

CURRICULUM VITAE

Daniela Orr (Formerly Daniela Korbas-Magal)

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Date of birth: 09.03.1983

Education:

- 2014- Present Post-Doctoral Fellow, Department of Education in Science & Technology, The Technion Institute. Research project: The epistemology of social media debates on Polio vaccinations. Supervisor: Associate Prof. Ayelet Baram-Tsabari.
- 2007- 2014 Ph.D., Department of Communication Studies, Ben-Gurion University. Title of Dissertation: "Communicating Health and Environment Risks: The Subtraction of Empirical Information and the Practical Bias". Supervisors: Prof. Zvi Reich and Prof. Amit Schejter.
- 2004-2006 M.A. (Cum Laude), Department of Political science, Tel-Aviv University. Thesis title: "Normative aspects in the Influence of Information Technology on Civil Participation and Quality of Governance: Towards a Model of Technological Democracy". Supervisor: Prof. Tamar Meisels.
- 2001-2004 B.A., Department of Journalism and Communication studies, and Department of Political Science, Tel-Aviv University.

Academic positions - Lecturer:

- 2008- Present Adjunct Lecturer, Department of Sociology, Political Science and Communication, Open University.
- 2009- 2014 Adjunct Lecturer, Department of Communication Studies, Ben-Gurion University of the Negev.
- 2009- 2014 Adjunct Lecturer, School of Communication, Achva Academic College.

Academic positions – T.A.:

2008- 2009 Teaching Assistant, Department of Communication Studies, Ben-Gurion University of the Negev.

2006-2007 Teaching Assistant, School of Communication, Sapir Academic College.

Professional positions:

2012- 2014 Academic Advisor for students, Open University.

2004-2006 Officer, Lieutenant's degree, Strategic Planning branch at IDF Spokesperson's Unit.

Peer-reviewed publications:

Korbas-Magal, D. (2010), Risk communication as an operation meant to produce and share audiences, *Mediekultur: Journal of media and communication research*, 49, pp. 53- 66.

Book Chapters

Korbas-Magal, D. (2012), Air Pollution, *Encyclopedia of consumption and waste: The social sciences of garbage*, Sage Publications.

Reich, Z. and Korbas-Magal, D. (2011), Best practices in crisis communication: Theory and praxis, In M.Vos, R. Lund, H. Harro-Loit, and Z. Reich, *Communication supporting crisis management; contributing to preparedness by authorities*, Jyväskylä Studies in Humanities, University of Jyväskylä.

Position papers

Korbas-Magal, D. (2006), *Normative Aspects in the Influence of Information Technology on Civil Participation and Quality of Governance: Towards a Model of Technological Democracy*, Position Paper, The Harold Hartog School Of Government, The Ford Foundation, Tel-Aviv University (Hebrew).

Accepted for publication

Orr, D., Baram-Tsabari, A., & Landsman, K. (2016). Social media as a platform for health-related public debates and discussions: The Polio vaccine on Facebook.

Accepted for publication in *Israel Journal of health policy research*, impact factor 1.354.

In peer review process

Orr, D., & Reich, Z. (2016). *Unfolding risk communication: The immanent role of Practicality*. Submitted for publication.

Golumbic, Y.N., Orr, D., Baram-Tsabari, A., & Fishbain, B. (2016). *Between vision and reality: scientists' views on citizen science*. Submitted for publication.

In preparation

Orr, D. & Baram-Tsabari, A., *The Polio vaccination debate on Facebook: Non-epistemic public engagement with science*. Manuscript in preparation.

Shaheen-Asakly, D., Orr, D., & Baram-Tsabari, A., *Characteristics of an Authentic Scientific Discourse in the Social Media: The Case of Drinking Water Fluoridation*. Manuscript in preparation.

Prizes and scholarships:

- Full Scholarship for B.A Studies, as a part of the Academic Reserve program, IDF, 2001-2004 (\$7000 US).
- Prize for the contribution of M.A Thesis to Corruption Research. The Harold Hartog School of Government, Tel-Aviv University (\$3000 US).
- Excellence Scholarship from the Department of Political Science, Tel-Aviv University (\$2000 US).
- Faculty Scholarship for PhD research, the Department of Communications, Ben-Gurion University of the Negev, 2007-2011 (8500\$ US per Annum).

Selected Conference Papers:

Orr, D. & Baram-Tsabari, A. (2016). *The Polio vaccination debate on Facebook: Science, values, and risks*. Paper Presented at the IAMCR (International Association for Mass Communication Research) Environment, Science, and Risk (ESR) Communication working group, Leicester, England, July 27-31.

Orr, D. and Baram-Tsabari, A. (2016). *The Polio vaccination debate on Facebook: Towards a conceptualization of non-epistemic public engagement with science*. (Video presentation) Paper presented at the 14th International Public communication of science and technology (PCST) conference, Istanbul, Turkey, April 26-28.

Orr, D. and Baram-Tsabari, A. (2015). *Knowledge deficit or public engagement? Conceptualizing Polio vaccination debates on Facebook*. Paper presented as a talk in the 6th Israeli Science Communication Conference, Davidson Institute of Science Education, Weizmann Institute of Science, Rehovot, Israel, June 24-25.

Golumbic, Y., Orr, D., Baram-Tsabari, A. and Fishbain, B. (2015). *Scientists' Views towards Public Participation in Scientific Research*. Paper presented as a talk in the 6th Israeli Science Communication Conference, Davidson Institute of Science Education, Weizmann Institute of Science, Rehovot, Israel, June 24-25.

Shaheen-Asakaly, D., Orr, D., and Baram-Tsabari, A. (2015). *Characteristics of authentic scientific discourse in social networks: The case of drinking water fluoridation*. Paper presented as a talk in the 6th Israeli Science Communication Conference, Davidson Institute of Science Education, Weizmann Institute of Science, Rehovot, Israel, June 24-25.

Orr, D. (2014). *Public Relations under Uncertainty*. Paper presented at the 4th International Public relations conference, Barcelona, June 26-27.

Korbas-Magal, D. (2011). *The rhetoric of complexity: Scientific knowledge 'translation' Strategies in two Israeli Governmental agencies and top daily newspapers*. Paper presented at ICA international conference, Boston, MA, May 26-30.

Korbas-Magal, D. and Reich, Z. (2010). *The 'Best practices' in risk and crisis communication: past, present and future*. Paper presented at ICA international conference, Singapore, June 22-26.

Korbas-Magal, D. and Reich, Z. (2009). *Best Practices in risk and crisis communication: A Meta analysis*, Paper presented at the NordMedia09 conference, Karlstad, Sweden, August 13-15.

Reich, Z. and Korbas-Magal, D. (2009). *A state in a state of emergency: Preparedness for Disaster communication in Israeli public authorities*, Paper presented at the "Crisis as an opportunity: Organizational and Professional Responses to Disaster" conference, Ben-Gurion University, Israel, January 8-9.

Korbas-Magal, D. and Reich, Z. (2008). *Hoping for the best, but expecting the worst? Problematizing Best vs. "Best" Practices in Risk, Crisis and Emergency Communication*, Paper Presented at the IAMCR (International Association for Mass Communication Research) Risk and Environmental Communication working group, Stockholm, Sweden, July 20-25.

Korbas-Magal, D.(2007). *Could Virtual Collaboration come to tangible Political Influence? The "Wiki-Bill" as a device for Citizen Empowerment*, Paper Presented at the 'Communication Technologies of Empowerment' Conference, Leeds, England, May 18.

Invited lectures

2016 Invited speaker at a crisis communication workshop of the International space University (ISU), The Technion, Israel.

2015 Invited speaker at a professional seminar for municipal media liaison officers, Kfar ha Maccabia, Ramat-Gan, Israel.

2015 Invited speaker at a department seminar, the department of communication studies, Ben-Gurion University of the Negev, Israel.

Chaired Sessions in Academic Conferences

Session title: The epistemology of news production in routine and emergency, the 36th annual conference of the Israeli Anthropological Association, Beit-Berl College, May 21-21, 2008.

Courses Taught:

Ben-Gurion University of the Negev

2010-2014 Qualitative research methods for M.A. students (Mandatory).

2009-2012 Risk and Crisis communication (Elective course for M.A and
B.A students).

Achva Academic College

2013-2014 New communication technologies in the digital age:
Introduction (Mandatory course for B.A students).

2012-2014 Risk and Crisis communication (Elective course for M.A and
B.A students).

2011 Public Health Communication (elective course for B.A
Students).

2010 Science, Scientists and the media (elective course for B.A
Students).

2009 Risk, Communication and the Public (Annual Seminar for B.A
Students).

Open University

2014-Present The foundations of Quantitative research (Mandatory course
for B.A students).

2008- 2013 Introduction to Mass Communication (Mandatory course for
B.A students).

Research administration and assisting:

2014-2016 Grant-writing for BSF, ISF, and National science grants.

2008-2009 Research administrator and coordinator, CrisComScore: Developing
Crisis Communication Scorecard: A FP7 funded International
Comparative study, Principal Investigator: Professor Marita Vos,
Jyvaskyla University, Finland.

2007 Research Assistant, Survey Administrator, Project on Children and
News in Israel. Principal Investigator: Professor. Dafna Lemish,
Department of Communications, Tel-Aviv University.

2006-2007 Research Assistant, Survey Administrator, Project on Children and
Internet Use. Principal Investigator: Professor. Dafna Lemish,
Department Of Communications, Tel-Aviv University.

2006-2007 Research Assistant, SPSS Data Analyzer, Project on Arab-Israeli
Media Consumption Habits. Principal Investigator: Dr. Amal Jamal,
Department of Political Science, Tel-Aviv University.

2004 Research Assistant, Interviewer and data gatherer, Project on

Former USSR Immigrant Children and Their Media Consumption Habits. Investigators: Professor Dafna Lemish, Tel-Aviv University, and Dr. Nelly Elias, Ben-Gurion University of the Negev.

Other activities (University):

- 2007- 2008 Website Editor – Burda Center for Innovative Communications at Ben-Gurion University of the Negev.
- 2008 Lecture Organizer - Professor Bruch Fischhoff, Carnegie-Melon University: "Integrating Risk Analysis and Risk Communication", Ben-Gurion University, June 5th, 2008.

Other activities (Professional):

- 2014 Consultant on media relations, the Israeli Ministry of Education.
- 2004 Communication Officers Course, IDF, Gilot Military base, Israel.
- 2002-2004 Reporter – "Teza": Tel-Aviv University Student's Newspaper.

Other activities (Community):

- 2008 Member, MESC middle-east peace summit, "Stand-With-Us" Foundation, Tel-Aviv University. August 2008.
- 2007 Echenberg Family Human Rights Fellow, McGill University, Montreal, Canada. October 2007.