Bio – Dhavan V. Shah

Dhavan V. Shah is the Louis A. & Mary E. Maier-Bascom Professor at the University of Wisconsin, where he is Director of the Mass Communication Research Center (MCRC) and Scientific Director in the Center for Health Enhancement System Studies (CHESS). Shah’s research focuses on communication influence on social judgments, civic and political engagement, and health support and behavior. He has developed three major lines of inquiry, with his most recent work extending insights and techniques from his prior examinations of message processing of news and online political and civic networks into the development and deployment of digital technologies for the treatment of chronic illnesses. These programs of research center on: (1) the influence of message framing and processing on decision-making and opinion formation; (2) the capacity of mass and interpersonal communication, especially online networks, to encourage civic engagement and political participation; and (3) the effects of computer-mediated interactions, both the provision and reception of social support, on the management of cancer, aging, and addiction. Recently, he has conducted large-scale harvesting and visualization of data from social media sites such as YouTube and Twitter.