**Sapna Suresh**

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**EDUCATION**

**Northwestern University** Evanston, IL

Ph.D., Communication Studies Expected 2024

Dissertation: *Ruining the Story – A Model for Minimizing the Success of Misinformation*

Committee: Dr. Nathan Walter (chair), Dr. Stefanie Demetriades, Dr. Stephanie Edgerly, Dr. Bruce Lambert

**Northwestern University** Evanston, IL

M.S., Communication Studies June 2020

Thesis: *Guilt by Association, Change by Individuation – The Role of Emotion and Efficacy in Mitigating Collective Risks*

Committee: Dr. Nathan Walter (chair), Dr. Erik Nisbet, Dr. Daniel O’Keefe

**Rice University** Houston, TX

B.A., Engineering & Policy Studies May 2018

*Chi Epsilon*

**RESEARCH EXPERIENCE**

**Northwestern University** Evanston, IL

*Graduate Research Assistant, Dept. of Communication Studies* September 2019 - Present

* Develop expertise in the areas of media effects and psychology, specifically as they pertain to entertainment and social media
* Investigate the relationship between intrinsic features of mass media messages, audience responses, persuasive outcomes (i.e., knowledge, attitude, and behavioral change)
* Extend communication theory and address questions of practical importance
* Employ quantitative methods (i.e., survey-based projects, experiments, meta-analyses, time series analyses, content analyses) to evaluate research questions

**TEACHIING ASSISTANT EXPERIENCE**

**M.S. Communication / M.B.A** 2021 - Present

*Content and Influencer Marketing*

*Public Persuasion*

*Dialogic Decision Making*

*Using Data to Make Informed Decisions*

*Information Design*

*Leading Collaboration*

*Foundations of Strategic Communication Management*

*The Rookie General Manager*

*Health Misinformation*

**B.A. Communication Studies** 2021 - Present

*Health Misinformation*

*Theories of Persuasion*

**JOURNAL PUBLICATIONS**

**Suresh, S.**, Demetriades, S., Walter, N., Montoya, J., Plant, A., Barker, K., Orvañanos, C., Carranza J., “In search of entertainment-education’s effects: Linking variations in a telenovela’s storyline with calls to a sexual and reproductive health hotline.” Under R&R at Health Communication.

**Suresh, S.**, Walter, N., Montoya, J., Plant, A., Barker, K., “Drama, intrigue, and discussion: The role of telenovelas in facilitating conversations about reproductive health in Mexican households.” Journal of Health Communication.

**Suresh, S.** and Walter, N. “Guilt by association, change by individuation: Examining the role of guilt and efficacy in mitigating collective risks,” Journal of Applied Social Psychology.

Saucier, C.J., **Suresh, S.**, Brooks, J. J., and Walter, N. (2021). “The effect of an entertainment-education intervention on reproductive health of young women of color,” Health Communication, 1-11.

Walter, N., Brooks, J. J., Saucier, C. J., **Suresh, S.** (2020). “Evaluating the impact of attempts to correct health misinformation on social media: A meta-analysis,” Health Communication, 1-9.

**CONFERENCE PRESENTATIONS**

(***Abstract-Reviewed***)

**Suresh, S.**, Saucier, C., Robbins, C., Ma, Z., Montoya, J. A., Plant. A., Dominguez, M. E., "Information Repertoires and Infection: The Role of Knowledge Consumption Patterns in Rural Populations’ Health Behavior," D.C. Conference on Health Communication, April 27-29, 2023.

Nisbet, E., Lokmanoglu, A.D., Kamenchuk, O., Abhari, R., Villa Turek, E., Mortensen, C., **Suresh, S.**, Jenkins S.B., “How foreign propaganda claims penetrates American domestic partisan news: The case of Ukraine,” National Communication Association Conference, November 15-20, 2022.

Brooks, J., **Suresh, S.**, Relova, J., Radhakrishnan, M., Liu, C., Walter, N., and Sisson, G., “A content-analysis of abortion representation on U.S. streaming platforms,” International Communication Association Conference, May 26-30, 2022.

**Suresh, S.**, Walter, N., and Green, M, “Getting too lost in a story? The role of narrative transportation in promoting misinformation,” International Communication Association Conference, May 26-30, 2022.

**Suresh, S.**, Demetriades, S. Z., Fuentes, L., Walter, N., Montoya, J., Plant, A., Barker, K., Carranza, J., and Orvananos, C., “In search of entertainment-education’s effects: Storylines and calls to a sexual and reproductive health hotline in Mexico,” Kentucky Conference on Health Communication, April 7-9, 2022.

**Suresh, S.**, Walter, N., Montoya, J., and Plant, A., “Drama, intrigue, and discussion: Telenovelas as a vehicle for pro-health change in Mexican families,” D.C. Conference on Health Communication, April 23-24, 2021. (Virtual).

(***Full Paper***)

**Suresh, S.**, Demetriades, S., Walter, N., Montoya, J., Plant, A., Barker, K., Carranza J., Orvañanos, C., “In search of entertainment-education’s effects: Linking variations in a telenovela’s storyline with calls to a sexual and reproductive health hotline,” International Communication Association Conference, May 25-29, 2023.

**Suresh, S.**, Demetriades, S., Walter, N., Montoya, J., Plant, A., Barker, K., Carranza J., Orvañanos, C., “In search of entertainment-education’s effects: Linking variations in a telenovela’s storyline with calls to a sexual and reproductive health hotline,” Harvey IGH Center Global Health Education Day, May 17, 2023.

**Suresh, S.**, Walter, N., Green, M.C. “Getting too lost in a story? The role of transportation in the virality of misinformation,” BGSU Graduate Communication Association Conference, March 24-25, 2023.

Walter, N., **Suresh, S.**, Brooks, J., Saucier, C., Fiers, F., and Holbert, R.L., “The Chaffee principle: The most likely effect of communication…is further communication,” National Communication Association Conference, November 15-20, 2022.

**Suresh, S.**, Walter, N., Montoya, J., Plant, A., Barker, K., “Drama, intrigue, and discussion: The role of telenovelas in facilitating conversations about reproductive health in Mexican households,” International Communication Association Conference, May 26-30, 2022.

**Suresh, S.** and Walter, N., “Guilt by association: The effect of emotion and efficacy on risk mitigation,” International Communication Association, May 27-31, 2021. (Virtual).

**INVITED PRESENTATIONS**

BioNJ BioPartnering Conference April 2023

UC Berkeley Remais Group January 2022

Climate Crisis and Media Arts Working Group August 2022

Institute for Public Health and Medicine October 2021

Sit Still, Look Opinionated Podcast June 2020

**HONORS & AWARDS**

Havey Institute, Global Health Day, Honorable Mention Poster May 2023

BGSU, Graduate Communication Association, Top Paper March 2023

BioNJ, Health Equity Competition, Third Place December 2022

Nat. Comm. Association, Mass Communication Division, Top Paper November 2022

Int. Comm. Association, Michael L. Haley Grant May 2022

Sentient Research, Travel Grant April 2022

**ACADEMIC SERVICE**

Board Member, *ICA Information Systems Division* 2023 - Present

Reviewer, *Health Communication* 2023 - Present

**LEADERSHIP & OUTREACH**

Editor, Northwestern Public Health Review 2019 - Present

Fellow, Undergraduate Health Communication Module 2019 - 2022

**PROFESSIONAL AFFILIATIONS**

American Psychological Association 2021 - Present

International Communication Association 2019 - Present

National Communication Association 2019 - Present

**PROFESSIONAL EXPERIENCE**

**Population Media Center**  Burlington, VT (Remote)

*Research Consultant* June 2020 - September 2022

* Provided consultation to an entertainment production company specializing in pro-social content with educational motives
* Executed analyses of quantitative data (i.e., pretest-posttest survey, posttest-only survey, longitudinal data) to evaluate the impact of education-based entertainment programming on viewers
* Coded focus group data in NVivo and conducted qualitative analyses to supplement quantitative impact metrics
* Contributed authorship to peer-reviewed publications detailing the impact of company programming

**Korn Ferry** Chicago, IL

*Research Consultant* June 2018 - July 2019

* Consulted with a global organizational development company to improve workplace cultures within several Fortune 500 companies
* Conducted systematic literature reviews to enhance the quality of trainings and workshops delivered to clients
* Developed surveys, interview protocols, and focus group guides for use with members of client organizations
* Performed quantitative, demographic, program, and policy analyses through the use of proprietary methodologies
* Synthesized key findings and built client action plans based upon these results

**SKILLS**

**Software**: Microsoft Office Suite, SPSS, Stata, NVivo, Tableau, LIWC

**Language**: English (fluent), French (professional proficiency), German (basic)

**REFERENCES**

Dr. Nathan Walter (Advisor)

Northwestern University

Associate Professor, Department of Communication Studies

Center for Media Psychology & Social Influence

710 N. Lake Shore Dr.

Chicago, IL 60611

(626) 390-1833II

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Dr. Stefanie Demetriades

DePaul University

Assistant Professor, College of Communication

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1213 N. Clifton Ave.

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