Tal Eitan, PhD

Curriculum Vitae (Short Version)

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EDUCATION

2026 Postdoctoral Studies, Sociology (Online Communities) - Bar-Ilan University (supervised by Prof. Danny Kaplan)

2024 PhD, Information Science - Bar-Ilan University

2020 MA, Information Science - Bar-Ilan University

2016 MA, Cultural Research - Tel-Aviv University

2007 BA, Social Sciences and Humanities - The Open University

ACADEMIC APPOINTMENTS

Senior Lecturer, Faculty of Education and Teaching - Tel-Hai University (8/2026-Present)

Adjunct Lecturer, Faculty of Education and Teaching - Tel-Hai University (3/2026-7/2026)

Adjunct Lecturer, Department of Information Science, Department of Sociology, and Division of Structured BA Programs - Bar-Ilan University (9/2023-9/2026)

OTHER SCHOLARLY POSITIONS AND ACTIVITIES

Research Member, Human-AI-Affect Lab (Prof. Inbar Levkovich) - Tel-Hai University (2026-Present)

Research Collaborator - Israeli Ministry of Health and Israeli Chronic Pain Association: studies and policy reports for decision-makers (2025-Present)

Academic Program Developer, B.A. in Socio-Technology - Achva Academic College: curriculum on anthropology of technology, AI ethics, and socio-technical systems (2025-Present)

Founder and Director - wellbeing.co.il, a public-benefit research lab translating digital well-being research for the public (2025-Present)

Extensive media coverage of research findings, including expert commentary for The Washington Post, Yedioth Ahronoth, and TheMarker (2021-Present)

TEACHING (SELECTED, RECENT YEARS)

Statistics and Quantitative Research - MA lecture, 30 students (2026)

Cyberpsychology - BA lecture, 30 students (2026)

Organizational Behavior I - BA lecture, 80 students (2026)

Introduction to Digital Marketing - BA lecture, 30 students (2026)

Artificial Intelligence Applications and Prompt Engineering - MA/BA lecture, 30-70 students (2023-2026)

Social Media and Content Management - BA lecture, 30 students (2023-2024)

2026 teaching evaluations averaged 4.96 / 5.00.

SCHOLARLY CONFERENCE PARTICIPATION

"The Joy of Missing Out on Social Media". 33rd International Congress of Psychology, Prague, Czech Republic (July 2024).

"Breaking Free from Social Media: Enhancing Well-Being through JoMO, Personality Dynamics and Demographic Factors". International Conference on Social Media & Society, London, England (July 2024).

Invited keynote: "Introduction to Generative AI Applications". Multi-Yeda, 41st Annual Conference of Librarians and Information Specialists, Jerusalem, Israel (September 2023).

Invited workshop: "Digital Leadership: Facebook Group Admins". Momentum: Information in Motion, Tel-Aviv University (December 2022).

"Monetization of Facebook Groups". Teldan Information Conference and Exhibition, Tel-Aviv, Israel (May 2022).

INVITED LECTURES AND COLLOQUIUM TALKS (SELECTED)

"Applications of Artificial Intelligence in Educational Research" - 2 graduate workshops led by Prof. Yael Grinshtain, Tel-Hai University (June 2026).

"Introduction to Generative AI in Marketing and Business" - NYU & Tel-Aviv University Executive MBA programs (February 2023).

"Introduction to Leadership in Organizations" - Organizational Behavior course led by Dr. Tali Gazit, Bar-Ilan University (June 2021).

"Methods and Tools for Creating, Writing, and Producing Information-Rich Content" - Advanced Information Skills course led by Prof. Jenny Bronstein, Bar-Ilan University (June 2021).

Faculty training on advanced use of Zoom for course and workshop delivery - Holon Institute of Technology and Shenkar College of Design (2020).

PUBLICATIONS

PhD Dissertation

Servants, Dictators, and Gatekeepers: Leadership Styles and Patterns of Facebook Group Admins (2024). 275 pages. Supervised by Prof. Jenny Bronstein and Dr. Tali Gazit.

Peer-Reviewed Articles (Published)

Eitan, T. (2026). Using webinar for longitudinal participant recruitment: A methodological case study introducing the 'Academic Funnel'. International Journal of Social Research Methodology, 1-10. (Q1, IF = 2.6)

Eitan, T. (2026). The Digital Campfire: Ritualized Linguistic Practices and Leadership among Facebook Group Administrators. Journal of Community & Applied Social Psychology, 36(3), e70258. (Q1/Q2, IF = 1.8)

Gazit, T., Eitan, T., Gal, L., & Gradovitch, N. (2026). Adoption of Generative AI Technologies: Insights from the UTAUT2 Model, Personality Characteristics and Behavioral Factors. Journal of Computer Assisted Learning, 42(1), e70162. (Q1, IF = 5.7)

Elhi, J., Eitan, T., & Gazit, T. (2026). From Online Engagement to Well-Being: The Mediating Roles of Social Comparison and Joy of Missing Out (JoMO). Current Psychology. (Q1, IF = 2.6)

Eitan, T., Naor, R., & Gazit, T. (2026). The Silence of the Web: Users' Emotional, Behavioral, and Cognitive Reactions Following a Social Media Outage. Behaviour & Information Technology. (Q1/Q2, IF = 4.2)

Bronstein, J., & Eitan, T. (2026). The Medium is the Message: Candidate Campaigning on TikTok in the 2024 U.S. Presidential Election. Journal of Political Marketing. (Q1/Q2, IF = 1.7)

Eitan, T., & Naor, R. (2025). Fear and Joy of Missing Out in Marketing: A Two-Study Mixed-Methods Analysis of Contrasting Tactics and Their Consumer Impact. International Journal of Consumer Studies, 49(6), e70140. (Q1, IF = 9.9)

Eitan, T., & Bronstein, J. (2025). Servant Dictators: The Paradoxical Leadership of Social Media Administrators. Current Psychology, 45(24). (Q1, IF = 2.6)

Gazit, T., & Eitan, T. (2025). Silence in the Age of Noise: From FoMO to JoMO in a Hyperconnected World - Addressing Internet Addiction. Journal of Behavioral Addictions, 14, 40. (Q1, IF = 6.3)

Eitan, T., & Gazit, T. (2024). Explaining Transformational Leadership in the Digital Age: The Example of Facebook Group Leaders. Technology in Society, 14, 102637. (Q1, IF = 12.9)

Eitan, T., & Gazit, T. (2024). The 'Here and Now' Effect: JoMO, FoMO and the Well-Being of Social Media Users. Online Information Review, 48(5), 1002-1024. (Q1, IF = 3.8)

Gazit, T., & Eitan, T. (2024). Unveiling the Joy of Missing Out (JoMO): Social Media, Personality, and Well-Being. International Journal of Psychology, 59, 168. (Q1/Q2, IF = 1.2)

Eitan, T., & Gazit, T. (2023). No Social Media for Six Hours? The Emotional Experience of Meta's Global Outage According to FoMO, JoMO and Internet Intensity. Computers in Human Behavior, 138, 107474. (Q1, IF = 12.2)

Eitan, T., & Gazit, T. (2021). Leader Behaviors in Facebook Support Groups: An Exploratory Study. Current Psychology, 1-17. (Q1, IF = 2.6)

Manuscripts in Revision

Eitan, T., & Naor, R. (2026). The Five Pillars of the Joy of Missing Out (JoMO): A Psychosocial Model of Autonomy, Belonging, and Meaningful Presence.

Eitan, T. (2026). "The scrolling there feels meaningful": A mixed-methods analysis of the psychosocial mechanisms of well-being and distress in Facebook groups.

Eitan, T. (2026). Validating the Hebrew PERMA-Profiler: Evidence for a Dominant General Well-Being Factor.

Eitan, T., Alon, L., & Levkovich, I. (2026). Developing and Validating the GenAI-Health Literacy Scale: A Public Health Measure of GenAI-Based Health Information Seeking.

Eitan, T., Levkovich, I., & Alon, L. (2026). Interviewing Through Pain: The Interviews That Never Happened in Qualitative Chronic Pain Studies.

Under Review

Eitan, T., Alon, L., & Levkovich, I. (2026). "One Step In, One Step Back": Women with Fibromyalgia Use and Keep Generative Artificial Intelligence in Check.

Eitan, T., Peleg, A., & Alon, L. (2026). Use Moves, Trust Holds: Rethinking Caution Across Everyday GenAI Contexts.

Eitan, T., Alon, L., & Levkovich, I. (2026). Fibromyalgia Patients and Generative Artificial Intelligence: Observations and Think-Aloud Sessions.

Eitan, T., Levkovich, I., & Alon, L. (2026). Not All Users Are Equal: The Hidden Needs of Chronic Illness Patients in GenAI Health Seeking.

Eitan, T., Peleg, A., & Alon, L. (2026). Language, Trust, and the Sociology of Everyday Generative AI Use Among Hebrew and Arabic Speakers.

Alon, L., Peleg, A., & Eitan, T. (n.d.). The AI Information Literacy Scale-Short Form (AILIS-SF): Development and Validation in Educational Contexts.

Program and Curriculum Development

Co-developer (with Dr. Osnat Mokrin), B.A. Program in Human Behavior in Digital Environments, Achva Academic College (2024-2026). Fully accredited in 2026; launches 2026-2027. Courses developed: Technology and Socio-Technical Systems; Social Media; Ethical Aspects of Artificial Intelligence and Algorithms; Anthropology of Technology; Applied Sociology; Sociology of Algorithms.

SUMMARY OF RESEARCH ACTIVITY

I completed a PhD in Information Science at Bar-Ilan University (2021-2024) and a Postdoctoral Fellowship (2024-2026), publishing 14 peer-reviewed articles, first or sole author on 9 of them (64%), all Q1 by SJR and 71% Q1 by JCR, in venues including Technology in Society (IF = 12.9), Computers in Human Behavior (IF = 12.2), and International Journal of Consumer Studies (IF = 9.9). A further 5 manuscripts are in revision and 6 are under review.

My research examines how informal online communities generate, transmit, and apply knowledge, focusing on community leadership, network structure, and digital tools as drivers of collective learning and civic engagement. I combine social network analysis, qualitative interviews, and computational text analysis to trace how informal leaders serve as knowledge intermediaries and shape public discourse, attitudes, and readiness to act.

ADDITIONAL INFORMATION

Due to a physical disability and related mobility constraints, international conference travel has been limited. Engagement with the global academic community continues through virtual participation, research collaborations, and reviewing roles.

First-generation academic; brings a strong personal commitment to mentorship.