



Dr. Niveen Zeyad S. Halalsheh

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* Holds a license to Practicing Academic Profession.

Dr. Niveen Zeyad S. Halalsheh is an expert in digital content design, specializing in digital media and modern online communication platforms. She has extensive media experience in creating professional content that combines effective messaging with creative design, mastering the use of advanced design tools and software to produce integrated multimedia content, including graphics, videos, animations, and interactive elements. Her work is distinguished by a deep understanding of effective communication principles and user experience (UX), along with a constant engagement with the latest trends in digital media and related technologies. Dr. Halalsheh contributes to the creation of media content that not only captures attention but also enhances interaction and effectively serves communication objectives. She is also dedicated to shaping the digital identity of organizations and institutions, crafting impactful media presence strategies that reflect modern communication practices in a rapidly evolving digital environment.

Education and Qualifications:

- **2020 PHD in Education Technology** – The University of Jordan, Amman-Jordan, GBA: 3.77, Excellent. The University of Jordan (**QS 324**).

Within the framework of the dissertation titled “The Effect of Using a (VAK) Model Based on Blended Learning on the Achievement, Development of Self-Learning Skills, and Motivation Towards Learning for the Students of Learning Skills and Scientific Research Course at the University of Jordan,” the cognitive domain of the study lies in the design of electronic content. The research focuses on developing digital content grounded in reception or learning styles (visual, auditory, and kinesthetic), aiming to enhance the effectiveness, engagement, and adaptability of the content to learners’ diverse preferences and cognitive characteristics.

- **2012** MSc of **Computer Information Systems** - Yarmouk University, Irbid-Jordan, GBA: 81.7, Very Good.

Within the master's project titled "Arabic News: Topic and Novelty Detection," the study falls within the domain of computational linguistics and information retrieval, focusing on the automatic processing and analysis of Arabic news content. The project presents a system capable of identifying the main topic of each Arabic news item while detecting its novelty, distinguishing newly emerging stories from previously published ones. This approach supports news agencies by improving efficiency in handling large streams of incoming articles and highlighting new developments in real time.

- **2008** Bachelor of **Computer Information Systems** - Yarmouk University, Irbid-Jordan, GPA: 80.8, Very Good. Achieve the fourth position on the kingdom in the university proficiency test.

Research and Publications:

1. **Media-oriented digital communication and techno wellness in the academic online context: Exposure to risky digital content.**
Halalsheh, N.Z., Jubrail Qaqish, G., Khaled Mohmmad Saeed Al Salahat, Y., Faris Salem Batarseh, L.
Research Journal in Advanced Humanities, 2025, 6(3) (Q1)
2. **Artificial intelligence as a tool to enhance social interventions in reducing crime**
 Tarawneh HH, **Halalsheh NZ**, Sulaiman BA, Alhajjaj HA and Atieh NN
(2025) Front. Artif. Intell. 8:1661266. doi: 10.3389/frai.2025.1661266 (Q2)
3. **Challenges facing universities in achieving sustainable development goals for "quality education": a case study of faculty members at the university of Jordan**
 Tarawneh HH, Nabil Atieh N, **Halalsheh NZ**, Abu Arabi Adwan RAA, Altarawneh TH
International Journal of Sustainability in Higher Education, 2025 (Q1)
4. **Vehicle route optimizer for waste collection and routing optimization problem**
 Fakhouri H. , Hudaib, Amjad., Hamad, Faten., Fakhouri, Sandi., **Halalsheh, Niveen.**, Alkhalaileh, Mohannad S.
Intelligent Systems with Applications, 2025, 27, 200521 (Q1)

5. Advancing Engineering Solutions with Protozoa-Based Differential Evolution: A Hybrid Optimization Approach

Fakhouri, H.N., Hamad, F., Ishtaiwi, A., **Halalsheh, N.** Fakhouri, S.N.

Automation, 2025, 6(2), 13(Q2)

6. Evaluating the Digital Influence: Analyzing the Significance of Social Media Content on Political Awareness Among Jordanian Telecom Employees

Niveen Z. Halalsheh, (2025) Under Review Cogent Social Sciences. (Q1)

7. Empowering Minds in the Digital Age: The Influence of Information Technology on Intellectual Security among University Students

Niveen Z. Halalsheh

Accepted (2024): Nov/2024 Dirasat: Human and Social Sciences

8. AI-Driven Solutions for Social Engineering Attacks: Detection, Prevention, and Response

Fakhouri, H. N., Alhadidi, B., Omar, K., Makhadmeh, S. N., Hamad, F., & **Halalsheh, N. Z.** (2024, February). AI-Driven Solutions for Social Engineering Attacks: Detection, Prevention, and Response. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-8). IEEE.

9. The Role of Information Technology in Enhancing Intellectual Security among University Students in Kuwait

Niveen Z. Halalsheh, Hanadi Aldreabi, Nisreen Kareem Dahdoul, Hind sarayreh, laila hamad alhees

Accepted (2023): ACADEMIA, ISSN, 2241-1402, <http://hepnet.upatras.gr>

10. The Effectiveness of Digital Content Designed Upon Learning Styles on the Academic achievement and Motivation Towards Learning During COVID-19.

Alzboun, M.S., Halalsheh, N.Z., Alslaiti, F.M., Aldreabi H., & Dahdoul, N.K.S. (2023). The effect of digital content designed based on learning styles on academic achievement and motivation toward learning. *International Journal of Education in Mathematics, Science, and Technology (IJEMST), 11(6), 1405-1423. <https://doi.org/10.46328/ijemst.3750> (Q1)*

11. Self-Directed Learning Skills and Motivation During Distance Learning in the COVID-19 Pandemic (Case Study: The University of Jordan).

Laith M. Almomani, **Dr. Niveen Halalsheh**, Dr. Hanadi Al-Dreabi, Dr. Leena Al-Hyari, Dr. Raed Al-Quraan

Heliyon ISSN 2405-8440 Volume 9, Issue 9, 2023, e20018,

[https://doi.org/10.1016/j.heliyon.2023.e20018.\(2023\)](https://doi.org/10.1016/j.heliyon.2023.e20018.(2023)) (Q1)

12. Towards Sustainable Digital Communication Using Perceived Enjoyment (PE) with a Technology Acceptance Model (TAM) within Higher Education, in Jordan.
AlDreabi, H., Halalsheh, N., Alrawashdeh, M. N., Alnajdawi, A. M., Alsawalqa, R. O., & Al-Shboul, M. (2023, December). Sustainable digital communication using perceived enjoyment with a technology acceptance model within higher education, in Jordan. In *Frontiers in Education* (Vol. 8, p. 1226718). Frontiers Media SA. (Q2)

13. Challenges Facing Vocational Education Students in Jordan in Light of the Covid-19 Pandemic: An Empirical Study
hmad Albado, I., Makhareez, L. ., Almazari, M. ., Atyat, Z. A. ., **Halalsheh, N. Z.** ., & Alzboun, M. . (2023). Challenges Facing Vocational Education Students in Jordan in Light of the Covid-19 Pandemic: An Empirical Study. *Dirasat: Educational Sciences*, 50(2 -S1), 19–30. <https://doi.org/10.35516/edu.v50i2 -S1.573>

14. Impact of Using Scaffolding Strategy on Educational Integration among Sociology Students at Al-Balqa Applied University

Dr. Inas Ahmad Albado, Dr. Mamon Saleem alzboun, **Dr. Niveen Z. Halalsheh**, Dr. Malik Salim AL-Zboon
Vol 12, Issue 1, January 2021:300-309

TURKISH ONLINE JOURNAL OF QUALITATIVE INQUIRY (e-ISSN 1309-6591)

15. The Reality of Employing e-Learning Platforms during COVID-19 Pandemic: Amman Vocational Education Teachers' Perspectives

Dr. Mamon Saleem Alzboun, **Dr. Niveen Z. Halalsheh**, Dr. Malik Salim AL-Zboon, Dr. Inas Ahmad Albado
PHILOSOPHICAL READINGS (ISSN: 2036-4989) Philosophical Readings XIII: pp. 266-282 (2021)

16. Attitudes of Faculty Members at the University of Jordan towards Using the Blended Learning in Teaching and its Difficulties in Light of the COVID19 Pandemic

Dr. Mamon Saleem Alzboun, **Dr. Niveen Z. Halalsheh**, Dr. Hanadi Ahmad Aldreabi,
Dr. Asma'a Sulieman Tawfiq Atallah

PSYCHOLOGY AND EDUCATION (2021) 58(3): 814-831

17. Mobile Learning: The Future of e-Learning in the Educational Environment

Fatima Aladwan , Muhamnad Al-Shboul and **Niveen Z. Halalsheh**,

School of Educational Science, The University of Jordan, Amman, Jordan

An Interdisciplinary Journal for Science and Technology Studies(2018), 12(12): 48-57

18. The Effectiveness of Using a Communicative Website in the Communication

between Parents and Schools in Irbid Second Directorate for Education

Bara'a Alomari, **Niveen Z. Halalsheh**, Bashar Hammouri

Journal of Educational and Psychology Sciences (Islamic University of Gaza), Vol 26,
No 4, 2018, pp 746 -00.

19. Arabic News: Topic and Novelty Detection

Mohammed Al-Kabi, **Niveen Z. Halalsheh**, Heider A. Wahsgeh, Muhammad Dabour,
Conference Proceeding: 04/2012; In proceeding of: International Conference on
Information. & Communication Systems ICICS 2012.

Training Courses

- **Video Editing / Adobe Premiere.** *Adam for Media Training Center, 18 hours, 1-12/2/2025*
- **Graphics Design by: Adobe Photoshop.** *Adam for Media Training Center, 18 hours, 18-29/1/2025*
- **The Art of Writing Commands for Generative AI Tools in Journalism and Media,** *ARIJ Media Institution, 9 hours, 2-4/6/2024*
- **Create Interactive Content Using H5P Tools.** *Center for Excellence in Learning and Teaching, 06-04-2024*
- **Writing and Presenting Podcasts, 36 hours.** *Adam for Media Training Center, 18-2-2024 to 07-03-2024*
- **Artificial Intelligence in Journalism and Media.** *Orange Innovation Hub, 20-02-2024*
- **The Role of Games and Simulation in Teaching, Accreditation and Quality Assurance Center at The University of Jordan, 3 hours, January 18, 2023.**
- **An overview of CHATGPT: Definition, Uses, and Limitations.** *Accreditation and Quality Assurance Center at The University of Jordan, 2 hours, March 6, 2023.*

- **Advanced Innovation and Entrepreneurship Online Training of Trainers** *(31/10/2021-11/11/2021) Innovety L.L.C, Care Jordan, H&M Foundation and Faculty for Factory.*
- **Teaching and Learning Using Modern Teaching Methods and Educational Technology for Practicing academic work** *26-9-2021 / 30-9-2021 at Consultation and Training Center/ The University of Jordan.*
- **Communication Skills Course** *4/10/2021 – The University of Jordan.*
- **Use Some Advanced Features in The Educational Process on The Platforms: Microsoft Teams, Moodle, The Open Educational Resources and Blended Learning Center at The University of Jordan, 4 hours, November 17, 2021.**
- **English Language Qualification Program** *(second semester 2021 /2022 – 6 hours) at the University of Jordan (score: 93/100)*
- **Arabic language certificate** *(11/2021).*
- **Entrepreneurial System and Business Development, Innovation and Entrepreneurship Center at The University of Jordan, 12 hours, September 24,2022- September 25,2022.**
- **Change Management, Orange Jordan, 4 hours, September 18, 2022.**
- **Entrepreneurship Fundamentals, Orange Jordan, 4 hours, September 19, 2022.**
- **Advanced Entrepreneurship, Orange Jordan, 4 hours, September 20, 2022.**
- **Innovation, Orange Jordan, 4 hours, September 21, 2022.**
- **Creative Thinking and Design Thinking, Orange Jordan, 4 hours, September 22, 2022.**
- **Strategies for Motivating Students & Gaining their Attention, Accreditation and Quality Assurance Center at The University of Jordan, 3 hours, November 24,2022.**

Instructor and Trainer for courses

- **Digital Multimedia**, Digital Communication Master Program. Department of Journalism, Media, and Digital Communication at the University of Jordan. 2024/2025
- **Creation of Digital Content**, Digital Communication Master Program. Department of Journalism, Media, and Digital Communication at the University of Jordan.2024/2025
- **Basic of Computing**. King Abdullah II School of Information Technology, 2024/2025
- **Teaching and Learning Using Modern Teaching Methods and Educational Technology for Practicing academic work** *24-10-2021 / 28-10-2021 at Consultation and Training Center/ The University of Jordan (30 hours).*
- **Senior Management** from14-12-2021 to 21-12-2021 at Consultation and Training Center/ The University of Jordan (20 hours).
- **Learning Skills and Scientific Research** Course at the Requirements Coordination Office- The University of Jordan. (2020/2021)

- **Communication Skills Course at the Requirements Coordination Office- The University of Jordan.** (2021/2022)
- **Descriptive Statics Course** at the Department of Psychology/ School of Arts - The University of Jordan. (2021/2022)
- **Total Quality Management in Hospital Administration** Diploma from 12-12-2021 to 13-2-2022 at Consultation and Training Center/ The University of Jordan (20 hours).
- **Entrepreneurship and Innovation** at the Requirements Coordination Office- The University of Jordan. (2022/2023)

Experience

- **Head of the Department of Journalism, Media, and Digital Communication**, School of Arts (OCT 2025- Now)
- **Assistant professor** /Department of Journalism, Media, and Digital Communication School of Arts / The University of Jordan (2/2024-present)
- **Dean Assistant for Laboratory and Computer Affairs**/School of Educational Sciences/ The University of Jordan. (2021- Present)
- **Trainer** at the Consulting and Training Center/The University of Jordan (2021- Present)
- **Part-time Lecturer**, Requirements coordination office/ The University of Jordan (2021-Present)
- **The Institutional Review Board Secretary Council** / The University of Jordan (2019 – 2021)
- **Head of External Funded Projects Department** at Scientific Research Deanship /The University of Jordan (2019-2021)
- **Head of Documentation of Academic Research Department** /The University of Jordan (2018-2019)
- **Technical Support** / Deans Councils Affairs Department/The University of Jordan (2013-2018)

Conferences:

- 4th Digital Transformation Jordan 2024 (8-9/5/2024 ST. REGIS Amman, Jordan).
- 1st International Conference on Scientific Research and Innovation 2022 (29-30/6/2022)Amman.

- Towards a Strategy for National Cyber Security 2022 (27-28/7/2022) Amman.
- Education in the Arab World: Towards a Distinguished Education System 2018 (25-26/4/2018) Amman.