

Lauren B. Frank

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EDUCATION

University of Southern California

Los Angeles, CA

Annenberg School for Communication and Journalism

Ph.D. Communication

Expected 2011

Dissertation: *Social Norms about Health in Social Networks*

Committee: Sheila Murphy, Sandra Ball-Rokeach, Peter Monge, Doe Mayer

M.A. Communication

2009

Concentrations: Health, Organizational, and Mass Communication

Johns Hopkins University

Baltimore, MD

Bloomberg School of Public Health

Masters of Health Science

2006

Concentrations: Public Health, International Health, Human Nutrition

Princeton University

Princeton, NJ

A.B. Psychology

2002

Completed Practicum in Education

PUBLICATIONS

Journal Articles

Murphy, S. T., Cody, M., Frank, L. B., Glik, D., & Ang, A. (2009). Predictors of emergency preparedness and compliance. *Disaster Medicine and Public Health Preparedness*. doi:10.1097/DMP.0b013e3181a9c6c5

Chatterjee, J. S., Bhanot, A., Frank, L. B., Murphy, S. T., & Power, G. (2009). The importance of interpersonal discussion and self-efficacy in knowledge, attitude, and practice models. *International Journal of Communication*, 3, 607-634. Available at: <http://ijoc.org/ojs/index.php/ijoc/article/view/444>

Miller, V., Poole, M. S., Myers, K. M., Park, H. S., Monge, P., Lee, S., Fulk, J., Frank, L. B., Margolin, D., Schultz, C., Shen, C., Weber, M., & Shumate, M. (in press). Bringing numbers back in: Advancing research in organizational communication through quantitative methodology. *Management Communication Quarterly*.

Monge, P., Lee, S., Fulk, J., Weber, M., Shen, C., Schultz, C., Margolin, D., Gould, J., & Frank, L. B. (in press). Research methods for studying evolutionary and ecological processes in organizational communication. *Management Communication Quarterly*.

Murphy, S. T., Frank, L. B., Moran, M., & Woodley, P. (in press). Involved, transported or emotional? Exploring the determinants of change in knowledge, attitudes, and behavior, in entertainment education. *Journal of Communication*.

Frank, L. B., Murphy, S. T., & Cody, M. (revise and resubmit). Public perception of the likelihood of a terrorist attack: Colors, events and media coverage. *International Journal of Mass Emergencies and Disasters*.

Frank, L. B., Monge, P. R., & Murphy, S. T. (revise and resubmit). The role of exposure to and trust in media in determining health beliefs and behaviors. *Journal of Health Communication*.

Book Chapters

Frank, L. B., Chaudhuri, S., Bhanot, A., & Murphy, S. T. (in press). *Jasoos Vijay*: Self-efficacy, collective action, and social norms in the context of an HIV and AIDS television drama. In A. Skuse, M. Gillespie, & G. Power (Eds.), *Broadcasting social change: Drama, development, and cross-cultural translation*. New Delhi: Sage Publications.

CONFERENCE PRESENTATIONS

Frank, L. B., Beacom, A. M., Nomachi, J., & Galloway-Gilliam, L. (2010, July). *The importance of place in collaborative inter-organizational networks*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Riva del Garda, Italy.

Beacom, A. M., Frank, L. B., Nomachi, J., & Galloway-Gilliam, L. (2010, July). *Multiplexity and predictors of collaboration in interorganizational networks*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Riva del Garda, Italy.

O'Brien, N. F., Frank, L. B., Gould, J. J., Schultz, C. M., Weber, M. S., & Monge, P. R. (2010, July). *Collective action in virtual organizations: Networks of collaboration in an online scientific community*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Riva del Garda, Italy.

Frank, L. B., Chatterjee, J. S., Chaudhuri, S., Lapsansky, C., Bhanot, A., & Murphy, S. T. (2010, June). *Talking and complying: The role of interpersonal discussion and social norms in public communication campaigns*. Paper presented at the International Communication Association Conference, Singapore.

McLaughlin, M. L., Frank, L. B., Chung, J. E., Pan, S., Phua, J., Sen, N., & Wang, H. (2009, May). *Modes of online health information acquisition*. Paper presented at the International Communication Association Conference, Chicago, Illinois.

Murphy, S. T., Frank, L. B., Moran, M., & Woodley, P. (2009, May). *Involved, transported or*

emotional? Exploring the determinants of change in knowledge, attitudes, and behavior, in entertainment education. High density paper and poster presented at the International Communication Association Conference, Chicago, Illinois.

Frank, L. B., Monge, P. R., Durham, A., & Chatterjee, J. (2009, March). *Lending practices among rural Ecuadorian women.* Paper presented at the International Network for Social Network Analysis Sunbelt Conference, San Diego, CA.

Frank, L. B., Murphy, S. T., & Cody, M. (2008, October). *Public perception of likelihood of and response to a terrorist attack: Assessing the effects of the Homeland Security Advisory System.* Paper presented at the American Public Health Association Conference, San Diego, CA.

Frank, L. B., Monge, P. R., & Murphy, S. T. (2008, May). *The role of exposure to and trust in media in determining health beliefs and behaviors.* High density paper and poster presented at the International Communication Association Conference, Montreal, Canada.

Chatterjee, J. S., Bhanot, A., Frank, L. B., Murphy, S. T., & Sen, N. (2008, May). *Jasoos Vijay: A model of knowledge, attitude, discussion, and self-efficacy, and behavior.* Paper presented at the International Communication Association Conference, Montreal, Canada.

Frank, L. B., Murphy, S. T., & Hether, H. J. (2007, July). *Health education in entertainment: The case of medical dramas.* Poster session presented at the International Association for Media Communication Research Conference, Paris, France.

Frank, L. B., Macias, G., Donatoni, G., Liu, D., Donovan, K., Gutierrez, C., Bemis, C., Lee, M. H., Chao, S., & Harding, C. (2005, December). *The relationship between doctor recommendations and pregnancy weight gain in the pilot Los Angeles Mommy and Baby (LAMB) Survey.* Paper presented at the Maternal and Child Health Epidemiology Conference, Miami, FL.

Frank, L. B., Macias, G., Donatoni, G., Liu, D., Donovan, K., Gutierrez, C., Bemis, C., Lee, M. H., Chao, S., & Harding, C. (2005, December). *Are Institute of Medicine pregnancy weight gain ranges optimal? Data from the pilot Los Angeles Mommy and Baby (LAMB) Survey.* Poster session presented at the Maternal and Child Health Epidemiology Conference, Miami, FL.

INVITED TALKS

Frank, L. B. (2010, April). *Structural equation modelling for evaluating HIV/AIDS interventions.* To be presented at the BBC World Service Trust, New Delhi, India.

Frank, L. B. & Beacom, A. M. (2010, March). *How do you structure effective collaboration? Social network analysis for health care advocacy*. To be presented at the Covering Kids & Family Statewide Coalition Meeting, Sacramento, CA.

Frank, L. B. (2009, July). *Introduction to social network analysis*. Presented at the BBC World Service Trust Research & Learning Group 5th Annual Workshop, Kampala, Uganda.

Frank, L. B. (2009, July). *Planning for structural equation models*. Presented at the BBC World Service Trust Research & Learning Group 5th Annual Workshop, Kampala, Uganda.

Frank, L. B. (2009, July). *Structural equation models for development communication*. Presented at the BBC World Service Trust, London, UK.

Frank, L. B., Shen, C., & Noyes, A. (2009, May). *The role of location in forming knowledge communities*. Presented at the Virtual Organizations in Social Science All-Hands Meeting, Northwestern University, Evanston, IL.

Frank, L. B., Monge, P. R., Durham, A., & Chatterjee, J. (2009, February). *Informal lending practices among Ecuadorian women*. Presented at the Management and Organization Faculty Retreat Research Seminar, Marshall School of Business, University of Southern California, Los Angeles, CA.

TEACHING EXPERIENCE

Instructor

COMM 301L – Empirical Research in Communication, Fall 2010

COMM 204 - Public Speaking, Fall 2008; Supervisor: Colleen Keough

Facilitator

USC Marshall School of Business Experiential Learning Center, Spring 2009 & Fall 2010;
Supervisor: Brad Shipley

Courses include: Cross-cultural communication; Inter-group relations; Small group processes such as consensus decision making and power dynamics

Lab Instructor

COMM 301L – Empirical Research in Communication, Spring 2009; Supervisor: Ben Lee

Teaching Assistant

COMM 200 - Communication as a Social Science, Spring 2008; Supervisor: Ken Sereno

COMM 550 - Research Methods in Communication (Doctoral Course), Fall 2007; Supervisor: Peter Monge

Guest Lecturer

CMGT 573 – Evaluating Communication Needs, Professor: Colleen Keough

March 25, 2009 - Lecture topic: Social network analysis
COMM 650 – Survey Construction and Validation, Professor: Sheila Murphy
November 14, 2006 - Lecture topic: Factor analysis
November 9, 2009 – Lecture topic: Validity and reliability

Syllabi and evaluations available upon request

RESEARCH EXPERIENCE

Research Team Member – Metamorphosis

June 2009 to present

Supervisor: Sandra Ball-Rokeach

- Conducted survey analysis of south Los Angeles residents' connections to community organizations.
- Trained junior team members in statistical analysis.
- Participated in the development of a new ecological health communication assessment.

Research Team Member – Annenberg Networks Network (ANN)

October 2007 to present

Supervisor: Peter Monge

- Collaborated on project to understand the evolution of collective action in virtual communities.
- Contributed to a social network analysis project about children's rights organizations.

Consultant –BBC World Service Trust

March 2008 to present

Collaborators: Andy Bhanot and Gerry Power

- Assisted in design and analysis of evaluation for BBC Condom Normalization project in India.
- Conducted structural equation modeling analysis and qualitative analysis of focus groups on *Jasoos Vijay* entertainment education project.
- Taught advanced quantitative methods including structural equation modeling and social network analysis.

Consultant – Community Health Councils, Inc.

January 2008 to present

Collaborator: Jonathan Nomachi

- Used social network analytic techniques to study the relations among organizations within multiple coalitions.
- Trained staff on network analytic techniques to build in-house evaluation capacity.

Research Associate – USC Center on Public Diplomacy, UN Messengers for Peace Project

May 2009 to September 2009

Supervisor: Patricia Riley

- Collaborated in the collection and development of the coding process for content analysis of media coverage of the UN Messengers for Peace project. Analyzed resultant data.

Research Associate – USC Center on Public Diplomacy, Alhurra TV Research Project

June 2008

Supervisor: Patricia Riley

- Analyzed data from content analysis of the Alhurra broadcast station.

Consultant – Al-Jazeera English Research Project

October 2007 to August 2008

Collaborator: Shawn Powers

- Consulted on survey design and analysis for multi-country project using hierarchical linear modeling.

Research Assistant – Annenberg School for Communication

August 2006 to May 2008

Supervisors: Sheila Murphy and Michael Cody

- Contributed to the revision of the Annenberg National Health Communication Survey.
- Analyzed predictors of emergency preparedness and public perception of terror risk using multiple regression and time series techniques.
- Examined the relationship between viewing television dramas and health beliefs and behaviors in conjunction with the Norman Lear Center and its Office of Hollywood, Health, and Society.

Research Analyst – Los Angeles County Department of Public Health

June 2005 to August 2007

Supervisors: Kevin Donovan and Margaret Chao

- Project coordinator for L. A. HOPE (Los Angeles Health Overview of a Pregnancy Event), a survey and archival data project to study preventable factors leading to fetal and infant deaths. Designed survey, implemented, and analyzed L. A. HOPE. Conducted interviews with survey participants.
- Statistically analyzed Los Angeles Mommy and Baby (LAMB) Project to assess factors relating to low birthweight and preterm births.
- Collaborated to design a new system for monitoring Sudden and Unexpected Infant Deaths.

HONORS AND AWARDS

Covering Kids & Families Coalition Travel Grant	2010
Communication PhD Summer Awards	2007-2010
Human Nutrition MHS Academic Achievement Award	2006
CDC Travel Grant – Maternal and Child Health Epidemiology Conference	2005
Inducted into Phi Beta Kappa Honor Society	2002
Inducted into Sigma Xi Research Honor Society	2002

PROFESSIONAL ACTIVITIES AND SERVICE

2009 – 2010

Annenberg Communication Graduate Student Association, Post-Quals Representative
Annenberg Strategic Plan Student Panel
Annenberg Doctoral Summer Work Panel
Reviewer: International Communication Association, Health Communication Division

2008 – 2009

Annenberg Communication Graduate Student Association, Vice President
USC Graduate and Professional Student Senate, Senator
Annenberg Health Communication Working Group, Member
Annenberg PhD New Horizons Conference, Assistant Organizer
Reviewer: *American Journal of Public Health*

2007 - 2008

Annenberg Health Communication Curriculum Committee, Student Representative

PROFESSIONAL AFFILIATIONS

American Public Health Association
International Communication Association
International Network for Social Network Analysis
National Communication Association

STATISTICAL AND COMPUTER EXPERIENCE

Statistical Analysis

Software programs: SPSS, STATA, and SAS including SQL
LISREL and PRELIS, HLM

Network analysis with UCINET, Netdraw, and PNet

Mapping Software - GIS with MapInfo

References available upon request