, N., Olatunji, S., Ding, H., Wen, H., Ha, H. H., & Hu, X. (2026). Intersection of TikTok/Douyin and Dementia: A Scoping Review of Research to Date (2016–May 2025). *Proceedings of the 59th Hawaii International Conference on System Sciences (HICSS)*, 3871–3880. <https://hdl.handle.net/10125/111860>

Under Review

1. **Chaif, R. H.** Strategic Health Communication Camouflage: How For-Profit Fertility Clinics Disguise Persuasion as Peer Support on Instagram.
2. **Chaif, R. H.** The Iterative Bidirectional Validation (IBV) Framework for LLM-Based Classification in Sensitive Health Domains: A Comparative Evaluation Against Rule-Based and Machine Learning Baselines.
3. **Chaif, R. H.**, & Izhar, N. “Too Afraid of Them Messing Me Up”: Computational Analysis of Women’s Contraceptive Risk Negotiation in Online Health Communities.
4. Ding, H., Vu, H., & **Chaif, R. H.** Global Technology, National Contexts: Media Framing of ChatGPT in 46 Countries.
5. Diwanji, V., Burkett, K. M., **Chaif, R. H.**, Iqbal, A., Coelho, M., & Wiley, T. Breaking the Mold: The Impact of Gamification and Disability Representation in Virtual Influencer Advertising. (R&R)
6. Diwanji, V. S., Conlin, J., Barros, M. N., Burkett, M., & **Chaif, R. H.** Influencing through Diversity: The Impact of Gender and Racial Representation on Consumer Evaluations of Virtual Influencers.
7. **Chaif, R. H.**, & Ibrahim, A. K. Branding Identity and Negotiating Femininity: A Machine Learning Analysis of North African Women Athletes’ Self-Presentation on Instagram. (R&R)
8. Diwanji, V., Nguyen, N., **Chaif, R. H.**, Burkett, K. M., Barros, M., & Okocha, M. Keep Colors Bright All Year Long: A Big-Data-Based Cross-Cultural Analysis of Consumer Discourses About Rainbow Washing.
9. Ding, H., Vu, H., Lee, T.-T., & **Chaif, R. H.** The Role of Culture in Audiences’ Trust in Mainstream Media: A Multilevel Analysis of Individual- and Country-Level Factors.
10. Diwanji, V., Seo, H., Conlin, J., Baines, A., Pei, J., Bauer, F., **Chaif, R. H.**, Clark, K., Silva, F., Burkett, M., & Nguyen, N. Application of Virtual Reality for Diversity, Equity, and Inclusion Training in Advertising and Public Relations. (R&R)
11. **Chaif, R. H.** Expressing Identity, Navigating Stigma, and Fostering Activism: Facebook Use Among LGBTQIA+ Individuals in the Maghreb.

WORK IN PROGRESS

1. **Chaif, R. H.**, Wang, Y., Hu, X., Liu, H., Olatunji, S., Izhar, N., & Ha, H. H. Branding Menstruation: A Cross-Cultural Analysis of Menstrual Product TV Ads Using Computational Multimodal Methods.
2. **Chaif, R. H.** Framing Fertility as Feminine Failure: How Women Construct Infertility Narratives in Online Communities. *In preparation for journal submission.*
3. **Chaif, R. H.** Leveraging Platform Affordances for Health Advocacy: Multimodal Analysis of Fibroids Discourse and Algorithmic Engagement on TikTok.

4. **Chaif, R. H.**, & Ibrahim, A. K. Detecting Health Misinformation in Neurodegenerative Disease Discourse: An Argument Mining Approach Across Social Media Platforms.
5. **Chaif, R. H.**, & Wang, Y. “My Brain Blocked the Memory”: A Computational Analysis of Reddit Framing Around Social Norms and Women’s Experiences with Female Genital Mutilation/Cutting. *In preparation for journal submission.*

GRANTS AND RESEARCH FUNDING

Research Grants and Fellowships

1. **Doctoral Fellowship**, Institute for Policy and Social Research, University of Kansas, 2024–2025. Competitive full-year doctoral research fellowship.
2. **Mugur V. and Anca Geana Research Award**, University of Kansas, 2025. Competitive research funding.
3. **Competitive Dissertation Research Grant**, University of Kansas, 2025 (\$900).
4. **Digital Divide Research Grant (PI)**, University of Kansas, 2023 (\$500).
5. **William Allen White Foundation Scholarship**, University of Kansas, 2023, 2025.
6. **Conference Organization Grant (PI)**, International Media Support, Denmark, 2016.

Grant Writing Experience

1. **Federal Grant Writing Support**, International Foundation for Electoral Systems, Washington, DC, 2020–2021.

AWARDS AND HONORS

Top Awards and Honors

1. **Top Student Paper Award**, Commission on the Status of Women, *AEJMC*, 2026 (Solo Author)
2. **First Paper Award**, Commission on the Status of Women, *AEJMC*, 2025 (Co-author)
3. **First Student/Faculty Paper Award**, Commission on the Status of Women, *AEJMC*, 2024 (First Author)
4. **Best Student/Faculty Paper Award**, Visual Communication Division, *AEJMC*, 2024 (First Author)
5. **Best Paper Award**, Commission on the Status of Women, *AEJMC*, 2024 (Co-author)
6. **Calder Picket Award**, University of Kansas, 2024
7. **Outstanding Instructor Award**, University of Kansas, 2023
8. **First Research and Researchers Award**, *AEJMC*, 2023 (Co-author)

Additional Awards, Fellowships, and Recognitions

1. **Educational Opportunity Funding**, University of Kansas, 2024
2. **Atlas Corps Fellowship**, United States, 2019–2021
3. **Full Scholarship Award**, University of Calabria, Italy, 2017–2019
4. **T20/G20 Young Global Changer**, Germany, 2017

5. **ICANN Global Conference Fellowship**, 2015, 2016
6. **International Media Support Recognition Award**, Denmark, 2015
7. **HIVOS Internet Governance Forum Fellowship**, Turkey, 2014
8. **Plume d'Or (Most-read Journalist)**, Blasting News, 2014

PEER-REVIEWED CONFERENCE PRESENTATIONS

1. **Chaif, R. H.** (2026). Framing Fertility as Feminine Failure: How Women Construct Infertility Narratives in Online Communities. AEJMC Annual Convention. *Top Student Paper Award, Commission on the Status of Women.*
2. **Chaif, R. H.** (2026). Strategic Health Communication Camouflage: How For-Profit Fertility Clinics Disguise Persuasion as Peer Support on Instagram. NCA 112th Annual Convention, New Orleans, LA. *Accepted for presentation.*
3. **Chaif, R. H.** (2025). "My nightly routine looks more like a drug cartel than a baby plan": Reclaiming reproductive narratives through infertility GIFs. AEJMC Annual Convention, San Francisco, CA.
4. Seo, H., Burkett, K. M., Morales, O., Izhar, N., **Chaif, R. H.**, Coelho, M. B., Ha, H., Jona, B., Iqbal, A., & Doyle, T. (2025). Teenage girls and digital health: Navigating health misinformation on social media. AEJMC Annual Convention, San Francisco, CA. *First Paper Award*
5. Diwanji, V., Burkett, K. M., **Chaif, R. H.**, Iqbal, A., Coelho, M., & Wiley, T. (2025). Breaking the mold: The impact of gamification and disability representation in virtual influencer advertising. AEJMC Annual Convention, San Francisco, CA.
6. **Chaif, R. H.**, & Wang, Y. (2025). My brain blocked the memory: A computational analysis of Reddit framing around social norms and women's experiences with FGM/C. ICA Annual Conference, Colorado.
7. Diwanji, V., Conlin, J., Burkett, M., Coelho, M., & **Chaif, R. H.** (2025). Disrupting stereotypes, uncovering authenticity: An investigation of diversity and representation in virtual influencer-human communications. ICA Annual Conference, Colorado.
8. **Chaif, R. H.**, & Izhar, N. (2024). I am too afraid of them messing me up: A computational analysis of social support in online discussions among women on birth control pills side effects. NCA Conference, New Orleans.
9. **Chaif, R. H.**, & Finneman, T. (2024). My place isn't in the kitchen: Examining feminist Facebook framing of an Algerian social movement. AEJMC Annual Convention, Philadelphia. *First Student/Faculty Award*
10. **Chaif, R. H.**, & Ibrahim, A. K. (2024). Redefining femininity and defying traditional gender norms: An in-depth visual analysis of North African women athletes' Instagram branding. AEJMC Annual Convention, Philadelphia. *Third Place Faculty Award*
11. **Chaif, R. H.** (2024). Exploring public support of female athletes engaged in traditionally male-dominated sports in social media. AEJMC Annual Convention, Philadelphia.
12. Ding, H., Vu, H., Lee, T.-T., & **Chaif, R. H.** (2024). The role of culture in audiences' trust in mainstream media: A multilevel analysis. AEJMC Annual Convention, Philadelphia.

13. Seo, H., Burkett, M., Okocha, M., Ha, H., **Chaif, R. H.**, Izhar, N., Barros, M., Jona, B., & Iqbal, A. (2024). Social media activism and women's health: Endometriosis as a feminist issue. AEJMC Annual Convention, Philadelphia. *Second Place Top Faculty Paper*
14. Diwanji, V., Nguyen, N., **Chaif, R. H.**, Burkett, M., Barros, M. N., & Okocha, M. (2024). Keep colors bright all-year-long: A big-data-based cross-cultural analysis of consumer discourses about rainbow washing. AEJMC Annual Convention, Philadelphia.
15. **Chaif, R. H.** (2024). Laughing for change: Unveiling the power of feminist humor in Algerian society through an experimental study. AEJMC Midwinter Conference, Oklahoma.
16. **Chaif, R. H.**, & Ibrahim, A. (2024). Navigating social norms: How Algerian women athletes used Instagram for self-branding during the 2022 Mediterranean Games. IACS Conference, California.
17. Etheridge, C., & **Chaif, R. H.** (2024). That "we won!" feeling: Inclusion of LGBTQ voices in news reaction to the U.S. Supreme Court same-sex marriage decision. SEAEJMC Conference, Kentucky.
18. **Chaif, R. H.** (2023). How does the North African LGBTQIA+ community use Facebook groups to navigate their sexual identities? AEJMC Annual Convention, Washington, DC.
19. **Chaif, R. H.**, & Etheridge, C. (2023). Reforming the reformers: Shaping pro-democratic attitudes and beliefs through discussions of online violence against women. AEJMC Annual Convention, Washington, DC.
20. Da Silva, F., Baines, A., Seo, H., Burkett, M., **Chaif, R. H.**, Izhar, N., & Gracia, V. (2023). Comparative analysis of online social support in health: Brazilian and U.S. Facebook groups on diabetes. AEJMC Annual Convention, Washington, DC. *First Place Latin America Communication Award*
21. Diwanji, V., Seo, H., Conlin, J., Baines, A., Pei, J., Bauer, F., **Chaif, R. H.**, Clark, K., Silva, F., Burkett, M., & Nguyen, N. (2023). Application of virtual reality for diversity, equity, and inclusion training in advertising and public relations. AEJMC Annual Convention, Washington, DC.
22. **Chaif, R. H.**, & Aliane, Z. (2020). To what extent has the Algerian Hirak had a role in the sociopolitical situation in Algeria. Middle East Congress, Turkey.
23. **Chaif, R. H.** (2018). How Algerian media cover migration: Ethics and representation. International Youth Conference, Italy.

RESEARCH EXPERIENCE

University of Kansas

Doctoral Research

Lawrence, KS

2022–2026

- Conducted mixed-methods and computational research on digital communication, advertising and persuasion, health communication, and emerging media.
- Analyzed large-scale social media datasets using statistical modeling, experiments, natural language processing, machine learning, and multimodal methods.
- Developed the Iterative Bidirectional Validation (IBV) framework for human-in-the-loop validation of LLM classifications in sensitive communication contexts.

University of Kansas
Research Assistant, Dr. Yunwen Wang

Lawrence, KS
Summer 2025

- Conducted computational and multimodal research on social media and health communication, contributing to peer-reviewed publications and ongoing research projects.

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TEACHING RECORD

University of South Florida

Visiting Assistant Professor of Instruction, Zimmerman School of Advertising & Mass Communications Tampa, FL
Fall 2026 – Present

- **Principles of Public Relations (PUR 3000)** — Fall 2026. Undergraduate course covering public relations principles, strategic communication, persuasion, audience analysis, campaign planning, and ethics, with integration of AI and its implications for public relations strategy and practice.
- **Writing for Public Relations (PUR 4100)** — Fall 2026. Undergraduate course in strategic PR writing across digital and traditional platforms, including news releases, media pitches, social media, crisis communication, and integrated media materials, with integration of AI into professional communication and writing practice.
- **Media Literacy (MMC 6005)** — Fall 2026. Graduate seminar examining platform society, algorithms and personalization, datafication, AI and synthetic media, algorithmic bias, credibility and information integrity, surveillance, representation, and platform governance.

University of Kansas

Instructor of Record (1,200+ students taught across three courses)

Lawrence, KS
Fall 2022 – Summer 2025

- **Writing for Media Audiences (JMC 304)** — 6 semesters, 200+ students per semester (1,200+ total). Designed and delivered curriculum on strategic communication writing across digital and traditional platforms, integrating audience analysis, message design, and ethical communication practice. Received the University of Kansas Outstanding Instructor Award (Spring 2023).
- **Presenting to Audiences (JMC 150)** — Fall 2023. Designed and taught an introductory public communication course emphasizing message design, cross-cultural audience awareness, and presentation strategy for diverse publics.
- **Information Exploration (JMC 302)** — Fall 2022 and Spring 2023. Taught information evaluation, source credibility, research skills, and media literacy across digital environments.

PROFESSIONAL EXPERIENCE

European Union Agency for Asylum

Multilingual Program Support Specialist

Malta
2021–2022

- Produced multilingual analytical reports and conducted qualitative research on migration and asylum for EU institutional audiences.

International Foundation for Electoral Systems

Washington, DC (Remote)

Research Consultant

2020–2021

- Supported federal grant development and conducted research on political participation, electoral integrity, and governance in North Africa.

Global Press Institute

Washington, DC

Media Researcher

2019–2020

- Conducted media research and produced investigative content on press freedom, gender, and human rights in the Global South.

Crossing Borders NGO

Denmark

Magazine Editor and Community Engagement Coordinator

2015–2017

- Edited an intercultural magazine and developed community and science communication programming on climate, migration, and intercultural dialogue.

Regional and Local Media Outlets, AlAraby Eljadeed

Algeria, Europe

Investigative and Humanitarian Journalist

2014–2019

- Produced multilingual investigative reporting on public health, migration, governance, and political movements across North Africa and Europe.

SERVICE

Journal Reviewer

- *npj Artificial Intelligence*, 2026
- *AI & Ethics*, 2026
- *Health Communication*, 2026
- *Journal of Communication Inquiry*, 2026
- *Health & Social Care in the Community*, 2026
- *Discover Global Society*, 2026
- *SN Social Sciences*, 2026
- *Women's Health*, 2026
- *New Media & Society*, 2025–2026
- *Discover Public Health*, 2025–2026
- *Cogent Arts & Humanities*, 2025–2026
- *Social Media + Society*, 2025
- *Human Rights Education Review*, 2025

Conference Reviewer

- AEJMC Annual Convention, 2024–2026
- NCA Annual Convention, 2024, 2026

- ICA Annual Conference, 2024
- IACS Conference, 2024

Professional and University Service

- Session Moderator, AEJMC Annual Convention, Philadelphia, 2024
- International Affairs Committee Member, University of Kansas, 2025
- Graduate School Advisory Board Representative, University of Kansas, 2023–2025

SELECTED INVITED TALKS AND PANELS

1. **Speaker**, “Combating Misinformation in the Digital Public Sphere,” Arab Internet Governance Forum (Arab IGF), Tunis, Tunisia, 2022
2. **Panelist**, “Misinformation in the Middle East and North Africa,” Rakameya Conference, Tunisia, 2021
3. **Speaker**, “Digital Rights in North Africa,” North African Internet Governance Forum, Morocco, 2021
4. **Invited Participant**, Facebook Roundtable on Online Gender-Based Violence, Dubai, United Arab Emirates, 2019
5. **Invited Speaker**, “Women’s Rights, Gender, and Digital Activism in North Africa,” Department Colloquium, University of Trieste, Italy, 2018
6. **Speaker**, “Women’s Rights and Internet Governance,” HIVOS Internet Governance Forum, Beirut, Lebanon, 2014

PROFESSIONAL MEMBERSHIPS

- Sigma Xi, The Scientific Research Honor Society, Full Member
- Phi Kappa Phi

TECHNICAL SKILLS

Artificial Intelligence and Computational Methods

- Large language model classification, prompt engineering, human-in-the-loop validation, and the Iterative Bidirectional Validation (IBV) framework
- Natural language processing, machine learning, multimodal analysis, and computational content analysis

Programming and Statistical Analysis

- Python, R, STATA, NVivo
- Regression and multilevel modeling, experimental design, survey methods, and statistical analysis

Natural Language Processing and Machine Learning

- BERTopic, LDA, SetFit, transformer-based classification, emotion classification, and sentiment analysis
- Feature engineering, class-imbalance methods, and text-image multimodal analysis

Digital Data and Research Methods

- Large-scale social media data collection and analysis across Reddit, Instagram, and TikTok
- API-based data collection, qualitative content analysis, mixed-methods research, and reproducible data workflows
- IRB protocols, research ethics, and validation of computational classifications in sensitive domains

LANGUAGES

- **Arabic** — Native; professional academic and journalistic use
- **French** — Fluent; professional academic and journalistic use
- **English** — Fluent; professional academic and journalistic use
- **Italian** — Fluent; professional academic use