

## ANYUN CHATTERJEE

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### EDUCATION

PhD, Media and Communication	Temple University, ABD (expected 2027) <i>Dissertation: The role of the agential value heuristic in determining the success of persuasive communication campaigns (Advisor: Dr. Bruce Hardy)</i>
MPH, Environmental Health	George Washington University, 2019
BA, Biochemistry	University of California at Berkeley, 2016

### ACADEMIC APPOINTMENTS

Adjunct Instructor of Record	Drexel University, 2024-Present
Graduate Instructor of Record	Temple University, 2024-Present

### RESEARCH INTERESTS

- The rhetoric of health communication, both in public health and clinical contexts
- Audience heuristics, interpretation, and meaning-making in persuasive contexts

### TEACHING INTERESTS

- Introduction to mass media and communication theory
- Social psychological analysis of misinformation, pop culture, and transgressive media

### PEER REVIEWED PUBLICATIONS

1. Whittaker, J., Kellom, K., **Chatterjee, A.**, Rosenquist, R., Strane, D., & Matone, M. (2026). Navigating opioid use disorder treatment for pregnant and parenting people: Composite narratives for policy action. *Substance Abuse Treatment, Prevention, and Policy*. <https://doi.org/10.1186/s13011-025-00694-2>
2. **Chatterjee, A.**, & Mindich, D. T. Z. (2025). Developing an Anti-Dehumanization Pedagogy. *Teaching Journalism & Mass Communication*, 15(2), 1–10.
3. Ashok, V. A., Vervilles, W. J. K., Kellom, K. S., **Chatterjee, A.**, Ntigbu, I., Boms, O., Szabo, A., Fein, J. A., Richmond, T. S., Purtle, J., Kearney, M. D., & Meisel, Z. F. (2025). Firearm Violence and Health in Policymaker Discourse: Mixed Methods Social Media Analysis. *JMIR Formative Research*, 9(1), e80397. <https://doi.org/10.2196/80397>
4. Wu, M., **Chatterjee, A.**, Blum, J. D., Barrero, C. E., Plana, N. M., Massenburg, B. B., Bartlett, S. P., Kellom, K. S., Swanson, J. W., & Taylor, J. A. (2025). The Missing Perspective: Understanding the Plastic Surgery Applicant's Diversity Experience. *Journal of Surgical Research*, 315, 818–828. <https://doi.org/10.1016/j.jss.2025.09.086>
5. Abel, D., Butler, N., **Chatterjee, A.**, Tavlin, S., Kellom, K., Chang, J. C., & Gmuca, S. (2025). A Qualitative Exploration of Adherence to Methotrexate in Juvenile Idiopathic Arthritis. *The Journal of Pediatrics*, 114798. <https://doi.org/10.1016/j.jpeds.2025.114798>
6. Gmuca, S., **Chatterjee, A.**, McGill, M., Butler, N., Kellom, K. S., Young, J. F., Palermo, T., Weiss, P., Rosenberg, A. R., & Cronholm, P. F. (2025). Barriers and Facilitators for Implementing Resilience Coaching for Youth with Chronic Musculoskeletal Pain: Pediatric Rheumatologists' Perspectives. *Arthritis Care & Research*. <https://doi.org/10.1002/acr.25531>

7. Wang, X., Meisel, Z., Kellom, K., Whitaker, J., Strane, D., **Chatterjee, A.**, Rosenquist, R., & Matone, M. (2023). Receipt and duration of buprenorphine treatment during pregnancy and postpartum periods in a national privately-insured cohort. *Drug and Alcohol Dependence Reports*, 9, 100206. <https://doi.org/10.1016/j.dadr.2023.100206>

## PEER REVIEWED PUBLICATIONS IN PROGRESS

### In Press

1. Kogon, A. J., **Chatterjee, A.**, Kellom, K., LoGuidice, J., Zemel, B. S., Schwartz, L., Mitchell, J. A., Amaral, S. Identifying Barriers and Facilitators to Physical Activity Participation among Adolescents with Chronic Kidney Disease: A Qualitative Study Using Semi-Structured Interviews. *Kidney Medicine*. Accepted for publication October 2025.

### Manuscripts in Preparation

2. **Chatterjee, A.**, Chan, D., Castonguay, J. The rhetoric of public health departments' cannabis messaging. Manuscript in preparation for submission to *Health Communication*. Expected submission February 2026.
3. **Chatterjee, A.** Heuristic Calculations as Precursors to Meaningful Interpersonal Communication. Manuscript in preparation for submission to *Communication Monographs*. Expected submission April 2026.

## REFEREED CONFERENCE PRESENTATIONS

### First author

1. **Chatterjee, A.** (2026, February). *Harm Reduction Priorities in Institutional Rhetoric on Cannabis*. Midwest Winter Workshop, Indiana University at Bloomington.
2. **Chatterjee, A.**, Chan, D., & Castonguay, J. (2025, November). *Modern Public Health Rhetoric About Cannabis: A softer but persistently abstinence-forward approach*. Mid-Atlantic Popular & American Culture Association, Philadelphia, Pennsylvania, USA.
3. **Chatterjee, A.** (2025, April). *Moving People from "Aware" to "Interested" When Developing Social Influence Campaigns*. Graduate Symposium, Temple University.
4. **Chatterjee, A.** (2024, March). *A Three-Way Interactive Effect of Political Ideology, Trust in the News Media, and Media Channel on Political Participation*. Graduate Research Forum, Philadelphia, PA.
5. **Chatterjee, A.**, & Hagley, Z. (2024, March). *The Impact of Media Frames on the Use of Generative AI*. Graduate Research Forum, Philadelphia, PA.

### Contributing author

6. Mutucumarana, C., Chiotos, K., **Chatterjee, A.**, Kellom, K., Polsky, T., Sartori, L., Zorc, J., & Same, R. (2026, April). *Clinician Knowledge, Attitudes, and Practices on Procalcitonin (PCT) in a Pediatric Health System*. Pediatric Academic Societies, Honolulu, HI.
7. Wu, K., Kellom, K., **Chatterjee, A.**, Strane, D., Meredith, M. (2026, April). *Highlighting and Enhancing Recovery Capital of Mothers with Substance Use Disorder through Attachment-Based Therapy with Their Children*. ResilienceCon, Nashville, TN.
8. Costello, A., **Chatterjee, A.**, Quzack, L., Meyers, A., Jazayeri, J., Kaur, A., Weiss, P. F., Kellom, K., & Rasooly, I. R. (2025, October). *Improving Timely Diagnosis of Juvenile*

*Idiopathic Arthritis: Insights from Caregiver Interviews*. Diagnostic Excellence 2025 Meeting, University of Michigan.

9. Vervilles, W., Ashok, V., Kellom, K., **Chatterjee, A.**, Ntigbu, I., Boms, O., Szabo, A., Fein, J., Richmond, T., Purtle, J., Kearney, M., & Meisel, Z. (2025, June). *Shaping Health Policy: Pennsylvania Lawmakers' Rhetoric on Firearms, Violence, and Public Health*. Annual Research Meeting. AcademyHealth, Minneapolis, MN.
10. Gmuca, S., McGill, M., Butler, N., **Chatterjee, A.**, Kellom, K., Young, J. F., Palermo, T. M., Weiss, P. F., Rosenberg, A. R., & Cronholm, P. F. (2025, April). *A Qualitative Exploration of Patient and Caregiver Satisfaction with Resilience Coaching for Adolescents with Chronic Musculoskeletal Pain*. Childhood Arthritis and Rheumatology Research Alliance, Denver, CO.
11. Lee, S. S., Seo, Y., Hagley, Z., & **Chatterjee, A.** (2025, March). *Rainbow Washing or Authentic Brand Activism? The Effects of Brand Value-Campaign Congruity and Brand Credibility*. American Academy of Advertising, Pittsburgh, PA.
12. Kogon, A., **Chatterjee, A.**, Kellom, K., LoGuidice, J., Zemel, B. S., Schwartz, L., Mitchell, J., & Amaral, S. (2024, April). *Patient and Caregiver Perspectives of Physical Activity Participation in Pediatric Chronic Kidney Disease*. Pediatric Academic Societies, Toronto, Ontario, Canada.
13. Litsas, D., Alolod, G., **Chatterjee, A.**, Blunt, R., & Siminoff, L. A. (2023, April). *Exploring Asian Americans' Decision-Making in the Context of Organ Donation*. Society of Behavioral Medicine, Phoenix, AZ.

## ADDITIONAL RESEARCH CONTRIBUTIONS

### Datasets

1. **Chatterjee, A.** (2025). *Cannabis PSA Archive* [Dataset].  
<https://doi.org/10.5281/zenodo.17552779>
2. Castonguay, J., **Chatterjee, A.**, Tallapragada, M., Friel, K. K., & Hardy, B. (2025). *Tranq Stigma Video Corpus* [Dataset]. Klein Media and Psychophysiology Lab.  
<https://doi.org/10.5281/zenodo.17635675>

### Invited talks

3. **Chatterjee, A.** (2026, March). *Navigating an evaluative partnership with a public school district*. PolicyLab Adolescent Health Annual Portfolio Meeting, Children's Hospital of Philadelphia.
4. **Chatterjee, A.** (2025, November). *Crash Course: Teaching Transgressive Media through Horror Comic Books*. Mid-Atlantic Popular & American Culture Association, Philadelphia, Pennsylvania, USA.
5. **Chatterjee, A.** (2025, September). *Composite narratives demonstrating the importance of childcare in supporting parents recovering from opioid use disorder*. PolicyLab Community and Family Health Annual Portfolio Meeting, Children's Hospital of Philadelphia.
6. **Chatterjee, A.** (2025, March). *Institutional Communication: The Role of Public Service Announcements (PSAs) in Children's Media*. Invited Lecture, Temple University Department of Advertising and Public Relations.
7. **Chatterjee, A.** (2024, March). *Protecting Research Participants in Small Study Populations*. Early Career Research Spotlight, PolicyLab, Children's Hospital of Philadelphia.

### White Papers/Research Reports

8. Turner, S., **Chatterjee, A.**, Kellom, K., Waasdorp, T., Pennoti, R., & Timko, A. (2025). *Developing School Nursing in Wallingford-Swarthmore School District*. PolicyLab, Children's Hospital of Philadelphia.
9. Whitaker, J., Rosenquist, R., Gerdes, M., **Chatterjee, A.**, Kellom, K., & Matone, M. (2024). *The Role of Child Care in Family-Centered Approaches to Treatment for Substance Use Disorder*. PolicyLab, Children's Hospital of Philadelphia.

### **TEACHING EXPERIENCE**

#### Drexel University (Adjunct Instructor of Record, 2024-Present)

1. COM 150: Mass Media and Society (Large General Education/Survey Course)
2. HNRS 201: The Value of Horror Comic Books (Honors Seminar)
3. HNRS 305: Misinformation (Honors Seminar)

#### Temple University (Graduate Instructor of Record, 2024-Present)

4. ADV 1196: Persuasive Writing (Writing Intensive)
5. ADV 4197: Advanced Writing (Writing Intensive)
6. CSI 3601: Misinformation and Misperception (Upper-Division Elective)

#### Temple University (Graduate Teaching Assistant, 2023-2024)

7. ADV 1011: Introduction to Media and Society (Large General Education/Survey Course)
8. MSP 0821: The Future of Your TV (Large General Education/Survey Course)
9. MSP 1655: Introduction to Media Business (Large General Education/Survey Course)

#### University of California at Berkeley (Undergraduate "DeCal" Instructor of Record, 2014-2016)

10. ART 98: The History of Music Videos (Elective)
11. PUBH 198: Salient Issues in Student Health (Elective)

### **AWARDS**

#### Grants and Fellowships

1. Travel Grant, Midwest Winter Workshop at IU Bloomington - \$250 2026  
*Rhetoric of Health and Wellness Group*
2. Summer Research Grant, Temple University Graduate School - \$6,000 2025  
*Analyzing Rhetoric of Health Departments Around Cannabis*
3. Network of the National Library of Medicine Project Grant - \$20,000 2020  
*Empowering High Schoolers to Pursue Public Health Research*
4. Vision for Ohio Fellowship - \$8,500 2019  
*Building transformative community outreach campaigns*
5. Frontlines to Power Fellowship, Sierra Club - \$5,000 2017  
*Developing environment-centered campaign messaging*

#### Recognition and Honors

6. Sigma Xi Research Honors Society, Full Membership 2025
7. 2nd Top Paper Award, 26th Annual GRF, Klein College 2024

## ACADEMIC SERVICE

### Service to the Field

1. Session Chair, Health Studies Section (MAPACA) 2025
2. Reviewer, *Qualitative Health Research* (Sage) 2025
3. Panel Moderator, Graduate Research Forum (Temple) 2024

### Children's Hospital of Philadelphia

4. Chair, Visibility and Voice Committee 2025-Present  
*Managed DEI-focused high school and university outreach programs*
5. Editor-in-Chief, Qualitative Inquirer Newsletter 2023-Present  
*Managed quarterly publication for 150+ qualitative health researchers*
6. Coordinator, Qualitative Methods Research Affinity Group 2022-Present  
*Managed annual mini-grant cycle, organized speakers and workshops*

### Temple University

7. Orientation Facilitator, Center for the Advancement of Teaching 2024-Present  
*Provided training workshops for incoming teaching assistants*
8. President, Media and Communication Graduate Student Association 2024-2025  
*Continued service after term ended as the association's first webmaster*

## PROFESSIONAL EXPERIENCE

1. Mixed Methods Researcher, Children's Hospital of Philadelphia 2022-Present  
*Managed efforts on 30+ implementation science studies*
2. Campaign Strategist, Ohio Voice 2020-2022  
*Designed 250+ civic engagement campaigns across Ohio*
3. Health Educator, Richland Public Health 2019-2020  
*Earned \$330,000+ in grants to deliver rural public health services*

## RESEARCH SKILLS

### Programming

R (ggplot, tidyverse, etc.), Python (numpy, beautifulsoup, etc.), SQL, Web Development (HTML + PHP, CSS + Bootstrap, Vanilla JavaScript + React)

### Data Analysis

Qualitative Analysis in NVivo and MaxQDA (Thematic, Rapid, Narrative, Content Analysis), Journey Mapping, Regression, Exploratory and Confirmatory Factor Analysis

### Data Collection

Survey Development, Embedded Web Applications, Semi-Structured Interviews, Focus Groups, Card Sorting, Photo-Elicitation

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*last updated 1/16/26*