

**Prof. Dr. Doaa Adel Mahmoud Hassan**  
**Dean, Faculty of Media and Electronic Publishing**

**Biography**

- Assoc. Prof. Dr. Doaa Adel Mahmoud Hassan is an accomplished academic, researcher, and media professional specializing in Digital Journalism, Digital Media, and Artificial Intelligence in Media. She currently serves as the Dean of the Faculty of Media and Electronic Publishing at STARDOM University.
- With more than 16 years of experience in higher education and media studies, Dr. Hassan has taught journalism and digital media courses at several Arab universities and has contributed significantly to the development of innovative academic programs that align with the evolving needs of the digital media industry. She holds a Ph.D. in Journalism and Digital Media from Cairo University, Egypt.
- Dr. Hassan is the founder of the Digital Media and Artificial Intelligence Program at STARDOM University, a pioneering academic initiative designed to equip students with advanced media, technological, and AI-driven communication skills required in today's rapidly changing media landscape.
- Previously, she served as an Assistant Professor of Digital Journalism and Digital Media at Jazan University, Saudi Arabia, for ten years. She has also earned specialized professional certifications in Artificial Intelligence Journalism, Content Verification, and Digital Media from internationally recognized institutions and organizations.
- Her research interests focus on digital journalism, artificial intelligence applications in media, digital communication, media literacy, and emerging trends in online media. She has published several peer-reviewed studies and actively participates in academic conferences and professional development initiatives across the Arab region.



**Areas of Expertise**

- Digital Journalism
- Digital Media
- Artificial Intelligence in Media
- AI Journalism
- Digital Content Creation
- Media Literacy
- Online Communication
- Media Education

**Academic Qualifications**

- Ph.D. in Journalism and Digital Media, Cairo University, Egypt
- Professional Certificate in AI Journalism
- Specialized Certifications in Digital Media and Content Verification

## Selected Publications

### Featured Research

- Egyptian Youth's Use of Chatbots as Virtual Friends
- Public Attitudes Toward COVID-19 Awareness Campaigns in the Jazan Region
- The Image of Saudi Women in Arab Media Following Vision 2030

## Leadership and Professional Activities

- Dean, Faculty of Media and Electronic Publishing, STARDOM University
- Founder of the Digital Media and Artificial Intelligence Program
- Former Assistant Professor of Digital Journalism and Digital Media, Jazan University, Saudi Arabia
- Member, Saudi Association for Media and Communication
- Contributor to academic conferences and media development initiatives across the Arab region

## Awards and Achievements

- Founder of the Digital Media and Artificial Intelligence Academic Program at STARDOM University
- More than 16 years of teaching and academic experience in journalism and digital media
- Certified in AI Journalism, Digital Media, and Content Verification Technologies
- Published researcher in digital journalism and media studies

## Professional Vision

Dr. Hassan is committed to preparing future media professionals through innovation, digital transformation, and the responsible integration of artificial intelligence into journalism and communication. Her vision is to bridge the gap between academic education and the rapidly evolving demands of the global media industry.

## Contact Information

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