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 work concerns framing and cueing effects on social judgments, digital media influence on civic and political engagement, and the impact of ICTs on chronic disease management. Across these domains of work, he has increasingly applied computational techniques to tackle social science questions. He is housed in the School of Journalism and Mass Communication, with appointments in Industrial and Systems Engineering, Marketing, and Political Science.