

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-Empowered 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. 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.
7. 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.

8. 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.
9. 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.
10. 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.
11. 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.
12. 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). *Trans Stigma Video Corpus* [Dataset]. Klein Media and Psychophysiology Lab. <https://doi.org/10.5281/zenodo.17635675>

Invited talks

3. **Chatterjee, A.** (2025, November). *Crash Course: Teaching Transgressive Media through Horror Comic Books*. Mid-Atlantic Popular & American Culture Association, Philadelphia, Pennsylvania, USA.
4. **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.
5. **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.
6. **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

7. Turner, S., **Chatterjee, A.**, Kellom, K., Waasdorp, T., Pennotti, R., & Timko, A. (2025). *Developing School Nursing in Wallingford-Swarthmore School District*. PolicyLab, Children's Hospital of Philadelphia.

8. 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

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

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

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| 1. Session Chair, Health Studies Section (MAPACA) | 2025 |
| 2. Reviewer, <i>Qualitative Health Research</i> (Sage) | 2025 |
| 3. Panel Moderator, Graduate Research Forum (Temple) | 2024 |
| <u>Children's Hospital of Philadelphia</u> | |
| 4. Chair, Visibility and Voice Committee
<i>Managed DEI-focused high school and university outreach programs</i> | 2025-Present |
| 5. Editor-in-Chief, Qualitative Inquirer Newsletter
<i>Managed quarterly publication for 150+ qualitative health researchers</i> | 2023-Present |
| 6. Coordinator, Qualitative Methods Research Affinity Group
<i>Managed annual mini-grant cycle, organized speakers and workshops</i> | 2022-Present |
| <u>Temple University</u> | |
| 7. Orientation Facilitator, Center for the Advancement of Teaching
<i>Provided training workshops for incoming teaching assistants</i> | 2024-Present |
| 8. President, Media and Communication Graduate Student Association
<i>Continued service after term ended as the association's first webmaster</i> | 2024-2025 |

PROFESSIONAL EXPERIENCE

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

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