

Maha Abdulmajeed, PhD



Date of birth March 7, 1977
Nationality Egyptian.
Mobile: 00971502501159- UAE
Email: m.attia@ajman.ac.ae
Mmageed3@hotmail.com
@academia.edu
@researchgate
@LinkedIn

Summary

Professor at the college of Mass Communication, Ajman University, with 20+ years academic experience at Egyptian and Arab universities and research institutions. Successfully obtained Digital Media Professional Diploma, 2020 from the American University in Cairo. Media expert and researcher specialized in Interactive media; Audience research; Interactive media and crisis management; Media and Police, Journalism Practice and Education. Media trainer in interactive media practice, developing scientific research skills, and soft skills.

Current Position and Qualifications:

- **Professor**, College of Mass Communication, Ajman University, since August 2021-current.
- **Associate Professor**, College of Mass Communication, Ajman University, since June 2014.
- **Assistant Professor**, College of Mass Communication, Ajman University, February 2012.
- **Assistant Professor**, National Centre for Social and Criminal Research, Egypt, since December 2013. (Researcher at the National Center of Social and Criminal Research, since June 2006, then Ph. D holder in 2008.)
- **Principal Investigator** in the international research project [*Journalistic Role Performance*](#), since December 2019.
- **Active researcher**, the international research project [*Global Risk Journalism Hub*](#), since 2020 to present.
- **Digital Media Professional Diploma**, American University in Cairo, February 2020.
- **Ph. D in Mass Communication**, Faculty of Mass Communication, Cairo University, January 2008. Evaluation: Excellent.
- **Master Degree in Mass Communication**, Faculty of Mass Communication, Cairo University, 2005. Evaluation: Excellent.
- **BA in Mass Communication**, Faculty of Mass Communication, Cairo University, 1998.

Awards:

- **Laureate of the Community Leaderboard Contest** (1st place) of the Whova App, during the international conference WJEC – Paris 7-9, July 2019
- **Best researcher at Faculty of Mass Communication**, Ajman University, AY 2016-2017.
- **Winner of “Excellence in Academic Work Award”**, Faculty of Mass Communication and Humanities, Ajman University, 2013.
- **Winner of the 1st of best scientific research paper** presented in the Annual 21 conference of AUSACE, Qatar University, 2015. Co-authoring research with Dr. Nagwa Fahmy.

- **Supervisor of the best undergraduate research papers**, winners of the first three places, AU Student's Research Day, 2019-2020. 1st and 3rd winners in AU Student's Research Day, AY 207-2018.
- **Supervisor of the 2nd place winner** in the Undergraduate Research Competition, Dubai Press Club, 6, November 2017.
- **Supervisor of the First-place winner** in the fifth Undergraduate Research Competition, Abu Dhabi University, Category of "Mass communication and Public Relations", 8 May 2017.
- **Winner of the best individual research paper** published article in the National Social Magazine, NCSCR, 2008.

Research Experience:

- **Research fields of interest:** *Innovative journalism practices, Journalism education and training, Media Technologies impacts on society and media practice, Social media and public opinion, Political and Cultural Communication and Social media.*
- **Reviewer** in several prestigious journals: Journalism and Mass Communication Quarterly, Journalism Practice, Digital Journalism, Journalism, Arab Media & Society, The Arabian Journal of Media and Communication, and SAGE Open, since 2017.
- **Reviewer** in international conferences: *WJEC- Paris, 2019, JMCMM- Singapore, 2018.*
- **Reviewer for Faculty Promotion** for: Sulaymaniyah University, Iraq and Palestine University, 2022.
- **Arbitrator** at the annual *Rashid Bin Humaid Award for Culture and Science*: since 2013 till date.
- **Speaker at several research seminars and webinars on the regional scale since 2010 to present** (e.g.; Blogs and social media content analysis for police purposes, common methodological mistakes in media research, Interactive media research, the use of new media in educational purposes. Public opinion polls and questionnaires, presentations and communication skills, emotional intelligence.)

Accepted for publishing in 2023-2024:

- Book Chapter: Arab Post-COVID Journalism: Digitalization, Practices, and Job Stability. Co-authored work.
- Book chapter: Innovative Journalism Practices: Insights for Reporting Science and Health Issues. Co-authored work.
- Research article: Arab media researchers' perceptions of factors affecting their research problem selection. Co-authored work.
- Research article: Scientific Cross-Culture Communication in Media Research: A Study of Arab Researchers Participating in International Research Projects. Co-authored work.

Published Papers in Peer-reviewed Indexed Journals (Since 2014, till date)

- A Field Study of Arab Data Journalism Practices in the Digital Era, (January, 2020) **Journalism Practice**, Co-authoring with Dr. Nagwa Fahmy, DOI: [10.1080/17512786.2019.1709532](https://doi.org/10.1080/17512786.2019.1709532)
- Analyzing the communicative strategies of Egyptian political influencers: content and discourse analyses of twitter accounts. **Communication & Society**, 33(2), 295-311. Co-authoring with Dr. Rasha El-Ebiary. DOI: 10.15581/003.33.2.295-311

- Sharing News on Social Media – Studying news consumption behavior of Arab Users. Paper is accepted for Publishing, *Journal of Social Sciences*, Faculty of Arts, Kuwait University, 2019-2020.
- Religious Content through Smart Apps: Analytical and Field Study. *Arab Journal for Media and Communication Research*, Issue (22). July/September 2018.
- Religious Information Sources and the Arab Youth Perceptions' of Terrorist Attacks". *Journal of Arab Media & Society*. Issue 24. "Media and Politics". Summer/Fall 2017. (Pp: 1:54)
- The Use of News Content through Electronic Portal Platforms". Co-authoring research with Dr. Nagwa Fahmy. *The Arabic Journal for Media and Communication* (AJMC), Vol (18). Nov. 2017.
- Methodological Problems in Social Media Research: Critical review. *The Arabic Journal for Media and Communication* (AJMC), Vol (15). May 2016.

Published/Presented Papers in Peer-reviewed International and Regional Conferences (Since 2014)

- One role, one voice, Different platform: Examining the Loyal Facilitator Role in Arab Countries. Between Ideals and Practices: Journalistic Role Performance in Transformative Times' ICA pre-conference. Canada, Toronto, May 2023.
- Mapping the Practice of Loyal Facilitator Role in Authoritarian Countries. A study of Journalistic Role Performance in Arab Countries. Media Futures Conference London School of Economics, 15-16 June 2023.
- How Do Power relations control news sourcing in the Global South? Comparing Different Media Platforms in Arab Countries. Beyond digital political communication: platforms, algorithms and automation Conference of the Italian Association of Political Communication (AssoComPol) Turin | University of Turin | June 8-10
- Meta-analysis of AI Research in Journalism: Challenges, Opportunities and Future Research Agenda for Arab Journalism. *From the Internet of Things to the Internet of Ideas: The Role of Artificial Intelligence*, Lecture Notes in Networks and Systems 557, https://doi.org/10.1007/978-3-031-17746-0_18
- Road Map for Egyptian Mid-Career Training Ecosystem. International Conference: *The World Journalism Education Congress*. Université Paris-Dauphine Paris, France 7-9 July 2019. Conference proceedings (Pp: 426-446). Co-authoring paper with Dr. Nagwa Fahmy.
- The State of Data Journalism in Arab Countries, *The 7th International Conference of Journalism and Mass Communication, GSTF*, Singapore, 22-23 October, 2018. Co-authoring paper with Dr. Nagwa Fahmy.
- **Key speaker and presenter** of working papers in the Riyadh International Book Fair, March 2016.
- Media discourse of Terroristic organizations on Social Media". *The 41th of the Regional Conference of Statistics and Computer Science and Applications*. The National Center for Social and Criminal Research (NCSCR). Cairo, 28-29 April 2015.
- Arab Youth Usage of Online News through Smart Platforms, Field Study. *The Annual 21th conference of AUSACE*, Qatar University, 2015. Co-authoring research with Dr. Nagwa Fahmy.
- Social media and Cultural Identity in UAE – Case study. *The International Cross-Cultural Conference, Zayed University*, 23-24 January 2019. Co-authoring paper with Dr. Nagwa Fahmy.
- News Consumption by Arab Youth through Social Media. *The 18th international annual conference of the Arab-U.S. Association for Communication Educators (AUSACE)*, November 11-15, 2016 in Tangier, Morocco at King Fahd School of Translation under the theme: "New horizons of communication in a time of crisis."

- The Effectiveness of Linguistics Academic Preparation of Media Students in Arab Universities.” Paper presented in the *1st International Scientific Conference of Linguistics Center*, Jordanian University, Amman, 24-25 April 2014.

Published Books:

Co-authoring book *Scientific Methods in Studying Media*. 1st edition, [Neel wa Fourat](#) House for Publishing, Cairo, January. 2014.

Academic Supervision

Co- supervision of Master thesis submitted to Sociology Department, Faculty of Arts, Ain Shams University. Cairo. 2009-2011.

Experience in Media Practice and Mid-Career Scholar Training

Speaker at the 2nd Saudi Media Forum, February 2023, Riyadh, KSA.

Trainer of mid-career media people and media scholars from 2007 to 2019 for various organizations in the United Arab Emirates, Egypt and Kingdom of Saudi Arabia.

- In UAE: Dubai Press Club, The Executive Council of Ajman (AJEC). Decision Support Center, Dubai Police. General Directorate of Abu Dhabi Police (GHQ). Ministry of Justice. Om al Moua'mnien Committee Ajman branch. Ajman University, Training center.
- In Egypt: Research Center, Police Academy. Akhbar Al Youm House for press. National Center for Social and Criminal Research. National Management Institute. Information and Decision Support Center, Egyptian Cabinet (IDSC). Institute of Environmental Research and Studies, Ain Shams University. Arab Federation Youth and Environment. Islamic Educational, Scientific and Cultural Organization. State of Information Services.
- In KSA: Faculty of Mass Communication, Imam Mohamed bin Saud University.

Presented training courses and workshops that covered the following topics:

- News Verification in the Digital Era, Managing Official Governmental Accounts on Social Media, Online Media Skills, Online Writing for Media Sites, Interactivity Skills in Interactive Media Practice, Social and Environmental campaigns on Social Media.
- Blogs and social media content analysis for police purposes, common methodological mistakes in media research, new trends in studying new media, the use of new media in educational purposes.
- Public opinion polls and questionnaires, presentations and communication skills, emotional intelligence.

Successfully passed training in the following courses (since 2014)

- Effective Partnership with Scientific Research Organizations, Abu Dhabi, Liquid Learning Center, January 2014.
- Excellence in Academic Accreditation and Quality Requirements, 1st level, Ajman University, May 24, 2014
- Excellence in Academic Accreditation and Quality Requirements, Advanced level, Ajman University, November, 2014
- Effective Teaching Techniques and Methods, Ajman University, March 2015.
- Usage of the Electronic system Moodle in Higher Education, Ajman University, April 7, 2016

- Interactive Teaching Methods, Faculty of Mass Communication, Ajman University, October, 2017
- Writing Social Sciences Research Proposals for Grants, DAAD, Cairo, Egypt, December 27, 2018.
- Scholarly Publishing through Sage, Faculty of Mass Communication, Ajman University, January 2019
- Digital Media Content Analysis Techniques, Faculty of Mass Communication, Ajman University, April, 2019.
- Preparing Electronic Exams, Ajman University, 2019.
- Research Citation, Faculty of Mass Communication, Ajman University, 2019.
- Mindfulness in the laboratory – an approach to stress relief and “research-life”, Elsevier Researcher Academy, November 14, 2019.
- Electronic Content Analysis Methods and Techniques to Study Journalistic Performance Roles, Zayed University, December 5, 2019
- Blended Learning Workshop for faculty on January 29-30, 2020. Qaspir Training Center in cooperation with Ajman University.
- Developing and Improvement of Designing Courses in High Education, Faculty of Mass Communication, Ajman University, February 24, 2019
- Distance Learning through Moodle Platform, Ajman University, March 2020.

Practical Experience in Academia:

- ***Taught more than 9 undergraduate media courses*** at Ajman University: (*Research methods, Communication Theories, Online Journalism, Specialized Journalism, New Trends in Electronic Communication, Special Topic in Journalism, Information Society, Critical and Creative Thinking, and one graduate course: Interactive Media Research, an online course in cooperation with Edraak organization*)
- ***Designed and updated many new undergraduate courses*** for Mass Communication faculty (e.g. *Management of Social Media Marketing, Investigative journalism, News writing for interactive media, Life Coaching and Self-development, Communication Theories, Research Methods, Knowledge Society*). 2015-2020.
- ***Designed new courses*** for the AU General Education program, and for the national well-known platform Edraak. (*Media Culture and Interactive Media Research*), 2018-2020.
- ***Applied innovative blended teaching techniques*** such as ***audio learning podcasts***.
- Highly using of *interactive teaching methodologies* in and out classes, such as ***Kahoot, Inverted learning, Think, Pair and Share***.
- ***Served as Mass Communication Students’ activities co-coordinator*** between Faculty of Mass Communication, Ajman University and Dubai Press Club, 2017-2018, 2018-2019, and Al Hayat Newspaper Dubai Office 2016-2018.
- Actively served as an ***academic advisor*** and obtained *positive student evaluation/feedback reports*
- ***Voluntarily supervised students’ research*** to participate in local undergraduate research competitions, organized by Dubai Press Club and Abu Dhabi University (2017-2019) and in a regional conference organized by the Gulf University, Bahrain, 30-31 October 2018.
- ***Lecturer of the scientific research-intensive program for post graduate students***, Faculty of Mass Communication, Emam Mohamed ben Saud University, Riyadh, 2010.
- ***Part-time teaching staff*** at number of Egyptian Universities during the years from 1999 to 2012, Ain shams University, Modern Science and Arts University, Misr International University, 6th of October University, Akhbar Al Youm Academy.

Administrative and Community Service Experience:

- **Head of the Research Committee**, Faculty of Mass Communication, Ajman University, since March 2013.
- **Member of the Ajman University Council of Research**, Since January 2017.
- **Coordinator of the Printed and Electronic Journalism** concentration, from September 2013-June 2015
- Since 2016, served as **member in several AU committees** (e.g. *AU Council of Research, Promotion Faculty Committee, Honors Assembly Ad-hoc Committee, Ad-hoc Committee for Arabic publications classification, AU Faculty's Restructure Committee, Faculty Promotion Appeal Committee, the organizing committee of the AU Students' Research day, Ad-hoc Committee to select deans for Faculty of Law and for the Graduated Students and Research Council.*)
- **Member of the Faculty committee for Accreditation, Quality and Development**, since March 2013. Contributed in the self-study reports and responsible for preparing all the required documentation about research at MCC for the **Faculty accreditations**, for *Mass Communication department (2013-2015, 2020-21), Sociology and Social Service Department (2018-2019), the Integrated Corporation Communication program (2018-2019).*
- **Vice-president of Thumer Fund committee**. I contributed on a regular basis in discussing students' applications during the academic year (member since fall 2013 and vice president since 2017 till date).
- Served as **member in the preliminary committee for Faculty Promotion**, 2018-2020.
- **Served as the Faculty representative** in the **ERT Accreditation meetings**, 2015, 2019, 2020.
- Served as **an external reviewer for the early assessment requirement** of Gulf University, Journalism three courses: "Investigative Journalism", "News Writing", and "Journalistic Editing: News Report and Interviews", on a regular basis since 2018.
- Served as **coordinator of the Research Council and the Media center** at Ajman University, 2018-2020.
- **Coordinator and trainer in the 2nd round of the Media National Program**, with *Dubai Press Club*, May 2019.
- **Faculty representative in the Government of Ajman- Executive Council**, "**Ajman Link Project workshop**", April 2018.
- **Member of Ajman University Conference Participation (Delegation) Committee**, Ajman University, 2014-2015, then 2017- 2018.
- **Member of the Scientific Committee of the 1st and 2nd International conference** hosted by Faculty of Mass Communication, Ajman University, April, 2017- April, 2018.
- **Coordinator of the scientific seminar** for Media students, 2012 – 2018.
- **Coordinator of Faculty scientific seminar**, Faculty of Mass Communication, since November 2016.
- **Faculty representative presenting three training workshops** for the *Dubai Police Future Foresight and Decision-Making Support Center, Dubai Press Club, Ajman Government Executive Council*, 2015, 2016, 2019.
- **Voluntary organized and presented more than 5 workshops** for mass communication students in *Research skills, Public speaking and presentation skills, and News verification*, 2015, 2018, 2019.
- **Coordinator of Mass Communication students'** participation in the *Scientific Annual Students Conference of Ajman University*, May 2014, 2015.

- ***Member of the scientific unit of “Media Monitor”***, the National Center of Social and Criminal Research, 2011- 2012.
- ***Editor of the National Social Magazine***, National Center of Social and Criminal Research, 2010-2011.

Practical experience in using information and educational technologies:

- Excellent command of using the electronic educational system of Ajman University (Moodle).
- Excellent command of using interactive applications in blended education (*e.g. Kahoot, Soundcloud, Wikispaces, YouTube*)
- Excellent command of using electronic information sources on the internet.

Digital Media and Internet Skills:

- Excellent command skills in using: Internet research databases, Online publishing Apps, Mojo (Mobile Journalism Production), Social media analysis tools, Video editing apps, Audio Podcast production, Kahoot quizzes and Google Forms.
- Excellent command skills in using: Microsoft office programs (*e.g. Word document, PowerPoint, Excel*).