

Sabena Abdul Raheem

School of Journalism & Mass Communication
University of Iowa
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EDUCATIONAL AND PROFESSIONAL HSITORY

I. Higher Education

Ph.D. Journalism and Mass Communication

2023-Date

University of Iowa

Iowa city, Iowa

Exploring Ghanaian Muslim women's usage of FemTech and its influences on their health seeking behaviors.

- Expected Completion Date; May 2025
- Committee: Meenakshi Durham (Chair), Rachel Young, Melissa Tully, and Shaunak Sastry

MA. in Communication Studies

2021- 2023

University of Cincinnati

*Thesis: Body Image and Identity among American Muslim Girls:
The role of community, religion, and social media*

BSc. IT Business Management

2014- 2018

Ghana Communication Technology University

RESEARCH AND TEACHING INTERESTS

Health Communication

Social Media Foundations

Digital Media & Technology

Strategic Communication

Media Effects

Health and Technology

AI, Privacy and Surveillance

Media Representations

PUBLICATIONS

Peer-Reviewed Articles

Sastry, S., Siegenthaler, B., Mukherjee, P., **Abdul Raheem, S.**, & Basu, A. (2023). The (mis) uses of community: a critical analysis of public health communication for COVID-19 vaccination in the United States. *Human Communication Research*, 49(4), 396-407.

Elhosary, M., Issaka, B., Mohammed, I., Sissy, B., & **Abdul Raheem, S.** (2026). Communicating the Crisis or Misinforming the Public? Analyzing the AI-Generated Visual Rhetoric of the 2025 California Wildfires. *International Journal of Communication*, 20, 20-20.

<https://doi.org/10.65476/v7dgs35>

Creative Work

Iowa Stories and Lived Experiences of African immigrant farmers <https://isle2025.tilda.ws> , 2025.

MANUSCRIPTS UNDER REVIEW

Abdul Raheem, S. "Framing Faith and Pleasure: Black Muslim Women's Sexual Health Microcelebrity Practices on Social Media". *Journal of religion and media*

Wunpini, F. & **Abdul Raheem, S.** Influencers, Femboys and Kojo Besia: Queering Gender Performance in the Digital Public Sphere. *International Journal of Feminist Politics*

Abdul Raheem, S., Kim, S. & Eze, U. (revise and resubmit) "Modern Day Slavery": Exploring the use of multi-modal emotional frames in Human Trafficking Awareness videos on YouTube. *Global Perspectives in Communication*

Abdul Raheem, S, & Durham. Download a Period Tracker and Thank Me Later": Examining trialability discourse influencing femTech adoption among Ghanaian women. *Communication Culture & Critique*

Abdul Raheem, S. #Getreadywithme: Black American Muslim girls authoring change in digital spaces (Abstract accepted). *Girlhood Studies*

MANUSCRIPTS IN PREPARATION

Abdul Raheem, S. & Aidoo, E. Social media discourse on body enhancement for mental wellbeing

Abdul Raheem, S. & Merryll, K. Social Presence of FemTech

Adjei, P., Aidoo, E. & **Abdul Raheem, S.** Silenced by the System: Navigating Disclosure, Invisible Disabilities, and Occupational Stigma on TikTok

Zhang, B., Krajewski, J. & **Abdul Raheem, S.** Feeding the World—Corn or Content? Analysis of Farmer Influencer Communication on TikTok

CONFERENCES

International Conferences

Abdul Raheem, S., Kim, S. & Eze, U. (Oct 2024). "Modern Day Slavery": Exploring the use of emotional frames in Human Trafficking education videos on YouTube and audience engagement. Paper presented at the International Journal of Press/Politics, Edinburgh, Scotland.

Abdul Raheem, S. (June 2023). Body image and identity among American Muslim teen girls. The role of religion and social media. Paper presented at the International Communication Association (ICA) Annual Conference, Toronto, Canada.

Abdul Raheem, S. (June 2023). #GetReadyWithMe: Black American Muslim Teen Girls Navigating Body Image and Identity on TikTok. Paper presented at the International Communication Association (ICA) Annual Conference, Toronto, Canada.

Issaka, B., **Abdul Raheem, S.**, Aidoo, E., & Aderonke, D. (May 2023). Behavioral analysis of teachers' attitudes towards students' use of mobile phones in schools in Ghana. Paper presented at the International Communication Association (ICA) Annual Conference, Toronto, Canada.

Abdul Raheem, S., Issaka, B., & Mohammad, I. (Oct 2023). Unleashing the Power of Digital Activism: Muslim Women, Non-Governmental Organizations, and the Fight for Social Equality. Paper presented at the international Journal of Press/Politics, Edinburgh, Scotland.

NATIONAL CONFERENCES

Abdul Raheem, S. & Durham. (Aug 2026). Download a Period Tracker and Thank Me Later": Examining trialability discourse influencing FemTech adoption among Ghanaian women. Paper accepted at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, New Orleans. Commission on Status of Women.

Abdul Raheem, S. & Issaka, B. (Aug 2026). Localizing AI: The Use of AI in Journalistic Verification in Ghana. Paper accepted at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, New Orleans. International Communication Division

Witmer, S., **Abdul Raheem, S.**, Ortiz, A., Lomoywara, D., Akwagh, E., Darnell, R., Ikefuama, A., Hossain, N., Hossain, S., Tawiah, A., Restiffe Favoretto, S., Zeng, W., & Berger Pereira, R. (Aug 2026). Self-Promotion for Women in Higher Education: A Cross-National Study of Digital Visibility, Gendered Risk, and Academic Labor. Paper accepted at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, New Orleans. Commission on Graduate Education.

Menna, E., Issaka, B., Mohammed, I. & **Abdul Raheem, S.** (Nov 2025). Communicating the Crisis or Misinforming the Public? Analyzing the AI-Generated Visual Rhetoric of the 2025 California Wildfires. Paper presented at the National Communication Association Conference, Denver, Colorado.

Abdul Raheem, S., Tinga. T. Nii, K., Yin, F., & Ajala, S. (Nov 2025). Production, Platforms, and African Media in the Digital Age. Panel Presentation at the National Communication Association Conference, Denver, Colorado.

Abdul Raheem, S., & Zhang, B. (Aug 2024). Interaction between religiosity, identity, and embodiment of Black American Muslim girls. Paper accepted at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, California.

Aidoo, E. & **Abdul Raheem, S.** (April 2024). Framing Health Disparities in the UK: An Analysis of Media Coverage. Paper presented at the BEA Conference, Los Angeles

Aidoo, E., **Abdul Raheem, S.**, Wood, S., & Adjei, P. (Nov 2023). Assessing Media Framing of Menstruation in Ghana: A Qualitative Content Study. Paper presented at the National Communication Association (NCA) Annual Conference, An Harbor, Maryland

Zhiying, X., & **Abdul Raheem, S.** (Nov 2024). Decoding the #Mobwife Trend on TikTok: Aesthetic Exploration and Gender Discourse. Paper presented at the National Communication Association (NCA) Annual Conference, New Orleans, Louisiana

Abdul Raheem, S., & Issaka, B. (April 2023). Examining public health education: A case of adolescent service policy and strategy in Ghana. Paper presented at the DC Health Communication Conference (DCHC), Washington, DC.

Abdul Raheem, S., & Obu, R. (April 2023). Appeals for Participation in Management of COVID-19: A Critical Content Analysis of the Frames used in President's Nation's Address. Paper presented at the DC Health Communication Conference (DCHC), Washington, DC.

Sastry, S., Siegenthaler, B., Mukherjee, P., **Abdul Raheem, S.**, & Basu, A (Nov 2022). Locating "community" in appeals for community participation in COVID-19 vaccine discourse: A critical analysis of public health communication in the United States. Paper presented at the National Communication Association (NCA) Annual Conference, New Orleans, Louisiana

Issaka, B., Mohammed, I., Suleman, M., & **Abdul Raheem, S.** (November 2022). Challenging place-based beliefs in Ghana and Nigeria: Examining mental health digital discourses to reframe advocacy. Paper presented at the National Communication Association (NCA) Annual Conference, New Orleans, Louisiana.

Abdul Raheem, S. (May 2022). The Role of Islam in Shaping Identities Among Female Muslim Students in U.S. Colleges. Paper presented at the Ohio Communication Association (OCA) Annual Conference, Athens.

Abdul Raheem, S., Mohammed, I., & Fordjour, N. (Nov 2022). Diversity and identity: Navigating African Teaching Assistants' cultural experiences in the US classroom. Panel Discussion at the National Communication Association Conference, New Orleans, Louisiana.

Abdul Raheem, S., Suleiman, M., Zurak, A. (Mar 2022). Cancer Tracking and Management using data in Ghana. Zurak Cancer Foundation uses data to drive cancer communication in Ghana. Presented at the Michigan institute of Data Science (Midas) Data for public symposium.

ADMINISTRATIVE/ ACADEMIC POSTIONS

UNIVERSITY OF IOWA

Graduate Teaching Assistant
Graduate Research Assistant

2023-2026
Summer 2023

REVIEWS EDITOR

Journal of Communication Inquiry

2026-2027

IOWA STORIES AND LIVED EXPERIENCES

Summer 2025

Cultural Competence Instructor

HIJABEE.PHD INSTAGRAM PAGE

2023-present

Content creation and academic coach

UNIVERSITY OF CINCINNATI

Graduate Teaching Assistant, School of Communication, Film and Media Studies 2021-2023

Graduate Research Assistant 2021-2022

HBCU COMMUNICATION PHD PIPELINE PROGRAM

May – Aug 2022

Program Assistant

JOURNAL OF APPLIED COMMUNICATION RESEARCH

2023

Communications Director

UNIVERSITY OF CINCINNATI, INSTITUTE FOR POLICY RESEARCH

2022

Research Assistant

MINISTRY OF COMMUNICATIONS, GHANA

2018

Media Monitor

MODEST CODE WEBSITE

2017-Date

Creative Director & Editor

RESEARCH EXPERIENCES

Research Group Affiliation

2023-Present

Global Media Studies

Understanding public's behaviors, attitudes and opinions related to the COVID-19 pandemic and vaccination. 2022

- Funded: Research Assistant to Dr. Eric Rademacher
- Conduct telephone interviews and review data collection instruments with research team.
- Awarded by Interact for Health

Feeding the World—Corn or Content? Analysis of Farmer Influencer Communication on TikTok 2023- Present

- Funded: Research Assistant to Dr. Bingbing Zhang
- Data collection using Python-based tools and managed datasets using Excel
- Coded qualitative and quantitative data according to project frameworks.
- Conducted preliminary and advanced data analyses to support research objectives.

Locating “community” in appeals for community participation in COVID-19 vaccine discourse: A critical analysis of public health communication in the United States. 2022

- Funded: Research Assistant to Dr. Shaunak Sastry

- Data analysis using NVivo, conducted literature review and finalization of findings.

Hard wired for news revisited: Biology, culture, deviance, time, and reality 2022

- Funded: Research Assistant to Dr. Pamela Shoemaker
- Conducted literature review and wrote an annotated bibliography on articles focused on news, biology, and cultural evolution.

TEACHING EXPERIENCE

UNIVERSITY OF IOWA, IOWA CITY

- Courses Taught: 2023-2026
- **JMC:1100: Intro to Media Effects** (undergraduates, required, 60 students, 3 sections)
 - **JMC:1300: Intro to Journalism and Strategic Communication** (undergraduates, 100 students)
 - **JMC:1500: Intro to Social Media**, (undergraduates, required, 60 students, 3 sections)

UNIVERSITY OF CINCINNATI

- Courses Taught: 2021-2023
- **COMM:1071: Public Speaking**, (undergraduates, required, 60 students, 3 sections)
 - **COMM:2004: Communicating Health, Science, and the environment**, (undergraduates, 100 students)

INVITED PROFESSIONAL PRESENTATIONS

Abdul Raheem, S. (Oct 2023). Represent your school, navigating education in the US. EducationUSA Kumasi.

Abdul Raheem, S. (March 2023). Assimilating to US culture and navigating religious practices as a Muslim student in the US. Ghana Muslim Professionals Abroad.

GRANTS & FELLOWSHIPS

EXTERNAL

2026	American Association of University Women International fellowship. (awarded \$25,000 by the American Association of University Women)
2026	James Madison University, Preparing Future Faculty fellowship (awarded \$11,000, deferred)
2024	3rd Place Student Top Paper Award (awarded \$250 by AEJMC Minority and Communication Division)
2022	NCA Caucus Student Travel Grant. (awarded \$300 by the National Communication Association (NCA))
2021	Niehoff Center for Film & Media Studies research grant (awarded \$2000)

INTERNAL

2026	ACT Fellowship (awarded \$23,000 by the University of Iowa, Graduate College)
2026	Graduate Summer Research Fellowship (awarded \$11,000 by the University of Iowa, Graduate College)

2025	Post Comprehensive Exam Fellowship (awarded \$11,000 by the University of Iowa, Graduate College)
2025	Easton Collaborative Research Grant (awarded \$5,000 by the University of Iowa, School of Journalism & Mass Communication)
2024	Murray Doctoral summer fellowship (awarded \$5,000 by the University of Iowa, School of Journalism & Mass Communication)
2023	Travel Funding (awarded \$2,000 by the University of Iowa, School of Journalism & Mass Communication)

AWARDS

2025	Iowa Stories and Live Experiences best photography College photograph award of excellence
2025	University of Iowa Graduate and Professional Student Government Top Grant Reviewer
2024	AEJMC Minority and Communication Division Third place paper award BEA
2024	Conference International Interest Division First place paper award
2023	University of Cincinnati Judith S. Trent Graduate Student Research Award
2016	Young Africa Leaders Initiative, Africa for Her Champion

SERVICE & ENGAGEMENT

JOURNAL REVIEWER

The Communication review	2024 -2025
Howard Journal of Communication	2024
Ad hoc Reviewer. National Communication Association	2022-2024

UNIVERSITY OF IOWA

2025	Director of Communication , Journal of Communication Inquiry
2024	Advisory Board member , Journal of Communication Inquiry
2023.	Member, Board of Directors , Daily Iowan
2023	Grant Reviewer , Graduate & Professional Student Government, University of Iowa

UNIVERSITY OF CINCINNATI

2022	TEDx UCincinnati Speaker Coach
2022	Public Relations Officer , University of Cincinnati Communication Graduate
2022	Public Careers Fellow , University of Cincinnati
2023	Advisor , University of Cincinnati Muslim Students Association

THE COMMUNITY

2025/26	Director of Communications , Graduate Students Association of Ghana USA
2023/24	Planning Committee , Ghana Muslim Professionals Abroad
2022	Volunteer , Islamic Society of Cincinnati Food Pantry
2021	Volunteer , National Communication Association
2016/20	Volunteer , Rayuwa Foundation
2017/20	Director of Innovation, Administrative Director , Zurak Cancer Foundation

CERTIFICATION

- 2021. Google Digital Marketing Certificate
- 2022 Feminism and Social Justice, UC Santa Cruz
- 2021 Meta Social Media Marketing Professional
- 2020 IBM Enterprise Design Thinking Practitioner

SKILLS

Core Competencies:

- Analysis: Qualitative & Computational
- Web & Digital: Digital Content Creation, Online Publishing- Podcast, Website

Tools & Platforms:

- Data & Statistical: Excel & Python
- Qualitative Analysis: NVivo, MAXQDA
- Social Media Management: Google Analytics, Hootsuite,
- Web Development: WordPress, MailChimp

Portfolios:

atmodestcode.com

hijabee.phd

[Sabena Abdul Raheem LinkedIn](#)

Website

MEMBERSHIP ASSOCIATION

- National Communication Association
- International Communication Association
- American Association of University women
- Association for Education in Journalism and Mass Communications (AEJMC)
- Ohio Communication Association

REFERENCES

Meenakshi Durham, Ph.D.

Professor

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University of Iowa

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Rachel Young, Ph.D.

Associate Professor

School of Journalism and Mass Communication

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Mellissa Tully, Ph.D.

Professor
School of Journalism and Mass Communication
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Email: melissa-tully@uiowa.edu

Shaunak Sastry, Ph.D.

Professor
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UC Santa Barbara
Email: sastry@ucsb.edu