

JAMAL UDDIN

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<https://scholar.google.com/citations?user=IEgNgRIAAAAJ&hl=en>

ACADEMIC DEGREES

- Ph.D. Communication, Culture, and Media Studies**
2023 *Concentration: Health Communication*
Howard University, Washington, D.C.
Dissertation: *Influence of women's birth decisions in Bangladesh and their maternal health information seeking behavior: Applying health belief model and theory of planned behavior*
Adviser: Dr. Jae Eun Chung
- M.A. Communication Studies**
2017 **Minnesota State University**, Mankato
Thesis: *The strategies for motivation for healthy eating behavior promotion: A thematic analysis of MyPlate Twitter campaign*
Adviser: Dr. Christopher Brown & Dr. Anne Kerber
- M.S.S. Sociology**
2011 **University of Dhaka**, Bangladesh
- B.S.S. Sociology**
2009 **University of Dhaka**, Bangladesh

RESEARCH INTEREST & SKILLS

- Substantive Technology-Mediated Health Communication**
Examines how AI, social media, search engines, and digital health platforms shape health information seeking, trust, decision-making, and behaviors.
- Health Communication Processes and Outcomes**
Investigates how health literacy, risk perception, uncertainty, self-efficacy, and credibility influence preventive behaviors, treatment decisions, and patient engagement.
- Culture, Health Equity, and Patient-Centered Communication**
Examines culturally responsive, patient-centered communication across diverse populations, focusing on health disparities, digital

access, and communication equity.

Theoretical Frameworks: Applies communication, behavioral, and technology-adoption theories to explain health information engagement and guide interventions:

- Health Belief Model (HBM)
- Theory of Planned Behavior (TPB)
- Extended Parallel Process Model (EPPM)
- Technology Acceptance Model (TAM)
- Culture-Centered Approach (CCA)

Methodological **Research Methods:** Quantitative and Computational Research

Data Collection Methods: Surveys, digital content, social media data, and human-AI health conversations

Skills **Research Software:** R, Python, SPSS, Qualtrics

ACADEMIC APPOINTMENTS

2022-2026	Lecturer Department of Communication Cornell University <i>Courses Taught</i> COMM2200: Media Communication <i>Large lecture course with 150+ students, focusing on media systems, critical analysis, and public communication practices</i> COMM3760: Planning Communication Campaign <i>Mid-size, community-engaged course emphasizing campaign design, implementation, and evaluation in partnership with local health organizations</i> COMM4760: Population Health Communication <i>Senior-level seminar for a small cohort, integrating theory and research methods to analyze and address health communication challenges</i>
2020-2022	Research Assistant CDC Foundation COVID-19 Stigma Project, Project ReFocus Cathy Hughes School of Communications, Howard University, Washington, D.C.
2018-2020	Teaching Associate The Strategic, Legal and Management Communication (SLMC)

Cathy Hughes School of Communications, Howard University,
Washington, D.C.

Course Taught: SLMC 101: Public Speaking

2017-2018 **Adjunct Faculty**
Department of Communication Studies
Minnesota State University, Mankato
Course Taught:
CMST 302: Argumentation

2015-2017 **Graduate Teaching Assistant**
Department of Communication Studies
Minnesota State University, Mankato
Courses Taught:
CMST 102: Public Speaking
CMST 100: Fundamentals of Communication Studies

RESEARCH

Publications

Uddin, J. (2025). Conversational AI in healthcare communication: Opportunities, risks, and implications for health equity. *Journal of Communication in Healthcare*.
<https://doi.org/10.1080/17538068.2025.2594768>

Uddin, J., Cheng, F., & Xu, J. (2025). Health communication on the Internet: Promoting public health and exploring disparities in the GenAI era. *Journal of Medical Internet Research*.
<https://doi.org/10.2196/66032>

Arman, Z. Ali, M., Alam, D., **Uddin, J.**, Hayder, O., Khan, T. I. (2025). Manufacturing legitimacy: Media ownership and the framing of the July 2024 uprising in Bangladesh. *Journalism and Media*.
<https://doi.org/10.3390/journalmedia6030148>

Uddin, J., & Sun, W. (2024). Bangladeshi immigrants' preventive health practice and stress management during COVID-19: A cultured-centered approach. *Howard Journal of Communication*.
<https://doi.org/10.1080/10646175.2024.2353183>

Jahan, S., **Uddin, J.**, & Ali, M. (2024). Humanitarianism and national security conundrum: A systematic review on Bangladesh's refugee policy dilemma, more owes to displaced Rohingyas. *Journal of Social Sciences*.
<https://doi.org/10.4236/jss.2024.1210033>

Ponder, M. L., **Uddin, J.**, & Sun, W. (2023). Asian Americans' experience and perception of social stigma during COVID-19. *Howard Journal of Communication*.
<https://doi.org/10.1080/10646175.2022.2106168>

Uddin, J., & Islam, A. (2022). YouTube as a source of health information: An analysis of videos on COVID-19. *Health & New Media Research*. <https://doi.org/10.22720/hnmr.2020.5.2.251>

Book Chapters

Uddin, J., & Sun, W. (2023). Health communication: An international perspective in the digital space. In U.S. Akpan (Ed.), *African Media industries in the era of digitalization and globalization* (pp. 323-339). Publisher: Springer Nature Switzerland.

Haider, M., Ahmed, S. & **Uddin, J.** (2022). Health communication barriers faced by refugee populations during COVID-19. In D. Kim, & G. Kreps (Eds.), *Global health communication for immigrants and refugees: Cases, theories, and strategies* (pp. 173-190). Publisher: Routledge.

Under Review

Uddin, J. (under review). Cultural norms and maternal health behavior: Social influences on cesarean section intentions in Bangladesh. *Howard Journal of Communication*.

Uddin, J., & Sun, W. (under review). Rising cesarean section preference in Bangladesh: The role of digital and interpersonal information sources. *Media Asia*.

Uddin, J., *Raju, M. S., *Sultana, R., **Wu, T. (under review). Knowledge vs. risk perception: What drives preventive behavior? Evidence from a Tick-borne disease social media campaign. *Health Communication*

*Graduate student; **Undergraduate student

Work in Progress

Uddin, J., Rahman, M., & Ali, M., Mubin, N., & Jahan, S. (in preparation). Cancer risk perception, AI communication support, and expressed health behavior intention in Oncology-Related AI Conversations.

Conference Presentation

Uddin, J. (2025). Cesarean trends in Bangladesh: Are physicians the only influence? Presented at the annual meeting of the *International Communication Association* in Denver, Colorado.

Arman, Z. Ali, M., Alam, D., **Uddin, J.**, Hayder, O., Khan, T. I. (2025). Media ownership and the protest paradigm: Insights from Bangladesh's anti-discrimination movement. Presented at the annual meeting of the *International Communication Association* in Denver, Colorado.

Kabir, E. & **Uddin, J.** (2025). Post-disaster renewal: Community recovery after Hurricane Helene. Presented at the annual meeting of the *International Crisis and Risk Communication Conference (ICRCC)* in Clemson University, South Carolina.

Uddin, J. (2023). Breaking barriers: Understanding cesarean section trends and social influences on women's health in developing countries: Bangladesh perspective. Presented at COMMColloquium, Cornell University.

Ali, M., Arman, Z. R., **Uddin, J.**, & Islam, A. (2023). Public perceptions of news media in Bangladesh: Unveiling a credibility crisis through an Al Jazeera report. Presented at AEJMC 2023 annual conference in Washington DC.

Ponder, M., **Uddin, J.**, & Sun, W. (2021) Asian Americans' experience and perception of social stigma during COVID-19. Presented at the annual meeting of the *National Communication Association* in Seattle, WA.

Uddin, J. (2021). Exploring the COVID-19 related stress among undocumented immigrants living in the D.C. Area. Presented at the annual meeting of the *Eastern Communication Association* in Cambridge, MA.

- Uddin, J. (2021). YouTube as a source of COVID-19 information: An analysis of most-viewed COVID-19 videos. Presented at the virtual annual meeting of the *International Communication Association*.
- Uddin, J., & Sun, W. (2021). HBM and Culture-centered approach to understand the health experience of Bangladeshi low-income immigrants in the USA during COVID-19. Presented at the annual meeting of *D.C. Health Communication* in Cambridge, MA.
- Almaliki, S., Gullledge, B., Hederson, K., Taylor, K., & **Uddin, J.** (2020). The drama of prime-time: Is it healthy? Presented at the annual (virtual) meeting of the American Public Health Association.
- Ali, M., & **Uddin, J.** (2019). How hospitals in Bangladesh use Facebook to convey health messages: An analysis of top-ranked public hospitals' Facebook. Presented at the 102nd annual conference of the *Association for Education in Journalism and Mass Communication (AEJMC)* in Toronto, Ontario, Canada.
- Uddin, J. (2018). The strategies for motivation for healthy eating behavior promotion: A thematic analysis of MyPlate Twitter campaign. Accepted at the annual conference of *Western Social Science Association* in San Antonio, TX.
- Uddin, J. (2017). Predictors of perceived reliability of Zika virus health information sources. Presented at the annual meeting of the *National Communication Association* in Dallas, TX.
- Uddin, J. (2017). Weight loss for a dynamic and confident life: A textual analysis of weight loss blogs. Presented at the annual meeting of the *Central State Communication Association* in Minneapolis, MN.

FUNDING & AWARD

Research Grant

- 2024 Faculty Engaged Fellowship, Einhorn Center, Cornell University. (US \$2,000)

- 2024 Bite Back: A Campaign to Illuminate Lyme Disease Awareness in Tompkins County, Einhorn Center, Cornell University. (US \$5,000)
- 2023 Hawthorne Dissertation Research Assistance Award (Award Amount: \$20,000), Howard University
- 2022 Dissertation Grant for Data Collection, Department of Communication, Culture and Media Studies, Howard University. (US \$1,000)

Scholarship

- 2020 CHSOC Board of Visitors Scholarship, (Award Amount: \$2500), Howard University
- 2021 Alpha Kappa Alpha Sorority (Award Amount: \$16930), Howard University

Research Assistantship

- 2020- Graduate Research Assistantship, Department of
2022 Communication, Culture and Media Studies, Howard University. (US \$44,000 plus tuition scholarship)

Teaching Associate

- 2018- Graduate Teaching Associate, The Strategic, Legal and
2020 Management Communication, Howard University. (US \$40,000 plus tuition scholarship)

Graduate Assistantship

- 2015- The Department of Communication Studies, Minnesota State
2017 University Mankato. (US \$10,000 plus tuition scholarship)

STUDENT SUPERVISION & MENTORSHIP

- 2025, Co- Two graduate and one undergraduate students supervising for
Authors scholalrly work
- 2024, RA Three graduate and undergraduate students for running
campaign in Tompkins County
- 2024, Ind. One undergraduate student for COMM4760: Population Health
Study

- 2023, TA One undergraduate student for COMM3760: Planning Communication Campaign
- 2022, TA Two PHD students and one undergraduate student for COMM2200: Media Communication

PROFESSIONAL JOURNALISM EXPERIENCE

- 2010-2014
Staff Reporter **The Financial Express**, an English language national daily in Bangladesh
Staff Reporter
Duties included:
- Covering local and international events
 - Reported on the telecom industry
- 2007-2010
Student Reporter **The New Nation**, an English language national daily in Bangladesh
Dhaka University Correspondent
Duties included:
- Reported on education
 - Covering university events
- 2005-2007
Student Reporter **The Bangladesh Pratidin**, a Bengali language national daily in Bangladesh
Dhaka University Correspondent
Duties included:
- Reported on education
 - Covering university events

ACADEMIA-INDUSTRY COLLABORATION

- The Stem Gregg Fisher
Founder & CEO, The Stem
-Panel Discussion on From Theory to Practice: Careers in Health Communication and Digital Health in COMM 4760: Population Health Communication, Fall 2025
- Book Author Leora Helpert Lenz
Associate Professor, Boston University
-Guest lecture on Strategic Communication in COMM3760: Communication Campaign, Fall 2025

CDC	Sarah David Carrigan <i>Health Communication Specialist, Division of Reproductive Health</i> -Guest lecture on Health Campaign in COMM 3760: Communication Campaign, Fall 2023
Whole Health Department	Samantha Hillson <i>Director, Health Promotion, Tompkins County</i> -Collaboration and Partnership for Tick Alert Campaign Project, 2023-2024 Rachel Bulkwalter <i>Director of Community Health Services, Tompkins County</i> -Collaboration and Partnership for Addressing Emerging Health Issues (i.e., MPOX) in Community Level, 2024-2025
Thrive Loud	Lou Diamond <i>CEO, Thrive Loud</i> -Guest lecture in COMM2200: Media Communication, Fall 2022
ABC News	David Hoffman <i>Director, ABC News</i> -Guest lecture in COMM2200: Media Communication, Fall 2022

CAMPAIGN PROJECT, 2024

<i>Title</i>	TickAlert Tompkins: A Campaign Against Tick-Borne Diseases
<i>Campaign Facebook Page</i>	https://www.facebook.com/profile.php?id=61558270004863
<i>Project Goal</i>	The campaign goal is to increase the Tompkins County public knowledge level, risk perception about Tick-borne diseases, and perceived adoption of protective measures.
<i>Location</i>	Tompkins County, NY
<i>Partner Organization</i>	Tompkins County Whole Health Department

POPULATION HEALTH PROMOTION IN PRACTICE

Maternal Health Promotion

Facebook Page	Safe Delivery Rights: • Over 83k followers • https://www.facebook.com/safe.delivery.rights
Facebook Group	Improving Women Health through Social Learning Approach • Over 15k group members • Providing online health services by the health professionals • Promoting maternal health by increasing knowledge • Creating awareness against unnecessary C-section (84% in private clinic) and increasing the rate of vaginal delivery • https://www.facebook.com/groups/180888903641805

Health Writer in International Media

Uddin, J. & Haider, M. (2021, September 21).

! *The Samakal.*

<https://samakal.com/chaturango/article/210977984/>

Invitation

2025	Invited speech at youth voices in employment and industrialization, organized by Bangladesh Nationalist Party (BNP), the largest political party in Bangladesh.
2024	Invited lecture in social scholarship series under Social Media Listening Center of Clemson University.
2024	Invited lecture on social media campaign at Oswego State University of New York.
2024	Invitation from Iowa University for lecture on quantitative research methodology.
2024	Invitation for journal article writing in a special issue of Iris Journal of Educational Research.
2023	Book writing invitation from Kendall Hunt Publishing Company.
2023	Invitation for online lecture in China, Department of

ORGANIZER & MODERATOR

Online Seminar on “Communication Policy in the New Era: In Search of Sustainable and Free Media”

Organized on behalf of Bangladeshi Communication Scholars in North America

Date: September 29, 2024

- *Organized and moderated an international seminar featuring Bangladeshi scholars from the USA, leading journalists, renowned scholars, and high-level government officials from Bangladesh.*
- *Led discussions on media sustainability and policy reforms, addressing contemporary communication challenges.*
- *Managed logistics, speaker coordination, and participant engagement to ensure a successful event.*

Media Coverage

- *TBN24 (New York-based Community TV): " , : "*
[Link to coverage](#)
- *Jamuna TV (Bangladesh): " "*
[Link to coverage](#)
- *The Business Standard: "Outline of Media Commission after consulting all stakeholders: Adviser Nahid"*
[Link to article](#)
- *The Daily Star (Bengali): " : "*
[Link to article](#)

PROFESSIONAL TRAINING

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|------|---|
| 2021 | Advanced Statistical Methods Workshop, May 24-28, 2021. Howard University Summer Research Institute. Instructor, Dr. Soleman Abu-Bader |
| 2021 | Grant Writing/Budget Template Workshop, June 2021. The Department of Communication, Culture, and Media Studies, Howard University. Instructor, Dr. Wei Sun. |
| 2020 | Multivariate Research Methods & Statistics Workshop, June 8-19, 2020. NAEP-Howard Statistics and Evaluation Institute. Instructor, |

Dr. Kyndra V. Middleton, Howard University.

2020 Grant Writing Workshop, August 17. Organized by the University of New Hampshire. Instructors, Dr. Alynna Lyon and Dr. Jill McGaughy

2020 UNH 2020 Summer Writing Academy, May15-August 20. Organized by the University of New Hampshire.

2020 From Dissertation to Occupation: Considering a Research Career in Tech. Organized by Facebook, November 12, 2020.

2017 AVID training on Socratic Seminar and Cornell Notes, January 28, 2017. Minnesota State University Mankato.

PROFESSIONAL LEADERSHIP & SERVICES

2021 Founder

Bangladeshi Communication Scholars in North America

- 156 members
- Active in community's professional growth and contributing to Bangladesh's media policy reformation
- <https://www.facebook.com/groups/554622215798073>

2024- Reviewer

Communication Reports

nt

2022- Reviewer

Howard Journal of Communication

nt

2021 Reviewer

71st Annual International Communication Association Conference, 2021

2017 National Communication Association (NCA)

Conference Registration help

2017 Central State Communication Association (CSCA)

Conference Registration help

2016 Hired Judge, Forensics Competitions

Department of Communication Studies

Minnesota State University, Mankato

2015 Hired Judge, Forensics Competitions

Department of Communication Studies
Minnesota State University, Mankato

Professional Affiliations

International Communication Association
Health Communication Division

Society for Health Communication

American Public Health Association
Health Communication Interest Group

Experience in Attending International Events

- 2013 Conference participation on 'Stepping Together: A Conclave of Changemakers for Clean Air and Sustainable Mobility in New Delhi, India.
- 2013 Participant in ITU Telecom World 2013 in Bangkok, Thailand
- 2012 Participant in 'Mobile World Congress in Barcelona, Spain
- 2009 The University of Dhaka, Department of Population Sciences & United Nations Population Fund (UNFPA). A workshop on Population and Climate Change