

JOYEE S. CHATTERJEE

USC Annenberg School for Communication & Journalism
3502 Watt Way, Los Angeles, CA 90089- 0281

joyee.c@gmail.com; jchatter@usc.edu
+1 (213)446-8961

EDUCATION

- Ph.D. Communication, Annenberg School for Communication and Journalism**
University of Southern California, Los Angeles, CA 2012
Dissertation Title: *Encoding Women- Popular Culture and Primetime Indian Television*
Dissertation Committee: Michael J. Cody (Chair), Sarah Banet-Weiser, Doe Mayer
- M.A. Communication Management, Annenberg School for Communication & Journalism**
University of Southern California, Los Angeles, CA 2005
Thesis: *A Study of Perceptions and Adherence to Gender Stereotypes and Arranged Marriages among Heterosexual Indian Women and Men on Matrimonial Websites*
- M.A. Social Work, School of Social Work**
Tata Institute of Social Sciences, Mumbai, India 2001
Specialization: Social Welfare Administration
Field Work Placements: Child Rights and You (2000-01); Child Guidance Clinic – Shree Manav Seva Sangh (1999-2000)
- B.A Political Science (Honours), Lady Shri Ram College**
Delhi University, New Delhi, India 1999

POSTIONS

- Postdoctoral Researcher** (Funded by National Institute of Health) 2012 – Present
Annenberg School for Communication and Journalism, USC
Project: “Transforming Cancer Knowledge, Attitudes, and Behavior through Narrative”,
PIs: Sheila Murphy (Annenberg School for Communication and Journalism, USC) and
Lourdes Baezconde-Garbanati (Institute for Health Promotion and Disease Prevention
Research, Keck School of Medicine, USC)
- Lecturer, Communication Management (Online Program)** Fall 2014
Annenberg School for Communication and Journalism, USC
- Research Assistant** 2011 - 2012
Annenberg School for Communication and Journalism, USC
Project: “Transforming Cancer Knowledge, Attitudes, and Behavior through Narrative”
- Teaching Assistant** 2004 - 2011
Annenberg School for Communication and Journalism, USC
- Research Assistant for Dr. Michael J Cody** 2009 - 2011
Annenberg School for Communication and Journalism, USC

- Research Assistant** for Dr. Sarah Banet-Weiser Sp 2007 - Fa 2007
Annenberg School for Communication and Journalism, USC
- Student Researcher** Su 2004 - Su 2006
Annenberg School for Communication and Journalism, USC
Project: Hollywood, Health & Society
- Executive, Resource Mobilisation** 2001 - 2003
Child Rights and You, Mumbai, India
- Research Assistant** to Child Rights Consultant, United Nations (India) 2002
Project: Compiling Report on 'Existing Child Right Policies and their Implementation in India' (A United Nations Handbook)
- Research Intern** March - April 2001
India Centre for Human Rights & Law, Mumbai, India
Project: Report on the anticipated environmental and human rights impact of the Bandra-Worli Sea Link ('An Enquiry into the Bandra-Worli Sea Link Project', July 2001)

ADDITIONAL POSITIONS AND ROLES

- Co-Investigator** 2013 - Present
Keck School of Medicine, USC
Project: Transforming Cervical Cancer Education for Latinas with Low Literacy (Funded by the Southern California Clinical & Translational Science Institute)
PIs: Lourdes Baezconde-Garbanati (Institute for Health Promotion and Disease Prevention Research, Keck School of Medicine, USC)
- Consultant** 2007 - Present
BBC Media Action
Ongoing collaboration with the global Research and Learning Team. Worked extensively with the India project team on several projects, including the DFID funded *Jasoos Vijay* evaluations and Bill and Melinda Gates Foundation funded Condom Normalization campaign.

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

1. Baezconde-Garbanati, L., **Chatterjee, J.S.**, Frank, L.B., Murphy, S. Moran, M.B., Werth, L., Zhao, N., Amezola, P., Mayer, D., Kagan, J., O'Brien, D. (In press). Tamale Lesson: A case study of a narrative health communication intervention. *Journal of Communication in Healthcare*

2. Frank, L.B., Murphy, S., **Chatterjee, J.S.**, Moran, M.B., & Baezconde-Garbanati, L. (In Press) Telling stories, saving lives: Creating narrative health messages. *Health Communication*
3. Moran, M.B., Murphy, S.T., **Chatterjee, J.S.**, Amezola, P., & Baezconde-Garbanati, L. (In Press). Mexican-American Mothers' Perceptions Regarding Vaccinating their Daughters Against HPV and Recommended Strategies to Promote Vaccine Uptake. *Women's Reproductive Health*
4. Zhao, N., Huh, J., Murphy, S.T., **Chatterjee, J.S.** & Baezconde-Garbanati, L. (2014) Self-construal as a predictor of Korean American women's intention to vaccinate daughters against Human Papillomavirus. *Asian American Journal of Psychology*, 5(2), 96-105.
5. Lapsansky, C., & **Chatterjee, J.S.** (2013). Masculinity Matters: Using Entertainment Education to Engage Men in Ending Domestic Violence in India. *Critical Arts: Special Issue on Entertainment Education*, 27(1), 36-55. DOI:10.1080/02560046.2013.766972
6. Murphy, S.T., Frank, L.B., **Chatterjee, J.S.**, & Baezconde-Garbanati, L. (2013). Narrative versus non-narrative: The role of identification, transportation, and emotion in reducing health disparities. *Journal of Communication*, 63(1), 116-137. doi:10.1111/jcom.12007
7. Frank, L. B., **Chatterjee, J.S.**, Chaudhuri, S., Lapsansky, C., Bhanot, A., & Murphy, S.T. (2012). Conversation and compliance: The 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
8. **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.

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

1. Murphy, S.T., Frank, L.B., **Chatterjee, J.S.**, Moran, M.B., Zhao, N. & Baezconde-Garbanati, L. (Under Review). A randomized trial comparing relative effectiveness of narrative versus non-narrative health messages in reducing health disparities
2. **Chatterjee, J.S.**, Frank, L.B., Murphy, S.T., Moran, M.B., & Baezconde-Garbanati, L. (In preparation). Sons vs. Daughters: Examining gendered perceptions and intentions regarding HPV vaccine among mothers.

BOOK CHAPTERS

1. Lapsansky, C. & **Chatterjee, J. S.** (2011). Men, masculinity and drama. In A. Skuse, M. Gillespie, & G. Power (Eds.), *Broadcasting social change: Drama, development, and cross-cultural translation*. New Delhi: Sage Publications

 INVITED PUBLICATIONS

1. Cody, M.J., **Chatterjee, J.S.** and Sangalang, A. (In progress). Entertainment-Education. In *The International Encyclopedia of Media Effects*, Wiley.

 COMPETITIVELY SELECTED PRESENTATIONS AND POSTERS

1. Baezconde-Garbanati, L., Moran, M. B., **Chatterjee, J. S.**, Huh, J., Zhao, N. & Murphy, S. T. (2014). *Moderating effects of neighborhood on Latina mother's stress and healthcare: Feeling overwhelmed is a significant barrier to healthcare among low-income Latina-mothers*. Oral presentation to be presented at the 142 annual meeting of the American Public Health Association, New Orleans, LA.
2. Werth, L., Calvo, A., Hess-Holtz, M., Alguero, L. Murphy, S., Moran, M., **Chatterjee, J.S.**, Amezola, P., & Baezconde-Garbanati, L. (2014). *“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*. Oral presentation to be presented at the 142 annual meeting of the American Public Health Association, New Orleans, LA.
3. Werth, L., Calvo, A., Hess-Holtz, M., , Alguero, L. Murphy, S., Moran, M., **Chatterjee, J.S.**, Amezola, P., & Baezconde-Garbanati, L. (2014). *Perception and Acceptability of Human Papilloma Virus (HPV) Vaccination among Women in Panama City, Panama*. Oral presentation to be presented at the 142 annual meeting of the American Public Health Association, New Orleans, LA.
4. Baezconde-Garbanati, L., Amezola de Herrera, P., Gonzalez, C., Murphy, S., Ball-Rockeach, S., **Chatterjee, J. S.**, Robles, M, Barahona, R., Kubicek, K, Cordero, M, Lemus, M. (2014). *Community-Academic Partnerships with Promotores de Salud: Lessons from a Decade of Research*. Oral presentation at the Kentucky Conference on Health Communication, Lexington, KY.
5. Sangalang, A., Frank, L. B., **Chatterjee, J. S.**, Murphy, S., & Baezconde-Garbanati, L. (April 2014). *Untangling Character Involvement in Health Narratives: Implications from a Field Study*. Oral presentation at the Kentucky Conference on Health Communication, Lexington, KY.
6. Moran, M. B., Murphy, S., Frank, L. B., **Chatterjee, J. S.**, & Baezconde-Garbanati, L. (November, 2014). *Connecting individuals with low health literacy to the right health communication resources: The use of narrative communication to reduce health-literacy related health disparities*. Oral presentation at the National Communication Association Conference, Washington, D. C.
7. Murphy, S., Frank, L. B., **Chatterjee, J. S.**, Moran, M. B., Zhao & 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*. Oral presentation at the 141 annual meeting of the American Public Health Association, Boston, MA.

8. 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)*. Poster presented at the 141 annual meeting of the American Public Health Association, Boston, MA
9. 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*. Oral presentation at the International Cancer Education Conference, Seattle, WA.
10. Zhao, N., **Chatterjee, J.S.**, Baezconde-Garbanati, L., (2013, June). *Interdependent Self Construal, Social Norms, and Latina's Intent to Vaccinate Their Daughters Against Human Papilloma Virus*. Paper presented at the International Communication Association Conference, London, England.
11. Baezconde-Garbanati, L., Zhao, N., Huh, J., Murphy, S. T., Moran, M. B., & **Chatterjee, J. S.** (2013, March). *Understanding and addressing barriers to cervical cancer screening among Korean women and use of the HPV vaccine among their sons and daughters*. Poster session presented at the 2013 D.C. Health Communication Conference, Fairfax, VA.
12. 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 nonnarrative health messages*. Oral Presentation at D. C. Health Communication Conference, Fairfax, VA. Top translational research presentation.
13. Baezconde-Garbanati, L., Zhao, N., Huh, J., Murphy, S., Moran, M. B., Frank, L.B., & **Chatterjee, J.S.** (2012). *Barriers to cervical cancer screening among Korean women and use of the HPV vaccine for daughters and sons*. Poster presented at the 140th American Public Health (APHA) meeting, San Francisco, California. November, 2012.
14. Zhao, N., Murphy, S., **Chatterjee, J.S.**, & Baezconde-Garbanati, L. (2012). *Acculturation, independent vs. interdependent self-construal, and Latinas' intent to vaccinate their daughters against the Human Papilloma Virus (HPV)*. Oral presentation at the 140th American Public Health (APHA) meeting, San Francisco, California. November, 2012.
15. Frank, L.B., Murphy, S., **Chatterjee, J.S.**, Valente, T. W., & Baezconde-Garbanati, L. (2012). *Telling stories: The differential impact of narrative and non-narrative films in stimulating interpersonal discussion*. Poster presented at the 140th American Public Health (APHA) meeting, San Francisco, California. November, 2012.
16. Murphy, S., Frank, L., Moran, B., **Chatterjee, J.S.**, Baezconde-Garbanati, L. (2012). *An Empirical Test of the Use of Narrative Versus Non-narrative in Health Communication: The Role of Identification and Transportation*. Paper presented at the StoryNet workshop Narratives and entertainment: The use of stories to make communication more entertaining and effective. Amsterdam, Netherlands.

17. Murphy, S., Frank, L., **Chatterjee, J.S.**, Baezconde-Garbanati, L. (2012). *The use of narrative in health communication: Empirical explorations of mediators, moderators and effects*. Paper presented at the International Communication Association (ICA) 2012 meetings on Communication and Community (May 24-28, 2012). Phoenix, Arizona.
18. Zhao, N., **Chatterjee, J.S.**, Murphy, S., Baezconde-Garbanati, L. (2012). *Understanding the intention of vaccinating their daughters against Human Papilloma Virus among Hispanic and non-Hispanic white women: An extension of theory of planned behavior*. Presented at the Kentucky Conference on Health Communication, Lexington, Kentucky.
19. Murphy, S.T., Hether, H.J., **Chatterjee, J.S.**, Buffington, S., & Baezconde-Garbanati, L. (November, 2011). *Fiction versus fact: Comparing cancer narratives on popular US television to reality*. Paper presented at the 5th International Entertainment-Educational Conference, New Delhi, India.
20. 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.
21. Schuh, J.S, **Chatterjee, J. S.**, Gould, J. J. (2009, May). *Considering transactive memory systems within the entertainment education context: Extending the study of interpersonal communication in relation to mass media and social change*. Paper presented at the International Communication Associate Conference, Chicago, Illinois.
22. Frank, L. B., Monge, P. R., Durham, A., & **Chatterjee, J. S** (2009, March). *Lending practices among rural Ecuadorian women*. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, San Diego, CA
23. **Chatterjee, J. S.** (2008, May). *Minority communities and health information knowledge gaps on obesity-related risk factors*. Paper presented at the International Communication Association Annual Meeting, Montréal, Canada. [Awarded Top Student Paper in Health Communication]
24. **Chatterjee, J.S.**, Bhanot, A., Murphy, S., Frank, L., Sen, N. (2008, May). *Jasoos Vijay : A model of knowledge, discussion, behavior & recommendation*. Paper presented at the International Communication Association Annual Meeting, Montréal, Canada.
25. **Chatterjee, J. S.** (2007, May). *The Internet as matchmaker: A study of why young Indians are seeking marriage alliances online*. Paper presented at the International Communication Association Annual Meeting, San Francisco.

TEACHING EXPERINCE

Section Instructor**Annenberg School of Communication and Journalism**

Gender, Media & Communication, Instructor - Alison Trope (Fa2008, Sp2009)
 Communication as a Social Science, Instructor - Ken Sereno (Sp2005, Fa2007, Sp2008)

Teaching Assistant**Annenberg School of Communication and Journalism**

Communication & Social Movements, Instructor - Daniel Durbin (Fa2004, Fa2005, Fa2006)
 Fashion, Media & Culture, Instructor - Alison Trope (Sp2011)
 Media & Society, Instructor - Robert Scheer (Sp2006)
 Interpersonal Communication, Instructor - Michael Cody (Fa2006, Fa2010)
 Introduction to Mass Communication Theory and Research, Instructor – Stacy Smith (Sp2007)

Guest Lecturer

Linking Theory & Practice in EE campaigns, Fa 2012
 Graduate Seminar in Entertainment Education, Instructor - Hua Wang,
 University of Buffalo, SUNY

Designing Research for Public Communication Campaigns – Lessons from the Field Fa 2010
 Communications Research Theory, Instructor - Sunitha Chitrapu,
 Sophia Polytechnic, Mumbai, India

Entertainment Education, Public Campaigns & AIDS in India Fa 2008
 Public Communication Campaigns, Instructor - Michael Cody,
 Annenberg School for Communication and Journalism, University of Southern California

AWARDS AND HONORS

Health Education Materials Contest Award 2013
 For *The Tamale Lesson* PHEHP (Public Health Education and Health Promotion section of
 APHA)

Top Translational Research Award 2013
 For An Empirical Test of the Relative Impact and Longevity of Narrative and Non-narrative
 Health Messages, D.C. Health Communication Conference

Annenberg Graduate Fellowship for Offsite Fieldwork (\$12,000) 2009 – 2010
 Competitive award from the Annenberg School for Communication & Journalism

Annenberg Summer Research Awards (\$4000) 2007, 2008, 2009
 Annenberg School for Communication & Journalism

<i>Top Student Paper</i>	2008
Health Communication Division, International Communication Association	
<i>Annenberg Favorite T.A. Award</i>	2008
Annenberg Student Communication Association	
<i>Certificate of Merit for Political Science</i>	1999
Political Science Dept., Lady Shri Ram College, Delhi University	
<i>College Prize for Outstanding Contribution to Hindi Dramatics</i>	1999
Lady Shri Ram College, Delhi University	

SERVICE

Reviewer, <i>International Journal of Communication</i>	2011 - present
Editorial Assistant, <i>Journal of Communication</i> , ICA	2008 - 2011
Board Member, <i>Annenberg Communication Graduate Student Association</i> , USC	2006 - 2007
Conference Coordinator, <i>TISS Annual Seminar: 'Rethinking Development: Towards an Alternative Paradigm'</i>	2001
Executive Committee Member, <i>Social Work Students' Forum</i> , TISS	1999 - 2001
Volunteer, <i>Orissa Cyclone Relief Team</i> , TISS	1999
President, <i>Dramatics Society</i> , Lady Shri Ram College	1998 - 1999

PROFESSIONAL MEMBERSHIPS

International Communication Association
National Communication Association

LANGUAGES KNOWN

Fluent in English, Hindi, and Bengali