

Syed Ali Hussain is currently a doctoral candidate in the School of Journalism at Michigan State University (MSU). He has eleven years of experience on designing, implementing and evaluating health communication campaigns. Hussain's qualification includes a master's degree in Health Communication from MSU on Fulbright scholarship (2013), Post-Graduate Certification in Public Health from the University of Manchester UK (2006), and master's degree in Information Systems Management (2005). Hussain is presently working on a NSF-funded project on the use of mobile applications for mental health, as part of graduate assistantship.

Hussain has received the best doctoral student awards in year 2014 and 2015. He has received grants including a \$215,000 funding on community-based hygiene promotion with Save the Children, Pakistan for which he received an Outstanding Performance Award. At MSU, Hussain secured \$10,000 funding for a study on telepresence robots for healthy aging, another funding to explore nostalgic emotional appeals for smoking prevention (\$4000), easing depression through nostalgia (\$1800), and summer fellowship (\$2500) to develop communication history timeline dating back to 3500 BC.

Hussain's research includes both quantitative and qualitative methodologies including experimental studies, focus groups, interviews, psychophysiological, visual and linguistic analysis. Currently, Hussain is writing a systematic review on Consumer Health Informatics with a group of researchers at the University of Michigan. Hussain can teach courses including The World of Media, Social Influence and Persuasion, Communication Campaign Design and Analysis, and Mobile Phone for Public Health.

He has presented talks at conferences including the National Institutes of Health, International Communication Association, National Communication Association, Computer Human Interaction, Computer Supported Cooperative Work, Kentucky Health Communication and DC Health Communication Conferences.

Hussain has extensive international development work experience in USAID and Save the Children projects on Reproductive, Maternal, Newborn, and Child Health. During his role as a Behavior Change Communication Manager in Pakistan, Hussain managed the creative design, implementation and evaluation of a \$1M campaign

spanning a period of three years. To sum, Hussain is a highly interdisciplinary professional passionate about theory-based practice of health communication and technology projects on behavior change, social influence and persuasion in both domestic and international settings.

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