

Bio – Dhavan V. Shah

Dhavan Shah is the Jack M. McLeod Professor of Communication Research and Louis A. and Mary E. Maier-Bascom Chair in the School of Journalism and Mass Communication at the University of Wisconsin, where he is Director of the Mass Communication Research Center and Research Director of the Center for Communication and Civic Renewal. His intersecting lines of research focus on (1) the influence of message framing and cueing on social judgments and behaviors, (2) the communication dynamics that drive civic and political participation, and (3) the role of digital therapeutics in chronic disease management. This work has generated six coauthored and coedited books, 200 articles and chapters, and grants totaling over \$66 million from private foundations, academic entities, and federal governments. With affiliated appointments in Industrial and Systems Engineering, Marketing, and Political Science, he combines conventional and computational social science to study politics and public health and translate research insights into scalable systems and solutions. He earned his Ph.D. in Mass Communication with a minor in Political Psychology from the University of Minnesota in 1999.