

Usama Rafid

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Academician and researcher focusing on journalism practices at the intersection of media business and emerging technologies. Teaches journalism theories and practices, blending academic insight with real-world newsroom experience. Brings over six years of combined experience in newsroom settings and research institutions. Holds Bachelor's and Master's degrees in Mass Communication and Journalism from the University of Dhaka, with multiple academic awards recognizing outstanding academic performance.

Skills and Interests

Media Research, Data-Driven Reporting, AI and Journalism

Research Interest: Journalism Studies, Media Technology, Media Business, Climate and Environmental Communication

Academic and Professional Experiences

Lecturer

[University of Liberal Arts Bangladesh \(ULAB\)](#)

Sep 2025 - Present

4 mon • Full-Time

- **Courses Taught:** Journalism and Society, News Sourcing and Gathering, Environmental Communication
- **Advisor:** The ULABian (Campus Newspaper)

Assistant Analyst

[Press Institute Bangladesh \(PIB\)](#), Ministry of Information and Broadcasting

Feb 2025 - Aug 2025

7 mon • Full-Time

- Designing and implementing research initiatives on media-related issues.
- Conducting media analysis using OSINT techniques to detect information disorder.

Trainee Research Associate

[BRAC Institute of Governance and Development \(BIGD\)](#), BRAC University

Sep 2024 - Dec 2024

4 mon • Full-Time

- Successfully completed the [Young Researchers' Fellowship](#) Program 2024 under the Qualitative Research Stream, gaining hands-on training in mixed-method research with a focus on qualitative methodologies.

Co-Founder and Project Lead

[Coastal Voices](#)

Mar 2024 - Present

1 y 10 mon • Self-Employed

- Planned, proposed, and secured funding from the U.S. Department of State to establish a network of coastal community journalists on climate change reporting, and organized a reporting bootcamp.

Staff Feature Writer & Sub-Editor

[The Business Standard](#)

Nov 2022 - Feb 2024

1 y 4 mon • Part-Time

- Planned and produced feature stories through interviews, background research, and multimedia integration.
- Wrote, edited, and refined news copies and feature articles, ensuring editorial standards.
- Authored and published over [40 feature articles](#) in the print edition of the outlet's weekly magazine 'Easel'.

Social Media Manager & Staff Writer

[Roar Bangladesh Ltd.](#)

Aug 2018 - May 2022

3 y 10 mon • Full-Time

- Managed social media strategy, including designing content, and coordinating with editorial and digital teams.
- Wrote over [120 articles](#) and 50 video scripts, contributing to both written and audiovisual content production.

Educational Qualifications

Master of Social Sciences (MSS) in Mass Communication and Journalism

[University of Dhaka](#) | **Result:** CGPA 3.79 out of 4.00

Jan 2024 - Apr 2025

Dhaka, Bangladesh

Thesis Title: Challenges to Climate Journalism in Bangladesh

Bachelor of Social Sciences (BSS) in Mass Communication and Journalism

University of Dhaka | **Result:** CGPA 3.85 out of 4.00

Jan 2019 - Dec 2023

Dhaka, Bangladesh

Awards:

- * Tofazzol Hossain Memorial Scholarship for getting highest CGPA in undergraduate years (2019, 2020 & 2021).
- * Professor Sitara Parvin Prize for outstanding result in BSS examination.

Research Activities & Publications

Peer Reviewer

2024 - Present

Journalism Studies, Taylor and Francis

[On Review] Journal Article | **Examining Audiences' Willingness to Pay for Online News in Bangladesh: Towards A Subscription Model** | Islam, M.A., Tabassum, M., Rafid, U., Kabil Khan, M.A., Imshiyat, S.I., Hossain., M.I. 2026 | [World of Media](#)

[Forthcoming] Book | **July Uprising in Global Media** | Ahmed, S. & Rafid, U. 2026 | [Press Institute Bangladesh](#)

[Ongoing] Journal Article | **Willingness vs. Ability: AI Adoption, Resource Constraints, and Journalistic Practices in Bangladesh's National and Local Newsrooms** | Al-Zaman, M.S. & Rafid, U.
*** Contributed to [Dismislab](#), [The Business Standard](#), [Times of Bangladesh](#) and [The Financial Express](#)*

Achievements

Small Grant Winner (\$5000) for Project 'Coastal Voices' Mar 2024
[US Department of State](#)

Digital Competencies

Research Tools	Kobo Toolbox, Qualtrics, SPSS, QDA Miner Lite, Zotero
Graphic Design Tools	Adobe Suite (Photoshop Illustrator, InDesign, Premier Pro), Canva
Data Visualization Tools	RAWGraphs, Datawrapper, Flourish

Language Skills and Certifications

Bengali	Native	No Certifications
English	Advanced (C1)	IELTS 7.5 [L-8.5, R-9, W-6.5, S-6]

Trainings and Workshops

Digital Sherlocks Fall 2024 4-months online workshop arranged by Digital Forensic Research Lab (DFRLab) Skills: OSINT, Digital Forensics, Social Media Analysis, Fact-Checking and Verification	Jan 2025
Fundamentals of Survey Design: Building Strong Research Tools 3-days hands-on workshop arranged by BRAC Institute of Governance and Development (BIGD) Skills: Survey Design, Quantative Research Methods	Nov 2024
TechCamp Bangladesh 4-days hands-on workshop arranged by US Department of State Skills: Project Planning and Development, Media Innovation & Technology, Media Literacy	Feb 2024
Research Methodology: Basic to Advanced 3-months online workshop arranged by Research Help Bangladesh Skills: Qualitative and Quantitative Research Methodology, Academic Writing	Oct 2023

References

MD Saiful Alam Chowdhury, PhD
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