Salauddin Ahmed

Ph.D. Student in Communication Studies
School of Media and Communication
University of Southern Mississippi
118 College Drive, Hattiesburg, MS 39406
Email: salauddin.ahmed@usm.edu | Phone: (601) 307-2130
Website: salauddinahmed.com

Education

Ph.D. in Communication (Expected May 2027)
School of Media and Communication, University of Southern Mississippi, Hattiesburg, MS
2024–Present

M.S.S. in Communication and Journalism (2018)
University of Chittagong, Chittagong, Bangladesh
Thesis: Musical Communication and Internet: A Study on Tribal Music of Bangladesh

B.S.S. in Communication and Journalism (2017)
University of Chittagong, Chittagong, Bangladesh

Research Interests

My research investigates the intersections of artificial intelligence, mental health, social media advertising, and media psychology. I examine how AI-driven advertising systems influence the psychological well-being of social media users, with particular attention to algorithmic content curation, targeting mechanisms, and user interaction patterns. My work explores the psychological consequences of targeted advertising on mental health outcomes, identity construction, and overall well-being across diverse demographic groups in contemporary digital environments.

Academic Appointments

Graduate Teaching Assistant

School of Media and Communication, University of Southern Mississippi, Hattiesburg, MS
August 2024–Present

My responsibilities as a graduate teaching assistant encompass delivering comprehensive lectures on public speaking principles and practices, providing

individualized feedback on student presentations and written assignments, developing course materials and assessment instruments, and cultivating an inclusive and interactive learning environment. I have instructed approximately 25–27 students per semester across multiple sections, focusing on enhancing oral communication competencies and critical thinking skills. This role has involved substantial curriculum development, implementing evidence-based pedagogical strategies, and maintaining consistent communication with students to support their academic progress and professional development.

Graduate Research Assistant

School of Media and Communication, University of Southern Mississippi, Hattiesburg, MS
August 2024–Present

June 2025: Served as research assistant collaborating with Dr. Mohammed Rashid on scholarly research projects, contributing to data collection, analysis, and manuscript preparation.

May 2025: Functioned as audio producer for Dr. David Davies's undergraduate podcast course, overseeing technical production elements and mentoring students in audio storytelling techniques.

August 2024–December 2024: Assisted Dr. David Davies with a memetic communication research project, conducting systematic literature reviews and executing comprehensive data collection protocols to support empirical analysis.

Teaching Experience

Instructor of Record

CMS 111: Public Speaking
School of Media and Communication, University of Southern Mississippi, Hattiesburg, MS

Spring 2026 (1 sections: 23 students face to face & 1 section: 21 students online)

Fall 2025 (2 sections: 26 and 26 students both face to face)

Spring 2025 (2 sections: 26 and 25 students both face to face)

Fall 2024 (1 section: 27 students both face to face)

Successfully instructed undergraduate students in the principles and practices of effective public speaking and oral communication. Provided constructive,

individualized feedback to enhance student presentation skills, critical thinking, and rhetorical competencies while fostering a positive and developmental classroom climate. Overall, got 4.7 out of 5 in teaching evaluation.

Guest Lectures and Assistance

School of Media and Communication, University of Southern Mississippi, Hattiesburg, MS

COM 809: Content Creation (Spring 2026) — Assisted Dr. David Davies with the materials and instructions (1 section: 11 students)

MCJ 310: Digital and Social Media (Fall 2025) — Delivered instruction on traditional and AI-assisted video production techniques for professional portfolios (1 section: 20 students)

MCJ 463: Media Management and Economics (Fall 2025) — Lectured on artificial intelligence applications in content economy, focusing on workflow optimization and economic value creation (1 section: 17 students)

COM 210: Introduction to Digital Skills (Fall 2025) — Taught content creation strategies for social media platforms using both traditional and AI-assisted methodologies (1 section: 19 students)

MEA 439: Programming Digital Audio (Fall 2025) — Lectured on intersection between programming digital audio and artificial intelligence (AI). Also, I showed how music can be produced using AI (1 Section: 14 students)

MEA 230: Intro to Audio Production (Fall 2025) — Taught intersection between programming digital audio and artificial intelligence (AI). (1 section: 18 students)

Publications

Peer-Reviewed Journal Articles

Ahmed, S., & Asaduzzaman, M. (2026). The Global Privacy Frontier: Bridging User Expectations and AI in Mental Health Technology. *Journal of Communication Technology*, *8*(1). https://doi.org/10.51548/81202601

Sharma, S., **Ahmed, S.**, & Hossain, M. M. (2022). Meaning of new means: Exploring the economic impact of mobile banking on rural Bangladesh. *International Journal of Innovation in the Digital Economy*, *13*(1), 1–18. https://doi.org/10.4018/IJIDE.290000

Conference Proceedings

Ahmed, S., Zannat, R., Asaduzzaman, M., Faisal, H. M., Rashid, M., & Moni, S. F. (2025). Boundary turbulence in digital spaces: Privacy management in AI-powered mental health platforms. *International Crisis and Risk Communication Association Reports*, *13*(1), 105–108. https://doi.org/10.69931/001c.142855

Moni, S. F., Rashid, M., Zannat, R., Faisal, H. M., Asaduzzaman, M., & **Ahmed, S.** (2025). Virtual existence of refugees: A content analysis of social media during the Rohingya crisis to understand how social media framed and (re)constructed the identity of refugees. *International Crisis and Risk Communication Association Reports*, *13*(1), 43–47. https://doi.org/10.69931/001c.142838

Rashid, M., Zannat, R., Faisal, H. M., Asaduzzaman, M., Moni, S. F., & **Ahmed, S.** (2025). Fire, grief, and resilience: A case study of a restaurant tragedy in Bangladesh. *International Crisis and Risk Communication Association Reports*, *13*(1), 71–74. https://doi.org/10.69931/001c.142827

Conference Presentations

Ahmed, S., Rashid, M., & Meyer, J. (2026, April 8-12). *Shouldn't We Fix Earth First" Exploring Public Perceptions of SpaceX in an AI-Mediated Communication Age*. *** Top paper panelist** presented at the 2026 Annual Meeting of Southern States Communication Association (SSCA), Birmingham, AL.

Ahmed, S., & Rashid, M. (2026, April 8-12). *Behind the Screen: Mental Health in the Age of AI-generated Visual Advertising*. Paper presented at the 2026 Annual Meeting of Southern States Communication Association (SSCA), Birmingham, AL.

Ahmed, S., & Asaduzzaman, M. (2026, April 8-12). *Algorithmic Wit: Humor, Micro-Influencers, and the Social Movement in Bangladesh*. Paper presented at the 2026 Annual Meeting of Southern States Communication Association (SSCA), Birmingham, AL.

Asaduzzaman, M., & **Ahmed, S.** (2026, April 8-12). *AI Surveillance Bias on Social Media and Racial Discrimination: A Critical Analysis*. Paper presented at the 2026 Annual Meeting of Southern States Communication Association (SSCA), Birmingham, AL.

Ahmed, S. (2026, January 29-30). *Humorous Political Campaigning via Artificial Intelligence Videos on Facebook in Bangladesh.* Paper presented at the 12th South Asian Media and Cultural Studies Conference, Florida State University, Tallahassee, FL.

Ahmed, S., Sharma, S., Zannat, R., Asaduzzaman, M., Faisal, H.M., Rashid, M., & Moni, S.F. (2025, June 12-16). *Digital interactions and audience engagement with tribal music of Bangladesh: Analyzing online and offline feedback patterns*. Paper presented at the International Communication Association Conference, Denver, CO.

Ahmed, S., Sharma, S., Zannat, R., Asaduzzaman, M., Faisal, H.M., Rashid, M., & Moni, S.F. (2025, June 12-16). *Living without Twitter: Exploring Bangladeshi youth's perceptions and usage patterns of Twitter*. Paper presented at the International Communication Association Conference, Denver, CO.

Asaduzzaman, M., Faisal, H. M., Zannat, R., Moni, S. F., Rashid, M., & **Ahmed, S.** (2025, April 2-6). *How does Gen Z college students' privacy management anchor their social media identity construction?* Paper presented at the Southern States Communication Association Conference, Identity, Inclusion, & Social Justice Division, Norfolk, VA.

Faisal, H. M., Zannat, R., Moni, S. F., Rashid, M., Asaduzzaman, M., & **Ahmed, S.** (2025, April 2-6). *Anchoring communication in public health: Analyzing parental hesitancy toward children's COVID-19 vaccination*. Paper presented at the Southern States Communication Association Conference, Health Communication Division, Norfolk, VA.

Ahmed, S., Zannat, R., Asaduzzaman, M., Faisal, H. M., Rashid, M., & Moni, S. F. (2025, March 10-12). *Boundary turbulence in digital spaces: Privacy management in AI-powered mental health platforms*. Paper presented at the International Crisis and Risk Communication Conference, Clemson, SC.

Moni, S. F., Rashid, M., Zannat, R., Faisal, H. M., Asaduzzaman, M., & **Ahmed, S.** (2025, March 10-12). *Virtual existence of refugees: A content analysis of social media during Rohingya crisis to understand how social media framed and (re)constructed the identity of refugees*. *** Top paper presentation** at the International Crisis and Risk Communication Conference, Clemson, SC.

Rashid, M., Zannat, R., Faisal, H. M., Asaduzzaman, M., Moni, S. F., & **Ahmed, S.** (2025, March 10-12). *Fire, grief, and resilience: A case study of a restaurant tragedy in Bangladesh*. Paper presented at the International Crisis and Risk Communication Conference, Clemson, SC.

Rashid, M., Faisal, H. M., Zannat, R., Asaduzzaman, M., Moni, S. F., & **Ahmed, S.** (2025, March 10-12). *Global media coverage of the 2024 quota reform protests in Bangladesh: A focus on the Global South*. Paper presented at the International Crisis and Risk Communication Conference, Clemson, SC.

Ahmed, S. (2025, February 7). *Sentiments, themes, and engagement: A study of sleep deprivation content on YouTube*. Paper presented at the Mississippi Communication Association Annual Conference, Mississippi College, Clinton, MS.

Ahmed, S. (2024, February 1-2). *The political representation of micro-influencers on Facebook in Bangladesh*. Paper presented at the 10th South Asian Media and Cultural Studies Conference, Florida State University, Tallahassee, FL.

Sharma, S., & **Ahmed, S.** (2022, March 25-26). *Social media or new means of discrimination? Experiences of Bangladeshi female Facebook users*. Paper presented at the 9th Global Communication Association Annual Conference, Bowling Green State University, Bowling Green, OH.

Ahmed, S. (2021, February 4-6). *Musical communication and internet: A study on tribal music of Bangladesh*. Paper presented at the 7th South Asian Media and Cultural Studies Conference, Florida State University, Tallahassee, FL.

Manuscripts under review

Ahmed, S., Sharma, S., & Asaduzzaman, M. (Expected 2026). Singing from the margins: Land, protest, and mediated culture of Indigenous music in Bangladesh [Manuscript submitted for publication]. In A. Aziz (Ed.), *Media, culture and social change in Asia*. Routledge.

Asaduzzaman, M., & **Ahmed, S.** (Expected 2026). Graffiti testimonies: Visual resistance and civic engagement in Bangladesh's anti-discrimination movement [Manuscript submitted for publication]. In A. Aziz (Ed.), *Media, culture and social change in Asia*. Routledge.

Ahmed, S., Rashid, M., & Meyer, J. (Expected 2026). Shouldn't We Fix Earth First" Exploring Public Perceptions of SpaceX. [Manuscript submitted for publication]. In *Southern Communication Journal,* Routledge.

Ahmed, S., Hale, B., & Thompson, W. (2026). Understanding Audience Acceptance of AI Music: A Uses and Gratifications Perspective. *Computers in Human Behavior: Artificial Humans*, Elsevier. [Accepted for publication]

Research in progress

Ahmed, S., & Xue, F. (Expected 2026) Self-Presentation and Identity Management of AI Influencers: A Content Analysis of Visual Cues, Content Strategy, and User Engagement. Aiming to complete by March 2026 and submit to NCA 2026.

Ahmed, S., & Davies, D. (Expected 2026) Ideology Over Infrastructure: The New York Times' Optimistic Framing of the Community Mental Health Act, 1963-1964. Aiming to complete by March 2026 and submit to AEJMC 2026.

Ahmed, S. (In preparation). Framing Synthetic Politics: AI-Generated Humorous Facebook Reels and Eight-Second Political Campaign Frames in Bangladesh. Aiming to complete by March 2026.

Ahmed, S. (In preparation). Architecture of Adoption: CEO Discourse, Cognitive Schemas, and Innovation Decisions on LinkedIn. Aiming to complete by April 2026.

Professional Experience

Monitoring and Documentation Officer

Rohingya Child Protection Programme
Department of Social Services in Partnership with UNICEF Bangladesh
Ministry of Social Welfare, Cox's Bazar, Bangladesh
2021–2024

I conducted systematic collection, analysis, and interpretation of communication data within the child protection program framework. My responsibilities included comprehensive documentation of communication activities, mapping key narratives surrounding children's well-being, and developing analytical reports that informed program strategies and stakeholder communications. This position required cross-cultural communication competencies and the ability to synthesize complex information for diverse audiences, including government agencies, international organizations, and community stakeholders.

Content Marketer

Virtunus Inc., Dhaka, Bangladesh
2020–2021

I developed and executed integrated content marketing campaigns across multiple digital platforms, achieving measurable outcomes including a 220% increase in brand engagement metrics and a 160% increase in qualified lead generation. This role required strategic content planning, audience analysis, search engine optimization, and performance analytics to optimize campaign effectiveness.

Research Assistant

Mobile Banking Research Project, University of Chittagong, Chittagong, Bangladesh
2019–2020

I contributed to all phases of the research process for a project examining the impact of mobile banking on rural communities in Bangladesh. Responsibilities included designing and administering surveys, conducting in-depth interviews in rural settings, performing data entry and preliminary statistical analysis, and assisting in the preparation of research findings for publication.

Invited Presentations

Ahmed, S. (2025, March 10). Family and relationship. Guest discussant for *Beyond Borders* (Season 2), organized by Southern Miss Student Media (SM2) in collaboration with International Students and Scholars Services, University of Southern Mississippi, Hattiesburg, MS.

Grants and Awards

Charles H. Tardy Communication Studies Graduate Scholarship ($1,066)

School of Media and Communication, University of Southern Mississippi
Fall 2024

Graduate Student Travel Fund ($250)
School of Media and Communication, University of Southern Mississippi
Spring 2026

Graduate Student Travel Fund ($250)
School of Media and Communication, University of Southern Mississippi
Spring 2025

Top Paper Award

International Crisis and Risk Communication Conference (ICRCC). 2025

Top Paper Panelist

Southern States Communication Association. 2026

Academic Projects

Ahmed, S., et al. (2019). *One-year communication planning for Theatre Institute, Chattogram* [Unpublished planning document]. University of Chittagong, Bangladesh. (In Bengali)

Professional Service

Editorial and Review Activities

Manuscript reviewer, National Communication Association Annual Conference (2026)

Manuscript reviewer, International Communication Association Annual Conference (2025)

Organizational Leadership

Vice President, Communication Graduate Association, School of Media and Communication, University of Southern Mississippi (March 2026–Present); Secretary (October 2025–February 2026)

Academic Service

Judge, Hub City Swing Debate Tournament (October 3–5, 2025)

Judge, Southern Forensics Championship Tournament (January 31–February 2, 2025)

Judge, Junior Science and Humanities Symposium Virtual Competition (February 20, 2025)

Media Production Service

Camera operator, *Beyond Borders* (Season 2), Southern Miss Student Media (SM2), University of Southern Mississippi (Spring 2025)

Community and Professional Service

Volunteer, First International Conference on Media, Communication and Journalism (2019)

Volunteer, Networking Conference on Digital Journalism Education in Bangladesh (2019)

Content writer & Project manager, ValueInfinity, Toronto, Canada (2019–2024)

Reporter and sub-editor, Porisor, news portal of the Department of Communication and Journalism, University of Chittagong (2016–2019)

Member, CAJ Film and Photography Club (2015–2018)

Member, Riverine People, non-profit organization (2017–Present)

Professional Development

AI in Academia Workshop, Professional Development and Outreach, University of Southern Mississippi (Fall 2025)

ACUE Effective Teaching Practices: Starting the Semester Strong, Association of College and University Educators (September 2, 2026)

Research Applications of R Software, supervised by Dr. Paul Strait, School of Media and Communication, University of Southern Mississippi (Spring 2025)

Artificial Intelligence Fundamentals, IBM (2025)

Social Media Management, Meta (2024)

Collaborative Institutional Training Initiative (CITI) Program: Human Subjects Research and Common Course for USM Graduate Students (2024)

Case Management Training, Department of Social Services, Ministry of Social Welfare, Bangladesh (2022)

Communication and Interpersonal Skills at Work, University of Leeds, United Kingdom (2020)

Writing and Publishing Scientific Papers, École Polytechnique, France (2020)

Mobile Journalism Workshop, Deutsche Welle Akademie, Germany, at University of Chittagong, Bangladesh (2019)

Professional Affiliations

Member, Southern States Communication Association (SSCA)

Member, Mississippi Communication Association (MCA)

Skills and Competencies

Research Methodologies

Quantitative research methods (survey design, experimental design, statistical analysis)

Qualitative research methods (content analysis, thematic analysis, critical studies)

Mixed methods research approaches

Technical Skills

Statistical software: R, SPSS

Qualitative data analysis: NVivo

Multimedia production: Filmora (video editing), Adobe Photoshop (image editing), Canva (graphic design)

Audio production: Protools, Cubase, FL Studio (audio editing, mixing, mastering)

Communication and Pedagogical Skills

Classroom instruction and curriculum development

Speech coaching and rhetorical feedback

Student engagement and assessment

Content creation and digital marketing

Cross-cultural and intercultural communication

Project management

Creative Activities

Audio producer, *Burg's Podcast* (2024–Present)

Author, *Canvas of Connections*, Kindle Direct Publishing (2024)

Singer-songwriter, Salauddin Ahmed Pinak, formerly Gontobbo Band (2011–Present)

Digital creator, Movietopsy YouTube Channel (2021–2022)

Author, *Jodio Kuasha*, Priyomukh Publication (2017)

Script writer and presenter, Film.h Production (2017–2019)

Guitar instructor (2016–2019)