



Name: Vered Elishar-Malka

Date: 10/01/2022

CURRICULUM VITAE

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
1992-1995	The Hebrew University of Jerusalem, Department of Communication and Journalism, and Department of Political Science	BA,	1995
1995-1999	The Hebrew University of Jerusalem, Department of	MA, Magna cum Laude	1999

	Communication and Journalism		
1999-2005	The Hebrew University of Jerusalem, Department of Communication and Journalism	PhD	2005

B. Post-Doctoral Studies

Period of Study	Name of Institution, Department and Host	Degree	Year of Completion
2004-2006	Boston College, Department of Sociology, Prof. William Gamson	Post Doc.	2006

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2001-2004	Sapir academic college, School of Communication	Full-time faculty member, Doctoral Instructor
2004-2009	Departments of Communication at the following institutions: Boston College, Boston University, Suffolk University, Ohio State University, Rutgers University, NYU	Adjunct Lecturer
2006-2009	New York University, Department of Communication and Culture	Visiting Scholar

2009-2011	Yezreel Valley Academic College, Department of Communication	Part-time faculty member, Doctoral Instructor
2009-2012, 2019	The Interdisciplinary Center, Hertzlya	Adjunct Lecturer
2012-2013	Tel-Aviv University, Department of Political Science, Executive MA	Adjunct Lecturer
2011-2017	Yezreel Valley Academic College, Department of Communication	Full-time faculty member, Lecturer
2017-2019	Yezreel Valley Academic College, Department of Communication	Full-time faculty member, Senior Lecturer
2019-	Yezreel Valley Academic College, Department of Communication	Full-time faculty member, Tenure Senior Lecturer

4. Offices in Academic Administration

year	Type of activity
2012-2015, 2017-present	Students Counsellor at the Department of Communication, Yezreel Valley Academic College
2012-present	Member of the Teaching Committee, Department of Communication, Yezreel Valley Academic College
2019-present	Member of the Steering Committee, Department of Communication, Yezreel Valley Academic College
2017-present	In charge of School Seminar, School of Communication, Society, and Government, Yezreel Valley Academic College
2012-present	Member of the Dormitory Committee, Yezreel Valley Academic College
2019-2020	Member of the Discipline Committee, Yezreel Valley Academic College

5. Scholarly Positions and Activities outside the Institution

a. Reviewer of scientific or professional journal

Year	Name of Journal
2012, 2014, 2016	Media Frames (Hebrew)
2020	Immigration (Hebrew)
2013	Immigration
2017	International Journal of Communication
2020	Higher learning Research Communications Journal
2021	Western Journal of Communication
2021	Communication and Sport

b. Reviewer of scientific or professional conference

Year	Name of Conference
2013-2020	Annual Conferences of the Israeli Communication Association
2021	Barcelona Conference on Arts, Media & Culture (BAMC2021).

c. Membership in professional/scientific societies

Year	Name of Society
2001-2004, 2010-present	Israeli Communication Association
2018-present	DGOF – German Society for Online Research
2019-present	Technology, Knowledge, and Society Research Network

6. Participation in Scholarly Conferences

a. Active Participation in local conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
April, 2003	The 7 th Israel Communication Association conference	Bar-Ilan University	"The Internet as a new work-tool for American political reporters".	
April, 2010	The 14 th Israel Communication Association conference	The Interdisciplinary center, Hertzlya	"The role of Israeli media in the life of the Israeli community of Northern NJ".	
February, 2011	The annual conference of the Israeli Sociology association	Tel Aviv-Jaffa academic college	"The Israeli media as an Identity Prosthesis for Israeli immigrants to the USA".	
April, 2011	The 15 th Israel Communication Association conference	Haifa University	"The warm nest of the Israelis in here".	
April, 2012	The 16 th Israel Communication Association conference	Tel-Aviv University	"Deliberative Forum as an Empowerment Agent: The Case Study of Israeli Communication Students".	
May, 2012	The annual conference of the Israeli association for political science	Haifa University	"Deliberative Forum as an Empowerment Agent: The Case Study of Israeli Communication Students".	
July, 2012	The MEITAL national conference for ICT oriented instruction in higher education	Weizmann Institute of Science	"An ICT project as an agent of deliberation and empowerment: the case-study of communication students"	

February, 2013	The 8 th <i>Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era</i>	The Open University, Raanana	"An ICT project as an agent of deliberation and empowerment: the case-study of communication students"	
June, 2013	The MEITAL national conference for ICT oriented instruction in higher education	The Hebrew University, Jerusalem	"Connected at the academia: the role of smartphones in the lives of Israeli undergraduate students"	
February, 2014	The 9 th <i>Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era</i>	Open University, Raanana	"The smartphone – students' best friend? Analyzing smartphone's roles in the lives of Israeli students".	
February, 2015	The 10 th <i>Chais Conference for the Study of Innovation and Learning Technologies: Learning in the Technological Era</i>	Open University, Raanana	"A new technology in a situation of national emergency: WhatsApp and its roles during operation "Protective Edge"	
April, 2015	The 19 th Israel Communication Association conference	Open University, Raanana	A functional analysis of old and new media in times of a national emergency	Presenting as a Panel member
April, 2016	The 20th Israel Communication Association conference	Kinneret Academic College	Between television and social networks: public agenda and media agenda during the 2015 elections in Israel	
April, 2017	The 21st Israel Communication	Sapir Academic College	"Challenges and dilemmas in agenda setting research online"	

	Association conference			
April, 2017	The 21st Israel Communication Association conference	Sapir Academic College	"Twitter as a new journalistic arena in Israel"	
December, 2017	METAKSHERIM, The annual conference for graduate students in communication	University of Haifa	Journalism Studies	Panel Chair
March, 2018	The 22nd Israel Communication Association conference	College of Management, Rishon Le'Tzion	The return of the Hypodermic needle? Fake news, public opinion, and the political use of social networks	
March, 2018	The 22nd Israel Communication Association conference	College of Management, Rishon Le'Tzion	Online imagery-laden narratives and their usage by Israeli politicians as a PR strategy to win the elections	
July, 2018	The 16 th IUCEL conference	The Hebrew University of Jerusalem	Smartphones in the academic World: opinions and perceptions on opposite sides	
March, 2019	The 14 th Chais Conference for the Study of Innovation and Learning Technologies	The Open University, Raanana	Smartphones within the Academia: Viewpoints and Perceptions on Both Sides of the Lectern	

April, 2019	The 23rd Israel Communication Association conference	Hadassa College, Jerusalem	Women's closed Facebook groups	
April, 2019	The 23rd Israel Communication Association conference	Hadassa College, Jerusalem	Using WhatsApp while watching the World Cup 2018 broadcasts in Israel	

b. Active Participation in international conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
July, 2011	The International Association for Media & Communication Research (IAMCR)	Istanbul, Turkey	"Identity Prosthesis: Sustaining Native Identity via Homeland Media".	
June, 2012	The Annual Association for Israel Studies (AIS) international conference	Haifa, Israel	"Forever Israelis: Symbolic Negation of Migration via Consumption of Israeli Media".	
July, 2012	The International Association for Media & Communication Research (IAMCR)	Durban, South Africa	"Deliberative Forum as an Empowerment Agent: The Case Study of Israeli Communication Students".	
December, 2012	1 st Isra-HCI (Human-Computer Interaction) conference	Hertzlya, Israel	"Smartphone Usages Patterns of Young Israelis".	
March, 2013	The 13 th General Online Research conference (GOR)	Mannheim, Germany	"Young Early Smartphone Adopters".	
June, 2013	The International Communication	London, Britain	"As if I Never Left": Homeland Media Connectivity and Denial of	

	Association (ICA) conference		Diasporic Identity among Israelis in USA".	
June, 2013	The Annual conference for the International Association for Media & Communication Research (IAMCR)	Dublin, Ireland	"The Usability of Smartphones among Youngsters".	
June, 2013	The 20th International Public Relations Symposium (BledCom 2013).	Lake Bled, Slovenia	"Smartphones and Youngsters: A New Challenge for Public Relations Practice and Relationship Building".	
March, 2014	The 14 th General Online Research conference, (GOR),	Cologne, Germany	"What's up in WhatsApp World? The role of a popular smartphone application in the lives of Israeli users"	
July, 2014	" The 21st International Public Relations Symposium (BledCom)	Bled, Slovenia	"Smartphones, Publics, and OPR: Do Publics Want to Engage?"	
February, 2015	The International Studies Association (ISA) 's 56 th annual convention	New Orleans, USA	"Digital Public Diplomacy: the Israeli social media sites experience".	
March, 2015	The 15 th General Online Research conference, (GOR)	Cologne, Germany	"Social network sites and smartphone's news alerts as an alternative means for news".	
March, 2015	The 15 th General Online Research conference, (GOR)	Cologne, Germany	"Users' best friend during a national crisis? WhatsApp and its roles in the lives of Israeli citizens in wartime".	
March, 2016	The 16 th General Online Research conference, (GOR)	Drezden, Germany	"Utilizing Tweeter as a journalistic arena – the Israeli case-study".	
March, 2016	The 16 th General Online Research conference, (GOR)	Drezden, Germany	"Public Agenda 2.0: Comparing data from traditional and new media during the 2015 Israeli election".	

July, 2016	2016 IAMCR conference	Leicester, U.K.	"Twitter as a Journalistic work-tool: The unique Israeli case-study"	
July, 2016	2016 IAMCR conference	Leicester, U.K.	"Analyzing Users and the Media Agenda Setting during the 2015 Israeli General Elections"	
March, 2017	The 17 th General Online Research conference, (GOR)	Berlin, Germany	"Researching Agenda-Setting Online: Theoretical and Empirical Challenges"	
March, 2017	The 17 th General Online Research conference, (GOR)	Berlin, Germany	"Journalists and Politicians Relationships in the Twitter Environment: A new Game Changer?"	
July, 2017	BARCELONA INTERNATIONAL CRITICAL PR CONFERENCE #7	Barcelona, Spain	"Public Relations and Agenda-Setting Research in a Time of Convergence"	
September, 2017	Journalism, Society and Politics in the Digital Media Era	Limassol, Cyprus	"The New Game Changer? Analyzing Twitter as a New Journalistic Work-Tool in the Context of Journalists and Politicians' Relationships"	
September, 2017	Journalism, Society and Politics in the Digital Media Era	Limassol, Cyprus	"Agenda setting on-line.."	
September, 2017	Journalism, Society and Politics in the Digital Media Era	Limassol, Cyprus	"Covering elections in a multimedia environment..."	
March, 2018	The 18 th General Online Research conference, (GOR)	Cologne, Germany	"Too close to call: Hybrid Media System Approach to News Topics' Salience during Election Campaign"	
March, 2018	The 18 th General Online Research conference, (GOR)	Cologne, Germany	A story of Love and Hate: College Students and the Role of Smartphones in their Lives	
March, 2018	The 18 th General Online Research conference, (GOR)	Cologne, Germany	"Fake News", Public Opinion, and the Political Use of Online Social Media	
March, 2018	The 18 th General Online Research conference, (GOR)	Cologne, Germany	Intimacy and Sharing among Closed Women's Facebook Groups	
May, 2018	The 68 th Annual Conference of the International Communication Association	Prague, Czech Republic	"Hybrid Media Systems during election campaigns: Challenging and tracing the question of "Who sets the agenda?"	
November, 2018	<i>Affect & Social Media #4 (A&SM#4): Notifications from the Technological Nonconsciousness</i>	London, UK	"Social media, Legacy media, and the public, in the Trump(ing) era".	

November, 2018	<i>Affect & Social Media #4 (A&SM#4): Notifications from the Technological Nonconsciousness</i>	London, UK	"The Secret Online World of Women: Intimacy and Exposure among Women's Closed Facebook Groups"	
March, 2019	The 15 th International Conference on Technology, Knowledge & Society.	Barcelona, Spain	"Twitter as a Journalistic Work-Tool in a "Twitter-unfriendly" Society"	
March, 2019	The 15th International Conference on Technology, Knowledge & Society	Barcelona, Spain	"Handling Information Biases and "Fake News" across the Digital World"	
March, 2019	The 15th International Conference on Technology, Knowledge & Society	Barcelona, Spain	"The Virtual Women Community"	
September, 2019	The 7th international conference "Understanding Transition"	Bucharest, Romania	"Handling Information Biases: A Proposition"	
September, 2019	The 7th international conference "Understanding Transition"	Bucharest, Romania	"Using WhatsApp while Watching the World Cup 2018 Broadcasts: A new Form of Users' Engagement"	
September, 2019	The 7th international conference "Understanding Transition"	Bucharest, Romania	"Anonymity, Intimacy, involvement and support in women's closed Facebook groups"	
September, 2020	The 20st General Online Research (GOR) Conference	Online (originally Berlin, Germany)	"Like me": The impact of following prime ministerial candidates on social networks on perceived public agendas	
September, 2020	The 20st General Online Research (GOR) Conference	Online (originally Berlin, Germany)	Practicing Citizenship and Deliberation online The Socio-Political Dynamic of Closed Women's Groups on Facebook	
September, 2020	The 20st General Online Research (GOR) Conference	Online (originally Berlin, Germany)	No need to constantly innovate: Interesting lessons from two election campaigns within a year	
October, 2020	The Agenda Setting Journal's 2020 online mini conference	Online	Following prime ministerial candidates on social media: How does it affect the public's agenda-setting process?	
July, 2021	The IAMCR annual conference	Hybrid, (online and	'Spreading Covid-19 related rumors via WeChat and WhatsApp: The case-	

		in Nairobi, Kenya)	studies of Wuhan, China, and Israel'	
July, 2021	The IAMCR annual conference	Hybrid, (online and in Nairobi, Kenya)	'Watching the World Cup broadcasts: Enjoyment and Engagement via Second Screen'	
September, 2021	The 21st General Online Research (GOR) Conference	Online (originally Berlin, Germany)	Psychological factors as mediators of second screen usage during viewing sport broadcasts	
September, 2021	The 21st General Online Research (GOR) Conference	Online (originally Berlin, Germany)	Personal Agenda Setting? The effect of following patterns on social media during Election	
September, 2021	The 21st General Online Research (GOR) Conference	Online (originally Berlin, Germany)	Forwarding Pandemic Online Rumors in Israel and in Wuhan, China	
October, 2021	CCCC 2021, 2nd International Conference on Climate Change Communication.	Hybrid, (online and in Madrid, Spain)	News Media's Roles in Coping with the Climate Change: The perspective of senior Israeli journalists and columnists	
December, 2021	BAMC 2021 conference	Barcelona, Spain	Using smartphones while watching T.V. under fire: Israeli civilians use of second screens during Operation "Guardian of the Walls"	accepted
December, 2021	BAMC 2021 conference	Barcelona, Spain	"Spreading Rumors Related to COVID-19 Pandemic on Social Networks in China and Israel"	accepted
December, 2021	BAMC 2021 conference	Barcelona, Spain		accepted
May, 2022	The hybrid 72nd Annual ICA Conference	Paris, France, and online	Understanding civilians' usage of smartphones as a second screen under fire: The case of Israel's military operation "Guardian of the Walls"	
September 2022	The 22nd General Online Research (GOR) Conference	Berlin, Germany	Handling life under fire in a multi-media environment: Israeli civilians use of Second Screens during	

			Operation "Guardian of the Walls."	
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c. Organization of Conferences or Sessions

Date	Name of Conference	Place of Conference	Subject of Conference/ Role at Conference/ Comments	Role
23/05/2018	"100 Years to the Armageddon Battle"	Communication Department, Yezreel Valley College	Political History. Initiated by Prof. Keren, then head of the School of Media, Society and Government	Organizer
14/01/2020	"The Role of the Media in Handling the Climate Change Crisis"	Communication Department, Yezreel Valley College	Communication and the Climate Change Crisis Research	Initiator, Organizer

7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
2004	Haifa University	Colloquium Talk at the department of Communication	"The Internet as a new journalistic work-tool"
2006	Rutgers University, NJ, USA	Colloquium Talk at the department of Communication Journalism	"The Internet as a new journalistic work-tool"
2006	New-York University, NY, USA	Colloquium Talk at the department of Communication and Culture	"The Internet as a new journalistic work-tool"

2009	Yezreel Valley College	Colloquium Talk at the department of Communication	"The role of Israeli media in the life of Northern NJ's Israeli community"
2010	The Interdisciplinary Center, Hertzlya	Colloquium Talk at the school of Communication	"The role of Israeli media in the life of Northern NJ's Israeli community"
04/01/2015	Bar-Ilan University	The first seminar of the "Science, Information, and Technology" sociological community	"The role of WhatsApp in the lives of citizens under threat during operation "Protective Edge".
20/12/2015	Tel-Aviv University	Orange institute for Internet studies	"Social networks at service: the case-study of WhatsApp and Twitter"
05/2019	Ben Gurion University	Department of Communication	History repeating itself? Four phases of Political Communication on the Web
12/2019	Tel-Aviv University	Department of Communication	Twitter as a journalistic work tool in Israel

8. Research Grants

Role in Research	Co-Researchers	Topic	Funded by/ Amount	Year
PI		The Internet as a new work-tool for American political reporters	The Smart Institute, Department of Communication and Journalism, Hebrew University of Jerusalem 3000	2001
PI		The Internet as a new work-tool for American political reporters	Sapir Academic College 3000	2002

Co-PI	Yaron Ariel, Ruth Avidar	Israeli Smartphone users – Part A (Quantitative Survey)	Yezreel Valley Academic College 10000₪	2012-2013
Co-PI	Yaron Ariel, Ruth Avidar	Israeli Smartphone users – Part B (Qualitative)	Yezreel Valley Academic College 8000₪	2014-2015
Co-PI	Dana Weimann-Saks, Yaron Ariel, Ruth Avidar	Election study	Yezreel Valley Academic College 10500₪	2015
Co-PI	Dana Weimann-Saks, Yaron Ariel,	Closed women's groups on Facebook	Yezreel Valley Academic College 14,500	2018
Co-PI	Dana Weimann-Saks, Yaron Ariel,	Viewers alone: using WhatsApp when watching the World Cup	Yezreel Valley Academic College 5000	2018

9. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course Lecture/Seminar/ Workshop/High Learn Course/ Introduction Course (Mandatory)	Degree	Number of Students
1995-1999; 2001-2006; 2013 – present	Introduction to mass media / to media	Mandatory	BA	Dozens in each class, hundreds all together
1999-2004	The Internet as a medium of political communication	Elective course	BA	Dozens in each class, hundreds all together

2001-2017	Media, War, and Peace / Media and Diplomacy / Global Media	Elective course, Seminar	BA, MA	Dozens in each class, hundreds all together
2000- 2007; 2009-2010	Political Communication / Political Campaign / Politics, Media, and Public Opinion	Elective course, Mandatory course	BA	Dozens in each class, hundreds all together
2009-2012	Persuasive Communication	Elective course	BA	Dozens
2002- 2004; 2009-2013	Journalism as a profession and as an institution / The News Industry	Mandatory course	BA	Dozens in each class, hundreds all together
2009-2016	Introduction to the Israeli society	Mandatory course	BA	Dozens in each class, hundreds all together
2009-2013	Introduction to social philosophy	Mandatory course	BA	Dozens in each class, hundreds all together
2010- present	Qualitative Research Methods	Mandatory course	BA	Dozens in each class, hundreds all together
2016	Political Communication in the era of New Media	Elective course	BA	Dozens
2016- 2017, 2018-2021	Political Communication in Israel and abroad	Seminar	BA	Dozens
2017	Online Democracy	Elective course	BA	Dozens
2017	Diplomacy and Conflict Resolutions in the New Media Era	Elective course	BA	Dozens
2018- present	Sociology of media in Israel	Mandatory course	BA	Dozens
2018-2019	Living in Smartphone's Tyranny: Uses and Influences	Seminar	BA	11
2020	Living in Smartphone's Tyranny: Uses and Influences	Elective course	BA	40
2021/2022	Pro-seminar	Mandatory	BA	50

2021/2022	Advanced Communication Theories (in English)	Mandatory	BA	50
2021/2022	Media and the social construction of reality	Mandatory	BA	?

10. Professional Experience

Year	Type of activity
2001	Co-partner to the establishment of the parliamentary sub-committee of "Digital Democracy", headed by PM Michael Eitan.
2004-2005	Political Communication adviser to the non-governmental organization "Brit Tzedek ve Shalom", as part of my post-doctoral activities in Boston College.

PUBLICATIONS

In all publication, the first author is the one who had initiated the project. Except for that, all authors have contributed a similar share to the publications, and therefore the order of authors is meaningless.

A. Ph.D. Dissertation

Dissertation topic: "The Internet as a new work tool for American Political Reporters" (2005, 340 pages.). Submitted in Hebrew to the Department of Communication and Journalism, the Hebrew University of Jerusalem. Advisor: Prof. Gadi Wolfsfeld.

B. Articles in Refereed Journals

Published

*1. Ariel, Y., **Elishar-Malka, V.**, Seah, S., Weimann-Saks, D., and Weimann G. (2022). "#RumorsCOVID-19: Predicting the Forwarding of Online Rumors in Wuhan, China and in Israel". Accepted for publication in: *International Journal Gazette*. . [impact Factor 2021= 1.877]

- *2. Weimann-Saks, D., Ariel, Y., & **Elishar-Malka, V.** (2022). "The More I Open Up, the More You "Like" Me: Self-Disclosure and Intimacy Predict Engagement in Women's Facebook Groups". Accepted for publication in: *International Journal of Web Based Communities*. [impact Factor 2020= 0.85]
- *3. Ariel, Y., **Elishar-Malka, V.**, Weimann-Saks, D., Avidar, R. (2021). "If you follow me, I might (mis)lead you": Following prime ministerial candidates on social networks as a predictor of the public agenda during an election campaign. *The Agenda Setting Journal: Theory, Practice, Critique*. pp. 1-26. <https://doi.org/10.1075/asj.20014.ari>
- *4 **Elishar-Malka, V.**, Ariel, Y., and Weimann-Saks, D. (2021). Migrating to social networks while watching televised sports: A case study of the effect of enjoyment on second screen usage during the World Cup. *International Journal of Sport Communication*, 14(3), 448-460. DOI: <https://doi.org/10.1123/ijsc.2020-0325> [impact Factor 2020= 1.42]
- *5. **Elishar-Malka, V.**, Ariel, Y., and Weimann, G. (2020). Rethinking Political Communication in the Digital Sphere. *The Journal of International Communication*, 26:2, 190-210, DOI: [10.1080/13216597.2020.1771397](https://doi.org/10.1080/13216597.2020.1771397) [impact Factor 2019= 0.65]
- *6. Ariel, Y., & **Elishar-Malka, V.** (2019). Learning in the smartphone era: Viewpoints and perceptions on both sides of the lectern. *Education and Information Technologies*. 24(4), 2329–2340. <https://link.springer.com/article/10.1007/s10639-019-09871-w> [impact Factor 2019= 2.01]
- *7. Weimann-Saks, D., Ariel, Y., & **Elishar-Malka, V.** (2019). Social Second Screen: WhatsApp and Watching the World Cup. *Communication & Sport*. 8(1), 123-141. <https://doi.org/10.1177%2F2167479518821913> [impact Factor 2019= 2.935].
- *8 **Elishar-Malka, V.**, Ariel, Y., & Avidar, R. (2019), "A Story of Love and Hate: Smartphones in Students' Lives", Schulz, J., Robinson, L., Khilnani, A., Baldwin, J., Pait, H., Williams, A., Davis, J. and Ignatow, G. (Ed.) *Mediated Millennials (Studies in Media and Communications, Vol. 19)*, (pp.33-50). Emerald Publishing Limited. ISBN: 978-1-83909-078-3
- *9. Ariel, Y., **Malka, V.**, Avidar, R., & Weimann-Saks, D. (2017). "Online agenda-setting research: Challenges and dilemmas", *The Agenda-Setting Journal: Theory, Practice, Critique*. 1(2), 118-136. <https://doi.org/10.1075/asj.1.2.03ari>
- *10 Ariel, Y., **Malka, V.**, Avidar, R. & Levy E.C. (2017). "Smartphone's Usage among Young Adults: A Combined Quantitative and Qualitative Approach", *Israel Affairs*, 23(5), 970-986. <https://doi.org/10.1080/13537121.2017.1345422> [5 years IF: 0.389].
11. Weimann-Saks, D., Ariel, Y., **Malka, V.**, & Avidar, R. (2016). Trends in public and media agenda setting during the 2015 Israeli elections. *Israel Affairs*. 22(3), 727-742. <https://doi.org/10.1080/13537121.2016.1174386> [5 years IF: 0.389].
12. **Malka, V.** (2016). "Deliberative communication goes to college: The 'Deliberation Forum' project as a democratic agent of empowerment for communication students", *Learning, Media and Technology*, 41(4), 546-565. <https://doi.org/10.1080/17439884.2015.1053915> [5 years IF= 4.621].
- 13 **Malka, V.**, Ariel, Y., and Avidar, R. (2015), "Operation 'Protective Edge': the first WhatsApp war?" *Kesher*, 47, 88-96 (Hebrew).
14. **Malka, V.**, Ariel, Y., and Avidar, R. (2015). "Fighting, Worrying and Sharing: Operation 'Protective Edge' as the First WhatsApp War", *Media, War, and Conflict*, 8(3): 329-344. <https://doi.org/10.1177%2F1750635215611610> [IF=1.59].
15. Avidar, R., Ariel, Y., **Malka, V.**, & Levy, E.C. (2014) "Smartphones, Publics, and OPR: Do Publics Want to Engage?" in: *Public Relations Review*, 41, 214-221. DOI:[10.1016/J.PUBREV.2014.11.019](https://doi.org/10.1016/J.PUBREV.2014.11.019). [5 years IF: 3.48].

16. Avidar, R., Ariel, Y., **Malka, V.**, and Levy, E.C. (2013). Smartphones and young publics: A new challenge for public relations practice and relationship building. *Public Relations Review* 39, 603-605. <https://doi.org/10.1016/j.pubrev.2013.09.010> [5 years IF: 3.48].

17. **Malka, V.** (2013), "The discussions forum as a deliberation arena and an empowerment agent: the case-study of communication students", *Media Frames*, 10 (Hebrew).

18. Kama, A. & **Malka, V.** (2013), "Identity Prosthesis: Home Media's Roles in Sustaining Native Identity for Israeli Migrants in the USA", *Howard Journal of Communication*, 24(4), 370-388. <https://doi.org/10.1080/10646175.2013.835611> [IF=1.15].

19. **Malka, V.** & Kama, A. (2011), "An umbilical cord that can't be severed: Israeli media sustaining national identity among Israeli migrants in the U.S.", *Media Frames*, 7 (Hebrew).

C. Articles or Chapters in Scientific Books

Published

*1. Avidar, R., Ariel, Y., & **Malka, V.** (2018). "Wartime changes in news consumption patterns among Israeli WhatsApp users: Operation Protective Edge as a case Study". In: D. Caspi, (Ed.) *Reporting the Middle East: Challenges and Chances*, Singapore: World Scientific Publishing (pp. 79-98).

*2. **Malka, V.**, Ariel, Y., Avidar, R. & Cohen, A.A. (2018). "Converging social needs with smartphone applications: The case of WhatsApp". In: P. Vorderer, D. Hefner, R. Reinecke, & C. Klimmt (Eds), *Permanently Online, Permanently Connected* (pp. 43-50). New York: Routledge.

*3. Weimann-Saks, D., Ariel, Y., **Malka, V.**, & Avidar, R. (2017). "Trends in public and media agenda-setting during the 2015 Israeli elections", in E. Orkibi, & M. Gerstenfeld (Eds.). *Israel at the Polls 2015 A Moment of Transformative Stability*. London: Routledge. ISBN 9781138637030*

D. Articles in Conference Proceedings

Published

1. **Malka, V.** (2012), "An ICT project as an agent of deliberation and empowerment: the case-study of communication students", the MEITAL national conference for ICT oriented instruction in higher education.

2. **Malka, V.** (2013), "An ICT project as an agent of deliberation and empowerment: the case-study of communication students", *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.

3. **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", the MEITAL national conference for ICT oriented instruction in higher education.

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.

E. Entries in Encyclopedias

1. **Malka, V.** (2008), "Golda Meir", "Itzhak Rabin", "Ariel Sharon", the "Encyclopedia of Political Communications", Sage (with revision).

F. Other Scientific Publications

1. **Elishar-Malka, V.** (2004), "Politicians and the Internet: a story of love and hate", *Panim*, 30 (Hebrew).

2. **Malka, V.** (2005). "Thinking about Elephants: Toward a dialog with George Lakoff". *The Public Eye* 19(2), fall, 2005 (As a Contributor).

3. **Malka, V.**, Ariel, Y., Avidar, R., & Levy, E.C. (2014), "Got a joke? Was Operation Protective Edge the first WhatsApp war?" *The Seventh Eye*, October 20st, www.the7eye.org.il/130153.

G. Submitted Publications

a. Articles in Refereed Journals

*1. **Elishar-Malka, V.**, Ariel, Y., & Weimann-Saks, D. (2021) "Women's Self-Disclosure and Loneliness: Mediation of Involvement in Facebook Groups". Under review in: *International Social Science Journal*.

*2. **Elishar-Malka, V.**, Ariel, Y., & Weimann-Saks, D. (2021) "Between the Homefront and the Battleground; between the TV and the Smartphone: Evaluating the use of a second screen during Operation' Guardian of the Walls'". Under review in:..

*3 Weimann-Saks, D., **Elishar-Malka, V.**, Ariel, Y., and Weimann G. (2021) "Spreading online rumours during the COVID-19 pandemic: The role of knowledge, trust, and emotions". Under review in: *Journal of International Communication*.

H. Summary of my Activities and Future Plans

As time went by, it has become easier for me to define my scholarly orientation: I study new media technologies and their impact in social, political, and journalistic contexts: from my PhD research, that focused on the Internet as (what was at the time) a new work-tool for American Political reporters, to my current research project (together with Dr. Yaron Ariel): Twitter as a journalistic arena in Israel; From my research about students' experience with a pioneering project of an online deliberative forum, to the long-run on-going research about Smartphone's role in the lives of Israeli users (together with Dr. Yaron Ariel and Dr. Ruth Avidar). Along the way, I have moved away from my original training as a political communication graduate student and scholar, while becoming more familiar with and fond of a sociological orientation (my post-doc. Period in the department of Sociology at Boston College must have contributed to that change, among other factors). The study of Israeli

immigrants to the U.S., and the role of Israeli media in their lives (together with Dr. Amit Kama), is one of the fruits of the abovementioned phenomena. Still, my academic "roots" have not been lost - I served as part of a research team that studied the media coverage of the 2015 general elections in Israel, in both old and new media. We are currently writing a paper based on a similar study regarding the first 2019 elections. Right after Operation 'Protective Edge' I led a study (together with Dr. Yaron Ariel and Dr. Ruth Avidar) on the civilian usage of WhatsApp during that war, and the personal and social meanings it carried.

My current work focuses on the following topics:

1. The role of media in the global climate/environmental Crisis
2. The role of traditional media, as well as new media, during election campaigns in Israel, especially from the perspective of the classic "Agenda Setting" theory.
3. The role of social media during the COVID19 pandemic.