Prof. Tamir Sheafer, the Rector of the Hebrew University of Jerusalem, researches comparative and digital political communication in the political science and communication departments. He served as the Dean of the Faculty of Social Sciences at the Hebrew University between 2016-2022. He completed a bachelor's degree in communication at the University of California, Berkeley, and a doctorate in political communication at the Hebrew University.

Prof. Sheafer research projects include, among other things, the role of the charismatic skills of politicians in the political media arena and beyond. His research also shows how politicians in Israel and other countries are becoming increasingly central and significant in politics, at the expense of political institutions, such as parties and governments. Prof. Sheafer was a member of several international research groups of political communication scholars, which include researchers from nearly twenty countries, and in this framework he studied in the last two decades how factors such as the structure of the political system and the strength of democracy affect political and communication processes. At the Hebrew University, he leads a research laboratory of digital political communication (DeepStory), which focuses on developing new methods for computerized textual analysis of political narratives while being based on deep learning models.

Prof. Tamir Sheafer serves as Rector from the beginning of the 2022/2023 academic year.