

# Ashiya Abdool Satar

## PROFESSIONAL CURRICULUM VITAE

### Education

***MA - Organisational Communication:***

University of South Africa, 2018

***Certificate in Web Design and HTML:***

University of South Africa, 2011

***BA (Honors), Organisational Communication:***

University of South Africa, 2009

***BA, with Majors in Communication and Industrial Psychology:***

University of South Africa, 2003

### Research Experience

**2017**

***Ethekwini Municipality - MA (Master of Arts in Communication Science):***

Qualitative and quantitative data collection and analysis, involving multiple one-on-one interviews, quantitative survey research using questionnaires, and content analysis of policy documents at a large metropolitan municipality in South Africa using stratified random sampling of research participants.

Supervisors: Dr LI van Dyk and NRF-rated researcher and SACOMM vice president Dr WJ Greeff.

**2017**

***Inclusive Education:***

Part of a team of international researchers conducting theoretical analysis related to inclusivity in higher education, with particular emphasis on digital inclusivity and inclusivity of students with disabilities.

## **2017 – present**

### ***RNIB and Dolphin:***

Liaison with the Royal National Institute of the Blind (RNIB) and Dolphin Technologies in a new upcoming research project – association with these institutions through the CEO of Dolphin technologies, Noel Duffy, and Senior Lecturer in Education at the University of Worcester, UK, Dr Sean Bracken, to highlight innovative technologies used for visually impaired and hearing-impaired people.

## **2014 – present**

### ***YCAP (Youth Citizen's Action Programme):***

Community outreach project involving high school learners across South Africa—conducting focus group interviews and quantitative survey research as a part of a team of researchers (Prof TC du Plessis from the Department of Communication Science and Prof ST Mokoboto-Zwane from the Department of Health Studies) since 2014. Principal researcher: NRF-rated researcher, Professor TC du Plessis.

## **2013 – present**

### ***Supervisor:***

COM4809 Advanced research Projects for Honour's students involving qualitative and quantitative methods of data collection and analysis since 2013, utilising probability and non-probability samples.

## **2011**

### ***Rustenburg Local Municipality:***

Conducted multiple focus group interviews for a research project, utilising a maximum variation sample

## **2008**

### ***SAMUN (South African Model United Nations):***

Supervised and facilitated a group of high school learners for a mock setup of a UN session on the global refugee crisis. Research conducted on global refugee crisis issues and the stance of various nation states on assisting refugees for the mock session in the Mafikeng (Mmabatho) legislature in a simulated session of the United Nations Assembly.

## **2008 – present**

### ***Content analysis:***

Content analysis of hard copy and online newspaper articles, and policy documents for research projects at postgraduate and undergraduate level, as well as for conference papers analysing mass media representation of women.

### ***Statistical analysis:***

Statistical analysis and interpretation of data using one-way ANOVA, MANOVA, t-tests, f-tests, reliability and validity tests, such as the Cronbach alpha with the assistance of a statistician.

### ***Theoretical reviews:***

Conducted many literature reviews and theoretical analyses for research projects, postgraduate studies and conference papers involving various topics, such as youth development, ODL, Community of Practice (CoP), communication satisfaction, inclusive education, institutional research, public administration, media representation, public relations individually and as part of a team.

### ***Thematic analysis:***

Transcription of interview data (one-on-one and focus groups) and thematic analysis using the Braun and Clarke method of data analysis.

## **Work Experience**

### **2013 – present**

#### ***ODeL experience: Lecturer:***

Unisa -Department of Communication Science - have been involved in tuition of postgraduate and undergraduate modules in Organisational Communication and Public Relations since 2013, utilizing a blended mode of tuition, learning, and assessment using various platforms (such as paper-based tuition, myUnisa, Twitter, Live Broadcasts, Google Hangouts, Skype, telephonic assistance, etcetera)

#### ***Recurriculation:***

Involved with the recurriculation of the BA Communication Science degree with various other colleagues in the Department – involved in the development of four modules.

## **2008 – 2011**

### ***Facilitator:***

Unisa Rustenburg Branch - Face-to-face tutorials for Communication Science and Industrial Psychology modules and development of Facebook groups for related student support and interaction.

## **2003 – 2008**

### ***Educator:***

Rustenburg – Educator for high school learners up to matric in Social Science subjects

# Conferences and Presentations

## **2017**

### ***Paisley:***

Presented two papers as part of an international group of researchers (from Australia, USA, China, Canada, and South Africa) at the HETL (International Higher Education, Teaching, and Learning Association) in June 2017.

Title 1: "*International Perspectives Part 1: Challenges of Inclusivity in Higher Education*"

Title 2: "*International Perspectives Part 2: Strategies for Encouraging Inclusivity in Higher Education*"

## **2015**

### ***Montreal:***

Attended the IAMCR (International Conference for Media and Communication Research) conference in Montreal, Canada – July 2015 as part of the emerging researchers' stream.

## **2013**

### ***Dublin:***

Presented a research paper at the IAMCR (International Conference for Media and Communication Research) conference in Dublin, Ireland – 2013.

Title: "*A New Dawn for Islamic Identity – Is the New Public Relations Media the Answer?*"

## **2012**

### ***Durban:***

Presented a research paper at the IAMCR (International Conference for Media and Communication Research) conference in Durban, South Africa – 2012.

Title: "*Challenging Stereotypes – Sensitizing the Media to the Fair Depiction of Muslim Women*"