

Lauren B. Frank

Portland State University

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POSITION

Portland State University

Portland, OR

Assistant Professor, Department of Communication

EDUCATION

University of Southern California

Los Angeles, CA

Annenberg School for Communication and Journalism

Ph.D. Communication

2011

Dissertation: *Contagious: Social Norms about Health in Work Group 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

FUNDED RESEARCH (Agency, title, year(s), amount, responsibility)

National Cancer Institute. Barriers to cervical cancer prevention in Hispanic women: A multilevel approach. 2011-2014. \$2,573,407. Co-Investigator.

National Cancer Institute. Transforming Cancer Knowledge, Attitudes, and Behavior through Narrative. 2012-2014. \$3,075,213. Consultant.

PUBLICATIONS

Peer-Reviewed Journal Articles

Frank, L. B., Murphy, S. T., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2015). Telling stories, saving lives: Creating narrative health messages. *Health Communication, 30*(2): 154-163. doi: 10.1080/10410236.2014.974126 PMID: 25470440

- Murphy, S. T., Frank, L. B., Chatterjee, J. S., Moran, M. B., Zhao, N., & Baezconde-Garbanati, L. A. (in press). Comparing the relative efficacy of narrative versus non-narrative health messages in reducing health disparities using a randomized trial. *American Journal of Public Health*.
- Baezconde-Garbanati, L. A., Chatterjee, J. S., Frank, L. B., Murphy, S. T., Moran, M. B., Werth, L. N., Zhao, N., Amezola de Herrera, P., Mayer, D., Kagan, J., & O'Brien, D. (2014). *Tamale Lesson: A case study of a narrative health communication intervention*. *Journal of Communication in Healthcare*, 7(2), 82-92. doi: 10.1179/1753807614Y.0000000055
- Khosla, V., Mikami, A., Frank, L. B., Popal, I., Debeljak, K., & Shaw, A. (2013). Combating violence against women through C4D: The Use Your Voice campaign and its implications on audience-citizens in Papua New Guinea. *International Journal of Communication*, 7, 2087-2104. Available at: <http://ijoc.org/ojs/index.php/ijoc/article/view/1852>
- Moran, M. B., Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. (2013). The ability of narrative communication to address health-related social norms. *International Review of Social Research*, 3(2), 131-149. Available at: http://www.irsr.eu/8_moran.html
- Murphy, S. T., Frank, L. B., Chatterjee, J. S., & Baezconde-Garbanati, L. (2013). Narrative versus nonnarrative: The role of identification, transportation, and emotion in reducing health disparities. *Journal of Communication*, 63(1), 116-137. doi:10.1111/jcom.12007
- Frank, L. B., Chatterjee, J. S., Chaudhuri, S., Lapsansky, C., Bhanot, A., & Murphy, S. T. (2012). Conversation and compliance: Role of interpersonal discussion and social norms in public communication campaigns. *Journal of Health Communication*, 17(9), 1050-1067. doi:10.1080/10810730.2012.665426
- Murphy, S. T., Frank, L. B., Moran, M., & Woodley, P. (2011). Involved, transported or emotional? Exploring the determinants of change in knowledge, attitudes, and behavior in entertainment-education. *Journal of Communication*, 61(3), 407-431. doi: 10.1111/j.1460-2466.2011.01554.x
- Monge, P., Lee, S., Fulk, J., Frank, L. B., Margolin, D., Schultz, C., Shen, C., & Weber, M. (2011). Evolutionary and ecological models for organizational communication. In V. Miller, M. S. Poole, D. R. Seibold and Associates, *Advancing research in organizational communication through quantitative methodology*, *Management Communication Quarterly*, 25(1), 4-58. doi: 10.1177/0893318910390193

Monge, P., Lee, S., Fulk, J., Weber, M., Shen, C., Schultz, C., Margolin, D., Gould, J., & Frank, L. B. (2011). Research methods for studying evolutionary and ecological processes in organizational communication. *Management Communication Quarterly*, 25(2), 211-251. doi: 10.1177/0893318911399447

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>

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*, 3(2), 1-10. doi:10.1097/DMP.0b013e3181a9c6c5 PMID:19590429

Book Chapter

Frank, L. B., Chaudhuri, S. T., Bhanot, A., & Murphy, S. T. (2011). *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.), *Drama for development: Cultural translation and social change* (pp. 201-222). New Delhi: Sage.

CONFERENCE PRESENTATIONS

Liu, W., Beacom, A. M., Frank, L. B., Nomachi, J., Vasquez, S., & Galloway-Gilliam, L. (2015, May). The evolution of multiplex interorganizational networks and collaborating in a community-based health coalition. To be presented at the International Communication Association Conference, San Juan, Puerto Rico.

Frank, L. B., Jodrell, D., & Smethurst, L. (2015, April). *Social and structural factors to promote antenatal care in Bangladesh*. To be presented at the D. C. Health Communication Conference "Communication Competence and Health Promotion," Washington, DC. **Top presentation award.**

Frank, L. B., Murphy, S., & Ball-Rokeach, S. (2015, April). Hispanic women's personal social networks for health issues. To be presented at the D. C. Health Communication Conference "Communication Competence and Health Promotion," Washington, DC.

Frank, L. B. (2014, November). *Talking with friends: Small group discussion of a cervical cancer campaign*. Presented at the American Public Health Association Conference, New Orleans, LA.

Frank, L. B., Murphy, S., Ball-Rokeach, S., Moran, M. B., & Amezola, P. (2014, November). *Importance of talk and place in cervical cancer prevention*. Presented at the American Public Health Association Conference, New Orleans, LA.

- Amezola, P., Frank, L. B., Murphy, S., Ball-Rokeach, S., & Zhao, N. (2014, November). *Location, location, location: Individual, interpersonal and geographic predictors of Latina's health*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Amezola de Herrera, P., Frank, L. B., Murphy, S., Ball-Rokeach, S., Baezconde Garbanati, L. & Unger, J. B. (2014, November). *A multi-dimensional approach to measure acculturation: Using a sample of Latina women loving in Los Angeles*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Baezconde-Garbanati, L., Moran, M. B., Chatterjee, J. S., Huh, J., Zhao, N., Frank, L. B., Murphy, S., & Ball-Rokeach, S. (2014, November). *Moderating effects of neighborhood on Latina mothers' stress and healthcare: Feeling overwhelmed is a significant barrier to healthcare among low-income Latina mothers*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Werth, L., Calvo, A., Hess-Holtz, DeAlguero, L., Murphy, S., Moran, M., Frank, L. B., Chatterjee, J. S., Amezola, P., & Baezconde-Garbanati, L. (2014, November). *"Pero solo tengo una pareja" (But I only have one partner): Myths and misconceptions regarding cervical cancer and Human Papilloma Virus (HPV) among women in Panama City, Panama*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Werth, L., Calvo, A., Hess-Holtz, DeAlguero, L., Murphy, S., Moran, M., Frank, L. B., Chatterjee, J. S., Amezola, P., & Baezconde-Garbanati, L. (2014, November). *"Perception and acceptability of Human Papilloma Virus (HPV) vaccination among women in Panama City, Panama*. Presented at the American Public Health Association Conference, New Orleans, LA.
- Frank, L. B., Murphy, S. T., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2014, May). *Telling stories, saving lives: An examination of narrative messages using the extended parallel processing model*. Presented at the International Communication Association Conference, Seattle, WA.
- Frank, L. B., Murphy, S., Ball-Rokeach, S. & Moran, M. B. (2014, April). *Interpersonal facilitators of cervical cancer screening and prevention*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Baezconde-Garbanati, L., Chatterjee, J., Gonzalez, C., Amezola, P., Murphy, S., Ball-Rokeach, B., Mayer, D., Moran, M., Frank, L. B., Robles, M., Barahona, R., Kubicek, K., Cordero, M., & Lemus, M. (2014, April). *Community-academic partnerships with promotores de salud: Lessons from a decade of research*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.

- Sangalang, A., Frank, L. B., Chatterjee, J. S., Murphy, S. T., & Baezconde-Garbanati, L. (2014, April). *Untangling character involvement in health narratives: Implications from a field experiment*. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Moran, M., Baezconde-Garbanati, L., Chatterjee, J., Murphy, S. T., & Frank, L. B. (2013, November). *Connecting individuals with low health literacy to the right health communication resources: The use of narrative communication to reduce health-literacy related health disparities*. Presented at the National Communication Association Conference, Washington, D.C.
- An, Z., Murphy, S. T., & Frank, L. B. (2013, November). *Stigma of mental illness and disclosure indirectness: A test of cultural differences*. Presented at the National Communication Association Conference, Washington, D.C.
- Frank, L. B., Moran, M. B., Murphy, S., & Ball-Rokeach, S. (2013, November). *Thinking you can: Self-efficacy and barriers to cervical cancer screening among Latinas*. Presented at the American Public Health Association Conference, Boston, MA.
- Baezconde-Garbanati, L., Murphy, S., Frank, L. B., Chatterjee, J., Moran, M., Zhao, N., Mayer, D., & Kagan, J. (2013, November). *Transforming cancer knowledge, attitudes and behavior: An empirical test of the use of narrative versus non narrative*. Presented at the American Public Health Association Conference, Boston, MA. **APHA Public Health Multi-media Materials Award.**
- Murphy, S., Frank, L. B., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2013, November). *Is what is good for the goose good for the gander? A comparison of women's knowledge, attitudes and intent to vaccinate their daughters and sons against the human papillomavirus (HPV)*. Presented at the American Public Health Association Conference, Boston, MA.
- Moran, M. B., Frank, L. B., Ball-Rokeach, S., & Murphy, S. (2013, November). *Associations between anti-vaccine beliefs and sources of health information*. Presented at the American Public Health Association Conference, Boston, MA.
- Murphy, S., Frank, L. B., Chatterjee, J. S., Moran, M. B., Zhao, N., & Baezconde-Garbanati, L. (2013, November). *Longitudinal effects of narrative versus non-narrative health messages on promoting women's cervical cancer-related knowledge, attitudes, and behavior*. Presented at the American Public Health Association Conference, Boston, MA.

- Frank, L. B., Murphy, S. T., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2013, September). *An examination of the impacts of narrative health communication on constructs from the extended parallel processing model*. Presented at the International Cancer Education Conference, Seattle, WA.
- Frank, L. B. & Moran, M. B. (2013, June). *Narrative films to address health disparities among Latinas*. Presented at the International Communication Association Conference, London, England.
- Moran, M. B., Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. (2013, June). *The ability of narrative communication to address health-related social norms*. Paper presented at the International Communication Association Conference, London, England.
- Murphy, S., Frank, L. B., Chatterjee, J. S., Moran, M. B., & Baezconde-Garbanati, L. (2013, March). *An empirical test of the relative impact and longevity of narrative and non-narrative health messages*. Presented at the D.C. Health Communication Conference "Translating Research into Practice," Washington, DC. **Top translational research presentation.**
- Moran, M. B., Murphy, S., Zhao, N., Frank, L. B., & Baezconde-Garbanati, L. (2013, March). *Sources of health information associated with anti-vaccine beliefs among African American, European American, and Mexican American women*. Presented at the D.C. Health Communication Conference "Translating Research into Practice," Washington, DC.
- Frank, L. B., Murphy, S., Chatterjee, J., Valente, T. W., & Baezconde-Garbanati, L. (2012, October). *Telling stories: The differential impact of narrative and non-narrative films in stimulating interpersonal discussion*. Poster presented at the American Public Health Association Conference, San Francisco, CA.
- Baezconde-Garbanati, L., Murphy, S., Moran, M. B., Zhao, N., Huh, J., Frank, L. B., & Chatterjee, J. S. (2012, October). *Barriers to cervical cancer screening among Korean women and use of the HPV vaccine for daughters and sons*. Presented at the American Public Health Association Conference, San Francisco, CA.
- Moran, M. B., Murphy, S., Frank, L. B., & Baezconde-Garbanati, L. (2012, October). *Stories and social norms: The impact of narrative and non-narrative films on perceptions of social norms regarding cervical cancer prevention and detection*. Poster presented at the American Public Health Association Conference, San Francisco, CA.
- Murphy, S. T., Frank, L. B., Moran, M. B., Chatterjee, J.S. & Baezconde-Garbanati, L. (2012, September). *Once upon a time in health communication: An empirical test of the use of narrative in health communication*. Presented at the American Association for Cancer Education Conference, Ann Arbor, MI.

- Khosla, V., Mikami, A., Popal, I., Shaw, A., Frank, L. B., & Debeljak, K. (2012, July). *Combating violence against women (VAW) through C4D: 'Use Your Voice' campaign and its implications on audience-citizens in Papua New Guinea*. Paper presented at the International Association for Media Communication Research Conference, Durban, South Africa.
- Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. (2012, June). *An empirical test of the use of narrative versus non-narrative in cancer communication: The role of identification and transportation*. Presented at the Narratives and Entertainment: The Use of Stories to Make Communication More Entertaining and Effective Conference, Amsterdam.
- Murphy, S. T., Baezconde-Garbanati, L., Frank, L. B., & Chatterjee, J. S. (2012, May). *An empirical test of the use of narrative versus nonnarrative in cancer communication: The role of identification and transportation*. Presented at the International Communication Association Conference, Phoenix, AZ.
- Frank, L. B. (2012, March). *Social norms about health in work group networks*. Presented at the International Network for Social Network Analysis Sunbelt Conference, Redondo Beach, CA.
- Murphy, S. T., Hether, H. J., de Castro Buffington, S., Baezconde-Garbanati, L., & Frank, L. B. (2011, November). *Preventing cancer in primetime: Using entertainment programming to reach underserved and less acculturated audiences*. Paper presented at the American Public Health Association Conference, Washington, D.C.
- Gigli, S., Power, G., Fisher, A., & Frank, L. B. (2011, June). *Frameworks and approaches for understanding engagement as impact*. Panel presented at the U.S. Department of State Fourth Annual Conference on Program Evaluation, Washington, D.C.
- Murphy, S., Moran, M., Frank, L., Amezola, P., Cortessis, V., Muderspach, L., Amatullo, M., Ruffino, E., Haile, R., & Baezconde-Garbanati, L. (2010, October). *Es Tiempo/it's time: Developing and testing culturally grounded cervical cancer educational program materials to reduce inequities in screening among Latinas*. Paper presented at the American Association for Cancer Education, San Diego, California.
- Baezconde-Garbanati, L., Murphy, S., Quynh-Minh, T., Amezola, P., Moran, M., Frank, L., Cortessis, V., Muderspach, L., Amatullo, M., Ruffino, E., Haile, R. (2010, October). *Health communication campaign for Latinas at high risk for cervical cancer*. Paper presented at the American Association for Cancer Education, San Diego, California.

- 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. (2014, November). *Health campaigns and social influence processes*. Presented at the Portland State University Communication Colloquium, Portland, OR.

Frank, L. B. (2014, June). *How to design surveys for construct measurement*. Presented at BBC Media Action, London, UK.

Frank, L. B. (2014, June). *Advanced introduction to structural equation modeling*. Presented at BBC Media Action, London, UK.

Frank, L. B. (2014, February). *The use of narrative and entertaining approaches in persuasive health messages*. Presented at the Portland Community College Bridges to Baccalaureate, Portland, OR.

Frank, L. B., Jackson, A., & Hollertz, V. (2014, January). *Research partnerships: Insights and lessons learnt from two health communication projects in India*. Presented remotely to BBC Media Action, Methodology and Dissemination, London, UK.

Frank, L. B. (2011, October). *The communication environment surrounding cervical cancer*. Presented at the Portland State University Communication Colloquium, Portland, OR.

Frank, L. B. (2010, April). *Structural equation models for evaluating HIV/AIDS interventions*. 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*. 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.

TEACHING EXPERIENCE

Portland State University

COMM 313 – Communication in Groups

COMM 316 – Communication, Individuals, and Discourse

COMM 410/510 – Health Communication

COMM 423/523 – Advanced Organizational and Strategic Communication

COMM 429/529 – Health Communication Campaigns

COMM 521 – Quantitative Methods in Communication Research

University of Southern California

COMM 204 – Public Speaking

COMM 301L – Empirical Research in Communication

Facilitator

USC Marshall School of Business Experiential Learning Center, Fall 2009 - Spring 2011

Topics include cross-cultural communication, inter-group relations, small group processes such as consensus decision making and power dynamics, and moral reasoning

PROFESSIONAL ACTIVITIES AND SERVICE

American Public Health Association, Health Communication Working Group Program Planning Committee and Steering Committee, 2014-2015

Reviewer

National Science Foundation – Decision, Risk, and Management Sciences Program

International Communication Association

Health Communication Division

Global and Social Change Division

American Public Health Association
Public Health Education and Health Promotion Section – Health Communication
Working Group

American Journal of Public Health

Health Communication

Journal of Applied Communication Research

Journal of Communication

Journal of Health Communication

Science Communication

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

Structural Equation Modeling: LISREL and PRELIS

Hierarchical Linear Modeling: HLM

Network analysis: UCINET, Netdraw, and PNet