

Name: Amir Hetsroni

Date (09/2016)

CURRICULUM VITAE AND LIST OF PUBLICATIONS

• **Personal Details**

Name: **Amir Hetsroni**

Date and place of birth: 06/02/1968, Israel

Compulsory military service (dates): 1986-1989, Military Correspondent

Citizenship: Poland, Romania, Israel

Address and telephone number at work: Koç University

Department of Media and Visual Arts

Istanbul, Turkey

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ahetsroni@ku.edu.tr

• **Education**

B.A. 1990-1993, Tel-Aviv University, **Psychology and in Cinema and Television** (Double Major)
(Final GPA - 95 on a 1 to 100 scale. Summa Cum Lauda).

M.A. 1994-1996, The Hebrew University of Jerusalem, **Communication**
(received within direct track studies to Ph.D)
(Final GPA – 92 on a 1 to 100 scale – Magna Cum Lauda).

Ph.D. 1996-1999, The Hebrew University of Jerusalem, **Communication**
Name of advisors: Hanna Adoni & Jacob Shamir
Title of thesis: Public Perception of Nostalgia and
Contents of Nostalgia in Advertising.

• **Employment History** (in reverse chronological order, including sabbatical leave)

- Since 2016: Koç University,
Department of Media and Visual Arts
Associate Professor – Full Time
- 2015-2016: Xi'an Jiaotong-Liverpool University,
Department of English, Culture and Communication
Associate Professor – Full Time
University of Liverpool, UK
Honorary Teaching Fellow
- 2009-2014: Ariel University, School of Communication
Associate Professor (since 2010) – Full Time
Senior Lecturer (2009-2010)
- 2014: University of New York in Prague, Department of Communication
Visiting Professor – Part Time
- 2000-2008: Yezreel Valley College, Department of Communication
Senior Lecturer (2003-2008) – Full Time
Lecturer (2000-2003)
- 2006: Cornell University – Department of Communication
Visiting Professor (during sabbatical)
- 2000-2001: Tel-Aviv University, Department of Communication
Visiting Professor (at the rank of Lecturer)

• **Professional Activities** (in reverse chronological order)

(a) Positions in academic administration (departmental, faculty and university)

- 2016: Exam Board Member - Xi'an Jiaotong-Liverpool University
2012-2014: Head of Library Committee – Ariel University
2011-2012: Member of Publications Committee – Ariel University
Since 2010: Senate Member – Ariel University
2005-6: Academic Adviser- Yezreel Valley College, Department of Communication.

(b) Professional functions outside universities/institutions

- 2009-2011: Member of the Board of Governors of the Israeli Communication Association.

(c) Significant professional work and consulting

2009-2011 and since 2014: Columnist (Op-Ed writer) and Editor , NRG, Israel

2012-2013: Strategic consultant – Extra-mind, Public relations agency, Tel-Aviv

2009-2010: Production Adviser for the reality TV show "Big Brother"
(Keshet – Channel 2, Israel)

2009-2010: Co-host of the companion program to Big Brother
(Keshet – Channel 2, Israel)

2004: Research adviser for Taya Communications, Israel
(Competitors for the franchise to operate a commercial TV network, Israel)

1986-1989: Military Correspondent and News Editor – Israeli Defense Army Journal
(Mandatory service)

d) Editor or member of editorial board of scientific or professional journal

Associate Editor:	Communication Research Reports (2009-2010) Corporate Communications (2006-2009)
Editorial Board Member:	Communication Research Reports (2008-2009) Communication Studies (2013-2015) Journal of Communication (2014) Corporate Communications (Since 2010)

(f) Membership in professional/scientific societies

ICA (International Communication Association)
ISCA (Israeli communication Association)

- Educational activities

- (a) Courses taught

- Introduction to Mass Communication* – Koç University, Ariel University, UNYP
(Undergraduate-mandatory course)

- Media Theories* - Xi'an Jiaotong-Liverpool University
(Graduate-mandatory course)

- Global Journalism* - Xi'an Jiaotong-Liverpool University
(Undergraduate-elective course)

- Analyzing communication - Xi'an Jiaotong-Liverpool University
(Undergraduate-mandatory course)

- Advertising Principles* – Ariel University
(Undergraduate-mandatory course)

- Visual Communication* – Ariel University, Yezreel Valley College
(Undergraduate-mandatory course)

- Social Psychology* – Ariel University
(Undergraduate-mandatory course)

- Practicum in Advertising* – Ariel University
(Senior year final project)

- Research Methods* – Koç University, Xi'an Jiaotong-Liverpool University
Ariel University, Tel-Aviv University,
Yezreel Valley College

- (Undergraduate-mandatory course)

- Media Effects* – Cornell University
(Undergraduate-mandatory course)

- Academic Writing* – Yezreel Valley College, Tel Aviv University
(Undergraduate-mandatory course)

- Audience Research and Rating* – Yezreel Valley College
(Undergraduate-elective course)

- Contents and Effects of Sex and Violence on Television* – Ariel University
(Undergraduate-research seminar)

- Cultivation Theory and Reality Reconstruction* – Yezreel Valley College
(Undergraduate-research seminar)

Advertising and Reality – Yezreel Valley College

(Undergraduate - seminar)

Nostalgia in the Media and in Popular Culture – Tel Aviv University

(Undergraduate-elective course)

Game shows – Yezreel Valley College

(Undergraduate-elective course)

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards (including during studies)

2008:

Listed among the top 100 researchers in advertising in the world.

[Reference: Ford, J. B., & Merchant, A. (2008). A ten-year retrospective of advertising research productivity, 1997-2006. *Journal of Advertising*, 37(3), 69-94].

1994-1999:

Dean List, Excellency Honor, Tuition Fellowship - The Faculty of Social Science, The Hebrew University of Jerusalem.

1997:

Award of Excellence - The Wolf Foundation Grant.

1994:

Graduate Student Award - The Israeli - American Education Foundation (Fulbright Prize).

Rector List - The Hebrew University of Jerusalem.

1992:

Dean List - Faculty of Social Science (representing the Department of Psychology), Tel-Aviv University.

1991:

Dean List, Tuition Fellowship - Faculty of Arts (representing the Department of Cinema and Television), Tel Aviv University.

(b) Fellowships (e.g. Fullbright)

2003:

Faculty Research Exchange Scholarship – Danish Centre for International Cooperation and Mobility in Education and Training (Cirius) – \$15,000 (Study of Scandinavian quiz shows)

2002:

Faculty Research Exchange Scholarship – The Research Council of Norway (Norges forskningsrad) – \$12,000 (Study of Scandinavian quiz shows)

2001:

Post-Doctoral Research Scholarship – German Academic Exchange Service (Deutscher Akademischer Austauschdienst: DAAD) – \$4,000 (Study of German quiz shows)

• **Scientific Publications**

(a) Authored books

1. Ellis, L., Hershberger, S., Field, E., Wersinger, S., Pellis, S., Geary, D., Palmer, C. T., Hoyenga, K., **Hetsroni, A.**, & Kazmer, K., & (2008). *Sex differences: Summarizing more than a century of scientific research*. London: Routledge (Routledge - Psychology Press). 992 pp.

Reviews:

- (a) Lips, H. M. (2009). A task for Sisyphus? [Review of the book *Sex differences: Summarizing more than a century of scientific research*] *Sex Roles*, 61(3/4), 281-283.
- (b) Wolff, D., & Puts, D. A. (2009). Review of the book *Sex differences: Summarizing more than a century of scientific research*. *Archives of Sexual Behavior*, 38(6), 1070-1072.
- (c) Fausto-Sterling, A. (2010). Review of the book *Sex differences: Summarizing more than a century of scientific research*. *Journal of Gay & Lesbian Mental Health*, 14(1), 79-81.

(b) Edited books

1. **Hetsroni, A.** (Ed.). (2016). *Television and romance - Studies, observations and interpretations*. Hauppauge, NY: Nova Science Publishers.
2. **Hetsroni, A.** (Ed.). (2012). *Advertising and reality: A global study of representation and content*. NY: Continuum.

Reviews:

(a) Streling, P. (2013). Book review: Advertising and reality: A global study of representation and content. *Communication Booknotes Quarterly*, 44(1), 34.

(b) Applequist, J. (2013). Advertising and reality: A global study of representation and content – A book review. *International Journal of communication*, 7, 903-905.

(c) Burns, N. M. (2013). Book review: Advertising and reality: A global study of representation and content. *Social Science Journal*, 50, 133-134.

(d) אברהם, א. (2012). ביקורת על הספר Advertising and reality: A global study of representation and content. *מסגרות מדיה*, 11, 151-154. [Avraham, E. (2012) Review of Advertising and reality: A global study of representation and content, *Media Frames*, 11, 151-154.]

3. **Hetsroni, A.** (Ed.). (2010). *Reality television: Merging the global and the local*. Hauppauge, NY: Nova Science Publishers. 296 pp.

Reviews:

(a) Green, D. B. (2011, May 11). A new collection of articles on the global phenomenon of reality TV. *Haaretz*. Retrieved from <http://www.haaretz.com/culture/books/q-a-a-conversation-with-amir-hetsroni-1.361058>.

(b) Biltereyst, D.. (2012). Book review: Reality television: Merging the global and the local. *Communications: The European Journal of Communication Research*, 37(4), 417-418.

(c) Corbett, S. (2011). Book review: Reality television: Merging the global and the local. *International Journal of Media and Cultural Politics*, 7(3), 371-373.

(d) Streling, P. (2012). Book review: Reality television: Merging the global and the local. *Communication Booknotes Quarterly*, 43(4), 185.

(e) McIntosh, H. (2014). Reality television: Merging the global and the local – A book review *International Journal of communication*, 8, 150-153.

Reality television: Merging the global and the local (f) שושנה א' (2012). ביקורת על הספר סוגיות חברתיות בישראל, 14, 237-239.

[Shoshana, A. (2012) Review of Reality television" Merging the global and the local, *Social Issues in Israel*, 14, 237-239.]

(f) Marino, S. (2014). Book review: Reality television: Merging the global and the local. *Participations: Journal of Audience & Reception Studies*, 11(1), 340-342.

(c) Chapters in Collective Volumes – Book Chapters and Conference Proceedings

Book Chapters:

1. **Hetsroni, A.** (2016, in press). Pluralistic ignorance in media research. In P. Roessler (Ed.), *International Encyclopedia of Media Effects*. NY: Wiley.
2. **Hetsroni, A.** (2016). Television is bad for romance: A cultivation perspective. In A. Hetsroni (Ed.). *Television and romance - Studies, observations and interpretations* (pp.173-200). Hauppauge, NY: Nova Science Publishers
3. **Hetsroni, A., & Reizer, A.** (2014). What's the fighting all about? A comparison of reasons for romantic conflicts on television programs and in the real world. In M. Moshe (Ed.). *The emotions industry*. Hauppauge, NY: Nova Science Publishers.
4. **Hetsroni, A.** (2013). Violent content in advertising. In M. S. Eastin (Ed.), *Encyclopedia of media violence* (pp.3-6). Thousand Oaks, CA: Sage.

5. **Hetsroni, A.** (2013). Longitudinal effects of media violence. In M. S. Eastin (Ed.), *Encyclopedia of media violence* (pp.227-231). Thousand Oaks, CA: Sage.

6. **Hetsroni, A.** (2012,). Objectionable content on mainstream advertising: How much sex and violence do TV commercials actually carry and what does the public think of that? In A. Hetsroni (Ed.), *Advertising and reality: A global study of representation and content* (pp.223-243). NY: Continuum.

7. **Hetsroni, A.** (2012). Nostalgia in advertising: A review of theories and research. In A. Hetsroni (Ed.), *Advertising and reality: A global study of representation and content* (pp.111-126). NY: Continuum.

8. **Hetsroni, A.** (2012,). Values in Israeli advertising: A decade-long observation. In A. Hetsroni (Ed.), *Advertising and reality: A global study of representation and content* (pp.41-52). NY: Continuum.

9. **Hetsroni, A., & Lowenstein, H.** (2012). Cultivation and agenda-setting: Conceptual and empirical intersections. In M. Morgan, N. Signorielli, & J. Shanahan (Eds.), *The cultivation differential: State of the art research in cultivation theory* (pp.307-328). London: Peter Lang.

10. **Hetsroni, A.** (2011). Israeli advertising: From oriental diletantism to professional westernism. In E. C. Alozie (Ed.), *Advertising in developing and emerging economies* (pp.69-77). Aldershot, UK: Gower Publishing.

11. **Hetsroni, A.** (2010). "There are no lesbians in North Dakota": Sexual identity, sexual activity and TV viewing in adolescence. In C. M. Noland, J. Manning, & J. MacLennan (Eds.), *Case studies of communication about sex* (pp.100-111). Cambridge, UK: Cambridge Scholars.

12. Levy, M., & **Hetsroni, A.** (2010). Contradictions in Advertising: A Visual Analysis of Collectivism and Individualism in Lottery Advertisements. In Y. Pasadeos (Ed.), *Advances in communication and mass media research* (pp. 231-246). Athens, Greece: Atiner.

13. **Hetsroni, A.** (2010). The praise and the critic of a TV format: An analysis of the public discourse concerning reality TV in Israel. In A. Hetsroni (Ed.), *Reality television: Merging the global and the local* (pp. 151-162). Hauppauge, NY: Nova Science Publishers.
14. **Hetsroni, A.** (2009). Violent crime on television: Content and impact. In A. Renshaw, & E. Suárez (Eds.), *Violent crime and prisons: Population, health conditions and recidivism* (pp.167-182). Hauppauge, NY: Nova Science Publishers.

(d) Journal Articles - English

1. **Hetsroni, A.,** Guldin, D. (2017, in press). Revealing images as Facebook profiles: The influence of demographics and relationship status. *Social Behavior and Personality*.
[Impact Factor last reported – 0.372, 59/61 in Psychology - Social]
[Scopus Ranking last reported - Q3 in Social Psychology]
2. **Hetsroni, A.,** Reizer, A., & Ben-Zion, U. (2016, in press). Interest rate demands and television viewing – Is a single exposure more influential than routine viewing? *Psychological Reports*.
[Impact Factor last reported – 0.402, 103/129 in Psychology - Multidisciplinary]
[Scopus Ranking last reported - Q3 in Psychology, Miscellaneous]
3. **Hetsroni, A.** (2016). The Gender of TV Expertise: A Combined Quantitative/Qualitative Analysis of Israeli TV Talk Shows. *Medijska istraživanja – Media Studies*, 21(2), 33-57.
[Included in Emerging Sources Citations Index - Communication]
[Scopus Ranking last reported - Q3 in Communication]
4. Reizer, A., & **Hetsroni, A.** (2015). Does helping others make me feel sick? The associations between caregiving, life satisfaction and physical health. *Social Behavior and Personality*.
[Impact Factor last reported – 0.372, 59/61 in Psychology - Social]
[Scopus Ranking last reported - Q3 in Social Psychology]
5. **Hetsroni, A.** (2015). Numerically under-represented but equally treated: Female experts in Israeli TV talk shows. *Global Media Journal*, 13(25).
[Scopus Ranking last reported – Q4 in Communication]

6. Reizer, A., & Hetsroni, A. (2015). Caregiving at work :What differentiates helping a colleague from helping a friend? *Psychological Reports, 116*(1), 60-73.
 [Impact Factor last reported – 0.402, 103/129 in Psychology - Multidisciplinary]
 [Scopus Ranking last reported - Q3 in Psychology, Miscellaneous]

7. Hetsroni, A., & Lowenstein, H. (2014). Is she an expert is she just a woman? Gender differences in the presentation of experts in talk shows. *Sex Roles, 70*, 376-386.
 [Impact Factor last reported: 1.698, 5/40 in Women Studies]
 [Scopus Ranking last reported – Q1 in Gender Studies]

8. Hetsroni, A., Sheaffer, Z., Rosenboim, M., & Ben-Zion, U. (2014). Economic expectations, optimistic bias and exposure to different television formats during economic recession - A cultivation study. *Communication Research, 41*(2), 180-207.
 [Impact Factor last reported – 2.444, 1/74 in Communication]
 [Scopus Ranking last reported - Q1 in Communication]

9. Reizer, A., & Hetsroni, A. (2014). Media exposure and romantic relationship quality: A slippery Slope? *Psychological Reports, 114*(1), 231-249.
 [Impact Factor last reported – 0.439, 96/124 in Psychology - Multidisciplinary]
 [Scopus Ranking last reported - Q3 in Psychology, Miscellaneous]

10. Hetsroni, A. (2014). Ceiling effect in cultivation: A demonstration from health communication. *Journal of Media Psychology, 26*(1), 10-18.
 [Impact Factor last reported – 1.051, 30/74 in Communication]
 [Scopus Ranking 2011 – Q1 in Communication]

11. Hetsroni, A., & Lowenstein, H. (2013). Cultivation and counter cultivation: Does religiosity shape the relationship between television viewing and estimates of crime prevalence and assessment of victimization likelihood? *Psychological Reports, 112*(1), 303-324.
 [Impact Factor in the year of publication – 0.402, 103/129 in Psychology - Multidisciplinary]
 [Scopus Ranking in the year of publication - Q3 in Psychology, Miscellaneous]

12. **Hetsroni, A.**, & Sheaffer, Z. (2013). Assessing the tone of economic news during economic recovery. *Communications: The European Journal of Communication Research*, 38(1), 147-165.
 [Impact Factor in the year of publication – 0.541, 50/74 in Communication]
 [Scopus Ranking in the year of publication – Q1 in Communication]

13. **Hetsroni, A.** (2013). The Impact of TV violence on violent crime: Reanalyzing meta-analyses and looking at longitudinal figures. *Media Studies – Journal for Critical Media Enquiry*, 1, 7-22.

14. **Hetsroni, A.** (2012). A cultivation perspective on love styles. *American Journal of Media Psychology*, 5, 53-68.

15. **Hetsroni, A.** (2012). Sixty years of violent crime on American television : A critical interpretation of empirical. *Sociology Mind*, 2(2), 133-140.

16. **Hetsroni, A.** (2012). Is television viewing associated with love styles? A cultivation study. *Psychological Reports*, 110(1), 35-50.
 [Impact Factor in the year of publication – 0.415, 99/126 in Psychology - Multidisciplinary]
 [Scopus Ranking in the year of publication - Q3 in Psychology, Miscellaneous]

17. **Hetsroni, A.**, & Lowenstein, H. (2012). Religiosity, repression and cultivation: Different patterns of TV viewing effects on crime prevalence estimates and personal victimization likelihood. *International Journal of Communication*, 6, 1-20.
 [Impact Factor in the year of publication – 0.635, 44/72 in Communication]
 [Scopus Ranking in the year of publication – Q3 in Communication]

18. Levy, M., & **Hetsroni, A.** (2011). Advertising in a collective-horizontal culture: Israeli lottery advertisements between collectivism and individualism. *Atlantic Journal of Communication*, 19(5), 251-267.
 [Scopus Ranking in the year of publication – Q3 in Communication]

19. **Hetsroni, A.** (2011). *Pluralistic media ignorance: Presence and causes*. *Social Science Journal*, 48, 324-334.
 [Impact Factor in the year of publication – 0.316, 61/89 in Social Science - Interdisciplinary]
 [Scopus Ranking in the year of publication – Q2 in Sociology and Political Science]

20. **Hetsroni, A.** (2011). Violence In television advertising: Content analysis and audience attitudes. *Atlantic Journal of Communication*, 19(2), 97-112.
[Scopus Ranking in the year of publication – Q3 in Communication]
21. **Hetsroni, A.** (2010). When the wind changes direction: The impact of content shift on the cultivation effect. *Communications: The European Journal of Communication Research*, 35(4), 439-460.
[Included in Social Science Citations Index since 2010; Communication]
[Scopus Ranking in the year of publication – Q2 in Communication]
22. **Hetsroni, A.** (2010). The rise and fall of the right to “proper representation”: Regulation policy concerning minorities and cultural diversity in Israeli commercial television. *Cultural Trends*, 19(1/2), 81-91.
[Scopus Ranking in the year of publication – Q2 in Visual Arts and Performing Arts]
23. **Hetsroni, A.** (2010). Violent content in mainstream TV advertising: A cross cultural comparison. *Communications: The European Journal of Communication Research*, 35(1), 29-45.
[Included in Social Science Citations Index since 2010; Communication]
[Scopus Ranking in the year of publication – Q2 in Communication]
24. **Hetsroni, A.** (2009). If you must be hospitalized, television is not the place: Diagnosis, survival rate and demographic characteristics of inpatients in TV hospital drama. *Communication Research Reports*, 26(4), 311-322.
25. **Hetsroni, A.** (2008). Over-estimates, under-estimates and the cultivation effect. *Communication Research Reports*, 25, 25(3), 200-210.
26. **Hetsroni, A.** (2008). Media dependency and the usefulness of information on sexuality in adolescence: Ethnic and gender differences. *Communication Reports*, 21(1), 14-32.
[Scopus Ranking in the year of publication – Q3 in Communication]
27. **Hetsroni, A.** (2008). Genre exposure, geo-cultural proximity and cultivation. *Communications: The European Journal of Communication Research*, 33(1), 69-90.
[Scopus Ranking in the year of publication – Q3 in Communication]

28. **Hetsroni, A.** (2007). Forty years of violent content on prime-time network programming: A longitudinal meta-analytic review. *Journal of Communication*, 57(4), 759-784.
[Impact Factor in the year of publication: 2.266, 1/45 in Communication]
[Scopus Ranking in the year of publication – Q1 in Communication]
29. **Hetsroni, A.** (2007) Open or close - this is the question: The impact of question format on the cultivation effect. *Communication Methods and Measures*, 1(3), 1-12.
30. **Hetsroni, A.** (2007). Sexual content in mainstream TV advertising: A cross cultural comparison. *Sex Roles*, 57(3/4), 201-210.
[Impact Factor in the year of publication: 0.942, 7/26 in Women Studies]
[Scopus Ranking in the year of publication – Q1 in Gender Studies]
31. **Hetsroni, A.**, Tzfon, B., El-Farich, H., & Kaputa, R. (2007). Geographical proximity, cultural imperialism and the cultivation effect. *Communication Monographs*, 74(2) 181-199.
[Impact Factor in the year of publication: 0.873, 23/46 in Communication]
[Scopus Ranking in the year of publication - Q1 in Communication]
32. **Hetsroni, A.** (2007). Adolescents' perceived usefulness of information on sexuality: A cross-cultural comparison of Interpersonal sources, professional sources and the mass media. *Atlantic Journal of Communication*, 15(2), 134-152.
33. **Hetsroni, A.** (2007). Three decades of sexual content on prime-time network programming: A longitudinal meta-analytic review, *Journal of Communication*, 57(2), 318-348.
[Impact Factor in the year of publication: 2.266, 1/45 in Communication]
[Scopus Ranking in the year of publication – Q1 in Communication]
34. **Hetsroni, A.**, & Tukachinsky, R. H. (2006). TV world estimates and real world estimates: A new scheme for cultivation. *Journal of Communication*, 56(1), 133-156.
[Impact Factor in the year of publication: 1.213, 5/40 in Communication]
[Scopus Ranking in the year of publication – Q1 in Communication]

35. **Hetsroni, A.**, & Tukachinsky, R. H. (2005). Plastic art in advertising: A survey of creatives and content analysis of advertisements. *Journal of Current Issues and Research in Advertising*, 27(1), 93-107.
36. **Hetsroni, A.** (2005). The quiz show as a cultural mirror: Who Wants to be a Millionaire in the English speaking world. *Atlantic Journal of Communication*, 13(2), 97-112.
37. **Hetsroni, A.** (2005). Art in advertising: A Cross-cultural examination of ads and creatives. *Visual Communication Quarterly*, 12(1-2), 58-77.
38. **Hetsroni, A.** (2005). Rule Britannia! Britannia rules the waves: A cross-cultural study of five English-speaking versions of British quiz show format. *Communications: The European Journal of Communication Research*, 30(2), 129-153.
[Scopus Ranking in the year of publication – Q3 in Communication]
39. **Hetsroni, A.** (2005). Globalization and knowledge hierarchy through the eyes of a quiz show. *Innovation: The European Journal of Social Science Research*, 18(4), 385-205.
[Included in Social Science Citations Index since 2009; Social Science - Interdisciplinary]
[Scopus Ranking in the year of publication – Q3 in Management of Technology and Innovation]
40. **Hetsroni, A.** (2005). The presentation and reconstruction of art in advertising: A content analysis, a creatives survey and a general public survey. *Visual Arts Research*, 31(2), 38-56.
41. **Hetsroni, A.** (2004). The Millionaire Project: A Cross Cultural Analysis of Quiz Shows from America, Russia, Poland, Norway, Finland, Israel and Saudi Arabia. *Mass Communication & Society*, 7(2), 133-156.
[Included in Social Science Citations Index since 2009; Communication]
42. **Hetsroni, A.** (2003). Values in infomercials and commercials: The influence of format, product type and advertisement approach. *Journal of Current Issues and Research in Advertising*, 25(1), 13-24.
43. **Hetsroni, A.**, & Tukachinsky, R. H. (2003). Who wants to be a millionaire in Russia, America and Saudi Arabia: A celebration of differences or a unified global culture? *Communication Review*, 6, 165-178.

44. **Hetsroni, A.** (2002). Differences between Jewish-Israeli and Arab-Israeli college students in attitudes toward date selection and sex relations. *Personal Relationships*, (9)4, 507-517.
 [Impact Factor in the year of publication – 1.000, 18/45 in Psychology - Social]
 [Scopus Ranking in the year of publication – Q1 in Social Psychology]
45. **Hetsroni, A.**, & Asya, I. (2002). A comparison of values in infomercials and commercials *Corporate Communications*, 7(1), 34-45.
46. Remennick, L. I., & **Hetsroni, A.** (2001). Public attitudes toward elective abortion in Israel. *Social Science Quarterly*, 82(2), 420-431.
 [Impact Factor in the year of publication – 0.632, 18/55 in Social Science - Interdisciplinary]
 [Scopus Ranking in the year of publication - Q1 in Social Sciences, Miscellaneous]
47. **Hetsroni, A.**, & Remennick, L. I. (2001). Pro-life vs. pro-choice in the Holy-Land: Socio-economic and attitudinal correlates of public opinion towards non-vital abortion in Israel. *International Journal of Public Opinion Research*, 13(2), 194-205.
 [Impact Factor in the year of publication – 0.317, 30/43 in Communication]
 [Scopus Ranking in the year of publication – Q2 in Sociology and Political Science]
48. **Hetsroni, A.** (2001). Millionaires around the world: Analysis of quiz shows in Poland, Israel and America. *Communications: The European Journal of Communication Research* 26(3), 247-266.
 [Scopus Ranking in the year of publication – Q3 in Communication]
49. **Hetsroni, A.** (2001). What do you really need to know to be a millionaire – The question of knowledge in quiz shows from America and Israel. *Communication Research Reports*, 18(4), 418-428.
50. **Hetsroni, A.** (2000). Choosing a mate in television dating games: The influence of setting, culture and gender. *Sex Roles*, 42(1/2), 83-106.
 [Impact Factor in the year of publication: 0.415, 10/25 in Women Studies]
 [Scopus Ranking in the year of publication – Q1 in Gender Studies]
51. **Hetsroni, A.** (2000). The relationship between values and appeals in Israeli advertising: A smallest space analysis. *Journal of Advertising*, 29(3) 55-68.
 [Impact Factor in the year of publication: 0.630, 13/43 in Communication]

[Scopus Ranking in the year of publication – Q1 in Business and International Management]

52. **Hetsroni, A.**, & Bloch L-R. (1999). Selecting the right mate in television dating games: Cultural gaps and sex differences. *Communication Quarterly*, 47(3), 315-332.

53. **Hetsroni, A.** (1998). All We Were Saying Was Give Peace a Chance: The Future of Israeli High School Peace Activists. *Peace and Conflict: Journal of Peace Psychology*, 4(3), 237-255.

(e) Journal Articles - Hebrew

1. **חצרוני, א'**, ולוינשטיין, ה. (2012). מסורתי או מקוון: השפעת סוג המדיה עליו הסתמכה מחאת האוהלים על רמת רמת ההזדהות והאקטיביזם של המוחים. *קשר*, 43, 13-22.

[**Hetsroni, A.**, & Lowenstein, H. (2012). Old media or new media? The influence of media type reliance of social protesters on their level of identification and activism. *Connection*, 43, 13-22.]

2. **חצרוני, א'** (2012). דוקטורט כגן עדן של שוטים. *קתרטסיס*, 18, 7-11.

[**Hetsroni, A.** (2012). Doctoral studies as a fools' paradise. *Katharsis*, 18, 7-11.]

3. **חצרוני, א'** (2011). אלימות ומין בטלוויזיה בישראל ובארצה"ב: השוואה בין תרבותית. *סוגיות חברתיות בישראל*, 12, 180-210.

[**Hetsroni, A.** (2011). Sex and violence on television in Israel and the USA: Cross-cultural comparison. *Social Issues in Israel*, 12, 180-210.]

4. **חצרוני, א'** (2009). אז כמה מין יש באמת בפרסומות טלוויזיה ישראליות? ניתוח רב-שנתי. *סוגיות חברתיות בישראל*, 8, 147-174.

[**Hetsroni, A.** (2009). So how much sex is there really on Israeli TV advertising: A longitudinal analysis. *Social Issues in Israel*, 8, 147-174.]

5. **חצרוני, א'** (2006). האפקטים החלשים של ההשפעות החזקות של התקשורת. *חוקרים בעמק*, 1, 248-258.

[**Hetsroni, A.** (2006). The weak effects of strong effects media theories. *Researchers in the Valley*, 1, 248-258.]

6. **חצרוני, א'**, ודובדבני, ש' (2000). בערבות הנגב התאבד גמל: מבט מחודש בקולנוע של אבי נשר. *דטלינג*, 7, 99-112.

[**Hetsroni, A.**, & Duvdevani, S. (2000). In the willows of the Negev, a camel has committed suicide: A reappraisal of Avi Nesher's cinema. *Restling*, 7, 99-112.]

7. **חצרוני, א'** (1997). הירח כבר לא זורח: מפסטיבל הזמר לקדם אירוויזיון. *רסלינג*, 3, 25-33.
[Hetsroni, A. (1997). The moon no longer shines: From the national song festival to the pre-Eurovision song contest, *Restling*, 3, 25-33.]

(f) Other Publications

חצרוני, א' (2013). *פיצוחים*. ת"א: ידיעות ספרים. [רומן]

[Hetsroni, A. (2013). *Family feud*. Tel Aviv: Yedioth Books.] [Novel]

• **Lectures and Presentations at Meetings and Invited Seminars -
Not Followed by Published Proceedings**

(a) Invited plenary lectures at conferences/meetings

Hetsroni, A. (2010, February). Boys, girls, childhood, gender and media. Plenary Address at the Israeli Council for the Protection of Children Annual Conference, Beer-Sheva, Israel.

(b) Presentation of papers at conferences/meetings (oral or poster)

Hetsroni, A. (2014, May). *Ceiling effect in cultivation: General TV Viewing, genre specific viewing and estimates of health concerns*. Paper presented at the George Gerbner Conference on Communication, Conflict and Aggression. Budapest, Hungary.

Hetsroni, A., & Lowenstein, H. (2013, July). Gender and expertise in talk shows. Paper presented at the annual Popular Culture Association Conference. Warsaw, Poland.

Hetsroni, A., & Lowenstein, H. (2012, September). *The impact of media type on social protesters' level of activism: An Israeli study*. Paper presented in the conference New media: Changing media landscapes. St. Petersburg, Russia.

- Hetsroni, A.** (2012, May). *Economic expectations and media consumption: Empirical findings*. Paper presented at the 10th World Media Economics & Management Conference, Thessaloniki, Greece.
- Hetsroni, A.** (2011, August). *Cultivation of knowledge about remote countries*. Paper presented at the Nordmedia 2011 conference, Akureyri, Iclenad.
- Hetsroni, A.** (2011, May). *A new look at nostalgia in advertising*. Paper presented at the 9th annual International Conference on Communication and Mass Media, Athens, Greece.
- Hetsroni, A.** (2010, October). *The impact of TV viewing on love styles*. Paper presented at the 4th annual meeting of the Global Communication Association, Krakow, Poland.
- Hetsroni, A.** (2010, June). *The cultivation of economic expectations*. Paper presented at the 60th annual meeting of the International Communication Association, Singapore.
- Hetsroni, A.** (2010, May). *Big Brother in Israel: Press coverage and public reactions*. Paper presented at the 8th annual International Conference on Communication and Mass Media, Athens, Greece.
- Hetsroni, A.** (2009, November). *Cultivation and agenda-setting: Conceptual and empirical intersections*. Paper presented at the international conference -Development of agenda-setting theory and research between west and east, Wroclaw, Poland.
- Hetsroni, A.** (2009, October). *The rise and fall of the right for proper representation: Minorities and periphery on Israeli commercial television*. Paper presented at the Cultural Trends Conference - Centre/periphery, devolution/federalism: New Trends in Cultural Policy, London, UK.
- Hetsroni, A.** (2009, June). *Diseases and treatment in TV hospital drama..* Paper presented at a Conference on Communication Medicine and Ethics, Cardiff, UK.
- Hetsroni, A.** (2009, May). *Life and death at the hospital: ER, Chicago hope, Grey's Anatomy and actual hospitals*. Paper presented at the 59th annual meeting of the International Communication Association, Montreal, Canada.

- Hetsroni, A.** (2009, April). *Pluralistic media ignorance: Structure and causes*. Paper presented at the 54th annual meeting of the Broadcast Education Association, Las-Vegas, NV.
- Hetsroni, A.** (2008, May). *Objectionable content in mainstream TV advertising: A cross cultural comparison*. Paper presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.
- Hetsroni, A.** (2008, May). *Over-estimates, under-estimates and the cultivation effect*. Paper presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.
- Hetsroni, A.** (2006, November). *Adolescents' knowledge about sexual diseases: A cross-cultural comparison of Interpersonal sources, professional sources and the mass media*. Paper presented at the annual meeting of the National Communication Association, San-Antonio, Texas.
- Hetsroni, A.** (2006, June). *Dependency and adolescents' perceived usefulness of information on sexuality: A cross-cultural comparison of Interpersonal sources, professional sources and the mass media*. Paper presented at the 56th annual meeting of the International Communication Association, Dresden, Germany.
- Hetsroni, A., & Tukachnisky, R. H.** (2005, April). *Television world estimates, real world estimates and television viewing: A new scheme for cultivation*. Paper presented at the 50th annual meeting of the Broadcast Education Association, Las-Vegas, NV.
- Hetsroni, A.** (2005, February). *The Representation of Jews on primetime television programming in the USA*. Paper presented at a conference on Anti-Semitism in the contemporary world, Melbourne, Australia.
- Hetsroni, A.** (2003, April). *Let's play around the world: Who wants to be a millionaire in America, Israel, Saudi-Arabia, Germany, Russia, Poland, Norway and Finland*. Paper presented at the Israeli Communication Association 7th annual Conference, Ramat-Gan, Israel.
- Hetsroni, A., & Tukachinsky, R. H.** (2003, April). *Fine art in advertising: A survey of creatives and content analysis of advertisements*. Paper presented at the Israeli Communication Association 7th annual Conference, Ramat-Gan, Israel.

- Hetsroni, A.** (2002, June). *Format vs. product: The content of infomercials and commercials*. Paper presented at the 9th Biennial Conference of the Israeli Association of Canadian Studies, Jerusalem, Israel.
- Hetsroni, A., & Asya, I.** (2001, May). *A comparison of values represented in TV infomercials and commercials*. Paper presented at the 51st annual meeting of the International Communication Association, Washington DC, USA.
- Hetsroni, A., & Remennick, L. I.** (June 2001). *Cross-cultural Comparison of public opinion about abortion: Israel and America*. Paper presented at the 8th biennial meeting of the Israeli Family Planning Society, Tel-Aviv, Israel.
- Hetsroni, A., & Remennick, L. I.** (2001, June). *Differences between Jewish and Arab students in attitudes toward sexuality*. Paper presented at the 8th biennial meeting of the Israeli Family Planning Society, Tel-Aviv, Israel.
- Hetsroni, A., & Remennick, L. I.** (2000, June). *Public opinion about abortion in Israel*. Paper presented at the 8th biennial meeting of the Israeli Studies Society, Tel-Aviv, Israel.
- Hetsroni, A.** (2000, June). *Courtship habits and mate selection in TV dating games and in real life*. Paper presented at the International Conference on Psychology for the 21st century, Haifa, Israel.
- Remennick, L. I., & **Hetsroni, A.** (2000, February). *Correlations of socio-demographic indices with attitudes toward elective abortion in Israel*. Paper presented at the 31st annual meeting of the Israeli Sociological Society, Tel-Aviv, Israel.
- Hetsroni, A.** (1997, February). *Towards a theory of Nostalgia*. Paper presented at the Israeli Communication Association 1st Annual Conference: Jerusalem, Israel.
- Hetsroni, A.** (1996, January). *A Review of Recent Research on Nostalgia in Popular Culture*. Paper presented at the Popular Culture Association International Conference, Honolulu, Hawaii.

(c) Presentations at informal international seminars and workshops

Hetsroni, A. (2009, April). *The impact of content shift on the cultivation effect*. Paper presented at the Workshop on Narrative Fact and Fiction: Patterns of Narrative Construction in Media Stories and Differential Effects, Vienna, Austria.

(d) Seminar presentations at universities and institutions

2007:

Ben-Gurion University of the Negev, Department of Communication - Violent content on television.

2006:

Cornell University, Department of Communication – Objectionable material on prime-time TV.

The Hebrew University of Jerusalem, Department of Communication – Sexual content on television.

2004:

University of Hartford, School of Communication – Cross-cultural studies of quiz shows.

Wellesley College, Jewish Studies Program – Reflections of the Israeli-Arab conflict in the media.

University of Haifa, Department of Communication - Cultivation and viewers' estimates of TV reality.

2002:

University of Oslo, Department of Media and Communication (International Summer School) – Game shows around the world.

2001:

Tel-Aviv University, School of Management (Marketing Program) – Infomercials and commercials.

2000:

Tel-Aviv University, School of Management (Marketing Program) – Values in advertising.

1998:

The Hebrew University of Jerusalem, Department of Communication – Attitudes towards nostalgia.

• **Research Grants**

2010:

Ariel University Center Research Fund, Israel

(Study of reality TV).

Grantee: Amir Hetsroni; \$4,000.

2009:

Ministry of Science's Center for Research and Development – Israel

(Study of the relationship between fear of crime, place of residence, media consumption and repression).

Grantee: Amir Hetsroni; \$7,000.

2004-5:

Yezreel Valley College Research Fund, Israel

(Study of adolescents' information sources about sexuality).

Grantee: Amir Hetsroni; \$1,000.

2003:

Nachemson Foundation, Copenhagen Denmark

(Study of Game Shows).

Grantee: Amir Hetsroni; \$12,000.

1998-1999:

Channel 2 Fund for Research in Communication, Jerusalem (Dissertation Research Grant).

Grantee: Amir Hetsroni; \$4,000.

1998-1999:

The Smart Institute for Research in Communication, Jerusalem

Grantee: Amir Hetsroni; \$3,000.

1996-1998:

Dissertation Research Grant - Eshkol Institute for the Study of Society, Economy and Policy, Jerusalem.

Grantee: Amir Hetsroni; \$10,000.

1996

Helbert Institute for Regional Studies in Israel (Dissertation grant)

Grantee: Amir Hetsroni; \$800.

1996:

The British Council (graduate student research grant).

Grantee: Amir Hetsroni; \$1,000.

• **Additional Information**

○ **Articles included in Textbooks:**

1. A major Part of my paper entitled *Choosing a mate in television dating games: The influence of setting, culture and gender* [reprinted from *Sex Roles*, 42(1/2), 83-106] is featured in L. Behrens & L. Rosen's bestselling college textbook *Writing and reading across the curriculum* (10th edition, published by Longman in 2007).
2. A part of my paper entitled *Art in advertising: A Cross-cultural examination of ads and creatives*. [reprinted from *Visual Communication Quarterly*, 12(1-2), 58-77] is featured in J. Newton & W. Rick's *Visual communication: Integrating media, art and science* (published by Lawrence Erlbaum in 2007).

- **Expert in residence in the reality TV series "Big Brother" and participation of the adaptation of the format (Channel 2, Israel, 2009-2010)**
- **Dozens of commentator appearances in political talk shows (Channel 2, Channel 10, Channel 1, Israel, 2009-2015)**
- **Hundreds of Op-ed articles in Israeli print and online newspapers (YNET, HAARETZ - THE MARKER, CALCALIST, NRG) about mass media and current affairs (since 2005).**

Examples in English:

Hetsroni, A. (2006, September 9). Academic mediocrity not surprising. *Ynet-Opinions*. Retrieved from <http://www.ynetnews.com/articles/0,7340,L-3312694,00.html>

Hetsroni, A. (2007, July 21). Big brother in Israel? *Ynet-Opinions*. Retrieved from <http://www.ynetnews.com/articles/0,7340,L-3426918,00.html>

Hetsroni, A. (2009, May 5). Polish lesson for Israel. *Ynet-Opinions*. Retrieved from <http://www.ynet.co.il/english/articles/0,7340,L-3710914,00.html>

Hetsroni, A. (2011, May 13). A bad decision? *Haaretz-Opinions*. Retrieved from <http://www.haaretz.com/opinion/a-bad-decision-1.361426>

Hetsroni, A. (2014, August 7). A settler against the occupation. *Haaretz-Opinions*. Retrieved from <http://www.haaretz.com/opinion/.premium-1.609398>

Hetsroni, A. (2015, January 18). If I were a French Jew – Israel is the last country to which I would immigrate. *Times of Israel*. Retrieved from <http://blogs.timesofisrael.com/if-i-were-a-french-jew-israel-is-the-last-country-to-which-i-would-immigrate/>

Hetsroni, A. (2015, April 26). When one person robs his neighbor to help a third party: The uniqueness of the Nakba. *Times of Israel*. Retrieved from <http://blogs.timesofisrael.com/when-one-person-robs-his-neighbor-to-help-a-third-party-the-uniqueness-of-the-nakba/>

Hetsroni, A. (2015, June 23). The biggest mistake of my life: Serving in the ID.F *Times of Israel*. Retrieved from <http://blogs.timesofisrael.com/the-biggest-mistake-of-my-life-serving-in-the-idf/>

Hetsroni, A. (2015, October 20). Al-Aqsa Intifada: Another look at why I left Israel. *Times of Israel*. Retrieved from <http://blogs.timesofisrael.com/al-aqsa-intifada-another-look-at-why-i-left-israel/>

- **Coverage of my research in the Press and in Various Popular Media Conduits - Nationally and Internationally.**

Examples in English:

Yefet, O. (2006, September 5). Sexy ads? Not in Israel. *Ynet-News*. Retrieved from <http://www.ynetnews.com/articles/0,7340,L-3248918,00.html>

- Friedman, R. (2010, June 23). Israeli TV airs less sex and violence than American TV. *Jerusalem Post*. Retrieved from <http://www.jpost.com/israel/Article.aspx?id=179235>
- Bar-Zohar, O. (2010, June 30). Can watching TV make you depressed about your finances? *Haaretz*. Retrieved from <http://www.haaretz.com/news/national/can-watching-tv-make-you-depressed-about-your-finances-1.299151>
- Dubner, S. J. (2010 December 17). If you must be hospitalized – television is not the place. *New York Times – Freakonomics Weekly Column* . Retrieved from <http://www.freakonomics.com/2010/12/17/if-you-must-be-hospitalized-television-is-not-the-place/> (Appearing also in S.J. Dubner and A. Levitt's book *Superfreakonomics – Illustrated edition*, published by William Morrow in 2010, p.80).
- Holtz. A. (2011 October 5). Influence of TV medical shows adds up. *Script Doctor*. Retrieved from <http://thescriptdoctor.holtzreport.com/2011/10/influence-of-tv-medical-shows-adds-up.html> (Appearing also in A. Holtz's book *House M.D. vs. Reality*, published by Berkley Trade, pp.42-46).
- Freakonomics. (2012 May 7). Religion, television and crime. *Freakonomics*. Retrieved from <http://www.freakonomics.com/2012/07/05/religion-crime-and-television>
- Wicker, C. (2012 September, 14). Fake Doctors – Real influence. *Dallas Morning News*. Retrieved from <http://www.dallasnews.com/health/fitness/headlines/20120914-fake-doctors-real-influence.ece>
- Siegel-Itzkovitch, J. (2014, March 18). Watching TV makes live romance more disappointing. *Jerusalem Post*. Retrieved from <http://www.jpost.com/Health-and-Science/Watching-TV-makes-live-romance-more-disappointing-345792>