

MUHAMMAD AWAIS

Assistant Professor, School of Computer Science and Artificial Intelligence
KIMEP University, Kazakhstan
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Former Research Scholar, Harvard University | Certified NVivo Expert & Trainer | MAXQDA Trainer | Mendeley Advisor | Computational Social Science Researcher

EDUCATION

Research Scholar **2022**

Faculty of Arts and Sciences, Harvard University, U.S.

- ❖ Courses: Introduction to Quantitative Methods for the Social Sciences and Humanities, Introduction to Qualitative Research Methods and Analysis
- ❖ Supervision on my PhD Dissertation

PhD. in Communication Studies **2018-2023**

School of Communication Studies, University of the Punjab, Pakistan

- ❖ Major Courses: Research Debates, Research Practicum, Tools and Skills in Social Sciences, Managing Information, Political Communication, Writing Workshop.
- ❖ Topic: *Laugh Labs and Viewers: Revisiting Uses and Gratifications Theory by Analyzing Infotainment Consumption of Pakistani News Channels.*

MPhil in Communication Studies **2015-2017**

Institute of Communication Studies, University of the Punjab, Pakistan

- ❖ Dissertation Title: *"Analysis of the Satirical Language of Leading Infotainment Programs of Pakistani News Channels and the Viewers' Perception"*
- ❖ CGPA: 3.88/4.0
- ❖ Major Courses: Approaches to Mass Communication Studies I & II, Communication Research Methods I & II, International Communication, Philosophy of Social Sciences, Advance Development Communication.

Master's in Mass Communication **2013-2015**

Department of Communication Studies, Bahauddin Zakariya University, Pakistan

- ❖ CGPA: 3.87/4.0 (Silver Medalist)
- ❖ Major Courses: Research Methods, Theories of Mass Communication, Community Journalism, Online Journalism, Media Management, Advertising, and Public Relations.

TEACHING AND RESEARCH EXPERIENCE

Assistant Professor **2026 - Present**

School of Computer Science and & Artificial Intelligence

KIMEP University, Almaty, Kazakhstan

- ❖ I teach courses at the intersection of artificial intelligence, digital technologies, and their applications and society. My research focuses on computational social science, AI, digital media, and data driven approaches to understanding communication and social phenomena.

Postdoctoral Research Associate **2024 - 2026**

**Research Institute of Humanities and Social Sciences – College of Communication,
University of Sharjah**

- ❖ I supported four research groups within the College of Communication by facilitating data collection and analysis, while also mentoring research assistants and providing guidance to graduate students.

University of Management and Technology, Lahore Pakistan

- ❖ Teaching Courses: Introduction to Advertising and PR, Research Methods I & II, Digital Media and Society, Tools & Skills in Social Sciences, Statistics, Mass Communication Theories I & II to M. Phil Classes. Media & Psychology, Basic Concepts in Social Sciences Research to Bachelors' students. Broadcast Media in Pakistan, Pre-Production, Introduction to Social Media, Social Media Production, Introduction to Advertising and PR, Research Methods I & II, Theories of Mass Communication I & II, Statistics in Social Sciences, Media Literacy and Youth
- ❖ Principle Thesis Supervisor of M.Phil. students.
- ❖ Leading, managing, and developing the department to ensure it achieves the highest possible standards of excellence in its academic activities.

Institute of Communication Studies, University of the Punjab

Research Assistant –Funded Project – Dr. Ayesha Ashfaq (Associate Professor)

2018- 2020

- ❖ Project Name: Women in Post Marriage Family Structures of Pakistan, Issues, and Challenges.
 - Responsibilities: Prepare materials for submission to the Higher Education Commission of Pakistan (HEC). Develop assessment and evaluation tools. Conduct interviews of husbands, daughters-in-law, and mothers-in-law of families living in a nuclear or joint family structure after marriage. Data Analysis through NVIVO. Prepare the first draft of the project. Address the changes recommended by the supervisor.
- Project Name: Market Needs and Education of Mass Communication: A Critical Perspective of Media Managers in Leading Private Television News Channels of Pakistan.
 - Responsibilities: Develop assessment and evaluation tools. Conduct interviews of managing directors, human resource managers, director news, and bureau chiefs of five leading private television channels of Pakistan. Extract themes and prepare the first draft. Incorporate changes recommended by the supervisor.

Research Assistant – PU Funded Project – Prof. Dr. Noshina Saleem

2020

- Project Name: Fear of Isolation and Self-Censorship: SNS Users Response on State Institutions and Religious Extremism in Four South Asian Countries.
 - Responsibilities: Explore an extensive literature review. Develop a questionnaire. Collect data from four South Asian countries (India, Pakistan, Bangladesh, and Sri Lanka). Compare the datasets of the four countries through data analysis software (SPSS and PLS). Prepare the final product of the project and make a presentation to be presented in a university meeting about the overall execution of the project.

The Art & Science of Teaching and Learning in Higher Education – Course Completed

2020

- ❖ Completing the Art & Science of Teaching and Learning in Higher Education (ASTLHE) course has equipped me with essential skills for effective higher education instruction. Through interactive sessions and engagement with practitioners, I've mastered communication techniques, instructional planning, and motivation strategies. The course has empowered me to formulate measurable objectives and adapt teaching methods to diverse learning styles. I am now proficient in utilizing verbal and non-verbal communication effectively, fostering an inclusive learning environment, and delivering impactful lectures.

Conducted Workshops in Different Universities

As a Resource Person

- One day Workshop on Qualitative Data Analysis Using NVivo – College of Health Sciences - University of Sharjah (2025)
- One day Workshop on Qualitative Data Analysis Using MAXQDA – University of Sharjah (2025)
- One day Workshop on Qualitative Data Analysis Using NVivo – University of Sharjah (2024)
- Series of Two Workshops on Qualitative Data Analysis Using NVivo – College of Communication - University of Sharjah (2024).
- One day Workshop on Qualitative Research and NVivo – Boston University, U.S (2022)
- Two-Day Workshop on Learning NVivo with Business School at Amity University, Noida India (2022)
- One day Workshop on Capabilities of NVivo – University of Connecticut, U.S. (2022)
- One day Workshops on NVivo with the PhD students – Communication University of China (2021 & 2023)
- How to Use AI Assistant of NVivo & MAXQDA – Chulalongkorn University, Thailand (2024)
- One day Workshop on Qualitative Data Analysis Using MAXQDA – University of the Punjab (2023)
- One day Workshop on ‘Which is Best - NVivo or MAXQDA?’ – University of Narowal (2022)
- One day Workshop on “Tracking PR Campaign Progress Using NVivo” – University of Lahore (2021)
- One day Workshop on NVivo with the PhD students and faculty – Ankara University, Turkey (2022)
- One day Workshop on NVivo with the PhD students and Faculty - Istanbul Bilgi University, Turkey (2022)
- One day Workshop on NVivo with Deans and Heads - National Institute of Technology Kurukshetra, India (2021)
- Two-day Workshop on ‘Qualitative Data Analysis Using NVivo (Latest Edition) – Department of Development Communication in Collaboration with Ministry of Social Welfare and Bait-ul-Maal Punjab (2022).
- Faculty Development Workshop on NVivo - University of Central Punjab Pakistan (2021)
- ‘How to do literature review through Citavi software’ with MPhil students – Minhaj University Pakistan (2020)
- ‘Analyzing Data Through SPSS – Three Days Workshops’ with BS students – University of Management and Technology (2019).
- ‘Exploring NVIVO 11 – What We Can Do with Qualitative Data?’ With BS students – University of Sialkot (2019)
- ‘Endorsing Others’ Work: APA 6th Edition’ with M.Phil. students – Karachi University Pakistan (2019).

PROFESSIONAL EXPERIENCE

Khaleef Technologies, Lahore, Pakistan

April 2016-April 2018

Senior Content Writer

- Responsibilities: Creative script writing for promotional videos of the Jazz Cricket. Articles and news writing. Translation from Urdu to English. Live text commentary on cricket matches. Video editing by Adobe Premiere. Photo editing by Adobe Photoshop. Social media handling of the Jazz Cricket.

Paigham TV, Pakistan

February 2017-February 2018

Digital Media Consultant (Freelancer)

- Responsibilities: Design social media campaigns, search engine optimization of video content on YouTube (titles, description, thumbnails, hook lines, etc.), development of the official website of Paigham TV.

92 News HD, Pakistan

2016

Sub-Editor & Script Writer (Freelancer)

- Project: Haqeeqat (A reenactment TV program)
 - Responsibilities: Writing scripts for the episodes of the program. Editing the scripts of the other writers.

Youth General Assembly, Pakistan**2018***Social Media Manager (Volunteer)*

- Project: Awareness Campaign During Pakistan General Elections 2018
 - Responsibilities: Designing content for brochures, pamphlets, broadcast and print advertisements, and billboards, etc.

Pink Ribbon, Pakistan (NGO)**August 2013 - March 2016***Communication Specialist*

- Responsibilities: Look after all the communication activities of the NGO.

Laqaaf Technologies, Pakistan**January 2011 – July 2013***Assistant Social Media Manager*

- Responsibilities: Develop content for social media pages of different mobile applications. Develop a strategy for increasing organic likes and reach of the pages. Monitor posts analytics.

UNDER REVIEW

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- Newspapers' Ambivalence Toward Feminism: Between Legitimacy and Contestation – Journalism & Mass Communication Quarterly – **Single Author**
 - The Promise Bias: Framing Artificial Intelligence in Global Newspapers - New Media and Society – **Single Author**
 - When Does Dual Affiliation Pay Off? The Conditional Advantage of Affiliations Across Countries in Communication Research – Scientometrics – **Single Author**
 - Evidence and Remedies for Inequality in Communication Research (1858–2024) – Communication Studies – **First Author**
 - Information Disorder Reduces Social Trust: Evidence from 19 Countries – Mass Communication & Society – **First Author**
 - The Promise Bias: Framing Artificial Intelligence in Global Newspapers - Media, War and Conflict – **Third Author**
 - War Behind the Handshake: US and European Press Framing of the Trump and Putin Alaska Summit 2025 - Politics and Society – **Single Author**
 - Bright Futures, Muted Warnings: How Journalism Normalizes Medical AI in Digital Society – International Journal of Communication – **Second Author**
 - Narrating Medical AI: How Journalistic Framing Organizes Risk and Promise in News Coverage – Journalism – **Second Author**
 - Diagnosing the News: A Computational Analysis of Global Newspaper Coverage of Artificial Intelligence in Healthcare - Journalism – **First Author**
 - Algorithmic Crime Control in Digital Society: How Newspapers Frame Artificial Intelligence in Crime Prevention - Crime Prevention and Community Safety - **Single Author**
 - How Should Science Talk in Digital Spaces? An Analysis of the United Nations Environment Programme's YouTube Channel - International Journal of Science Education, Part B – **Single Author**
 - Changing Bibliometric Patterns of Communication Research Before and After Generative AI - Research Evaluation – **Single Author**
 - Who Embraces, Who Uses, Who Questions? The Global Reception of ChatGPT Across Six Continents - Technology in Society - **Single author** - Q1 – Resubmitted After Revisions
 - Cross Cultural Patterns of Aggression and Violent Content Enjoyment: A Computational Study of PUBG Reviews Across 91 Countries - International Journal of Human-Computer Studies - **Single author** - Q1 - Resubmitted After Revisions
 - Hope in Crisis, Despair in Reform: Comparative Analysis of Two Decades of Poverty Coverage in Pakistan and India Press - Journalism Studies - **First author** - Q1 – Under Review
 - When Seeing Becomes Obeying: Visual Obedience in Political Communication on Instagram - Political Studies Review - **First author** - Q1 – Revisions Received
 - Academic Passporting in Western vs Non-Western Feminist Scholarship (1936–2024): Bibliometric and Thematic Landscapes - Online Information Review - **Single author** - Q1 – Under Review
 - Who Narrates AI? Discursive Apartheid, Symbolic Power, and the Media Politics of AI in US–EU

News – International Journal of Communication - **Second author** - Q1 – Under Review

- Digital Diatribes: Computational Interpretive Analysis of Urdu Tweets on Aurat March's Contestation - Women's Studies in Communication - **Single author** - Q2 – Under Review
- A Comparative Study of Climate Change Journalism Across Six Continents - Environmental Communication - **Single author** - Q1 – Awaiting Reviewer Selection

PUBLISHED PAPERS

- Ragnedda, M., Ruiui, M. L., & **Awais, M.** (2026). News Media, Narrative Authority, and the Global Ordering of Artificial Intelligence. *International Journal of Communication*, 20, 2401–2422. <https://doi.org/10.65476/4614hy26> - Q1
- **Awais, M.** (2026). Being There Without Being There: The Association Between Online Religious Participation and Physical Attendance – Society - <https://doi.org/10.1007/s12115-026-01273-2> - Q1
- **Awais, M.** (2026). Is artificial intelligence empowering or posing risks to feminism and women's rights? Evidence from global press coverage - Media, Culture & Society - <https://doi.org/10.1177/01634437261452165> - Q1
- **Awais, M.**, & Ali, F. (2026). From Washington to Brussels: Comparative Media Coverage of the Trump Zelenskyy Meeting in Europe and the U.S. – International Politics - <https://doi.org/10.1057/s41311-026-00764-7> - Q1
- **Awais, M.** (2026). Global Divides in Academic Knowledge Production: Mapping Social Media and Society Research - *Annals of the International Communication Association* - <https://doi.org/10.1093/anncom/wlag015> - Q1
- **Awais, M.** (2026). Constructing War in News: Discursive Logics of the Pahalgam Crisis in Indian and Pakistani Press - Media, War and Conflict - <https://doi.org/10.1177/17506352261432936> - Q1
- **Awais, M.**, & Ali, F. (2026). When Words Disempower: A Computational Feminist Analysis of Dowry Narratives in South Asian Press. *Journalism*. <https://doi.org/10.1177/14648849261435366> - Q1
- **Awais, M.** (2025). Polio Beyond the Drop: Rethinking Vaccine Hesitancy in Urdu Tweets Beyond Western Behavioral Models - *Social Science Computer Review* - <https://doi.org/10.1177/08944393261426533> - Q1
- **Awais, M.** (2025). Global North vs Global South: Mapping the Bibliometric and Thematic Landscape of Sport Communication Research. *Communication & Sport*, 21674795251384300. <https://doi.org/10.1177/21674795251384300> - Q1
- **Awais, M.** Farouk, A. (2026). Enemies in war, allies in survival: comparative climate change coverage in two South Asian arch rivals. *Media Asia*, <https://doi.org/10.1080/01296612.2026.2617935> - Q2
- Jaffar, A., Ali, F., & **Awais, M.** (2025). Attachment Styles and Relationship Quality Among Dating Couples: The Mediating Role of Communication Styles. *Howard Journal of Communications*, 36(4), 527–547. <https://doi.org/10.1080/10646175.2025.2539914> - Q2
- Daoudi, O., & **Awais, M.** (2026). Engaging science: audience perceptions of informal science communication on Arabic YouTube channels. *Journal of Science Communication*, 25(2), A04. Q2
- Daoudi, O., & **Awais, M.** (2025). Counterpublics in exile: a computational analysis of Syrian YouTube podcasts during the Assad era. *Media International Australia*, 1329878X251403576. <https://doi.org/10.1177/21674795251384300> - Q1
- **Awais, M.** (2025). Digital diaspora: mapping emotional migration and user personas from X to Bluesky. *Qual Quant*. <https://doi.org/10.1007/s11135-025-02292-7> - Q1
- Ali, F., **Awais, M.** & Baig, F. Brick kilns, schools, and rights: analyzing child labor coverage of two decades in English print media of Pakistan. *Qual Quant* (2025). <https://doi.org/10.1007/s11135-025-02257-w> - Q1
- **Awais, M.**, & Ali, F. (2025). Sacred Allegations, Violent Realities: Analyzing English Print Media Coverage on Blasphemy in Pakistan (2005–2023). *Journal of Media and Religion*, 24(3), 91–110. <https://doi.org/10.1080/15348423.2025.2507646> - Q2
- Ali, F., Gharaibeh, F. A., & **Awais, M.** (2025). Work–Family Conflict and Conflict Resolution Styles of Married Academicians: An Application of Relational Turbulence Theory. *The Family Journal*, 0(0). <https://doi.org/10.1177/10664807251321520> - Q1
- **Awais, M.**, & Ali, F. (2025). The annual struggle for equality: Analysis of Aurat March coverage in

- Pakistan's English print media (2018–2024). In *Women's Studies International Forum* (Vol. 110). <https://doi.org/10.1016/j.wsif.2025.103088>. – Q1
- **Awais, M., & Al Gharaibeh, F.** (2026, January). Justice or tradition? Cross-national media framing of honor killings in India, Pakistan, and global outlets. In *Women's Studies International Forum* (Vol. 114, p. 103219). Pergamon. – Q1
 - **Awais, M., & Saleem, N.** (2023). Uses And Gratification Analysis of The Viewers of Infotainment Programs Of Pakistan. *Gomal University Journal of Research*, 38(3), 330-347. <https://doi.org/10.51380/gujr-38-03-07>
 - Asad, K., Ali, F., & **Awais, M.** (2022). Personality Traits, Narcissism and TikTok Addiction: A Parallel Mediation Approach. *International Journal of Media and Information Literacy*, 7(2), 293-304. 10.13187/ijmil.2022.2.293 – Q3
 - **Awais, M., Ali, F.** (2023). When Technology Becomes a Policing Agent: Effects of Raids on Restaurants in Leading Crime Shows on the Youth of Pakistan. *International Journal of Media and Information Literacy*. 7(1): 18-27. DOI: 10.13187/ijmil.2022.1.18 – Q3
 - **Awais, M., Ali, F., & Kanwal, A.** (2022). Exposure to Multiple Communication Channels and Preventive Behaviors during COVID-19 in Pakistan: An Application of Extended Parallel Process Model. *Journal of Media Studies*, 37(1). <http://journals.pu.edu.pk/journals/index.php/jms/article/view/5268/2490>
 - **Awais, M., & Ali, F.** (2022). Social Media Exposure and Preventive Behaviors against COVID-19 in Pakistan. *Journal of Media Studies*, 36(1). <http://journals.pu.edu.pk/journals/index.php/jms/article/view/4022/1946>
 - Ali, F., **Awais, M., Faran, M.** (2020). Social Media Use and Political Polarization: The Mediating Role of Political Engagement and Political Loyalty. *International Journal of Media and Information Literacy*, 2021, 6(1), 17-33. http://ejournal46.com/journals_n/1624030392.pdf – Q3
 - Maqbool, K., Ali, F., **Awais, M., & Nadeem, M. A.** (2022). Social Media Use And Self-Sexualization Behaviour Among University Girls: A Serial Mediation Approach. *Media Education*, 17(2), 338-349. http://ejournal53.com/journals_n/1623852705.pdf – Q3
 - Shaheen, H., Ali, F., **Awais, M., Saeed, M.** (2020). Health-Related Information Seeking During COVID-19: Testing the Comprehensive Model of Information Seeking on University Students of Pakistan. *International Journal of Media and Information Literacy*, 2021, 6(1), 201-210. http://ejournal46.com/journals_n/1624034839.pdf – Q3
 - **Awais, M., Ali, F., & Kanwal, A.** (2020). Individual-Level Factors and Variation in Exposure to Online Hate Material: A Cross-National Comparison of Four Asian Countries. *Journal of Media Studies*, 35(2). <http://111.68.103.26/journals/index.php/jms/article/viewFile/3756/1846>
 - **Awais, M., Hameed ur Rahman, B., Ali, F., & Zulfiqar, A.** (2020). Laugh Labs and Their Treatment: Analysis of the Satirical Language of Leading Infotainment Programs of Pakistani News Channels. *Journal of Media Studies*, 35(1), 103- 135. <http://journals.pu.edu.pk/journals/index.php/jms/article/view/2695/1010>
 - **Awais, M., Abbas, S., Ali, F., & Ashraf, A.** (2020). Media Exposure and Fear About Crime: An Application of Mediated Fear Model. *The Journal of Social Sciences Research*. 6(7), 720–726. <https://doi.org/10.32861/jssr.67.720.726>
 - Ashraf, A. Tayyib, M. & Ali, F. **Awais, M.** (2020). Effects of Job Insecurity on Media Professionals of Pakistan. *Journal of Organizational Culture, Communications and Conflict*. 24(3). <https://www.abacademies.org/articles/effects-of-job-insecurity-on-media-professionals-of-pakistan-9468.html>
 - Haroon, M., Saeed, M., & Ali, F., **Awais, M.** (2020). Social Media Intrusion and Psychological Adjustment Among University Students: The Mediating Role of Religious Commitment And Spirituality. *Journal of Organizational Culture, Communications and Conflict*. 24(3). <https://www.abacademies.org/articles/social-media-intrusion-and-psychological-adjustment-among-university-students-the-mediating-role-of-religious-commitment-and-spiri-9617.html>
 - Ijaz, S. **Awais, M., Nadeem, A. M. & Ali, F.** (2020). Rendering Muslims as Terrorists in the English Comic Books: Analysis of Liberty for All and & Holly Terror. *The Journal of Social Sciences Research*, 6(8), 785-796. <https://doi.org/10.32861/jssr.68.785.796>
 - Amjad, K. Saeed, M., Ali, F. **Awais, M.** (2020). Social Media Use and Political Polarization: Political Engagement as a Mediator. *The Journal of Social Sciences Research*, 6(8), 804-810. <https://doi.org/10.32861/jssr.68.804.810>
 - Zaidi, A., Hanan, A., Ali, F., **Awais, M.** (2020). Media Objectification and Women Clothing

Buying Behavior: Social Comparison and Self-Gratification as Mediators. *International Journal of Media and Information Literacy*, 2020, 5(2). http://ejournal46.com/journals_n/1608059240.pdf – Q3

- Ali, F., Siddique, A., Ibrahim, U., **Awais, M.** (2020). Fear of Missing Out and Psychological Well-Being: The Mediating Role of Compulsive Use and Social Comparison. *Pakistan Journal of Social Issues*, 11, 82-97. <https://uog.edu.pk/downloads/journal/XI/77.pdf>
- **Awais, M.**, Campus, S., Maqbool, P. K., Ali, F., & Bhatti, T. F. (2020). Social Media's Contribution to Self-Sexualisation Behaviours Among Male Students: The Mediating Role Of Self-Objectification And Internalization Of Rewarded Beauty. *Journal of Organizational Culture, Communications and Conflict*, 24(3). <https://www.abacademies.org/articles/social-medias-contribution-to-self-sexualizations-behaviors-among-male-students-the-mediating-role-of-self-objectification-and-int-9562.html>
- Zafar, Z., Ali, F., **Awais, M.**, Saeed, M. (2020). Exposure To Mediated Celebrities And Mate Preferences: The Mediating Role Of Identification And Parasocial Relationships. *Journal of Organizational Culture, Communications and Conflict*. 24(3). <https://www.abacademies.org/articles/Exposure-to-mediated-celebrities-and-mate-preferences-1939-4691-24-3-140.pdf>

THESES SUPERVISED

- Mobile Battle Game Addiction and Aggression: The Mediating Role of Anxiety and Loneliness
- Exploring the Relationship between Social Media Use for Health Purposes and Self-Medication Practice: A Cognitive Dissonance Perspective
- Exploring the Role of Educational Vlogs and Self-Efficacy between Push Factors and International Mobility of Pakistani Media Students
- Association Between Online Victimization and Exposure to Harmful Online Content: A Study on University Students in Pakistan
- Spiral Of Silence and Willingness to Speak Out on Social Media: A Survey of Lahore Based

INTERNATIONAL CONFERENCE PRESENTATIONS

- **Awais, M.**, Ragnedda, M., Ruii, M, L. (2025). AI as a Geopolitical Battleground – IAMCR Symposium – University of Sharjah.
- **Awais, M.**, Ali, F., Sivakumar, P., Zulkernine, S, M., Priyadarshana, P. (2020). Exposure to Online Hate in Four Asian Countries (Pakistan, India, Bangladesh, and Sri Lanka) and Individual Factors: A Cross-National Survey. Reimagining the Digital Future, Conference at Tampere University, Finland. *The International Association for Media and Communication Research*. <https://iamcr.org/node/12807>
- **Awais, M.**, Ali, F. (2019). The Role of Smart Media in Enhancing the Distance Learning Capability: Teacher's Motivation, Grades, and Preferences. International Conference on Digital Media and Distance Learning, Sukhothai Thammathirat Open University (STOU) in Thailand. August 2019, *Organized by UNESCO Pacific-Asia*. <https://stouconference.stou.ac.th/docs/E-Proceedings%20-%20International%20Conference%20on%20Distance%20Learning.pdf>
- **Awais, M.** (2021). Analysis of the News Bulletins of Pakistani News Channels and Journalists' Perception Regarding Information, Coverage, and Intensity of Climate Change Issues. In *Proceedings of the World Conference on Media and Mass Communication* (2020+1). 17-19 June. University of Cagliari, Italy. <https://drive.google.com/file/d/1SpoEqD-9SYtw5veBHW7wVJX80Tv3p51r/view>
- **Awais, M.** (2023). Analyzing the Power of Visual Content in Social Media Engagement: A Study of Flood Images on Facebook and Twitter. 12th International Conference in Journalism and Communication Studies – organized by Suzhou University and Communication University of China

LOCAL CONFERENCE PRESENTATIONS

- Imran, M., **Awais, M.**, Zia, Anjum (2023). Exploring the Relationship between Social Media Use for Health Purposes and Self-Medication Practice: A Cognitive Dissonance

Perspective – 2nd International Media and Communication Conference co-organized by University of Management and Technology and University of the Punjab Lahore Pakistan.

- Zaheer, S., **Awais, M.**, Nasir, N. (2023) Exploring the Role of Educational Vlogs and Self-Efficacy between Push Factors and International Mobility of Pakistani Media Students - AMCAP-UOS 2024 INTERNATIONAL MEDIA CONFERENCE held at University of Sargodha Pakistan.
- **Awais, M.** Rahman, B. H. Ali, F. Zulfiqar, A. (2020). Mocking or Joking: Analysis of the Satirical Language of Leading Infotainment Programs of Pakistani News Channels. *International Conference on Media Education in Pakistan: Challenges and Opportunities*. 28th February 2019. SZABIST Islamabad, Pakistan
- **Awais, M.** Ali, F. Ahmed, S. (2019). Why Do We Bind Hashtag? Uses and Gratification Analysis to Gauge the Predictors and the Motives. *National Conference on Multidisciplinary Research (NCMR-2019)*. 27th March 2019. University of Okara, Pakistan.
- **Awais, M.** Ali, F. Ahmed, S. (2019). “Cyber-Threat: Analysis of the Exposure to Extremist Content in Pakistan. *National Conference on Multidisciplinary Research (NCMR-2019)*. 27th March 2019. University of Okara. https://www.researchgate.net/publication/339540366_Cyber-Threat_Analysis_of_the_Exposure_to_Extremist_Content_in_Pakistan
- **Awais, M.** Ali, F. Ahmed, S. (2019). Fear of Isolation and Online Political Engagement: Mediating Role of Attention and Anonymity Seeking. *National Conference on Multidisciplinary Research (NCMR-2019)*. 27th March 2019. University of Okara, Pakistan.
- Ali, F. Fatima, M. **Awais, M.** (2019). Cyber-Entrepreneurial Intentions and Adoption of Information Technology among Mass Communication Students. *International Conference on Media Education in Pakistan: Challenges and Opportunities*. 28th February 2019. SZABIST Islamabad.
- Ali, F. **Awais, M.** (2020). Political Engagement in Pakistan: Bridging the Gender Gap through Social media. National Conference on Role of Media in Poverty Alleviation and Promoting Social Justice. *International Media Conference by AMCAP - BUKC 2020*. Bahria University, Karachi Campus.
- Zulfiqar, A. Ali, F. **Awais, M.** (2020). Measuring Bollywood Movies’ Effect on Smoking and Drinking Habits of the Youth of Pakistan. National Conference on Role of Media in Poverty Alleviation and Promoting Social Justice. *International Media Conference by AMCAP - BUKC 2020*. Bahria University, Karachi Campus.
- Ali, F. **Awais, M.** (2020). Impact of Smart Media Addiction Regarding Mindfulness, Strategies for Coping Addiction, and Emotional Exhaustion’s Consequences: A Case Study of Youth of Pakistan. *International Media Conference by AMCAP - BUKC 2020*. Bahria University, Karachi Campus. https://www.researchgate.net/publication/339540440_Smartphone_addiction_and_Self-Esteem_Interpersonal_Sensitivity_and_Social_Anxiety_as_a_Mediator
- Ijaz, S. **Awais, M.** Ali, F. (2019). Depiction of Terrorism and Orientalism: A study on Western Comic Books. *International Conference on Media and Conflict*, Bahria University Islamabad, co- organized by Pakistan Peace Collective (PPC) & Ministry of Information, Pakistan.
- Ali, F. **Awais, M.** (2019). Closing the gender gap through Social media: Political Engagement in Pakistan. National Conference on Role of Media in Poverty Alleviation and Promoting Social Justice. *International Media Conference by AMCAP - BUKC 2020*. Bahria University, Karachi Campus. https://www.researchgate.net/publication/339540427_Closing_the_gender_gap_through_Social_media_Political_Engagement_in_Pakistan
- Ali, F. **Awais, M.** (2019). Writing Stories and Building Identities: Using Facebook and Mobile Technologies to Empower Public and Private Schools Students in Pakistan. *The 33rd Annual Conference of the Asian Association of Open Universities Open Distance Learning: 2020 and Beyond*. Pearl Continental Hotel, Lahore. Pakistan. https://www.researchgate.net/publication/339540373_Writing_Stories_and

_Building Identities_Using_Facebook_and_Mobile_Technologies_to_Empower_Public_and_Private_Schools_Students_in_Pakistan

- Ahmed, S. **Awais, M.** Ali, F. (2019). SRHR Communication in Pakistan: Issues, Challenges, and The Way Forward. *National Conference on Multidisciplinary Research (NCMR-2019)*. 27th March 2019. University of Okara.

SPOTLIGHT

- Won a *UNESCO Pacific-Asia's* travel grant to present my research paper.
- Recipient of Indigenous Scholarship of Higher Education Commission of Pakistan for PhD.
- Recipient of International Research Support Initiative Program of Higher Education Commission of Pakistan.
- Received silver medal for securing the second position in my master's in mass communication.
- Invited as a panelist every year in the conferences organized by the Ministry of Information Pakistan.
- Won a travel grant scholarship to attend a conference in Italy.
- Led awareness campaigns in Multan which created positive change in society (Certified).
- Signed an MOU with University of Michigan to provide gateway for Mass Communication's PhD Students.
- Internationally Recognized Expert and Trainer Certification of NVivo and MAXQDA
- Internationally Recognized Expert and Trainer Certification of Mendeley

ADDITIONAL CERTIFIED ONLINE COURSES

Digital Literacy
Freelancing
Data Analysis
for Social
Sciences

Digital Marketing
WordPress
Advanced Research
Methods in the Social
Sciences

QuickBooks
E-Commerce Management
Using Numbers to
Understand Human
Behavior

SKILLS

- | | | |
|----------|-------------|----------------|
| ▪ NVivo | ▪ Python | ▪ RStudio |
| ▪ SPSS | ▪ MS Office | ▪ Photoshop |
| ▪ MAXQDA | ▪ Smart PLS | ▪ Premiere Pro |

LANGUAGE PROFICIENCY

- English
- Urdu

References available on request.