

Pallavi Guha, Ph.D.

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### **CAREER ACCOMPLISHMENTS**

- Invited speaker, and writer on the role of global media, civic media participation, and sexual assault.
- Created multiple original courses for communication, media studies, and journalism.
- Published and cited in major media.
- Mentored journalists, journalism students and graduate student instructors across disciplines in communication, professional and teaching skills.

### **EDUCATION**

*University of Maryland, Philip Merrill College of Journalism, College Park, MD*

Ph. D

***Fall 2013- Fall 2017***

***Dissertation Title:*** Mind the gap: Interconnecting news and information to Build an Agenda Against Rape and Sexual Assault

Advisors: Dr. Kalyani Chadha & Dr. Linda Steiner

*University of Maryland, Department of Women's Studies, College Park, MD*

Graduate Certificate Program

***Fall 2014- Fall 2017***

*Rutgers University, School of Communication & Information (SC&I), New Brunswick, NJ*

MA in Communication and Information Studies, Digital Media track

***Fall 2012***

***Thesis:*** Politicking virtually: is the fourth estate listening?

Advisor: Dr. John Pavlik

International Center for Journalists, Washington D.C.

Certificate in Multimedia journalism

***2010***

*Jadavpur University, Kolkata, India*

Master of Philosophy (M.Phil.) in International Relations

***Thesis:*** Legacy of the Liberation War in Vietnam: The Socio-Economic Status of Amerasians after 1976

*Graduated First Class, Ranked Second*

Advisor: Dr. Tridib Chakraborti

***2008***

*Jadavpur University, Kolkata, India*

Master of Arts (M.A.) in International Relations, specializing in South East Asia

***2006***

Graduated First Class

Presidency College, University of Calcutta, Kolkata, India

Bachelor of Arts (B.A.) in Political Science (major), History (minor), Philosophy (minor)

***2004***

## ACADEMIC POSITIONS

- Assistant Professor (tenure-track), Journalism, Towson University* **Fall 2018 – Current**  
Teaching responsibility of media and journalism courses every academic year, with research and publication responsibilities. In my time at Towson University, I have had four diverse peer-reviewed publications in one journal, two book chapters, one encyclopedia entry and two research grants. I have achieved competitive research grants and publications, by consistent focus on data collection and research. I have built a robust research pipeline and consistency to produce high-quality scholarship. Courses include: Media Criticism, Mass Media and Society, Mass Communication Research (data journalism), International Communication, and others. Academic advising responsibility of 35 students.
- Independent study advisor, Journalism, Towson University* **Winter 2020**  
Student did an independent study under the guidance on media coverage gap on Transgender deaths in the greater Baltimore region
- Online Course designer, Media Literacy, University of Maryland* **Spring 2018**  
Designed and developed an existing face to face course to a completely virtual general education course.
- Co-Instructor, Statistics and Data Journalism for Journalism, University of Maryland* **Spring 2018**  
Grading, and course designing responsibilities of this online course, introducing statistical and data journalism to journalism students.
- Instructor, History of Journalism, University of Maryland* **Fall 2017**  
Individual teaching responsibility of this course, which introduces the study of journalism from the standpoint of media history and sociology. Introduced pedagogical games in classroom such as jeopardy, Kahoot, Who am I, human library and others to facilitate engagement of students in class.
- Member of Data Journalism Curriculum Working Group, Google News Lab* **October 2017-May 2019**  
Collaborating in the working group to develop a pilot course on data journalism and data communication.
- Teaching Fellow, Salzburg Academy on Media and Global Change* **July 2017-August 2017**  
Taught and did research in the study abroad program for undergraduates in this study abroad program from several universities globally. 71 undergraduate students of 25 nationalities participated in the program. Facilitated an individual workshop/reading group on creating conversation protocol for journalists and researchers to interview sexual assault survivors.
- Lead TA, Media Literacy, University of Maryland* **Fall 2016 - Spring 2017**  
Leading two independent discussion sections of 50 students in a general education course on Media Literacy. Responsibilities included supervising a team of teaching assistants, grading; conducting weekly discussion sections and helping students understand concepts related to Media Literacy.
- Instructor of Record, History of Journalism, University of Maryland* **Fall 2015 - Spring 2016**  
Individual teaching responsibility of this course, which introduces the study of journalism from the standpoint of media history and sociology.
- Graduate Teaching Assistant, I-course, University of Maryland* **Fall 2014**

Grading class material and responding to students on matters related to grading.

*Graduate Teaching Assistant, Introduction to Mass Media, University of Maryland* **Spring 2015**  
Grading class material and responding to students on matters related to grading

*Graduate Teaching Assistant, Media Literacy, University of Maryland* **Fall 2013 – Spring 2014**  
Leading two independent discussion sections of 50 students in a general education course on Media Literacy. Responsibilities include grading; conducting weekly discussion sections and helping students understand concepts related to Media Literacy.

*Part-time Assistant Instructor, Images of Journalism in Films, Rutgers University* **Spring 2013**  
Independently instructed undergraduate students on representation of journalism in American Films and graded assignments.

*Co-Adjunct Instructor, Organizational Reputation, Rutgers University* **Spring 2013**  
Graded quizzes and organization reputation management profiles by students.

*Co-Adjunct Instructor, Media & Politics, Rutgers University* **Spring 2013**  
Graded quizzes and other assignments on media and politics by students.

*Co-Adjunct Instructor, Gender, Race and Class in Media, Rutgers University* **Spring 2012-Spring 2013**  
Assisted in the Gender, Media and Class in Media course by helping students with their questions, formulating quiz/exam questions, grading papers and substituting for the lead professor on a few occasions in a large lecture.

### **INDUSTRY POSITIONS**

***President/CEO, PrevHarm LLC*** **2018-current**  
Providing technological and research solutions for sexual violence at workplaces.

***Web Writer, Office of University Relations, Rutgers University, Demand Studios and Helium***  
Produced banner stories for the websites, worked on Drupal and web production, interviewed for the banner stories and worked on web design layout. **2009-2011**

***Senior Correspondent & Editor, The Times of India, Kolkata, India*** **2007-2009**  
Covered health, consumer, traffic, education, national elections in 2009. Trained and mentored college interns and team members. Conducted workshops for school student reporters.

***Researcher & radio producer, BBC Television News and current affairs, London, UK*** **2006-2007**  
Covered news events for The Newshour and Outlook

***Trainee Journalist, ZEE-Akash Pvt Ltd, Kolkata, India*** **2005-2006**  
Newsgathering; news writing for this newly launched regional channel during state elections.

***Freelance Writer-Reporter, Kolkata, India*** **2004-2005**  
Feature writer for magazines and education supplement of *The Times of India*.

### **RESEARCH POSITIONS**

***P.I. The Digital Intelligence Lab, Institute for the future*** ***August 2018 - October 2018***  
Led, researched, interviewed, and wrote about the online participation and experience of Indian-Americans during the mid-term election campaign.

***Research Assistant, College of Information Studies, University of Maryland Spring 2015 – Fall 2015***  
Participated in interviewing tweens and parents on a funded research project on parent-tween relationships on influencing privacy rules and practices

***Research Assistant, Philip Merrill College of Journalism*** ***Fall 2014 – Spring 2015***

***Research Assistant, Journalism Research Institute*** ***January- December 2012***  
Assisted in the development of a new strategic plan for the institute. Helped collect data on the use of augmented reality and QR codes in news. Organized the speaking series on The News Gap: by Pablo Boczkowski.

### **HONORS, AWARDS AND FELLOWSHIPS**

Awarded \$5,952 from Faculty Development and Research grant for research on #Metoo and social and news media political campaign in India ***2020***

Awarded \$1,000 teaching grant from Kirwan Commission and University System of Maryland to redesign a media criticism course ***2020***

Awarded \$500 from AEJMC Nafziger-White-Salwen Dissertation Award or the best Ph.D. dissertation in the field of mass communication research excellence ***2019***

Awarded \$2,000 as Pitch-finalist of Do Good Institute for research-based solution for sexual harassment at workplaces. ***2018***

Awarded 2500\$ by The Digital Intelligence Lab for research on online participation and experience of Indian-Americans during the mid-term election campaign. ***2018***

Awarded Kopenhaver Fellow in the Women Faculty moving forward program, Kopenhaver Center for the advancement of women in communication ***2018-19***

Awarded \$10,000 for research, teaching, and scholarship as part of University of Maryland [ALL S.T.A.R Fellowships](#), ***2016-17***

Awarded \$500 in International Conference Student Support Award, University of Maryland ***2015***

Awarded \$750 in Goldhaber Travel Grant, University of Maryland ***2015***

Awarded \$500 for service in International Teaching Fellow Mentor, the Center for Teaching Excellence, University of Maryland ***2014***

Awarded \$700 in travel grant, University of Maryland ***2014***

Awarded Merrill annual scholarships, Philip Merrill College of Journalism, University of Maryland  
2013-2015

Awarded Faculty Recognition in the MCIS program, School of Communication &  
Information, Rutgers University 2011-2012

Awarded \$1,200 scholarship for outstanding performance in the MCIS program the School of  
Communication & Information 2011-2012

### ACADEMIC PUBLICATIONS

#### *Under review:*

Guha, P (accepted with revisions). **Off limits: The role of news and social media in developing sexual assault and harassment as a campaign issue during the Indian Parliamentary elections of 2019.** Global Communication, Sage publications

#### *Book:*

Guha, P (February 2021). **Hear #metoo in India: News, Social Media, and Anti-Rape and Sexual Harassment Activism.** Rutgers University Press.

#### *Peer-reviewed book chapters:*

Guha, P. (January 2020) **Facebook, Whatsapp and selective outrage: Anti-rape feminist activists of India treading inequality in digital activism.** In Guntarik, O & Grieves, V (eds). *From Sit-Ins to #revolutions: The changing nature of protests.* Bloomingdale publications.

Gajjala, R & Guha, P. (July 2019) **Feminist Digital Streets.** In *Digital Diaspora: Labor and Affect in Gendered Indian Digital Publics.* Rowman and Littlefield International.

Guha, P. (May 2019) **Representations of Politics.** The International Encyclopedia of Media Literacy. Wiley Publications.

#### *Peer-reviewed journal articles:*

Powers, E, Koliska, M & Guha P. (October 2019). **Shouting Matches and Echo Chambers: Perceived Incivility and Polarization Lead Young Adults to Silence Political Expression on Social Media.** International Journal of Communication

Guha, P. (Spring 2018) **Gender Gap in Indian politics through the lens of Facebook.** *Chinese Media Research Special Issue on BRICS.*

Chadha, K, Steiner, L & Guha, P (2017) **“Indian women journalists’ responses to sexism and sexual harassment.”** *International Communication Research Journal.* Vol 52, No. 1

Chadha, K., & Guha, P. (2016). **The Bharatiya Janata Party’s Online Campaign and Citizen Involvement in India’s 2014 Election.** *International Journal of Communication*, 10, 18. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/4947/1774>

Guha, P. (2015) **Implication of social media on electoral participation in India.** in Civic Media Reader Gordon, E and Mihailidis, P (eds), MIT. <http://civicmediaproject.org/works/civic-media-project/socialmediaelectionsindia>

Guha, P (2015). **Hash Tagging but Not Trending: The Success and Failure Of The News Media To Engage With Online Feminist Activism In India.** *Feminist Media Studies* 15.1: pp. 155-157, DOI:10.1080/14680777.2015.987424

Guha, P. (2003). **Educational Policies & Programs of Post Independent India.** *Confluence* (peer reviewed academic Indian journal)

***Book-reviews:***

Guha, P. (2017) **Review of Out of Eden: The surprising consequences of polygamy** by David Barash. *Cultural Sociology*, Vol 11, No. 3. DOI:10.1177/1749975517722340. Retrieved from <http://journals.sagepub.com/doi/abs/10.1177/1749975517722340e>

Guha, P. (2017) **Review of Off the Network: Disrupting the Digital World** by Ulises Ali Mejias. *International Journal of Communication*, Vol 11.

**CONFERENCE PRESENTATIONS**

Guha, P (*accepted for presentation in May 2021*). **Digital trials of civic media creations on anti-sexual violence in India.** ICA Session on Can Digital do justice? Care, Connectedness, and Access in Indian Digital Public Sphere.

Guha, P & Rieke, R (June 2019): **Global Comparisons of Sexual Harassment Policies in Academia: Co-Creating a Best Practice Guide.** Presented at Faculty and Staff Sexual Misconduct: An International Conference to Identify Barriers, Develop Resources and Recommendations, and Build Community. A NEH funded conference. University of Wisconsin: Madison

Guha, P (May 2019). **Covering #MeToo against their own.** Paper presented at ICA panel in Feminist Scholarship Division.

Guha, P (January 2019). **Second wave #LoSha in India.** The Internet Researchers' Conference 2019, The center for Internet and society, Hyderabad, India.

Guha, P (August 2018). **Communication and pedagogy in teaching and research of South Asia.** Presentation at AEJMC, DC

Guha, P (May 2018). **Birds of a feather flock together.** Paper presented at ICA, Prague.

Guha, P (November 2017). **Rural to digital: Feminist anti-rape activists negotiating boundaries.** Paper presented at NWSA, Baltimore

Guha, P (October 2017). **Researching sexual assault, news media and social media in India.** Peecha Kucha Style Presentation at Making Intervention, Women Studies Department Conference at University

of Maryland.

Guha, P (May 2017). **Facebook, whatsapp and our feminist activism: Rural feminist crusaders of India treading inequality in digital space in anti-rape activism.** Paper presented at symposium ‘Activism and the Intersectional Internet: Power and Resistance,’ hosted by the CUNY Graduate Center Digital Initiatives and GC Digital Fellows, NYC

Guha, P (May 2017). **Facebook, Whatsapp aur hamara narivaadi sangharsh: The role of social media platforms in the anti-rape and sexual harassment activism by rural feminist crusaders of India”** Paper presented at ICA, San Diego

Guha, P & Chadha, K. (August 2016) **Name and Shame: How Indian Feminists are Using Digital Tools to Shame Perpetrators of Sexual Harassment/Abuse?** Paper presented at AEJMC, Minneapolis.

Guha, P. (June 2016) **Analyzing the use of information network by stakeholders in building agenda on rape and sexual assault of women in India.** Paper presented at ICA, Fukuoka, Japan.

Yaros, Xu, Prado, Wu, Guha & O’Hare, (November 2015). **Enhancing interest and engagement for political news: Effects of Personalization in Tweets and Stories.** Poster presented at NCA, Las Vegas.

Chadha, K, Guha, P & Steiner, L. (August 2015) **Experiencing sexism: Responses by Indian women journalists to sexism and sexual harassment.** Paper presented at AEJMC, San Francisco.

Guha, P & Chadha, K. (July 2015) **Implications of social media in voter engagement in India.** Paper presented at Digital Media, Power, and Democracy in Election Campaigns, Washington DC.

Chadha, K & Guha, P. (July 2015) **Sexual violence against women in India: Audience responses to media Coverage.** Paper accepted for panel presentation at IAMCR, Montreal.

Guha, P. (May 2015) **Gender Gap through media lens: Visual Portrayal of women political candidates by Indian newspapers in Facebook.** Paper presented at the 65th Annual Conference of International Conference Association, Puerto Rico.

Guha, P. (March 2015) **Visual framing of Indira Gandhi in the media coverage during the Indian emergency (1975-1977).** Paper presented at the Joint Journalism and Communication History Conference, Arthur L. Carter Journalism Institute, New York University.

Wu, A; Steiner, L; Guha, P; Lee, C; Glick, J. (August 2014) **The Star Ledger vs. Julie Hermann? Examining the Power of Media Campaigning.** Poster presented at AEJMC, Montreal, Canada.

Guha, P. (May 2014) **Gender Gap through media lens: Portrayal of women candidates by news media in social media networks in India and US.** Paper presented at the 3rd Annual International Feminist Journal of Politics Conference, LA

Wells, R & Guha, P (May 2014) **Student Assessment**. Paper presented at the Lilly Spring International Conference on College and University Teaching and Learning.

Guha, P. (April 2014) **Digital Discussions on sexual violence against women: Comparing the US and Indian Media Coverage of the Virtual Discussions in the Delhi Rape Case of 2012**. Presented paper at the 6th GRID Annual Research Day, organized by the Graduate Student Government, University of Maryland.

Guha, P. (February 2012) **Communication medium influences gender biases in India**. Paper presented at the 11th International Graduate Student Conference, East West Center, Waikiki, Hawaii.

Guha, P. (August 2003) **Democracy and Citizenship in India**. Paper presented at Friedrich Ebert Stiftung and Ford Foundation Panel on Global Democracy in Kalimpong, India.

### **PUBLIC SCHOLARSHIP**

Guest speaker, on Sexual Harassment and Media at Old Greenbelt Theater, after the screening of The Bombshell *December 2019*

Keynote speaker, on Is #MeToo a political campaign issue in India? at 3<sup>rd</sup> Dr. Anamika Ray Memorial Trust (ARMT) Department of Communication and Journalism, Gauhati University, India *January 2019*

Keynote speaker, 10th Annual Dedicated Event of UMCP KAPPA PHI LAMBDA dedicated to CARE's efforts in Women's Empowerment. *November 2018*

Invited panelist on First Amendment and Freedom of Press in US, Miller Library, Howard County *September 2017*

Expert panelist on [Facebook News Debate](#) in “World Have your Say,” broadcast on BBC Radio, London *November 2016*

### **SERVICE**

Advisory Board Member, Girls Reporting Inc. *January 2021-present*

Moderator of a plenary session on, ‘Space for Stakeholders in Media Education: Search for A New Paradigm,’ International Web Convention on 100 Years of Journalism Education in South Asia *December 2020*

Invited panelist, The IRB process in times of COVID, TU FACET *October 2020*

Thesis committee chair, Communication Management Master’s program, Feminist approaches to Interpersonal communication in sororities *May 2020- current*

Thesis committee member, Master’s program, Assessing cross cultural rape myths *November 2019 – current*

Reviewer of IJOC, Feminist Media Studies, Signs, MIT Publication, Open Sage *January 2014-current*



Search committee member, Search for Assistant Professor of Journalism and New Media (Tenure-track) at the Department of Mass Communication **June 2019-December 2019**

Issue Editor, Ada Issue 15, Sexual Violence, Social Movements, and Social Media. Editors. Dr. Carol Stabile and Dr. Radhika Gajjala **April 2018 - February 2019**

Founding Executive board member, South Asia Communication Association **September 2017-August 2018**

Corresponding and social media secretary, SJLES Elementary PTA Board **July 2017-June 2019**

Judge, poster presentation at the GRAD Annual Research Day, *University of Maryland* **April 2018**

Reviewer, Commission on the Status of Women, *100th AEJMC Annual Conference* **April 2017**

Judge, Oral presentation, on “Society, culture and communication, at the GRAD Annual Research Day, University of Maryland **April 2017**

Reviewer, Commission on the Status of Women, AEJMC's Midwinter Conference **January 2017**

Reviewer, Feminist Scholarship Division, 67<sup>th</sup> ICA Annual Conference **December 2016**

Managing Editor, HeyGlobalGirl, an online magazine on the intersection of girls/women, media culture and street culture **November 2016-April 2017**

Graduate student member, Appointments Committee, Philip Merrill College of Journalism, University of Maryland **2016-2017**

Judge, Oral presentation, on Public Health and communication, at the GRAD Annual Research Day, University of Maryland **April 2016**

Reviewer and organizer of Signal/Noise: A Femtechnet conference on feminist pedagogy, technology and transdisciplinary, University of Michigan, Ann Arbor **April 2016**

Reviewer, Feminist Scholarship Division, 66<sup>th</sup> ICA Annual Conference **December 2015**

Reviewer of conference submissions for the 7<sup>th</sup> GRID Annual Research Day, University of Maryland **March 2015**

Poster session Judge on “Human Behavior” at the 6<sup>th</sup> GRID Annual Research Day, University of Maryland **April 2014**

Editorial board member of an English quarterly magazine published by a not for profit organization, Ananda Mandir, NJ **2011-2012**

### LANGUAGES

English—Reading, written and spoken proficiency (Native); Bengali – Reading, written and spoken proficiency (Native); French -- Basic reading proficiency; Hindi – Reading, written and spoken proficiency (Native)

### TECHNOLOGICAL PROFICIENCY

360 Video production basics, JSON – Basic; STATA – Basic; SPSS – Basic; Web production and publication, HTML (Drupal, Wordpress) – Expert; Editorial software; (CCI, Adobe Indesign, Quark Express, Forscene, CoolEdit Pro) – Expert; BBC in house Master Courses -- Expert

### PROFESSIONAL HIGHLIGHTS

Featured in Towson COFAC today spring magazine	<i>May 2019</i>
Featured research on Indian election campaign for a funded research study	<i>April 2019</i>
Featured in several Indian newspapers and news television for my research	<i>January 2019</i>
Featured in the weekly Merrill college <a href="#">podcast</a>	<i>Fall 2015, Fall 2016</i>
Featured in an article in Good Housekeeping India	<i>September 2013</i>
Featured at the <a href="#">Rutgers University website homepage</a>	<i>Fall 2011</i>

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