

November 10, 2009

CURRICULUM VITAE

	<p>Arvind Singhal, Ph.D. Samuel Shirley and Edna Holt Marston Endowed Professor, and Director, Social Justice Initiative Department of Communication, 202 Cotton Memorial University of Texas - El Paso, El Paso, Texas 79968-5666, USA Telephone: 915-747-6286; Fax: 915-747-5236 Email: asinghal@utep.edu; http://utminers.utep.edu/asinghal/</p>
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Educational Background

Ph.D., Communication Theory and Research, Annenberg School for Communication,
 University of Southern California, Los Angeles (1990).

M.A., Communication Theory and Research, Annenberg School for Communication,
 University of Southern California, Los Angeles (1988).

M.A., Radio-TV-Film, Bowling Green State University, Ohio, (1985).

B.S., Mechanical Engineering, University of Delhi, India (1983).

Professional Experience

Teaching and Research

Samuel Shirley and Edna Holt Marston Endowed Professor, and Director of Research and
 Outreach, Sam Donaldson Center for Communication Studies, Department of
 Communication, University of Texas - El Paso (Fall 2007 onwards).

Professor and Presidential Research Scholar, School of Communication Studies, Scripps
 College of Communication, Ohio University (2001-2007).

Professor, School of Communication Studies, Scripps College of Communication, Ohio
 University (2000 to 2007).

Associate Professor, School of Communication Studies, College of Communication, Ohio
 University (1995 to 2000).

Assistant Professor, School of Communication Studies, College of Communication, Ohio
 University (1990 to 1995). Also, appointed by courtesy in the E.W. Scripps School
 of Journalism, Ohio University (1990-91), and School of Telecommunications,
 Ohio University (1990 to 1993).

Core-Faculty Member, Communication and Development Studies Program, Center for International Studies, Ohio University (Fall, 1990 to 2007).

Core-Faculty Member, African Studies Program and South East Asian Studies Program, Center for International Studies, Ohio University (Fall, 1998 to 2007)

Core-Faculty Member, International Administrative Studies Program, Center for International Studies, Ohio University (1991 to 1994)

Adjunct Faculty, School of Business, Department of Marketing, Ohio University's Zanesville and Chillicothe Branch Campus (Winter and Spring, 1991 and Spring, 1993). Taught MKT 301/501 (Principles of Marketing)

Lecturer, Department of Communication Studies, University of California, Los Angeles, Winter, 1990.

Lecturer, Department of Communication Studies, California State University, Los Angeles, Fall, 1989, and Winter, 1990.

Teaching and Research Associate, Annenberg School for Communication, University of Southern California, Los Angeles, 1985 to 1990.

Teaching Assistant, Radio-TV-Film Program, Bowling Green State University, 1983 to 1985.

Visiting Assignments

Commerzbank Foundation Professor, Fakultät für Wirtschaftswissenschaften, Chemnitz University of Technology, Chemnitz, Germany, Summer, 2009.

Visiting Professor of Communication and Culture, Royal Roads University, Victoria, Canada, Fall, 2008 and 2009.

Visiting Professor, Scripps College of Communication and Center for International Studies, Ohio University, Summer, 2008.

Fellow, Salzburg Global Seminar, Schloss Leopoldskron, Salzburg, Austria, September, 2007.

Visiting Professor, Rollins School of Public Health, Center for Health, Culture, & Society, Emory University, Atlanta, GA, Spring, 2007.

Visiting Distinguished International Scholar, Faculty of Social Sciences and Humanities, University of Macau, 2005.

Faculty, Summer Institute for Intercultural Communication, Portland, 2004.

Senior Scholar, Department of Communication, North Dakota State University, Summer, 2002.

Visiting Professor, Annenberg School for Communication, University of Southern California, Summer, 2000.

Visiting Professor, School of Communication Arts, Bangkok University, Thailand, Winter and Spring, 1999.

Visiting Professor, School of Mass Communication, Institut Teknologi MARA, Shah Alam, Malaysia, Spring, 1997.

Visiting Professor, School of Communication Arts, Bangkok University, Thailand, Winter and Spring, 1995.

Guest Lectures

Lectured in over 50 countries including in institutions such as Princeton University, Brown University, Tufts University, Emory University, University of California, Los Angeles, University of Southern California, Salzburg Global Seminar, Austria; INSEAD Business School, France; University of Copenhagen, Denmark; Chemnitz University of Technology, Germany; University of Amsterdam and Stenden University, Netherlands; Telenor Corporate University, Oslo, Norway; Stockholm School's Executive Program; Moscow State University, Moscow, Russia; Tallinn University, Estonia; Universidad del Norte, Colombia; University of the Philippines, Los Banos, Philippines; Chulalongkorn University and Bangkok University, Bangkok, Thailand; Indraprastha College, Lady Irwin College, and Institute of Home Economics, University of Delhi, India; Sophia College, Mumbai, India; Makhanlal Chaturvedi National University for Journalism and Communication Studies, Bhopal, India; and University of Western Cape, South Africa.

Consultation

International Agencies and NGOs:

World Bank, UNICEF, UN-Food and Agriculture Organization, UNAIDS, UNFPA, UNDP, UNESCO, Save the Children, International Development Research Center (IDRC), International Rice Research Institute (IRRI), BBC World Service Trust, U.S. Agency for International Development (USAID), Family Health International (FHI), Program in Appropriate Technology in Health (PATH), Oxfam-Novib, Population Communications International (PCI), Academy for Educational Development (AED), CORE, Inc; Leadership Learning Institute; Soul City Institute of Health and Development Communication, Plexus Institute, Rare Conservation, Population Media Center, Voice for Humanity, Positive Deviance Initiative; Norman Lear Center, USC, Annenberg School.

Government Agencies.

Cabinet of Egypt (1989); National AIDS Control Organization, India; Ministry of Information and Broadcasting, India; Ministry of Health, Israel; U.S. Department of State, Public Affairs Division, Estonia (2005), Swaziland (2002), and India (2002, 2003, 2004; and 2008); U.S. Department of Veteran Affairs (2006-2007); U.S. Department of Agriculture (2007); U.S. Department of Treasury (2008)

Corporations

Procter & Gamble (U.S.A. and Thailand); Simon & Schuster (U.S.A.); Morningside (USA); Physicians' Reciprocal Insurers (USA); Advance, Inc. (USA); Telenor (Norway); SpareBank (Norway); Norsk Tipping (Norway), Alpha & Omega (Norway); and others.

Honors and Appointments

Organizations and Agencies

Special Appointment as Graduate Faculty, Graduate School, Purdue University, West Lafayette, IN (2009 to 2014).

Member, Presiding Panel, Tejeshwar Singh Memorial Fellowships, Sage Publications International (2009 onwards).

Member, Advisory Board, Positive Deviance Institute, Tufts University (2008 onwards).

Governing Council Member, Jagran Institute of Communication and Management, India (2008 onwards).

Communication for Behavior and Social Change History Project Advisor, UNICEF, New York (July, 2007 to May 2008).

External Examiner, Department of Agricultural Extension and Rural Development, University of Ibadan, Nigeria (2008 onwards).

Jury Member, Everett M. Rogers Award for Entertainment-Education, USC Annenberg School and Norman Lear Center (2006-2008).

Member, Board of Trustees, Plexus Institute, New Jersey (2007-2009) and Member, Science Advisory Board (2004-2007).

Member, Advisory Board, Breakthrough TV, New York and New Delhi (2007 onwards).

External Examiner, Aligarh Muslim University, India (2007 onwards).

Member, Research Advisory Board, Mudra Institute of Communication Studies, India (2006 onwards)

Honorary Appointment, Professor, Faculty of Modern Languages and Communication, University Putra Malaysia, Selangor, Malaysia (2004 to 2007).

External Examiner, Department of Media Studies, University of Copenhagen (2004 onwards).

Board Member, Minga Peru, Lima, Peru (2004 onwards).

Member of Advisory Board, Asian Mass Communication Information Center, Singapore (2004 onwards).

Member, Technical Advisory Group, Global Health Communication Partnership, Johns Hopkins University (2002 to 2004).

Member, Advisory Board, Earth Conservancy, Virginia (2002 to 2004).

Member, Media Awards Advisory Board, Office of Health Communication, Centers for Disease Control, U.S.A (1999 to 2005).

Member, Program Advisory Board, Population Media Center, U.S.A (1998 onwards).

Member, Advisory Council, Center for Media Studies, India (1998 onwards).

Technical Advisor for Entertainment-Education Project in India, Population Communications International, New York (2000-2002).

Advisor, UNICEF, Participatory Communication and Community Participation Initiative, New York (2001).

Member, Research and Evaluation Advisory Board, Soul City, South Africa (1999 to 2001).

Member, Advisory Board, Clear Vision, U.S.A. (1999 to 2001).

Formative and Process Evaluation Officer, Program on Improving Training Quality Through Distance Mentoring and Peer-Learning, Economic Development Institute, The World Bank (1998 to 1999).

Extension Communication/Training Consultant, Food and Agriculture Organization of the United Nations, Rome, for a multi-year program on Cooperative Development, National Dairy Development Board, India (1991 to 1996).

Board of Directors, Global Media for Education, New York, U.S.A. (1994 to 1997)).

External Examiner, Massey University, Auckland, New Zealand (1994-1995).

Board of Directors, American Society of Engineers from India, U.S.A. (1993 to 1995).

Member, Technical Advisory Group, AIDSCAP (AIDS Control and Prevention Project), U.S. AID/Family Health International (1992 to 1994).

Editorial Boards

Member, Editorial Board, *IBA Journal of Management* (2008 onwards).

Member, Editorial Board, *Journal of Health and Mass Communication* (2008 onwards).

Member, Editorial Board, *Critical Arts* (2008 to 2010).

Member, Editorial Board, *Mass Communicator: A Journal of Communication Studies* (2007 onwards).

Member, Editorial Board, *Environmental Communication* (2006 onwards).

Member, Editorial Board, *Communication for Development and Social Change* (2005 onwards).

Member, Editorial Board, *Malaysia Journal of Sustainability Science and Management* (2005 onwards).

Member, Editorial Board, *Asian Journal of Communication* (2004 onwards).

Member, Editorial Board, *Communication Research Reports* (2004 onwards).

Member, Editorial Board, *Communication Studies* (2003 onwards).

Member, Editorial Board, *Communicator* (2003 onwards).

Member, Editorial Advisory Board, *Journal of Communication Studies* (2002 onwards).

Member, Editorial Advisory Board, *Communication Monographs* (2001 to 2004).

Member, Editorial Advisory Board, *International Communication Gazette* (1997 onwards).

Awards

Birkett Williams Distinguished Lecturer, Ouachita Baptist University, Arkansas, 2009.

Communication Research as Collaborative Practice Award, Social Science Research Council and International Communication Association, Chicago, 2009.

Communication Research(er) as an Agent of Change Award, Social Science Research Council and International Communication Association, Montreal, Canada, 2008.

Top Paper Award, Global Communication and Social Change Division, International Communication Association, Montreal, Canada, 2008.

Human Rights Award for Steadfast Commitment to Social Justice, Social Change, and Freedom, Northwest Communication Association, 2007.

The Seventh Raushni Deshpande Memorial Lecturer in Community Resource Mobilization and Extension, Lady Irwin College, New Delhi, India, 2006.

Top Paper Award, Applied Communication Division, National Communication Association, San Antonio, TX 2006.

The First Everett. M. Rogers Award for Outstanding Achievement in Entertainment-Education, University of Southern California, Annenberg School for Communication and the Norman Lear Center, 2005.

Top Paper Award, Applied Communication Division, National Communication Association, Boston, 2005.

Faculty of Social Sciences and Humanities Distinguished International Scholar, University of Macau, 2005.

Distinguished Book Award for Applied Communication, National Communication Association, Chicago, 2004, for *Combating AIDS: Communication Strategies in Action*.

Faculty Recognition for Program Contribution, African Students Leadership Organization, Ohio University, 2003.

CHOICE 2002 Outstanding Academic Title Award for book, *India's Communication Revolution: From Bullock Carts to Cyber Marts*.

Department of Communication's Distinguished Summer Scholar, North Dakota State University, Summer, 2002.

Awarded the Title of Presidential Research Scholar in the Social and Behavioral Sciences at Ohio University for five years (beginning Fall, 2001) with \$20,000.00 research support.

Distinguished Book Award for Applied Communication, National Communication Association, Seattle, 2000 for *Entertainment-Education: A Communication Strategy for Social Change*.

Top Three Paper Award in Intercultural Communication, National Communication Association, Chicago, November, 1999.

Top Paper Award in Organizational Communication, International Communication Association, San Francisco, May, 1999.

Top Three Paper Award in Voices of Diversity Interest Group, Eastern Communication Association, Charleston, April, 1999.

- Top Paper Award in Development Communication, International Communication Association, Jerusalem, Israel, 1998.
- Excellence in Asian Television Writing Award, 1998, Asian Media Information and Communication Centre, Singapore.
- Faculty Recognition for Program Contribution, Communication and Development Studies Program, Ohio University, 1998.
- Top Paper Award in Development Communication, International Communication Association, Montreal, May, 1997.
- Phi Beta Delta International Scholarship and Service Recognition, Ohio University, 1996.
- Top Two Paper Award in Organizational Communication Division, International Communication Association, Albuquerque, May, 1995.
- Top Paper Award in Development Communication, International Communication Association, Sydney, Australia, 1994.
- Top Three Paper Award in Organizational Communication Division, International Communication Association, Sydney, Australia, 1994.
- Provost's Undergraduate Teaching Recognition, Ohio University, 1993.
- Outstanding Graduate Student Achievement Award (University-Wide), University of Southern California, 1990.
- Outstanding Academic Achievement Award, Office for International Students and Scholars, University of Southern California, 1989.
- Research Associate Fellowship, Annenberg School for Communication, University of Southern California, 1985 to 1989.
- Exceptional Teaching Assistant Award, Graduate College, Bowling Green State University, 1985.
- Outstanding Masters' Student Award, Radio-TV-Film Program, Bowling Green State University, 1985.
- Outstanding Masters' Student Award, School of Speech Communication, Bowling Green State University, 1984-1985.

Funded Research Grants

- Rafael Obregon, Drew McDaniel, David Mould, Arvind Singhal, and V.C. Camb+ridge. Partnership for Health and Development Communication (AED/USAID) \$2,574,658.00 (\$2.6 Million) (2007 to 2011).
- P.N. Vasanti, Arvind Singhal, Pandit Ramdayal Sharma, Devendra Sharma, and Akhilesh Kumar Sharma. *Intervening with the Indigenous: An Action-Based Folk Media Campaign and Research Project on HIV/AIDS in Rural Bihar*. \$120,000.00. United Nations Joint Program on HIV/AIDS (UNAIDS) (2007).
- James W. Dearing, Nagesh Rao, Arvind Singhal, R. Sam Larson, and Mary Casey. *Estimating, Improving, and Measuring the External Validity of Effective STEM Programs*. \$292,149.00 National Science Foundation (2004-2006).
- Arvind Singhal with Everett M. Rogers, David Andrews, and Martin Kaplan. *The Impact of Health-Related Content in American Television Soap Operas Broadcast in Asia*. \$187,126.00 Centers for Disease Control and Prevention. (2003-2004).
- Arvind Singhal. *Tying Entertainment-Education Broadcasts with Community-Based Action in India*. \$150,000.00, Population Communication International, New York (2002-2004).
- Arvind Singhal, Everett M. Rogers, and others. *A Field Experiment to Measure the Effects of a Television Soap Opera on Status of Women, Family Planning, and HIV/AIDS Prevention in China*, \$131,500.00 (Ford Foundation, Beijing) and \$25,000 (Helen Lang Charitable Trust) (1995-2001).
- Arvind Singhal. *TV Soap Opera in China*. Population Communications International, \$5,000.00 (1999-2000).
- Arvind Singhal. *Women's Empowerment Through Dairy Cooperatives in India*, \$3,500, Ford Foundation, New Delhi (1998-99).
- Arvind Singhal. *Community Effects of a Radio Soap Opera in India*. Population Communications International, New York, \$20,000 (1998-99).
- Arvind Singhal. *Women's Empowerment Through Dairy Cooperatives in India*, \$6,000, Ford Foundation, New Delhi (1997-98).
- Arvind Singhal. Ohio University Research Committee Grant. *Pilgrimage to a Marian Apparition Site in Mexico*, \$500, Ohio University (1997).
- Arvind Singhal, N. Bhaskara Rao, and others. *A Field Experiment to Measure the Effects of Tinka Tinka Sukh, A Radio Soap Opera, On Status of Women, Family Planning, and HIV/AIDS Prevention in India*, \$94,000, David and Lucile Packard Foundation (1996-98).

- National Dairy Development Board (India), Arvind Singhal, and Everett M. Rogers. *Women's Empowerment Through Dairy Cooperatives in India*, \$67,342.00, Ford Foundation, New Delhi (1995-98).
- Arvind Singhal, Everett M. Rogers, and others. *A Field Experiment to Measure the Effects of Tinka Tinka Sukh, A Radio Soap Opera, On Status of Women, Family Planning, and HIV/AIDS Prevention in India*, \$10,000, Population Communications International, New York (1996).
- Arvind Singhal, Everett M. Rogers, and others. *A Field Experiment to Measure the Effects of Tinka Tinka Sukh, A Radio Soap Opera, On Status of Women, Family Planning, and HIV/AIDS Prevention in India*, \$5,000, Helen Lang Charitable Trust, MN (1996).
- Vibert Cambridge, Anne Cooper Chen, Josep Rota, Arvind Singhal, and Joe Slade, *From Sesame Street to Court Street*, \$6,000, Ohio University 1804 Grant (1996).
- Arvind Singhal. U.S. Department of Education *Title VI Grant to Internationalize the Curriculum*, \$2,000, 1994.
- Arvind Singhal. Baker Fund Research Award, Ohio University, *Bangalore, India's Silicon Valley: Lessons Learned From a Third World Technopolis*, \$4,700 (1992-93).
- Arvind Singhal. Ohio University Research Initiative Grant, Office of Research, \$4,056 (1992).
- Arvind Singhal and Michael J. Papa. Ohio University Research Challenge Grant, *Rural Poverty Alleviation in Bangladesh: Lessons Learned from the Grameen Bank* \$6,000 (1992).
- Arvind Singhal. Ohio University Research Initiative Grant, Office of Research, \$3,888 (1991).
- Arvind Singhal. Baker Fund Research Award, Ohio University, *The Entertainment-Education Strategy in Mass Communication*, \$3,173 (1991).
- Everett M. Rogers, Arvind Singhal, and others. Rockefeller Foundation Program on the Status of Women and Fertility: *Effects of a Television Soap Opera on Fertility and the Status of Women in Latin America*, \$70,000 (1989-90).
- Everett M. Rogers, Arvind Singhal, and others. Rockefeller Foundation Program on the Status of Women and Fertility: *Effects of Television Soap Operas on Fertility and the Status of Women in India*, \$30,000 (1987-88).
- Everett M. Rogers, Arvind Singhal, and others. National Science Foundation, Indo-U.S. Cooperative Science Program: *Research on Communication and Development in India*, Travel Grant, \$26,000 (1987).

Publications

Theses

- Arvind Singhal (1990). *Entertainment-Educational Communication Strategies for Development* Ph.D. Dissertation, University of Southern California (Everett M. Rogers, Advisor), DAI-A 51/07, p. 2190, *Dissertation Abstracts International*.
- Arvind Singhal (1988). *Pro-social Learning from Soap Opera Models in India*. Ph.D. Pre-Dissertation Thesis, University of Southern California (Everett M. Rogers, Advisor).
- Arvind Singhal (1985). *The Coverage of Indira Gandhi's Assassination in the Third World and Western Mass Media*. MA Thesis, Bowling Green State University (Srinivas Melkote, Advisor).

Books and Monographs

- Arvind Singhal and Lucia Dura (2009). *Protecting Children from Exploitation and Trafficking: Using the Positive Deviance Approach in Uganda and Indonesia*. Washington D.C.: Save the Children.
- Virginia Lacayo and Arvind Singhal (2008). *Popular Culture with a Purpose! Using Edutainment Media for Social Change*. Den Haag, Netherlands: Oxfam-Novib.
- Arvind Singhal and James W. Dearing (Eds.) (2006). *Communication of Innovations: A Journey with Ev Rogers*. Sage Publications: Thousand Oaks, CA; London, and New Delhi.
- Michael J. Papa, Arvind Singhal, and Wendy Papa (2006). *Organizing for Social Change: A Dialectical Journey of Theory and Praxis*. Sage Publications: Thousand Oaks, CA; London, and New Delhi.
- Arvind Singhal, Mike Cody, Everett M. Rogers, and Miguel Sabido (Editors) (2004). *Entertainment-Education Worldwide: History, Research, and Practice*. Mahwah, NJ: Lawrence Erlbaum Associates. **Translated in Korean (2009)** [Seoul: Korea Research Foundation]
- Arvind Singhal and Everett M. Rogers (2003). *Combating AIDS: Communication Strategies in Action*. Thousand Oaks, CA: Sage Publications. **Translated in Japanese (2009)** [Akashi Shoten Publishers] **and Chinese (2005)** [Shanghai Scientific and Technical Publishers]. **NCA 2004 Applied Communication Distinguished Book.**
- Arvind Singhal and W. Stephen Howard (Editors) (2003). *The Children of Africa Confront AIDS: From Vulnerability to Possibility*. Athens, OH: Ohio University Press.
- Arvind Singhal and Everett M. Rogers (2001). *India's Communication Revolution: From Bullock Carts to Cyber Marts*. Thousand Oaks, CA: Sage. **CHOICE 2002 Outstanding Academic Title.**

Arvind Singhal and Everett M. Rogers (1999). *Entertainment-Education: A Communication Strategy for Social Change*. Mahwah, NJ: Lawrence Erlbaum Associates. **NCA 2000 Applied Communication Distinguished Book.**

Arvind Singhal and Everett M. Rogers (1989). *India's Information Revolution*. Thousand Oaks, CA: Sage.

Guest Editorship

Arvind Singhal and Everett M. Rogers (2002). Special Issue on Entertainment-Education. *Communication Theory*, Volume 12(2).

Business School Cases

Malaviya, P., Singhal, A., & Svenkerud, P.J., & Srivastava, S. (2004a). *Telenor in Bangladesh (A): The Prospect of Doing Well and Doing Good*. Fontainebleau, France: INSEAD -- The European Institute of Business Administration. Case Number: 03/2004-5185

Malaviya, P., Singhal, A., & Svenkerud, P.J., & Srivastava, S. (2004b). *Telenor in Bangladesh (B): Achieving Multiple Bottom Lines at GrameenPhone*. Fontainebleau, France: INSEAD -- The European Institute of Business Administration. Case Number: 03/2004-5185

Malaviya, P., Singhal, A., & Svenkerud, P.J., & Srivastava, S. (2004c). *Telenor in Bangladesh (C): The Way Forward*. Fontainebleau, France: INSEAD -- The European Institute of Business Administration. Case Number: 12/2004-5185

Positive Deviance Wisdom Series Case Studies

Arvind Singhal, Jerry Sternin, & Lucia Dura (2009). Combating Malnutrition in the Land of a Thousand Rice Fields: Positive Deviance Grows Roots in Vietnam. *Positive Deviance Wisdom Series, Number 1*, pp. 1-8. Boston, Tufts University: Positive Deviance Initiative.

Lucia Dura and Arvind Singhal (2009). Will Ramon Finish Sixth Grade? Positive Deviance for Student Retention in Rural Argentina. *Positive Deviance Wisdom Series, Number 2*, pp. 1-8. Boston, Tufts University: Positive Deviance Initiative.

Arvind Singhal, Prucia Buscell, & Keith McCandless (2009). Saving Lives by Changing Relationships: Positive Deviance for MRSA Prevention and Control in a U.S. Hospital. *Positive Deviance Wisdom Series, Number 3*, pp. 1-8. Boston, Tufts University: Positive Deviance Initiative.

Arvind Singhal and Lucia Dura (2009). Sunflowers Reaching for the Sun: Positive Deviance for Child Protection in Uganda. *Positive Deviance Wisdom Series, Number 4*, pp. 1-8. Boston, Tufts University: Positive Deviance Initiative.

Complexity Science Case Studies

Arvind Singhal and Prucia Buscell (2009). *From Invisible to Visible: Learning to See and Stop MRSA at Billings Clinic*. Billings, Montana: Billings Clinic; Bordentown, NJ: Plexus Institute.

Arvind Singhal and Karen Greiner (2007). "Do What you Can, With What you Have, Where you Are": A Quest to Eliminate MRSA at the Veterans Health Administration's hospitals in Pittsburgh. *Deep Learning*, Volume 1(4), pp. 1-14. Complexity-in-Action Series. Allentown, NJ: Plexus Institute.

Arvind Singhal (2007) "Which Nursing Home Would You Put Your Mother In?" A Conversation with Complexity Scholars Reuben McDaniel, Jr. and Ruth Anderson. *Deep Learning*, Volume 1(3), pp. 1-21. Complexity-in-Action Series. Allentown, NJ: Plexus Institute.

Arvind Singhal (2007). The Practice of Medicine Lies in the Interactions: A Day with Robert A. Lindberg, M.D. *Deep Learning*, Volume 1(2), pp. 1-20. Complexity-in-Action Series. Allentown, NJ: Plexus Institute.

Arvind Singhal (2006). Trust is the Lubricant of Organizational Life: Lessons from the Life and Career of Henri Lipmanowicz. *Deep Learning*, Volume 1(1), pp. 1-22. Complexity-in-Action Series. Allentown, NJ: Plexus Institute.

Peer-Reviewed Articles and Essays

Arvind Singhal, Keith McCandless, Prucia Buscell, & Curt Lindberg (2009). Spanning Silos and Spurring Conversations: Positive Deviance for Reducing Infection Levels in Hospitals. *Performance*, 2(3): 78-83.

Karen Greiner and Arvind Singhal (in press). Communication and Invitational Social Change. *Journal of Development Communication*, 20(2), pp. in press.

Elizabeth Rattine-Flaherty and Arvind Singhal (2009). Analyzing Social Change Practice in the Peruvian Amazon through a Feminist Reading of Participatory Communication Research. *Development in Practice*, 19(6): 726-736.

Do Kyun Kim, Arvind Singhal, Toru Hanaki, Ketan Chitnis, Jennifer Dunn, and Min Wha Han (2009). Television Drama, Narrative Engagement, and Audience Buying Behavior: The Effects of Winter Sonata in Japan. *International Communication Gazette*, 71(7), 1-17.

Arvind Singhal (2009). Gandhi's Customer Strategy: The Last Come First. *IBA Journal of Management*, 1(1): 39-42.

Arvind Singhal and Karen Greiner (2008). Performance Activism and Civic Engagement Through Symbolic and Playful Actions. *Journal of Development Communication*, 19(2): 43-53.

- Virginia Lacayo, Rafael Obregon, and Arvind Singhal (2008). Approaching Social Change as a Complex Problem in a World that Treats it as a Complicated One: The Case of Puntos de Encuentro, Nicaragua. *Investgacion y Desarrollo*, 16(2), pp. in press.
- Arvind Singhal (in press). Entertainment-Education. In Stephen Littlejohn and Karen Foss (Eds). *Encyclopedia of Communication Theory*. Thousand Oaks, CA: Sage Publications
- Arvind Singhal (in press). Diffusion of Innovations. In Stephen Littlejohn and Karen Foss (Eds). *Encyclopedia of Communication Theory*. Thousand Oaks, CA: Sage Publications
- Arvind Singhal (2008). Where Social Change Scholarship and Practice Went Wrong? Might Complexity Science Provide a Way Out of this Mess? *Communication for Development and Social Change*, 2(4): 1-6.
- Arvind Singhal and Margaret M. Quinlan (2008). Diffusion of Innovations and Political Communication. *Encyclopedia of Political Communication* (pp. 182-186). Thousand Oaks, CA: Sage Publications.
- Arvind Singhal (2008). Contributions of Everett M. Rogers to the Field of Diffusion of Innovations. *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage Publications.
- Arvind Singhal (2008). On Everett M. Rogers. *International Encyclopedia of Communication*, 10, pp. 4429-4231. Wolfgang Donsbach (Editor). MA: Blackwell Publishing.
- Karen Greiner, Arvind Singhal, and Sarah Hurlburt (2007) "With an Antenna We Can Stop the Practice of Female Genital Cutting": A Participatory Assessment of *Ashreat Al Amal*, an Entertainment-Education Radio Soap Opera, in Sudan. *Investgacion y Desarrollo*, 15(2): 226-259.
- Do Kyun Kim, Ketan Chitnis, P.N. Vasanti, and Arvind Singhal (2007). Opinion Leadership in Indian Villages and Diffusion of *E-Choupal*. *Journal of Creative Communications*, 2(3): 335-350.
- Michael J. Papa and Arvind Singhal (2007). Intellectuals Searching for Publics: Who is Out There? *Management Communication Quarterly*. 21(1): 126-136.
- Corinne Shefner-Rogers, Arvind Singhal, Ami Sengupta, & Esther Long (2007). Sada, a new Player in Development Communication: Reaching the Unreached in Afghanistan. *Journal of Development Communication*, 18(1): 61-75.
- Arvind Singhal (2007). Entertainment Media and Social Change Discourses: Lessons from Peru, Mexico, and South Africa. *Brown Journal of World Affairs*, XIII (2): 259-269.
- Arvind Singhal, Lynn Harter, Ketan Chitnis, & Devendra Sharma (2007). Participatory Photography as Theory, Method, and Praxis: Analyzing an Entertainment-

Education Project in India. *Critical Arts*, 21(1): 212-227. **Most downloaded article in the Social Sciences from Taylor & Francis 2008.**

- Ami Sengupta, Esther G. Long, Arvind Singhal, & Corinne L. Shefner-Rogers (2007). The Sada Says 'We Women Have Our Rights': A Gender Analysis of an ICT Initiative in Afghanistan. *International Communication Gazette*, 69(4): 335-353.
- Toru Hanaki, Arvind Singhal, Min Wha Han, Do Kyun Kim, & Ketan Chitnis (2007). *Henryu*, the Korean Wave, Sweeps East Asia: *Winter Sonata*, a South Korean Television Series, Grips Japan. *International Communication Gazette*, 69(3): 281-294.
- Min Wha Han, Arvind Singhal, Toru Hanaki, Do Kyun Kim, & Ketan Chitnis (2006). Forced Invisibility to Negotiating Visibility: *Winter Sonata*, the *Henryu* Phenomenon and *Zainichi* Koreans in Japan. *Keio Communication Review*, 29, 155-174.
- Arvind Singhal, Nagesh Rao, & Saumya Pant (2006). Entertainment-Education and Possibilities for Second-Order Social Change. *Journal of Creative Communications*, 1(3), 267-283.
- Arvind Singhal, Michael J. Papa, Devendra Sharma, Saumya Pant, Tracy Worrell, Nithya Muthuswamy, & Kim Witte (2006). Entertainment-education and Social Change: The Communicative Dynamics of Social Capital. *Journal of Creative Communications*, 1(1): 1-18.
- Arvind Singhal and Elizabeth Rattine-Flaherty (2006). Pencils and Photos as Tools of Communicative Research and Praxis: Analyzing Minga Perú's Quest for Social Justice in the Amazon. *Gazette*, 68(4), 313-330.
- Arvind Singhal (2006). The Entertainment-Education Communication Strategy. In J.J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media* (pp. in press). Thousand Oaks, CA: Sage.
- Desiree C. Duff, Arvind Singhal, & Kim Witte (2005). Health Literacy and Mass-Mediated Interventions: Effects of *Taru*, a Reproductive Health Soap Opera in India. *Studies in Communication Sciences*, 5(2), 171-182.
- Mark Leeman and Arvind Singhal (2006). Basic Course as Social Change. *Basic Communication Course Annual*, 18, 230-243.
- Ketan Chitnis, Avinash Thombre, Everett M. Rogers, Arvind Singhal, and Ami Sengupta (2006, in press). (Dis)similar readings: Interpretations of *Friends* in India and the U.S. *Gazette*, 68(2), 131-145.
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