**Sapna Suresh**

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**EDUCATION**

**Northwestern University** Evanston, IL

Ph.D., Media, Technology, and Society 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., Media Technology, and Society 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., Environmental Engineering & Policy Studies May 2018

Honors: *Chi Epsilon*

**RESEARCH EXPERIENCE**

**Northwestern University** Evanston, IL

*Center of Media Psychology and Social Influence* September 2019 - Present

* Plan and execute research in the areas of media effects and psychology, specifically as they pertain to entertainment and social media
* Investigate the relationship between intrinsic features of media messages, message processing, and persuasive outcomes (i.e., belief, attitude, and behavioral change)
* Extend communication theory while addressing questions of practical importance, particularly in the areas of health, science, and social wellbeing
* Employ quantitative methods (i.e., causal analyses, meta-analyses, longitudinal analyses, content analyses, survey methodology) to answer research questions

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

*Research Consultant* June 2020 - September 2022

* Conducted evaluative research at an entertainment production company specializing in pro-health content in developing countries
* Analyzed quantitative (e.g., pretest-posttest survey, posttest-only survey, longitudinal data) and qualitative (e.g., photovoice, focus group) data to evaluate the impact of entertainment-education programming on viewers
* Prepared impact reports integrating findings from qualitative and quantitative data for key stakeholders and to inform future production efforts
* Provided authorship to peer-reviewed publications detailing the influence of the organization’s programming, advancing practice-based understanding among academics

**JOURNAL PUBLICATIONS**

**Suresh, S.**, Demetriades, S. Z., Walter, N., Montoya, J. A., Plant, A., Barker, K., Orvañanos, C., & Carranza, J. (2023). From watching to calling: Linking variations in an entertainment-education storyline with calls to a health hotline. *Health Communication*, 1-12.

**Suresh, S.**, & Walter, N. (2022). Guilt by association, change by individuation: Examining the role of guilt and efficacy in mitigating collective risks. *Journal of Applied Social Psychology*, *52*(11), 1049-1061.

**Suresh, S.**, Walter, N., Montoya, J. A., Plant, A., & Barker, K. (2022). Drama, intrigue, and discussion: The role of telenovelas in facilitating conversations about reproductive health in Mexican households. *Journal of Health Communication*, *27*(7), 484-494.

Saucier, C. J., **Suresh, S**., Brooks, J. J., Walter, N., Plant, A., & Montoya, J. A. (2021). The effect of an entertainment-education intervention on reproductive health of young women of color. *Health Communication*, *37*(9), 1093-1103.

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*, *36*(13), 1776-1784.

 **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 Orvañanos, 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,” Havey 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**

American Public Health Association Conference November 2023

BioNJ BioPartnering Conference April 2023

UC Berkeley Remais Group January 2022

Climate Crisis and Media Arts Working Group August 2022

NM 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

**GRANTS**

The Graduate School at Northwestern, Dissertation Research Grant June 2023

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

Buffett Institute, Travel Grant May 2022

Sentient Research, Travel Grant April 2022

**TEACHIING ASSISTANT EXPERIENCE**

**Master’s Level** 2020 - Present

Foundations of Professional Communication

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

 **Undergraduate Level** 2020 - Present

Health Misinformation

Theories of Persuasion

**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**

**Korn Ferry** Chicago, IL

*Research Consultant* June 2018 - July 2019

* Provided consulting services to several Fortune 500 clients within a global organizational development company
* 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, CrowdTangle, Qualtrics

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