

ABRAHAM KOSHY

abekoshy11@gmail.com || abraham.koshy@temple.edu || <https://github.com/spiceroute101>

EDUCATION

Ph.D. in Media & Communication Temple University	3.98/4 GPA	2019 - 2024
M.A. in Media & Politics University of Amsterdam		2019
B.S. in Journalism University of Illinois at Urbana-Champaign		2016

PUBLICATIONS

Peer Reviewed Articles

“Issue Ownership of Science in the US” (Co-author). *Public Understanding of Science* 2024. <https://doi.org/10.1177/09636625241229199>

Book Chapters

“Question Wording & Item Formulation” in *The International Encyclopedia of Media Psychology* (first author) <https://doi.org/10.1002/9781119011071.iemp0035>

“Communicating CRISPR” in *Molecular Biology and Clinical Medicine in the Age of Politicization* (co-author) <https://doi.org/10.1016/bs.pmbts.2021.11.004>

LEADERSHIP AND APPLIED RESEARCH EXPERIENCE

LURU Magazine, Bengaluru, India

May 2024 - April 2025

Co-founder and Editor in Chief

- Conceived and launched a quarterly print magazine amplifying local voices through creative nonfiction

- Spearheaded partnerships with cultural institutions, independent writers, and designers; led end-to-end operations including editorial, advertising, budgeting, and distribution
- Negotiated contracts with freelance creatives and advertisers, ensuring equitable terms while protecting brand integrity
- Scaled readership through strategic collaborations and social campaigns, with the aim to establish LURU as a sought-after cultural artifact

RESEARCH EXPERIENCE

Research Fellow. Klein College of Media & Communication

2019 - 2024

1. Designed, programmed, and executed research program investigating variations in trust in the news across the world
 - Iteratively integrated research from social psychology, political science, communication science and sociology to investigate how perceptions of unfairness in news towards social groups influence trust in the news
 - Wrangled, analyzed, and visualized data in R (regression, multilevel models) from 100000+ participants drawing from multiple large scale survey datasets
 - Communicated research findings at ICA 2022 as a solo author
2. Designed, programmed, and executed research program investigating influence of website design on risk, safety, trust and credibility perceptions
 - Coded and analyzed data from qualitative semi-structured and talk-aloud interviews for variation in types of information processing (narrative vs heuristic vs systematic) to reveal compelling differences in the way people consume pharmaceutical ads on TV
 - Wrangled, analyzed, and visualized data in R (moderated mediation, multilevel modeling, structural equation modeling) on eye tracking data collected for experiment investigating effect of pharmaceutical drug website design on risk recall, drug safety perceptions, brand trust, & site credibility perceptions
 - Served as primary researcher for the project which involved timely deliverables, accessibly communicated results, and setting up the framework and analysis plan for future experiments

CONFERENCE PAPERS

Variations in Trust in the News across Social Groups: A Comparative Analysis across 35 Countries (Solo-author). Presented at the *International Communication Association Annual Conference May 2022* and at the *Temple University Graduate Research Forum 2022*.

Hardy, B.W., Tallapragada, M., Baik, E., Koshy, A. (2024, June). *Issue ownership of science in the US*. Paper presented at the annual meeting of the International Communication Association, Gold Coast, Australia.

Baik, E. S., Koshy, A., & Hardy, B. W. (2022, May). *Communicating CRISPR: Challenges and opportunities in engaging the public*. Paper presented at the annual meeting of the International Communication Association, Paris, France.

Castonguay, J., Baik, E., Messina, N., Tolan, C., Koshy, A & Schaner, M. (2021). *Celebrity Covid-19 Tweets: An analysis of messages by different celebrity types across three regions*. Paper presented at the 2021 annual conference of the National Communication Association, Seattle, WA.

TEACHING EXPERIENCE

Instructor of Record — Developed syllabus, prepared and presented class lectures, administered exams, graded papers, and assigned final grades for the following classes:

- Public Speaking
- News Literacy
- Communication, Culture and Identity
- Contemporary American Social Movements

Teaching Assistant — Conducted group exercises, administered exams, and graded assignments and papers for the following classes:

- Social Science Research Methods
- Communication and Social Influence
- Journalism and Society
- The Future Of Your TV
- The Business of Media

HONORS/AWARDS

Outstanding Research Paper, 2nd Place. TU Graduate Research Forum	2022
Outstanding Radio News Reporting, Illinois News Broadcasters Association	2015
Full stipend and tuition, Klein College of Media & Communication	2019-2024

REFERENCES

Dr. Bruce Hardy, Temple University — bruce.hardy@temple.edu

Dr. Meghnaa Tallapragada, Temple University — tul68477@temple.edu

Dr. David Mindich, Temple University — mindich@temple.edu