

ANYUN CHATTERJEE

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ACADEMIC APPOINTMENTS

- **Temple University**, Philadelphia, PA
 - PhD Candidate (ABD)
 - Instructor of Record, 2024-Present
- **Drexel University**, Philadelphia, PA
 - Adjunct Instructor of Record, 2024-Present

EDUCATION

- **Temple University**, Philadelphia, PA
 - **Doctor of Philosophy (PhD)**, Media and Communication, 2027
 - Dissertation: *The Role of the Agential Value Heuristic in Determining the Success of Persuasive Communication Campaigns* (Advisor: Dr. Bruce Hardy)
- **George Washington University**, Washington, D.C.
 - **Master of Public Health (MPH)**, Environmental Health, 2019
- **University of California at Berkeley**, Berkeley, CA
 - **Bachelor of Arts (BA)**, Biochemistry, 2016

RESEARCH INTERESTS

- Institutional rhetoric in public health
- Audience-institution misalignment
- Health services implementation

TEACHING INTERESTS

- Social and media psychology
- Misinformation and media literacy
- Media studies and pop-culture

PEER REVIEWED PUBLICATIONS

1. 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>
2. 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>
3. 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>
4. 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>.

5. 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>.

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.
2. Whittaker, J., Kellom, K., **Chatterjee, A.**, Rosenquist, R., Strane D., Matone, M. Navigating Opioid Use Disorder Treatment for Pregnant and Parenting People: Composite Narratives for Policy Action. *Substance Abuse Treatment, Prevention, and Policy*. Accepted for publication October 2025.
3. **Chatterjee A.**, Mindich, D. Developing an anti-dehumanization pedagogy. Developing a framework of “anti-dehumanization” for journalism studies coursework. *Teaching Journalism & Mass Communication*. Accepted for publication December 2025.

Preparing for submission

4. **Chatterjee, A.**, Chan, D., Castonguay, J. The rhetoric of public health departments’ cannabis messaging. Manuscript in preparation for submission to *Health Communication*. Content analysis of 100+ videos from health departments across the USA. Expected submission February 2026.
5. **Chatterjee, A.** Agential Value Calculations as Precursors to Meaningful Interpersonal Communication. Manuscript in preparation for submission to *Communication Monographs*. Develops a theoretical framework to explain how publics assess institutional appeals for behavior change. Expected submission April 2026.

REFEREED CONFERENCE PRESENTATIONS

First author

1. **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.
2. **Chatterjee, A.** (2025, April). *Moving People from “Aware” to “Interested” When Developing Social Influence Campaigns*. Graduate Symposium, Temple University, Philadelphia, PA.
3. **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.
4. **Chatterjee, A.**, & Hagley, Z. (2024, March). *The Impact of Media Frames on the Use of Generative AI*. Graduate Research Forum, Philadelphia, PA.

Contributing author

5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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* (Version 1.0) [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*. 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., Pennoti, 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 (Instructor of Record, 2024 - present)

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

Temple University (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 (Teaching Assistant, 2023-2024)

7. ADV 1011: Introduction to Media and Society
8. MSP 0821: The Future of Your TV
9. MSP 1655: Introduction to Media Business

University of California at Berkeley (Undergraduate “DeCal” Instructor, 2014-2016)

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

AWARDS

Grants and Fellowships

1. Temple University Graduate School Summer Grant, 2025 (Internal Competitive Project Grant) - \$6,000: Analyzing Rhetoric of Public Health Departments Around Cannabis
2. National Networks of Libraries of Medicine, 2020 (National Competitive Project Grant) - \$20,000: Empowering High Schoolers to Pursue Public Health Research
3. Vision for Ohio Fellowship, 2019 (Statewide Competitive Fellowship Cohort, 20 recipients) - \$5,000: Building transformative community outreach campaigns
4. Sierra Club Frontlines to Power Fellowship, 2017 (National Competitive Fellowship Cohort, 15 recipients) - \$2,000: Developing environment-centered campaign messaging

Recognition and Honors

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

ACADEMIC SERVICE

1. Session Chair - Health Studies and Public Health, Mid-Atlantic Popular & American Culture Association, 2025
2. Reviewer, *Qualitative Health Research* (Sage), 2025-Present
3. Panel Moderator, Klein College Graduate Research Forum, 2025
4. Committee Chair, Visibility and Voice Committee at Children's Hospital of Philadelphia (managed student outreach efforts and assessed inclusivity of internal programs), 2025-Present
5. President, Temple University Media and Communication Graduate Student Association, 2024-2025
6. Orientation Facilitator, Center for the Advancement of Teaching (Temple University), 2024-2025
7. Editor-in-Chief of *Qualitative Inquirer* (quarterly research newsletter at Children's Hospital of Philadelphia), 2023-Present
8. CHOP Qualitative Research Affinity Group Coordinator (organized speakers and workshops on qualitative methods), 2022-Present

PROFESSIONAL EXPERIENCE

1. **Children's Hospital of Philadelphia**, 2022-Present
 - **Research Coordinator** - Led research efforts on 30+ mixed-methods implementation studies at CHOP, resulting in policy reports and publications.
2. **Ohio Voice**, 2020-2022
 - **Campaign Strategist** - Designed messaging strategies for 250+ civic engagement campaigns across Ohio.
3. **Richland Public Health**, 2019-2020
 - **Health Educator** - Earned grants totaling over \$330,000 to deliver public health services in a rural community.

AFFILIATIONS

1. Mid-Atlantic Popular & American Culture Association, 2025-Present
2. National Communication Association, 2025-Present
3. International Communication Association, 2024-Present
4. Media and Communication Graduate Student Association, 2023-Present