

## **Bio – Dhavan V. Shah**

Dhavan V. Shah is 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). His research concerns message effects on social judgments, digital media influence on civic and political engagement, and the impact of ICTs on chronic disease management. This work has been supported by grants totaling \$46 million. Across this research, he has increasingly applied computational techniques to tackle social science questions, using natural language processing, digital trace data, network mapping, and predictive analytics to study the role of communication in politics and health. Shah's primary appointment is in the School of Journalism and Mass Communication, with joint appointments in Industrial and Systems Engineering, Marketing, and Political Science.