

March 7, 2014

CURRICULUM VITAE

**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/>

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 (1989).

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, Social Justice Initiative, Department of Communication, University of Texas - El Paso (Fall 2007 onwards).

William J. Clinton Distinguished Fellow, Clinton School of Public Service, University of Arkansas, Little Rock, Arkansas (2010 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* (1990 to 2007); *African Studies Program* and *South East Asian Studies Program* (1998 to 2007); and *International Administrative Studies Program* (1991 to 1994), Center for International Studies, Ohio University.

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

Visiting Professor [Presidential Appointment], Kumamoto University, Japan (2012 onwards)

Fulbright-Hayes Scholar, Comenius University, Slovakia (2012).

Research Fellow, Kumamoto University, Japan (2011).

Schomburg Distinguished Visiting Scholar, Ramapo College, New Jersey (2011).

Guest Professor, Tufts University's Friedman School of Nutrition Science and Policy, Applied Positive Deviance Certificate (2011-12).

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

Visiting Professor of Communication and Culture, Royal Roads University, Victoria, British Columbia, Canada, 2008 onwards

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; and Winter and Spring, 1995.

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

Guest Lectures

Lectured in over 60 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 and University of Paris, Nanterre, France; University of Copenhagen, Denmark; Chemnitz University of Technology, University of Kiel, and Technical University of Berlin, 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; Comenius University, Slovakia; University of Trnava, Slovakia, Universidad del Norte and Universidad de Antioquia, Colombia; University of the Philippines, Los Banos, Philippines; Chulalongkorn University and Bangkok University, Bangkok, Thailand; University Kebangsaan Malaysia, University Putra Malaysia; and Institut Teknologi MARA, Malaysia; Kumamoto University, Juntendo University, Nanzan University, Keio University, and Takushoku University, Japan; Indraprastha College, Lady Irwin College, and Institute of Home Economics, University of Delhi, India; Sophia College, Mumbai, India; Indira Gandhi National Open University, New Delhi, India; Makhallal Chaturvedi National University for Journalism and Communication Studies, Bhopal, India; Mudra Institute of Communication Arts (MICA), Ahmedabad, India; St. Francis College, University of Osmania, Hyderabad, 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, WHO, Save the Children, International Development Research Center (IDRC), Carnegie Foundation, 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; Equal Access; Fetzer Institute; 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; Population Foundation of India.

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, Slovakia (2011 and 2012); Estonia (2005), Swaziland (2002), and India (2002, 2003, 2004, and 2008); U.S. Department of Health and Human Services (2011); US Department of Veteran Affairs (2006-2007); U.S. Department of Agriculture (2007); Projekt MINTiFF (Germany); National Health Service (NHS), UK (2013).

Corporations: Procter & Gamble, LivePerson, Inc., Allina Hospitals, Morningside, EQ.Health, Catholic Health Services of Long Island, Physicians' Reciprocal Insurers, and Advance, Inc. (USA); Dentsu (Japan); Telenor, SpareBank, Norsk Tipping, Alpha & Omega (Norway); Procter & Gamble (Thailand); and others.

Appointments

Organizations and Agencies

Board Member, Independent Monitoring Board, *Global Polio Eradication Initiative*. Constituted by the World Health Assembly and monitoring the work of spearheading partners: World Health

Organization, UNICEF, Rotary International, Centers for Disease Control and Prevention, & William and Melinda Gates Foundation (2010- onwards).

Thought Leader, Family Planning and Entertainment-Education Television Project, Population Foundation of India (2012 onwards).

Member, Senior Affiliate International Researcher, Center for Health Promotion Interventions, School of Public Health, University of Haifa, Israel (2102 onwards).

Member, Board of Directors, International AIDS Empowerment (2011-2012).

Member, Advisory Board, Earl Babbie Research Center, Chapman University (2011 onwards).

Member, Advisory Board, University of North Texas, South Asian Media, Culture & Arts Research Cluster (2011 onwards).

Member, Advisory Board, *Quick! Help for Meals*, Annenberg School for Communication, University of Southern California, Los Angeles (2011 onwards)

Member, Advisory Board, *PCI Media Impact*, New York (2010 onwards).

Member, Corporate Board, *Cause Entertainment*, DM Capital Advisors, Mumbai, India (2010-2012).

Member, *Global Consortium on Entertainment-Education and Social Change*. Den Haag: Oxfam-Novib (2010-2012).

Member, Academic Advisory Board, MICA MICORE, Ahmedabad, India (2010 onwards).

Member, Governing Board, Soul City Institute of Health and Development Communication and Division of Social and Behaviour Change Communication, University of Witswatersrand, South Africa (2009 onwards).

Appointed 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 (2008-2010).

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-onwards).

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

Member, Advisory Board, Breakthrough TV, New York and New Delhi (2007-2009).

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

Member of the Board, 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).

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, International Editorial Board, *International Journal of Communication and Social Research* (2013 onwards).

Member, Editorial Board, *Media and Communication*, Geneva, Switzerland (2012 onwards)

Member, Editorial Board, *Jurnal Komunikasi* (Malaysian Journal of Communication), University Kebangsaan Malaysia (2010 onwards).

Member, International Advisory Board, *Jurnal e-Bangi*, University Kebangsaan Malaysia (2010 onwards).

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* (2004-2010).

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 and Honors

Elizabeth G. Andersch 2014 Award for Outstanding Teaching, Research, & Mentorship in the Communication Discipline, Scripps College of Communication/COMS, Ohio University.

Arkansas Medical Society Distinguished Lecturer 2014. University of Arkansas Medical School. Little Rock, AR, February, 2014.

Racial Justice Ambassador 2012 Award for UTEP's Social Justice Initiative for Promoting Peace, Justice, Freedom, and Dignity for All people. YWCA of El Paso.

Schomburg Distinguished Visiting Scholar & Speaker, Ramapo College, New Jersey (2011).

The Seventh Annual Patrick J. Scollard Leadership Speaker, Catholic Health Services of Long Island, New York (2010).

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, Radio-TV-Film, Bowling Green State University, 1985.
- Outstanding Masters' Student, Sch. of Speech Comm, Bowling Green State University, 1984-1985.

Funded Research Grants/Activities

- Arvind Singhal. *Assessment of "East Los High" Web Series and its Transmedia Extensions on Influencing Latino Teenage Sexuality*. Population Media Center, VT, \$31,651.00 (2013-2014). PI.
- Arvind Singhal. *Enhancement of Social Justice Initiative Actions and Liberating Structures at UTEP's Department of Communication*. Lipmanowicz Family Foundation and Merck, Inc. \$20,000.00 (2013-2014).
- Arvind Singhal and Lucia Dura. *Online Problem-Solving Skills Training for Mothers of Newly Diagnosed Child Cancer Patients*. NCI/NIH R01 funded at \$2.2 million to U of Rochester School of Medicine with a UTEP subcontract of \$102,000.00 (2012 to 2016). Co-PI.
- Martine Bouman and Arvind Singhal. *Identifying and amplifying existing wisdom: Utilizing the Positive Deviance Approach to enhance psychological resilience amongst adolescents vulnerable to depression and anxiety*. The Netherlands Organisation for Health Research and Development (ZonMw). \$536,000.00 total of which subcontract to UTEP for \$51,590.00 (2011 to 2014).

- Arvind Singhal. *Enhancement of Social Justice Initiative Actions and Liberating Structures at UTEP's Department of Communication*. Lipmanowicz Family Foundation and Merck, Inc. \$20,000.00 (2012-2013).
- Arvind Singhal. *Enhancement of Social Justice Initiative Actions and Liberating Structures at UTEP's Department of Communication*. Lipmanowicz Family Foundation and Merck, Inc. \$20,000.00 (2011-2012).
- Rafael Obregon, Drew McDaniel, David Mould, Arvind Singhal, and V.C. Cambridge. 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, 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 E. M. Rogers. *Women's Empowerment Through Dairy Cooperatives in India*, \$67,342.00, Ford Foundation (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. Dept 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).
- E. M. Rogers and Arvind Singhal. Rockefeller Foundation Program on the Status of Women and Fertility: *Effects of Television Soap Operas on Status of Women in India*, \$30,000 (1987-88).
- Everett M. Rogers, Arvind Singhal, and others. NSF Indo-U.S. Cooperative Science Program: *Communication and Development in India*, Travel Grant, \$26,000 (1987).

Publications

[Most publications listed on this vita can be accessed for non-commercial purposes from <http://utminers.utep.edu/asinghal/Publications.htm>]

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

- Do Kyun Kim, Arvind Singhal, and Gary Kreps (Eds.) (2014). *Health Communication: Strategies for Developing Global Health Programs*. New York, NY: Peter Lang Publishers.

- Arvind Singhal, Prucia Buscell, and Curt Lindberg (2010). *Inviting Everyone: Healing Healthcare through Positive Deviance*. Bordentown, NJ: PlexusPress.
- 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. **Translated in Spanish.**
- 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 Japanese** (2011) [Tokyo: Seibundo Publishing Co] **and 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** (2011) [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. Translated in Japanese** (2011) [Kumamoto Government Chuangyan 8 Series].
- Arvind Singhal and Everett M. Rogers (1989). *India's Information Revolution*. Thousand Oaks, CA: Sage.

Guest Editorship

- Arvind Singhal (2013) Special Issue on *Entertainment-Education and Social Change*. *Critical Arts*, 27(1).
- Arvind Singhal and Everett M. Rogers (2002). Special Issue on *Entertainment-Education*. *Communication Theory*, Volume 12(2).

Business School Case Studies

- 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

Muhammad Shafique, Monique Sternin, & Arvind Singhal (2010). Will Rahima's Firstborn Survive Overwhelming Odds? Positive Deviance for Maternal and Newborn Care in Pakistan. *Positive Deviance Wisdom Series, Number 5*, pp. 1-12 Boston, Tufts University: Positive Deviance Initiative.

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. **[Translated in Chinese and Japanese].**

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.

Social Justice Wisdom Series

Arvind Singhal and Sarah Lubjuhn (2011). Hugging Trees in the Himalayas: Birthing a Global Movement to Conserve Mother Earth. *Social Justice Wisdom Series, Number 2*, pp. 1-12. The University of Texas at El Paso: Department of Communication, Social Justice Initiative.

Entertainment-Education and Social Change Wisdom Series

Arvind Singhal (2010). Riding High on *Taru* Fever: Entertainment-Education Broadcasts, Ground Mobilization, and Service Delivery, in Rural India. *Entertainment-Education and Social Change Wisdom Series, Number 1*, pp. 1-20, Den Haag: Oxfam-Novib, Global Consortium on E-E and Social Change.

Peer-Reviewed Articles and Essays

Lucia Dura, Laurel Felt, & Arvind Singhal (2014). What Counts? For Whom? Cultural Beacons and Unexpected Areas of Programmatic Impact, *Evaluation and Program Planning*, Volume/pp. in press.

Arvind Singhal (2013). Positive Deviance: Uncovering Innovations that are Invisible in Plain Sight. *Kappan*, 95(3): 28-33.

Arvind Singhal (2013). Adaptive Macro and Micro Communication Strategies to Eradicate Polio in India: Social Mobilization, Opinion Leadership, and Interpersonal Influence at Unprecedented Scale. *International Journal of Communication and Social Research*, 1(1):1-14.

Lucía Durá, Arvind Singhal, and Eliana Elías (2013). Minga Perú's Strategy for Social Change in the Peruvian Amazon: A Rhetorical Model for Participatory, Intercultural Practice to Advance Human Rights. *Journal of Rhetoric, Professional Communication, and Globalization*, 4(1): 33-54.

Yoko Kawamura & Arvind Singhal (2013). Past and Future of Entertainment-Education: Possible Application to Public Health Practices in Japan. *Japanese Journal of Health Education and Promotion*, 21(1), 46-54 [in Japanese]

Arvind Singhal (2013). Fairy Tales to Digital Games: The Rising Tide of Entertainment-Education. *Critical Arts*, 27(1): 1-8.

Anat Gesser-Edelsburg and Arvind Singhal (2013). Enhancing the Persuasive Influence of Entertainment-Education Events: Rhetorical and Aesthetic Strategies for Constructing Narratives. *Critical Arts*, 27(1): 56-74.

Yuasa Motoyuki, Yoko Kawamura, Hiroko Yako-Suketomo, & Arvind Singhal (2012). Positive Deviance Approach: Innovative Ways to Tackle Challenging Public Health Issues. *Journal of Public Health*, 76(9), 742-745 [in Japanese]

Yoko Kawamura & Arvind Singhal (2012). Introduction to Positive Deviance Approach. *Kumamoto University Research Bulletin Paper*, 3, 35-45 [in Japanese]

- Julia-Lena Reinermann, Sarah Lubjuhn, Arvind Singhal, & Martine Bouman (2013). Entertainment-Education for Sustainable Lifestyles: Storytelling for the Greater, Greener Good. *International Journal of Sustainable Development*, Volume and pp. in press.
- Arvind Singhal (2012). Everett M. Rogers, an Intercultural Life: From Iowa Farm Boy to Global Intellectual. *International Journal of Intercultural Relations*, 36(6), 848-856.
- Hong, Han and Arvind Singhal (2012). Beyond the diffusion of innovations: Research on positive deviance in development communication. *Journal of International Communication*, 34(2), 6-12. **[in Chinese]**.
- Arvind Singhal (2012). Entertainment-education strategy for behavior and social change. In *Combining entertainment and education for public action in the human society*. Japan: Kumamoto University, Center for Policy Studies. **[in Japanese]**
- Arvind Singhal and Lucia Dura (2010). *Tarjetas de Valoración Cultural: Un Llamado para Desarrollar Sentidos Participativos de Monitoreo y Evaluación* [Cultural Scorecards: A Call for Participatory Means of Monitoring and Assessment]. *Folios*, 23 (January-June): 161-180. **[in Spanish]**
- Michael J. Papa and Arvind Singhal (2010). How Entertainment-Education Programs Promote Dialogue in Support of Social Change. *Journal of Creative Communication*, 4(3): 185-208.
- Arvind Singhal and Sarah Lubjuhn (2010). Chipko Environmental Movement Media (India). In J.D.H. Downing (Ed.) *Encyclopedia of Social Movement Media* (pp. 91-92). Los Angeles, CA: Sage Publications.
- Arvind Singhal (2010). HIV/AIDS Media (India). In J.D.H. Downing (Ed.) *Encyclopedia of Social Movement Media* (pp. 224-226). Los Angeles, CA: Sage Publications.
- Arvind Singhal (2010). Communicating What Works! Applying the Positive Deviance Approach in Health Communication. *Health Communication*, 25(6): 605-606.
- Arvind Singhal (2010). The Mahatma's Message: Gandhi's Contributions to the Art and Science of Communication. *China Media Research*, 6(3): 103-106.
- Lucia Dura and Arvind Singhal (2009). A Positive Deviance Approach to Reduce Girls' Trafficking in Indonesia: Asset-Based Communicative Acts that Make a Difference. *Journal of Creative Communication*, 4(1): 1-17.
- 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 (2009). Communication and Invitational Social Change. *Journal of Development Communication*, 20(2), 31-44.
- 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.
- Ami Sengupta, Lynn Harter, and Arvind Singhal (2008). The Socio-Spatial Dynamics of Identity Construction in a Gender and Development Communication Initiative. *Journal of Creative Communication*, 3(3): 279–304
- 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), 126-159.
- Arvind Singhal (2008). Entertainment-Education. In Stephen Littlejohn and Karen Foss (Eds). *Encyclopedia of Communication Theory*. Thousand Oaks, CA: Sage Publications
- Arvind Singhal (2008). 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. In L.L. Kaid & C. Holtz-Bacha (Eds.), *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. In L.L. Kaid & C. Holtz-Bacha (Eds.), *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). *Hanryu*, the Korean Wave, Sweeps East Asia: *Winter Sonata*, a South Korean Television Series, Grips Japan. *International Communication Gazette*, 69(3): 281-294. **Also, selected for published in *Sage Benchmarks in Communication*, Daya K. Thussu (2012) (Eds.) *International Communication*, London, UK: Sage Publications.**
- Min Wha Han, Arvind Singhal, Toru Hanaki, Do Kyun Kim, & Ketan Chitnis (2006). Forced Invisibility to Negotiating Visibility: *Winter Sonata*, the *Hanryu* 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). Entertainment-Education, International. In J.J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media* (295-297). 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). (Dis)similar readings: Interpretations of *Friends* in India and the U.S. *Gazette*, 68(2), 131-145.
- Thomas E. Backer, James Dearing, Arvind Singhal, and Thomas Valente (2005). Writing with Ev – Words to transform science into action. *Journal of Health Communication*, 10(1), 5-18.
- Arvind Singhal (2005). Biography of Ev Rogers. *Journal of Health Communication*, 10(1), 3-4.
- Arvind Singhal and Rafael Obregon (2005). Comunicacion, desarrollo y cambio social: Dialogo con Everett M. Rogers y su relacion con America Latina. *Dialogos de la Comunicación*. 71, 86-94.
- Arvind Singhal and P.N. Vasanti (2005). The Role of Popular Narratives in Stimulating the Public Discourse on HIV and AIDS: Bollywood's Answer to Hollywood's *Philadelphia*. *South Asian Popular Culture*, 38(1): 3-14.

- Parichart Sthapitanonda, Duangkhae Buaparakorn, and Arvind Singhal (2005). Entertainment-Education and Participatory Theatre in Northern Thailand. *Journal of Development Communication*, 16(1), 29-39.
- Arvind Singhal and Ketan Chitnis (2005). A Social Conception of Health. *MICA Communications Review*, 2(1): 47-54.
- Claudia Hale, Nittaya Maneerat, and Arvind Singhal (2005), Organizational Identification in Two Thai Organizations. *Asian Journal of Communication*, 15(2): 188-214.
- Arvind Singhal (2005). Entertainment-Education: A Communication Strategy for HIV Prevention. *University of Western Cape's Papers in Education*, 3, 40-49.
- Arvind Singhal (2004). Empowering the Oppressed Through Participatory Theater. *Investigacion y Desarrollo*, 12(1): 138-163.
- Vijay Krishna and Arvind Singhal (2005). American Teenage Perceptions of Sex Roles in an African Entertainment-Education Film. *The Florida Communication Journal*, 33(2): 68-77.
- Arvind Singhal, Li Ren, and Jianying Zhang (2004). Interpretations of *Baixing*, an Entertainment-education Television Serial in China. *Kentucky Journal of Communication*, 23(1), 1-18.
- Everett M. Rogers, Arvind Singhal, and Avinash Thombre (2004). Indian Audiences Interpretations of Health-Related Content in *The Bold and the Beautiful*. *Gazette*, 66(5), 437-458.
- Arvind Singhal, Everett M. Rogers, and Yogita Sharma (2003). Communication Strategies to Overcome AIDS Stigma. *Kentucky Journal of Communication*, 22(2): 79-93.
- Everett M. Rogers and Arvind Singhal (2003). Empowerment and Communication: Lessons Learned From Organizing for Social Change. *Communication Yearbook* 27, 67-85.
- Arvind Singhal (2003). Overcoming AIDS Stigma: Creating Safe Communicative Spaces. *Journal of Communication Studies*, 2(3): 33-42.
- Arvind Singhal and Kanta Devi (2003). Visual Voices in Participatory Communication. *Communicator*, 37, 1-15.
- Arvind Singhal (2003). Focusing on the Forest, Not Just the Tree: Cultural Strategies for Combating AIDS. *MICA Communications Review*, 1(1): 21-28.
- Saumya Pant, Arvind Singhal, and Usha Bhasin (2002). Using Radio Drama to Entertain and Educate: India's Experience with the Production, Reception, and Transcreation of 'Dehleez'. *Journal of Development Communication*, 13(2): 52-66.
- Arvind Singhal, Peer J.Svenkerud, and Einar Flydal (2002). Multiple Bottom Lines: Telenor's Mobile Telephony Operations in Bangladesh. *Teletronik*, 98(1): 153-160.
- Arvind Singhal and Everett M. Rogers (2002). A Theoretical Agenda for Entertainment-Education. *Communication Theory*, 12(2): 117-135.
- Robert Westerfelhaus and Arvind Singhal (2001). Appropriations that Entangle: The Cult of Our Lady of Guadalupe as a Site of Struggle and Interdependence. *Communication Quarterly*, 49(2): 95-114.

- Nagesh Rao, Arvind Singhal, Li Ren, and Jianying Zhang (2001). Is the Chinese Self-Construal in Transition?. *Asian Journal of Communication*, 11(1): 68-95.
- Arvind Singhal (2000). Mobile Telephony for India's Rural Development, *Journal of Communication Studies*, XVIII(2): 1-5.
- Michael J. Papa, Arvind Singhal, Sweety Law, Saumya Pant, Suruchi Sood, Everett M. Rogers, and Corinne Shefner-Rogers (2000). Entertainment-Education and Social Change: An Analysis of Parasocial Interaction, Social Learning, Collective Efficacy, and Paradoxical Communication. *Journal of Communication*, 50(4): 31-55.
- Everett M. Rogers and Arvind Singhal (2000). Entertainment-Education in Asian Nations. *Asia Pacific Media Educator*, 9 (July-December): 77-88.
- Li Ren and Arvind Singhal (2000). How Yugong Moved the Mountains: The Rise and Decline of Mass Mobilization Campaigns in China. *Journal of Development Communication*, 11(2): 16-34.
- Michael J. Papa, Arvind Singhal, D.V. Ghanekar, and Wendy H. Papa (2000). Organizing for Social Change Through Cooperative Action: The [Dis]Empowering Dimensions of Women's Communication. *Communication Theory*, 10(1): 90-123.
- Peter W. Vaughan, Everett M. Rogers, Arvind Singhal, & Ramadhan M. Swalehe (2000). Entertainment-Education and HIV/AIDS Prevention: A Field Experiment in Tanzania. *Journal of Health Communication*. 5: 81-100.
- Sweety Law and Arvind Singhal (1999). Efficacy in Letter-Writing to an Entertainment-Education Radio Serial. *Gazette*, 61(5): 355-372.
- Arvind Singhal, Everett M. Rogers, and Meenkashi Sood (1999). The Gods are Drinking Milk! Word-of-Mouth Diffusion of a Major News Event in India. *Asian Journal of Communication*, 9(1): 86-107.
- Arvind Singhal and Rafael Obregon (1999). Social Uses of Commercial Soap Operas: A Conversation with Miguel Sabido. *Journal of Development Communication*, 10(1): 68-77.
- Kant Udornpim and Arvind Singhal (1999). Oshin as a Role Model for Diffusing Prosocial Values in Thailand. *Keio Communication Review*, 21, 3-18.
- Parichart Sthapitanonda Sarabol and Arvind Singhal (1998). Globalizing Media Products: Investigating the Cultural Shareability of the 'Karate Kids' Entertainment-Education Film in Thailand. *Media Asia*, 25(3): 170-175.
- Peer J. Svenkerud, Arvind Singhal, and Michael J. Papa (1998). Diffusion of Innovations Theory and Effective Targeting of HIV/AIDS Programs in Thailand, *Asian Journal of Communication*, 8(1): 1-30.
- Usha Bhasin and Arvind Singhal (1998). Participatory Approaches to Message Design: 'Jeevan Saurabh', a Pioneering Radio Serial in India for Adolescents. *Media Asia*, 25(1): 12-18.
- Peer J. Svenkerud and Arvind Singhal (1998). Enhancing the Effectiveness of HIV/AIDS Prevention Programs Targeted to Unique Population Groups in Thailand: Lessons Learned from Applying Concepts of Diffusion of Innovation and Social Marketing. *Journal of Health Communication*, 3: 193-216.

- Corrine L. Shefner-Rogers, Everett M. Rogers, and Arvind Singhal (1998). Parasocial Interaction with the Television Soap Operas 'Simplemente María' and 'Oshin'. *Keio Communication Review*, 20: 3-18.
- Arvind Singhal and Sweety Law (1997). Past, Present, and Future of Development Communication. *Journal of Development Communication*, 8(2): 107-116.
- Michael J. Papa, Mohammad A. Auwal, and Arvind Singhal (1997). Organizing for Social Change Within Concertive Control Systems: Member Identification, Empowerment, and the Masking of Discipline. *Communication Monographs*, 64: 1-31.
- Arvind Singhal and Sweety Law (1997). A Research Agenda for Diffusion of Innovations Scholars in the 21st Century. *Journal of Development Communication*, 8(1): 39-47.
- Arvind Singhal and Kant Udornpim (1997). Cultural Shareability, Archetypes, and Television Soaps: 'Oshindrome' in Thailand. *Gazette*, 59(3): 171-188.
- Singhal, A., & Brown, W.J. (1996). The Entertainment-Education Communication Strategy: Past Struggles, Present Status, Future Agenda. *Jurnal Komunikasi*, 12, 19-36.
- Arvind Singhal and Parichart Sthapitanonda (1996). The Role of Communication in Development: Lessons Learned from a Critique of the Dominant, Dependency, and Alternative Paradigms. *Journal of Development Communication*, 7(1): 10-25.
- Michael J. Papa, Mohammad A. Auwal, and Arvind Singhal (1995). Dialectic of Control and Emancipation in Organizing for Social Change: A Multi-theoretic Study of the Grameen Bank. *Communication Theory*, 5(3): 189-223.
- Peer J. Svenkerud, Rita Rahoji, and Arvind Singhal (1995). Incorporating Ambiguity and Archetypes in Entertainment-Education Programming: Lessons Learned from Oshin. *Gazette*, 55: 147-168.
- Arvind Singhal, Rafael Obregon, and Everett M. Rogers (1994). Reconstructing the Story of 'Simplemente María', the Most Popular *Telenovela* in Latin America of All Time. *Gazette*, 54(1): 1-15.
- Arvind Singhal and Peer J. Svenkerud (1994). Pro-Socially Shareable Entertainment Television Programs: A Programming Alternative in Developing Countries. *Journal of Development Communication*, 5(2):17-30.
- William J. Brown and Arvind Singhal (1993). Ethical Issues of Promoting Prosocial Messages through the Popular Media. *Journal of Popular Film and Television*, 21(3): 92-99.
- Arvind Singhal and Motoko Nagao (1993). Assertiveness as Communication Competence: A Comparison of American and Japanese Students. *Asian Journal of Communication*, 3(1), 1-18.
- Arvind Singhal, Everett M. Rogers, and William J. Brown (1993). Harnessing the Potential of Entertainment-Education *Telenovelas*. *Gazette*, 51: 1-18.
- Elizabeth M. Lozano and Arvind Singhal (1993). Melodramatic Television Serials: Mythical Narratives for Education. *Communications: The European Journal of Communication*, 18(1): 115-127.
- Subhash Sharma and Arvind Singhal (1993), Modern Management Theories: Promise or Peril?. *Indian Journal of Public Administration*, Volume XXIX(1), pp. 20-28.

- Ashok K. Gupta and Arvind Singhal (1993). Managing Human Resources for Innovation and Creativity. *Research Technology Management*, May-June, pp. 41-48.
- Arvind Singhal and Jerry Domatab (1993). The Field of Development Communication: An Appraisal. *Journal of Development Communication*, 4(2): 97-101.
- Arvind Singhal and Anjali Ram (1992). AIDS: Can the Media Do More? *Critique*, 1(5): 6-9.
- William J. Brown and Arvind Singhal (1992). Entertainment-Education Media: An Opportunity for Enhancing Japan's Leadership Role in Third World Development. *Keio Communication Review*, 15: 81-101.
- Min Wang and Arvind Singhal (1992). "Ke Wang, A Chinese Television Soap Opera With a Message. *Gazette*, 49(3): 177-192.
- Mohammad A. Auwal and Arvind Singhal (1992). The Diffusion of Grameen Bank in Bangladesh: Lessons Learned About Rural Poverty Alleviation. *Knowledge: Creation, Diffusion, & Utilization*, 14(1): 7-28.
- Arvind Singhal and Everett M. Rogers (1991). *Hum Log Story: From Concept to After-Effects. Communication 2000 AD*, New Delhi: Indian Institute of Mass Communications, pp. 17-25.
- Ashok K. Gupta, David L. Wilemon, and Arvind Singhal (1991). Bringing New Products to Market Speedily. *Product & Process Innovation*, 1(4): 5-10.
- Arvind Singhal and Everett M. Rogers (1990). India's High-Tech Microelectronics Development. *Telematics and Informatics*, 7(2): 152-162.
- William J. Brown and Arvind Singhal (1990). Ethical Dilemmas of Prosocial Television. *Communication Quarterly*, 38(3): 268-280.
- Arvind Singhal (1989). Evolution of Development and Development Administration Theory. *Indian Journal of Public Administration*, XXXV(October-December): 841-850.
- William J. Brown, Arvind Singhal, and Everett M. Rogers (1989). Pro-Development Television Soap Operas: A Novel Approach to Development Communication. *Media Development*, 36(4): 43-47.
- Everett M. Rogers and Arvind Singhal (1989). Estrategias de Educacion Entretenimiento. *Chasqui* (Latin America's Journal of Communication), 31: 9-22.
- Arvind Singhal and Everett M. Rogers (1989). A High-Tech Route to Development. *Interaction*, 7(1): 29-50.
- Arvind Singhal and Everett M. Rogers (1989). Educating through Television. *Populi* (Journal of the United Nation's Population Fund), 16(2): 38-47.
- Arvind Singhal and Everett M. Rogers (1988). Television Soap Operas for Development in India. *Gazette*, 41(3): 109-126.
- Noshir S. Contractor, Arvind Singhal, and Everett M. Rogers (1988). Meta-theoretical Perspectives on Satellite Television and Development in India. *Journal of Broadcasting and Electronic Media*, 32(2): 129-148.

Arvind Singhal and Everett M. Rogers (1988). Telenovelas Para el Desarrollo en la India. *Estudios Sobre las Culturas Contemporaneas*, II(4): 296-329.

Arvind Singhal, J.K. Doshi, Everett M. Rogers, and S. Adnan Rahman (1988). The Diffusion of Television in India. *Media Asia* 15(4): 222-229.

Arvind Singhal (1988). Indira Gandhi's Assassination: A Case Study in International News Reporting. *Vidura* (Journal of the Indian Press Institute), March-April, pp. 3-8.

Arvind Singhal (1987). Wilbur Schramm: Portrait of a Development Communication Pioneer. *Communicator* (Journal of the Indian Institute of Mass Communications), XXII(1-4): 18-22.

Noshir S. Contractor, Janet Fulk, Peter Monge, and Arvind Singhal (1986). Cultural Assumptions that Influence the Implementation of Communication Technologies. *Vikalpa* (Journal of Indian Decision Makers), 11(4): 287-299.

Book Chapters

Do Kyun Kim, Arvind Singhal, & Gary Kreps (2014). Design, Implementation, and Evaluation of Health Communication Strategies for Global Health Promotion. In D. Kim, A. Singhal, & G. Kreps (Eds.) *Health Communication: Strategies for Developing Global Health Programs* (pp. 1-9). New York: Peter Lang.

Hua Wang & Arvind Singhal (2014). Digital Games: The SECRET of Alternative Health Realities. In D. Kim, A. Singhal, & G. Kreps (Eds.) *Health Communication: Strategies for Developing Global Health Programs* (pp. 67-79). New York: Peter Lang.

Arvind Singhal (2014). The Positive Deviance Approach to Designing and Implementing Health Communication Interventions. In D. Kim, A. Singhal, & G. Kreps (Eds.) *Health Communication: Strategies for Developing Global Health Programs* (pp. 174-189). New York: Peter Lang.

Laurel Felt, Lucia Dura, & Arvind Singhal (2014). Cultural Beacons in Health Communication: Leveraging Overlooked Indicators and Grassroots Wisdoms. In D. Kim, A. Singhal, & G. Kreps (Eds.) *Health Communication: Strategies for Developing Global Health Programs* (pp. 334-351). New York: Peter Lang.

Arvind Singhal (2013). Creating More Substance, Connections, and Ideas in the Classroom. In H. Lipmanowicz and K. McCandless, *The Surprising Power of Liberating Structures: Simple Rules to Unleash a Culture of Innovation* (pp. 138-144). Seattle, WA: Liberating Structures Press.

Arvind Singhal (2013). Deconstructing and Reconstructing Cultural Representations to Strengthen HIV/AIDS Interventions in Africa. In Gustavo Subero (Ed.) *HIV in World Cultures: Three Decades of Representations*. (pp. 155-164). Surrey, England: Ashgate Publishing.

Arvind Singhal (2013). Transforming education from the inside-out: Positive Deviance to enhance learning and student retention. A chapter in Roger Hiemstra and Philippe Carré (Eds.) *A Feast of Learning: International Perspectives on Adult Learning and Change* (pp. 141-159). Charlotte, NC: Information Age Publishing.

Arvind Singhal, Hua Wang, and Everett M. Rogers (2013). The entertainment-education communication strategy in communication campaigns. In R.E. Rice and C. Atkins (eds.) *Public communication campaigns* (pp. 321-334). 4th edition. Beverley Hills, CA: Sage Publications.

- Arvind Singhal (2012). Studying Entertainment-Education Effects: Going Beyond the Usual. In K. Barker and M. Sabido (Eds.), *Best Practices on Promoting Gender Equality through Media Programs*. NY: UNFPA.
- Arvind Singhal (2012). Youth, Media, and Respectful Conversations about Health: Lessons Learned from an Exemplary Project in Nepal. In Cecilia von Felitzen (Ed.) *Youth Media and Health Media for Children & Youth*. Yearbook 2012. Gothenburg, Sweden: NORDICOM.
- Arvind Singhal and Lucia Dura (2012). Transforming Community through Self-Discovery, Dialogue, and Action: The Rising Tide of the Positive Deviance Approach in Development Communication. In S.R. Melkote (Ed). *The Role of Development Communication in Directed Social Change: A Reappraisal of Theory and Practice*. Singapore: Asian Mass Communication and Information Centre.
- Arvind Singhal and Lucia Dura (2012). Positive Deviance, Good for Global Health. A chapter in Rafael Obregon and Silvio Waisbord, (Eds.) (2012). *Handbook of Global Health Communication*. New York: Wiley; pp. in press.
- Arvind Singhal (2011). Juanita Publicly asks “What will you do for me, Mayoral Candidate”: Children, Media, and Health Advocacy in Colombia. In Cecilia von Felitzen, Ulla Carlsson, & Catharina Bucht (Eds.) (2011). *New Questions, New Insights, New Approaches on Media for Children & Youth* (pp. 145-154). Yearbook 2011. Gothenburg, Sweden: NORDICOM.
- Arvind Singhal (2011). Turning Diffusion of Innovations Paradigm on Its Head. A chapter in Arun Vishwanath and George Barnett (Eds.). *The diffusion of innovations: A Communication Science Perspective* (pp. 192-205). New York: Peter Lang Publishers.
- Arvind Singhal and Karen Greiner (2011). Using the Positive Deviance approach to reduce MRSA at the Veterans Administration Healthcare System in Pittsburgh. In A. Suchman, D. Sluyter & P. Williamson (Eds.). *Leading Change in Healthcare: Transforming Organizations Using Complexity, Positive Psychology, and Relationship Centered-Care* (pp. 177-209). New York: Radcliffe Publishing.
- Arvind Singhal, Elizabeth Rattine-Flaherty and Molly A. Mayer (2010). Can Communication Be Socially Responsible and Commercially Viable? An Assessment of *Sa Pagsikat Ng Aram*, an Entertainment-Education Radio Series in the Philippines. In Michael B. Hinner (Ed.) (2010), *Interrelationships of Business and Communication* (pp. 329-347). Berlin, Germany: Peter Lang GmbH.
- Lucia Dura, Arvind Singhal and Eliana Elias (2010). Listener as Producer: Minga Peru's Intercultural Radio Educative Project in the Peruvian Amazon. In Michael B. Hinner (Ed.) (2010), *Interface of Business and Culture* (pp. 481-502). Berlin, Germany: Peter Lang GmbH.
- Everett M. Rogers, Arvind Singhal, and Margaret M. Quinlan (2009). Diffusion of Innovations. In Don W. Stacks and Michael Salwen (eds.), *An Integrated Approach to Communication Theory and Research* (pp. 418-434). Second Edition. Mahwah, NJ: Lawrence Erlbaum Associates
- Hua Wang and Arvind Singhal (2008). Entertainment-Education through Digital Games. In Ute Ritterfeld, Michael J. Cody, & Peter Vorderer (Eds.) *Serious Games: Mechanisms and Effects*. New York: Routledge.

- Lynn M. Harter, Devendra Sharma, Saumya Pant, Arvind Singhal, and Yogita Sharma (2007). Catalyzing Social Reform Through Participatory Folk Performances in Rural India. A chapter in Larry Frey and Kevin Carragee (Eds.) *Communication and Social Activism* (pp. 285-314). Cresskill, NJ: Hampton Press.
- Nagesh Rao, Arvind Singhal, Li Ren, and Jianying Zhang (2007). Is the Chinese Self-Construal in Transition? In Hinner, M.B. (Ed.), *The Influence of Culture in the World of Business Volume 4* (pp. 453-484). Freiburger Beitrage zur Interkulturellen und Wirtschaftskommunikation (A Forum for General and Intercultural Business Communication). Frankfurt am Main, Germany: Peter Lang GmbH. *Republished with permission.*
- Arvind Singhal and Motoko Nagao (2007). Assertiveness as Communication Competence: A Comparison of the Communication Styles of American and Japanese Students. In Hinner, M.B. (Ed.), *The Influence of Culture in the World of Business Volume 4* (pp. 229-248). Freiburger Beitrage zur Interkulturellen und Wirtschaftskommunikation (A Forum for General and Intercultural Business Communication). Frankfurt am Main, Germany: Peter Lang GmbH. *Republished with permission.*
- Arvind Singhal, Kimani Njogu, Martine Bouman, and Eliana Elias (2006). Entertainment-education and health promotion: A Cross-Continental Journey. In A. Singhal and J.W. Dearing, *Communication of innovations: A Journey with Ev Rogers* (pp. 199-229). Thousand Oaks, CA: Sage.
- James W. Dearing and Arvind Singhal (2006). Communication of Innovations: A Journey with Ev Rogers. In A. Singhal and J.W. Dearing, *Communication of innovations: A journey with Ev Rogers* (pp. 15-28). Thousand Oaks, CA: Sage.
- Arvind Singhal (2005). You should write this book. In *Sage 40th anniversary celebration..* Thousand Oaks, CA: Sage.
- Arvind Singhal, Peer J. Svenkerud, Prashant Malaviya, Everett M. Rogers, and Vijay Krishna (2005). Bridging Digital Divides: Lessons Learned from the Information Technology Initiatives of the Grameen Bank in Bangladesh. In O. Hemer and T. Tufte (eds.), *Media, Communication and Social Change: Rethinking Communication for Development*. Copenhagen, Denmark: Nordicom.
- Arvind Singhal, Ketan Chitnis, and Ami Sengupta (2005). Cross-Border Mass-Mediated Health Narratives: Narrative Transparency, "Safe Sex", and Indian Viewers. In L.M. Harter, P.M. Japp, and C.S. Beck (eds), *Co-constructing Our Health: The Implications of Narratives for Enacting Illness and Wellness*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Arvind Singhal (2004). Llevar Puesto un Pendulus, Cacerolazos, y Corchos que Flotan: (De)Construyendo la Cultura y el Genero Papa Promover Comunidades Saludables? In E.E. Valdeavellano and E.N. Riquelme (eds.), *Salud Reproductiva en la Amazonia: Perspectivas desde la Cultura, el Genero y la Comunicacion* (pp. 47 to 55). Iquitos, Peru: Minga Peru.
- Arvind Singhal and Everett M. Rogers (2004). The Status of Entertainment-Education Worldwide. In A. Singhal, M. J. Cody, E.M. Rogers, & M. Sabido (eds.), *Entertainment-Education and Social Change: History, Research, and Practice* (pp. 3-20). Mahwah, NJ: Lawrence Erlbaum Associates.
- Shereen Usdin, Arvind Singhal, Thuli Shongwe, Sue Goldstein, and Agnes Shabalala (2004). No short Cuts in Entertainment-Education: Designing *Soul City* Step-by-Step. In A. Singhal, M. J. Cody, E.M. Rogers, & M. Sabido (eds.), *Entertainment-Education and Social Change: History, Research, and Practice* (pp. 153-176). Mahwah, NJ: Lawrence Erlbaum Associates.

- Arvind Singhal, A. (2004). Entertainment-Education Through Participatory Theater: Freirean Strategies for Empowering the Oppressed. In A. Singhal, M. J. Cody, E.M. Rogers, & M. Sabido (eds.), *Entertainment-Education and Social Change: History, Research, and Practice* (pp. 377-398). Mahwah, NJ: Lawrence Erlbaum Associates.
- Arvind Singhal, Devendra Sharma, Michael J. Papa, and Kim Witte (2004). Air Cover and Ground Mobilization: Integrating Entertainment-Education Broadcasts with Community Listening and Service Delivery in India. In A. Singhal, M. J. Cody, E.M. Rogers, & M. Sabido (eds.), *Entertainment-Education and Social Change: History, Research, and Practice* (pp. 351-376). Mahwah, NJ: Lawrence Erlbaum Associates.
- Arvind Singhal (2003). Communication Strategies for Confronting AIDS: Empowering the Children of Africa. In Arvind Singhal and W. Stephen Howard (Eds.) *The Children of Africa Confront AIDS: From Vulnerability to Possibility* (pp. 230-246). Athens, OH: Ohio University Press.
- Arvind Singhal, Shereen Usdin, Esca Scheepers, Sue Goldstein, and Garth Japhet (2003). Entertainment-Education Strategy in Development Communication. In C.C. Okigbo and F. Eribo (eds.), *Development and Communication in Africa* (pp. 141-153). Lanham, MD: Rowman & Littlefield.
- Arvind Singhal and Everett M. Rogers (2001). The Entertainment-Education Strategy in Campaigns. In R.E. Rice and C. Atkins (eds.) *Public Communication Campaigns*, 3rd Edition. Thousand Oaks, CA: Sage Publications.
- Arvind Singhal and Krishna Kandath (2001). The Role of Communication Networks in Environment Education and Training Activities. In T. Wentling, R. Adhikarya, and C. Teoh (eds.), *Participatory Environment Education and Training for Sustainable Agriculture*. Rome, Italy: Food and Agriculture Organization of the United Nations.
- Parichart Sthapitanonda-Sarabol and Arvind Singhal (1999). Cultural Shareability, Role Modeling, and Para-Social Interaction in an Entertainment-Education Film: The Effects of Karate Kids on Thai Street Children. In S. Ralph, J.L. Brown, & T. Lees (eds.), *Youth and Global Media* (pp. 205-217). Luton: University of Luton Press.
- William J. Brown and Arvind Singhal (1999). Entertainment-Education Media Strategies for Social Change: Promises and Problems. In D. Demers and K. Vishwanath (Eds.) *Mass Media, Social Control, and Social Change*. Ames, IA: Iowa State University Press.
- Arvind Singhal, Sweetie Law, Krishna Kandath, and D.V. Ghanekar (1999). Investigating (Dis)empowering Attitudes and Behaviors of Women Dairy Farmers and the Effects of the Three Intervention Programs in the Kolhapur and Jaipur District Milk Unions of India. In National Dairy Development Board, *Women's Empowerment Through Dairy Cooperatives in India* pp. 102-132.
- Michael J. Papa and Arvind Singhal (1999). The Empowering and Diempowering Dimensions in the Communication of Women Dairy Farmers. In National Dairy Development Board, *Women's Empowerment Through Dairy Cooperatives in India* pp. 133-185.
- Arvind Singhal, Saumya Pant, and Everett M. Rogers (2000). Environmental Activism through 'Yeh Kahan Aa Gaye Hum,' an Entertainment-Education Radio Soap Opera in India. In Manfred Oepen and Winfried Hamacher (Eds.), *Communicating the Environment: Environmental Communication for Sustainable Development* (pp. 176-183), Frankfurt, Germany, Peter Lang.

- Arvind Singhal, Peer J. Svenkerud, Rita L. Rahoi-Gilchrist (1998). Cultural Transcendence as an Alternative to Cultural Imperialism: Role of Pro-Social Entertainment Television Programs in Developing Countries. In S.R. Melkote, P. Shields, & B.C. Agrawal (eds.), *International Satellite Broadcasting in South Asia: Political, Economic, and Cultural Implications* pp. 249-271. New York: University Press of America.
- William J. Brown and Arvind Singhal (1998). Ethical Guidelines for Promoting Prosocial Messages through the Popular Media. In G. Edgerton, M.T. Marsden, & J. Nachbar (eds.), *In the Eye of the Beholder: Critical Perspectives in Popular Film and Television* (pp. 207-223). Bowling Green: Bowling Green State University Press.
- Everett M. Rogers and Arvind Singhal (1996). Diffusion of Innovations. In Michael Salwen and Don W. Stacks (eds.), *An Integrated Approach to Communication Theory and Research* (pp. 409-420), Norwood, NJ: Lawrence Erlbaum Associates.
- William J. Brown and Arvind Singhal (1995). Influencing the Character of Entertainment Television: Ethical Dilemmas of Pro-Social Programming. In Don E. Eberly (ed.), *The Content of America's Character: Recovering Civic Virtue*, New York: Madison Books.
- Arvind Singhal and Everett M. Rogers (1994). Planned Social Change. In Erv Bettinghaus & Michael J. Cody (eds.), *Persuasive Communication* (pp. 379-397), Fifth Edition, New York: Harcourt Brace College Publishers.
- Arvind Singhal and Vijay Krishna (1994). An Analysis of the Mass Media System in Syria. In H. Mowlana and Y. Kamalipour (eds.), *Mass Media in the Middle East: A Comprehensive Handbook* (pp. 261-272), Westport, CT: Greenwood Publishing Group.
- Noshir Contractor, Arvind Singhal, and Everett M. Rogers (1993). Satellite Television and Development in India. In K.S. Nair and Shirley A. White (eds.), *Perspectives on Development Communication* (pp. 230-249), New Delhi: Sage.
- Arvind Singhal, Everett M. Rogers, and William J. Brown (1993). Harnessing Entertainment for Education. In Anamaria Fadul (ed.), *Serial Fiction in TV: The Latin American Telenovelas*, Sao Paulo, Brasil: Escola de Comunicacoess e Artes, Universidade de Sao Paulo.
- Arvind Singhal (1992). Bangalore, India's 'Silicon Valley' Lessons for Technology Transfer and High-Tech Development. *Proceedings of the College of Innovation Management and Entrepreneurship*, COLIME/ORSA/TIMS.
- Arvind Singhal, Everett M. Rogers, H. Sawhney, and D. Gibson (1990). Bangalore: India's Emerging Technopolis. In Frederick Williams and David Gibson (eds.), *Technology Transfer: A Communication Perspective* (pp. 240-257), Newbury Park, CA: Sage.
- Everett M. Rogers and Arvind Singhal (1990). New Perspectives on Health Communication: The Academic Perspective. In Charles Atkins and Elaine Arkin (eds.), *Mass Communication and Public Health* (pp. 176-181), Newbury Park, CA: Sage.
- Arvind Singhal and Everett M. Rogers (1989). Pro-Social Television for Development in India. In Ronald E. Rice and Charles Atkins (Eds.), *Public Communication Campaigns*, Second Edition (pp. 331-350), Newbury Park, CA: Sage.

Other Articles and Essays

- Arvind Singhal (2010). Positive Deviance and Social Change. *Mazj 21. June Issue*. Communication for Social Change Consortium,

http://www.communicationforsocialchange.org/pdfs/singhal_arvind_positive%20deviance%20and%20social%20change_mazi%20june%202010.pdf

- Karen Greiner and Arvind Singhal (2010). Inviting—Not Requiring—Social Change *Mazi* 20. *January* Issue. Communication for Social Change Consortium..
<http://www.communicationforsocialchange.org/mazi-articles.php?id=408>
- Arvind Singhal (2008). Gandhi's yardstick for communicative action: Putting the last first. *Mazi* 15. *May* Issue. Communication for Social Change Consortium.
<http://www.communicationforsocialchange.org/mazi-archives.php?id=369>.
- Arvind Singhal (2008). A challenge to behavior change scholars and practitioners: Change your way of thinking. *The Pop Reporter*, Guest Editorial Volume 8, Number 9.
<http://www.infoforhealth.org/popreporter/2008/03-03.shtml>
- Arvind Singhal and Karen Greiner (2007). When the Task is Accomplished, Can We Say We Did It Ourselves? A Quest to Eliminate MRSA at the Veterans Health Administration's Hospitals in Pittsburgh. *Mazi* 12. *August* Issue. Communication for Social Change Consortium.
<http://www.communicationforsocialchange.org/mazi-archives.php>
- Ami Sengupta, Esther Long, Arvind Singhal and Corrine L. Shefner-Rogers (2007) Transforming Traditional Gender Structures: Giving Women Access to Information Technology. *Mazi* 11. *May* Issue. Communication for Social Change Consortium.
<http://www.communicationforsocialchange.org/mazi-articles.php?id=341>
- Arvind Singhal (2006). The Humanity of Muhammad Yunus. *Mazi* 10. *February* Issue. Communication for Social Change Consortium.
<http://www.communicationforsocialchange.org/mazi-articles.php?id=331>
- Arvind Singhal (2005). Dissemination vs. Dialogue: A False Dichotomy. *Mazi* 5. *December* Issue. Communication for Social Change Consortium.
<http://www.communicationforsocialchange.org/mazi.php?id=5>
- Arvind Singhal and Rafael Obregón (2005). Everett Rogers, a ground-breaking communication scholar, researcher, teacher and practitioner, *Mazi* 2. *February* Issue. Communication for Social Change Consortium. <http://www.communicationforsocialchange.org/dialogues.php>
- Arvind Singhal (1996). In Search of Values in the Media: Can Commercial and Social Interests Be Balanced? *Indian Theosophist*, 94(6-7): 168-169.
- Arvind Singhal and William J. Brown (1995). Entertainment-Education: Looking Backward and Forward. *CommDev News*, 6(2): 1-5.
- Peer Svenkerud, Arvind Singhal, and Phatanaphongse Chatiket (1995). An Investigation of HIV/AIDS Prevention Programs Targeted to Unique Population Groups in Bangkok: A Preliminary Report. *CommDev News*, 6(2): 7-12.
- Mohammad A. Auwal and Arvind Singhal (1993). Poverty Alleviation and the Grameen Bank. *CommDev News*, Winter, p. 12 and p. 16.
- Arvind Singhal (1991). High-Tech Led Development. *CommDev News*, 2(2): 3-12.
- Everett M. Rogers and Arvind Singhal (1990). Entertainment-Education Communication Strategies for Development. *CommDev News*, 1(1): 1, 7-8.

Scholarly and Technical Reports

- Arvind Singhal, Lucía Durá, Claudia Mendieta, Eliana Elías and Luis González, & Gina Arnillas (2012). *Dialogic Entertainment-Education, Community Leadership, and Sustainable Livelihoods: Minga Perú's Model for Social Transformation in the Peruvian Amazon*. Report to the Inter-American Foundation. Lima, Peru: Minga Peru.
- Arvind Singhal, Sandra de Castro Buffington, & Sheila Murphy (2010). *Developing a Research Agenda to Measure the Impact of Entertainment-Education on Policy Behavior to Advance Global Health*. Los Angeles, CA: Hollywood, Health & Society Program, Norman Lear Center, USC Annenberg School.
- Arvind Singhal and Lucia Dura (2008). *A Positive Deviance Approach to Child Protection A Comparative Assessment of Two Projects in Uganda and Indonesia*. Washington D.C.: Save the Children.
- Arvind Singhal and Lucia Dura (2008). *Listening and Healing in the Peruvian Amazon: An Assessment of Minga Peru's Intercultural Radio Educative Project to Prevent and Control Domestic Violence and HIV/AIDS*. Lima, Peru: Minga Peru/UNIFEM.
- Arvind Singhal and Virginia Lacayo (2008). *Engaging and Mobilizing Society through Edutainment: Experience-Sharing and Cross-Learning among Four Pioneering Organizations*. The Hague, Netherlands: Oxfam-Novib.
- Arvind Singhal, P.N. Vasanti, Subrato Mondal, Alok Shrivastav, Devendra Sharma, Pandit Ram Dayal Sharma, Akhilesh Kumar Sharma, and Sushil Kumar (2007). *Intervening with the Indigenous: An Action-Based Folk Media Campaign and Research Project on HIV/AIDS in Rural Bihar*. New Delhi, India: UNAIDS.
- Arvind Singhal, Sarah Hurlburt, & Radha Vij (2007). *A Participatory Assessment of Gugar Goge, an Entertainment-Education Radio Soap Opera in Northern Nigeria*. Burlington, VT: Population Media Center.
- Arvind Singhal, Francesca V. Mignosa, Alessandra Moura, Marcio Schiavo, & Sarah Hurlburt (2007) *A Participatory Assessment of the Down Syndrome Storyline in Paginas da Vida, a Brazilian Telenovela*. Burlington, VT: Population Media Center.
- Arvind Singhal, Karen Greiner, & Sarah Hurlburt (2006). *A Participatory Assessment of Ashreat Al Amal, an Entertainment-Education Radio Soap Opera in the Sudan*. Burlington, VT: Population Media Center.
- Ami Sengupta, Arvind Singhal, & Corinne Shefner-Rogers (2006), *Women's Use of the Sada in Afghanistan: Dissemination, Dialogue, and Transformation*. Lexington, Kentucky: Voice for Humanity.
- Corinne Shefner-Rogers and Arvind Singhal (2005). *The Impact of Sada on Civil Society Knowledge, Attitudes, and Voting Behavior in Ghazni and Takhar Provinces of Afghanistan*. Lexington, Kentucky: Voice for Humanity.
- Arvind Singhal, Elizabeth Rattine-Flaherty, & Molly Mayer (2005). *A Participatory Assessment of Sa Pagsikat Ng Araw, an Entertainment-Education Radio Soap Opera in the Philippines*. Burlington, VT: Population Media Center.
- Arvind Singhal, Kim Witte, Nithya Muthuswamy, Desiree Duff, P.N. Vasanti, Michael J. Papa, Lynn M. Harter, Devendra Sharma, Saumya Pant, Akhilesh Kumar Sharma, Tracy Worrell, Mumtaz Ahmed, Alok Shrivastav, Chetna Verma, Yogita Sharma, Nagesh Rao, Ketan

- Chitnis, and Ami Sengupta (2004). *Effects of Taru, a Radio Soap Opera, on Audiences in India: A Quantitative and Qualitative Analysis*. New York: Population Communications International.
- Everett M. Rogers, Arvind Singhal, P.N. Vasanti, Avinash Thombre, Ketan Citnis, Ami Sengupta, Sanjeev Kumar, and Adite Chatterjee (2003). *Audience Interpretations of Health-Related Content in Two American Television Programs Broadcast in India*. Atlanta, GA: Centers for Disease Control and Prevention.
- Arvind Singhal (2002). *Facilitating Community Participation through Communication*. New York, NY: UNICEF.
- Arvind Singhal (2001). *Communication for Behavior and Social Change: HIV/AIDS Programme Experiences, Examples, and the Way Forward*. Geneva, Switzerland: UNAIDS.
- Arvind Singhal (2000). *Improving Training Quality Through Distance-Mentoring and Peer Learning: An Assessment*. Washington D.C.: EDINP, The World Bank.
- Arvind Singhal, Li Ren, and Jianying Zhang (1999). *Audience Interpretations of "Baixing", an Entertainment-Education Television Serial in China*. New York: Population Communications International.
- Arvind Singhal (1998). *Mainstreaming Environment into Development Programs through Education, Training, and Communication: Best Practices and Future Challenges*. Washington D.C.: EDINP, The World Bank.
- Saumya Pant and Arvind Singhal (1998). *Community Effects of Tinka Tinka Sukh, and Entertainment-Education Soap Opera in India: A Research Odyssey in Village Lutsaan of Uttar Pradesh State and Village Pohadibela in Bihar State*. Athens, OH: School of Communication Studies, Ohio University.
- Arvind Singhal and University Sains Malaysia (1996). *Strategic Extension Campaign: Results Demonstration and Experience Sharing*. Rome: Food and Agriculture Organization of the United Nations.
- Arvind Singhal and University Sains Malaysia (1996). *Developing a Generic Prototype KAP Survey Questionnaire on AIDS and its Implications for Agricultural Extension*. Rome: Food and Agriculture Organization of the United Nations.
- Arvind Singhal (1995). *Identifying Opinion Leaders among Motor Cycle Taxi Drivers in Thailand*. AIDSCAP, Asia Regional Office, Bangkok, Thailand.
- Everett M. Rogers, Arvind Singhal, and others (1994). *A Behavior Change Model for the Cooperative Development Program of the National Dairy Development Board in India*. Rome: Food and Agriculture Organization of the United Nations.
- Everett M. Rogers and Arvind Singhal (1994). *Behavior Change Strategies for the Cooperative Development Program in Indian Dairy Cooperatives*. Rome: Food and Agriculture Organization of the United Nations.
- Everett M. Rogers and Arvind Singhal (1993). *Communication Strategies for the Cooperative Development Program in Indian Dairy Cooperatives*. Rome: Food and Agriculture Organization of the United Nations.
- Everett M. Rogers and Arvind Singhal (1993). *Expansion, Consolidation, and Sustainability of Cooperative Development in India*. Rome: Food and Agriculture Organization of the United Nations.

- Arvind Singhal and W. Stephen Howard (1992), *Information Campaigns and Innovation Diffusion Techniques For Improving the Efficiency of Primary School Education in Lesotho*. Lesotho: U.S. Agency for International Development.
- Everett M. Rogers and Arvind Singhal (1992), *Expansion and Consolidation of the Cooperative Development Program in India*. Rome: Food and Agriculture Organization of the United Nations.
- Arvind Singhal and Everett M. Rogers (1992), *Diffusion of Innovations and Cooperative Development in India*. Rome: FAO.
- Everett M. Rogers, Thierry Bardini, and Arvind Singhal (1992), *An Inventory-Analysis of Microcomputer Applications in Agricultural Extension, Education, and Training*. Rome: Food and Agricultural Organization of the United Nations.
- Everett M. Rogers and Arvind Singhal (1989), *Effects of "Hum Log", a Television Soap Opera, on Women's Status and Fertility in India*. New York: The Rockefeller Foundation.

Reviewer

Free Press, Prentice-Hall, Sage, Routledge, Roxbury, and Hampton Press. *American Journal of Preventive Medicine, Rural Sociology, Journal of Communication, Journalism and Mass Communication Quarterly, Communication Research, Communication Theory, Communication Studies, Communication Monographs, and Journal of Health Communication.*