

Toni Rouhana

Curriculum Vitae
tonirouhana.com

PROFESSIONAL APPOINTMENTS

- 2025-present **New Mexico State University**
Assistant Professor of Sociology
Department of Sociology
- 2021-2025 **The University of York**
Postdoctoral Research Associate
Department of Politics
The Centre for the Comparative Study of Civil War
(initially housed at The University of Sheffield)

EDUCATION

- 2021 **PhD** University of California, Santa Cruz
Sociology and Designated Emphasis in History of Consciousness
Dissertation: *A Theory of Practice of Sect Identities: A Case Study of the Syrian War*
Committee: Deborah Gould (Chair), Robert Meister, Nathaniel Deutsch, Lisa Wedeen
- 2015 **MA** University of California, Santa Cruz
Sociology
Thesis: *Sectarian Imaginations: Rethinking Popular Sectarianism in Lebanon*
- 2009 **MS** Antonine University, Zahle, Lebanon
Computer Engineering
Thesis: *Linking Video Presentations to their Source Files Using Pattern Recognition*
- 2006 **BS** Antonine University, Zahle, Lebanon
Computer Engineering

PUBLICATIONS

Books

Civil War as a Social Process: Systems of Relations in Colombia, Lebanon, Nepal, and South Sudan
co-authored with Anastasia Shesterinina, Eduardo Álvarez-Vanegas, Hanna Ketola and Sayra van den Berg (under review by Cornell University Press)

A Theory of Practice of Sect Identities: A Case Study of the Syrian War
proposal and full manuscript preparation for submission to Stanford University Press – Middle East Series

Articles (peer-reviewed)

- 2024 "A Critical Juncture Lived Otherwise? The Case of the "Cedar Revolution," *Ethnopolitics*, 1-20. <https://doi.org/10.1080/17449057.2024.2401244>
- 2023 "Critical Discourse Analysis Guided Topic Modeling: the Case of Al-Jazeera Arabic," *Information, Communication & Society*, 26:5, 904-922, DOI: <https://doi.org/10.1080/1369118X.2023.2166364> (impact factor 4.2, 5-year impact factor 6.0)
- 2022 "The Syrian War on Facebook: A Call for Mixed Methods" *First Monday*, Volume 27, Number 9. <https://doi.org/10.5210/fm.v27i5.11557>

(invited contribution, accepted special issue)

"Life history interviews in the study of violent conflict" in Data Collection and Conflict Special Issue, *Civil Wars*. co-authored with Anastasia Shesterinina

Other Academic Writing

- 2025 "HTS's Strategic Continuity: Theological Foundations of Pragmatic Transformation" [Pathways to Renewed and Inclusive Security in the Middle East \(PRISME\) Initiative](#)
- 2024 "Is Palestine the "Compass"?" SEPAD, Sept 24. <https://www.sepad.org.uk/announcement/is-palestine-the-compass>
- 2022 "Initial Reflections on Life Histories of Ex-Combatants in the Lebanese Civil War," *Civil War Paths*, Jul 1. <https://www.civilwarpaths.org/2022/07/01/initial-reflections-on-life-histories-of-ex-combatants-in-the-lebanese-civil-war/>

Under Review

- 2025 "Organizing War: The Missing Link Between Grievance and Violence in Lebanon" *Mobilization: An International Quarterly*

Manuscripts in Preparation

- "Tweeting the Syrian Civil War: Weaponizing Identities Online" *Journal of Peace Research*
- "Mapping Emotions on Twitter during Syria's Civil War" *New Media & Society*
- "What Does a Twitter Trend Campaign Mean? A Study of Beirut's Port Explosion on Twitter" *Information, Communication & Society*
- "Uses and Abuses of Data in Higher Education" co-authored with Rebecca London
- "Surveillance and Online Proctoring in Higher Education" co-authored with Rebecca London

Podcast

- 2024 [“Decolonizing Research Impact”](https://youtu.be/yq67DjbSN4c) - Episode 3, Decolonizing Research Podcast, Interdisciplinary Global Development Centre, University of York, UK
<https://youtu.be/yq67DjbSN4c>

CONFERENCE PARTICIPATION

Conferences Organized

- 2025 *Intersecting Dynamics of Conflict*, The Centre for the Comparative Study of Civil War, University of York (virtual), June 13
- 2024 *Conflict Dynamics in Civil Wars*, The Centre for the Comparative Study of Civil War, University of York (virtual), July 12 & July 19
- 2023 *Civil War as a Social Process*, The Centre for the Comparative Study of Civil War, University of York (virtual), October 6

Panel Organized

- 2025 “Discursive Transformations in Syria: Analyzing Linguistic and Ideological Shifts of Hay'at Tahrir al-Sham” Middle East Studies Association (MESA), Washington D.C., Nov 23

Papers Presented

- 2025 “Language and Ideology in HTS's Organizational Evolution” Middle East Studies Association (MESA), Washington D.C., Nov 23
- 2024 “A Meso-Level Analysis of Pre-Civil War Lebanon: Movement and Counter-Movement Dynamics” Middle East Studies Association (MESA), Virtual, Nov 11-16
- “A Critical Juncture Lived Otherwise? The Case of the Cedar Revolution” American Sociological Association (ASA), Montreal, Canada, Aug 9-13
- “Life history interviews in the study of violent conflict” British International Studies Association (BISA), Birmingham, UK, June 5-7
- 2023 “Syria’s Civil War: Sect Habitus and the Evolution of Human Rights Discourse” Middle East Studies Association, Montreal, Canada, Nov 2-5
- “Ethnography in War: Challenges and Dilemmas” Centre d’études et de recherches international de l’Université de Montréal (CÉRIUM), Montreal, CA, Nov 1

Journée d'étude – Les défis du travail de terrain en Afrique et au Moyen-Orient.
Centre d'études et de recherches international de l'Université de Montréal
(CÉRIUM) et Équipe de recherche sur le Politique et le Religieux en Afrique et au
Moyen-Orient (PRAM), Université de Montréal, Canada, Nov 1

“A Social Movement Path? Sect-Based Divisions in the Lebanese Civil War”
European Consortium for Political Research (ECPR), Prague, Czech Republic, Sep
4-9

“What Does a Twitter Trend Campaign Mean in Lebanon: A Study of the August 4,
2020 Explosion on Twitter” Data Journalism for Human Rights Program at the
American University of Beirut, Lebanon, Aug 7

“A Social Movement Path? Sect-Based Divisions in the Lebanese Civil War” British
International Studies Association (BISA), Glasgow, Scotland, June

2022 “Sect Habitus and the Politics of “Security and Safety” The Case of Syria” Middle
East Studies Association (MESA), Denver, CO

“A Social Movement Path? Sect-Based Divisions in the Lebanese Civil War”
American Political Science Association (APSA), Montreal, Canada

Co-organized with Anastasia Shesterinina “The Civil War Paths 2022 End of Year
Conference,” University of Sheffield

2020 “The Syrian War on Facebook: A Call for Mixed Methods” American Sociological
Association (ASA), San Francisco, CA

2019 “The Return of the Repressed: Bringing Religion Back into the Study of Sectarianism
in the Middle East” - Political Theology Network Conference, New York, NY

2018 “When Sectarianism Becomes Lebanese”- Middle East Studies Association
(MESA), San Antonio, TX

“Mapping Emotions on Twitter: A Case Study of the Syrian Civil War Since 2014” -
Media Sociology ASA Preconference, Philadelphia, PA

“Media Segregation: A Case Study of Online Interaction on the Syrian Civil War”
Media Sociology ASA Preconference, Philadelphia, PA

2017 “Rethinking Religious Sectarianism: A Case Study of Sectarian Imaginations in
Lebanon” - American Sociological Association (ASA), Montreal, Canada (accepted)

“Introduction to GIS” - International Conference on Computational Social Science
(IC2S2), Cologne, Germany

2015 “Sectarian Imaginations: The Shifting of Sectarian Habitus in Lebanon” Middle Eastern Studies Association (MESA), Denver, CO

“Sectarian Mobilizations? A Case Study of Sectarian Imaginations In Lebanon.” *Collective Behavior and Social Movements workshop, section of the American Sociological Association*, Chicago, IL

Panel Moderation

2025 “Discursive Transformations in Syria: Analyzing Linguistic and Ideological Shifts of Hay'at Tahrir al-Sham” at Middle East Studies Association (MESA), Washington D.C., Nov 23

2024 Chair & Discussant for Panel “From Macro to Micro Level in the Study of Armed Organizations in Syria” *Conflict Dynamics in Civil Wars*, The Centre for the Comparative Study of Civil War, University of York (virtual), July 19

Panel Chair “From Mobilisation to Re-Integration in Latin America,” *Conflict Dynamics in Civil Wars*, The Centre for the Comparative Study of Civil War, University of York (virtual), July 19

Co-Discussant and Respondent for Talk by Dr. Rabie Barakat and Dr. Kyle Johnson “Journalism and Conflict Analysis in Contexts of Political Violence: Experiences and Challenges” University of York, Mar 13

2023 Discussant and Respondent for Talk by Prof. Lisa Wedeen “Ideology, Affect, and the Politics of Disavowal: Notes on Syria” University of York, Mar 8

2021 Discussant and Respondent for Talk by Prof. Wendy Pearlman “Narrative Identity and the Experience of Violence” University of Sheffield, Dec 8

INVITED TALKS

2025 “Syria's Civil War: Sect Habitus and the Evolution of a Human Rights Discourse” The MAIR (Masters in International Relations) Research Seminar Series, University of Plymouth, UK

“Decolonising Research Impact” Interdisciplinary Global Development Centre, University of York, UK

2022 “The Civil War Paths Project: The Case of Lebanon,” [PhD seminar], UC Santa Cruz

2019 “Capital,” [Undergraduate three hundred student core course lecture] Classical Social Theory, UC Santa Cruz

- 2018 “Religious Sectarianism in the Age of Big Data,” [Undergraduate one hundred eighty student upper division lecture] Sociology Capstone, UC Santa Cruz
- 2015 “Studying Social Movements in the Middle East: Theory, Methods, and analysis.” Sociology 203 Graduate [PhD seminar] Sociological Methods, UC Santa Cruz

AWARDS, HONORS and FELLOWSHIPS

- 2025 Emerging Scholars Program, College of HEST, New Mexico State University (\$15,000)
- 2023-present Fellow (non-resident), Sectarianism, Proxies and De-sectarianisation (SEPAD), The Richardson Institute, Lancaster University
- 2021-22 Fellow (non-resident), Center for Arab and Middle Eastern Studies (CAMES), American University of Beirut (AUB)
- 2019 Political Theology Network Conference Travel Award (\$500)
- 2018-19 Global Religion Doctoral Dissertation Fellowship - The Global Religion Research Initiative (GRR) of the Center for the Study of Religion and Society (CSRS) at the University of Notre Dame, IN (\$30,000)
- 2017 Sociology Department Travel Support, UC Santa Cruz (\$3,500)
- 2016-17 Fellow (non-resident) at the Center for Arab and Middle Eastern Studies (CAMES) at American University of Beirut (AUB)
- 2016 Graduate Student Association Travel Grant, UC Santa Cruz (\$500)
- 2015-16 Campus Wide Outstanding Teaching Assistant Award, UC Santa Cruz
- 2012-13 Regents Fellow, UC Santa Cruz

RESEARCH COLLABORATIONS

- 2024 **Workshop Co-organizer with SEPAD**
Transnational Dynamics of Post October 7, Lancaster University
- 2024 **Co-editor of Special Issue**
Transnational Dynamics of Post October 7
- 2021-present **Director of Technology and Digital Humanities Researcher**
The Minhag Project: A Crowd-Sourced Archive of Jewish Customs
Digital Humanities participatory survey project with Nathaniel Deutsch

- 2021 **Graduate Student Researcher**
Uses and Abuses of Data in Higher Education with Rebecca London
- 2020 – 2021 **Graduate Student Researcher**
The Minhag Project: A Crowd-Sourced Archive of Jewish Customs
 Digital Humanities participatory survey project with Nathaniel Deutsch
- 2015 – 2016 **Graduate Student Researcher**
 Regional Epistemic Communities
 Big Data & Social Network Analysis with Chris Benner

UNIVERSITY TEACHING

Assistant Professor of Sociology at New Mexico State University

- 2026 Sociology of Religion
 Intro to Sociology
- 2025 Sociological Theory
 Intro to Sociology

Instructor at University of California, Santa Cruz

- 2018 Intro to GIS for Social Scientists
- 2016 Statistical Methods

Teaching Assistant at University of California, Santa Cruz

- 2021 Intro to 2D Animation
- 2021 Intro to Programming in the Arts
- 2020 Intro to 2D Animation
- 2019 Classical Social Theory
- 2018 Statistical Methods
- 2017 The Evaluation of Evidence
- 2015 Sociology of Social Movements
- 2015 Logic and Methods Social Inquiry
- 2015 Statistical Methods
- 2015 Statistical Methods
- 2014 Classical Sociological Theory
- 2014 Statistical Methods
- 2014 Logic and Methods Social Inquiry
- 2013 Classical Sociological Theory
- 2012 Sociology of Social Movements (Reader)

Instructor at Platt College, San Diego, CA

- 2012 Scripting for the Web
- 2012 PHP

OTHER TEACHING

- 2023-2024 **Technology Instructor at Arab Image Foundation, Beirut**
Led two-week workshop on CMS and DAMS, provide technical workshops as needed on topics such as git, command line, etc
- 2010-2014 **Educational Program Manager and Instructor at FAB LAB MIT - San Diego**
Developed and taught courses Intro to Programming, Intro to Java, Intro to HTML, Intro to C++, Intro to CSS, Intro to Creative Computing 101 & 102, DIY Robotics, Intro to Android Mobile Apps

INDUSTRY EXPERIENCE

- 2009-2012 **Freelance Web Developer and Digital Humanities Specialist**
Developed DH archival and memory work web projects
- 2008-2009 **Team Leader and Flash Developer at Educational Research Center, Beirut, Lebanon**
Developed active book projects
Built the engines as frameworks for the projects
Worked on creating assessments, activities and supplementary exercises
Developed CMS for the active books

RESEARCH TRAINING AND COURSES

- 2025 Teaching Academy Mentorship, New Mexico State University
- 2024 Conducting Fieldwork in Trauma Affected Communities, advanced training workshop to navigate field research with Trauma affected interlocutors and communities, such as Refugee communities. Led by Beatrice Murunga, counselor, psychotherapist, post-traumatic stress specialist, and lecturer at Daystar University, Kenya
- 2023 Use of NVivo for Qualitative Analysis, advanced training workshop. Led by Dr Christina Silver at Qualitative Data Analysis Services (QDAS)
- 2022 Vicarious Trauma and Field Research, advanced training workshop organized by the Civil War Paths research project to train team members on risks and mitigation strategies for conducting ethnographic fieldwork with vulnerable populations in fragile environments. Led by Maureen Freed, licensed psychotherapist and Deputy Head of the Oxford University Counselling Service

SERVICE

2025	Reviewer for Undergraduate Statistics Assessment, NMSU
2025	Sociology Department Marketing Committee, NMSU
2025	Reviewer for <i>Ethnopolitics</i>
2022-present	Fellowship Scheme and Annual Conference Lead at Civil War Paths
2024	Reviewer for <i>Studies in Ethnicity and Nationalism</i>
2023	Reviewer for <i>Humanities and Social Sciences Communications</i>
2023	Reviewer for <i>Information, Communication & Society</i>
2022	Reviewer for <i>First Monday</i>
2020	Reviewer for UCLA's Modern Endangered Archives Program

ADVISING & MENTORSHIP

2025	Chair for Masters' Thesis - NMSU
2024	Provided Feedback for Masters' and PhD Dissertations – University of York
2023	Advising and Providing Mentorship for PhD applications – University of York
2018-2022	Mentor for Undergraduate Student Applications to Graduate School
2018 - 2021	Graduate Advising Committee – UC Santa Cruz
2018	TA mentor for Sociology Department – UC Santa Cruz
2014 – 2019	Statistical Consultant Center for Statistical Analysis in the Social Sciences – UC Santa Cruz
2012 - 2013	Advisor for GIIP Center – UC Santa Cruz

PROFESSIONAL MEMBERSHIPS

American Sociological Association
Middle East Studies Association
British International Studies Association
American Political Science Association
European Consortium for Political Research

SKILLS

Quantitative Analysis

Machine Learning, Generative AI, Big Data Analysis, Descriptive Statistics, Inferential Statistics, classical hypothesis testing, categorical data analysis, log-linear analysis, bivariate, multiple, and logistic regression

Qualitative Analysis

Ethnography: participant observation, interviews
Content Analysis

Software

Languages	R, Python, STATA, JavaScript, JSON, AJAX, jQuery, PHP, HTML, CSS
Web	Drupal, Wordpress, Omeka, Joomla, Moodle
Software	TensorFlow, Keras, Apache Kafka, SPSS, Apache Spark, Matlab, Stata, Microsoft Visual Studio, Microsoft Suite
Geospatial Software	ArcGIS, Google Maps, Open Street Maps
Applications	Flash, Photoshop, Illustrator, Dreamweaver, 3DsMax, AutoCad, CorelDraw
Database Systems	SQL Server, MySQL, Oracle, mongoDB, JSON
Operating Systems	Mac, Windows, Win2k, Linux (Suse, Red Hat), Ubuntu, Mint, Fedora, UNIX

LANGUAGES

English	native reading, speaking, and writing
Arabic	native reading, speaking, and writing
French	native reading, speaking, and writing