

Curriculum Vitae

SHEILA T. MURPHY
Full Professor
Annenberg School for Communication
University of Southern California

Address: Annenberg School for Communication and Journalism
University of Southern California
Kerckhoff Hall (KER), Room 201
734 West Adams Boulevard.
Los Angeles, CA 90089-8300

Email: smurphy@usc.edu

Web: <http://annenberg.usc.edu/Faculty/Communication%20and%20Journalism/MurphyS.aspx>

Phone: 310-936-7676

Education: B.A. with Highest Honors, University of Michigan, 1983
M.A., University of Michigan, 1986
Ph.D., University of Michigan, 1990

Positions:

2013 Full Professor, Annenberg School for Communication and Journalism, University of Southern California
1999- 2013 Associate Professor, Annenberg School for Communication and Journalism, University of Southern California
1990- 1999 Assistant Professor, Annenberg School for Communication and Journalism, University of Southern California

Research Funding:

2013-2014 Riley, P., Thainiyom, P. *, Murphy, S. T. & Latonaro, M. (Co-PIs). *Assessing change in attitudes, awareness and behavior in Indonesian youth: A multi-method communication and social media approach to help counter to human trafficking*. USAID's Counter-Trafficking in Persons (C-TIP) Campus Challenge, Democracy Fellows and Grants (DFG) Program. (\$194,254) (September 2013 – August 2014.)

2013-2014 Baezconde-Garbinati, L., & Murphy, S. T. (Co-PIs). *Transforming Cervical Cancer Education for Latinas with Low Literacy*. Southern California Clinical Translation Institute (SC CTSI), University of Southern California (USC), National Institutes of Health. (\$80,000) (March 2013 - June 2014)

* *Current and former graduate students are indicated with an asterisk.*

Note: Under NIH's multiple PI structure a Co-PI is a Principal Investigator.

January 16, 2015

- 2011-2016** Murphy, S. T., & Ball-Rokeach, S. (Co-PIs). *Barriers to Cervical Cancer Prevention in Hispanic Women: A multilevel approach*. RO1 from the National Cancer Institute at the National Institutes of Health. (\$2,573,407) (February, 2011- January 2014)
- 2009-2016** Murphy, S. T., & Baezconde-Garbinati, L. (Co-PIs) *Transforming Cancer Knowledge, Attitudes and Behavior through Narrative*. Transformative RO1 from the National Cancer Institute at the National Institutes of Health. (\$3,075,213) (September 2009 – August 2014)
- 2008-2009** Haile, R., Murphy, S. T., & Baezconde-Garbinati, L. (Co-PIs) *Pilot study of an educational intervention to provide service to Latinas at high risk of cervical cancer*. Funded by Norris Cancer Foundation. (\$100,000)
- 2007** Murphy, S. T. *Health Content in Primetime*. (PI) Funded by The Kaiser Family Foundation. (\$15,000)
- 2004-2006** Murphy, S. T., Cody, M., & Glik, D. (Co-PIs). *Pre-event Message Preparation for Terrorism*. Funded by The Centers for Disease Control and Prevention. (\$25,000)
- 2002-2003** Kennard, C., & Murphy, S. T. (Co-PIs). *Ethics of War Coverage*. Funded by the Ethics and Excellence in Journalism Foundation. (\$50,000)
- 2000-2002** Cody, M., & Murphy, S. T. (Co-PIs). *Tobacco Industry Monitoring Project*. Funded by the California Department of Health Services. (\$1,300,000)
- 1999-2000** Murphy, S. T., & Aarons, L. (Co-PIs). *Evaluating the news*. Funded by The Ford Foundation. (\$90,000)
- 1997-1999** Miller, L. C., & Murphy, S. T. (Co-PIs). *Multiple HIV Prevention Options: Minimizing Risk?* Funded by The Centers for Disease Control and Prevention. (\$1,700,000)
- 1996-1997** Mendel, J., Murphy, S. T., & Miller, L. C. (Co-PIs). *Harassment in the Corporate Community: Using fuzzy logic to create an interactive sensitivity training tool*. Funded by The Annenberg Center/University of Southern California. (\$95,867)
- 1995-1996** Read, S. J., Miller, L. C., & Murphy, S. T. (Co-PIs). *Simulating safer sex: Interactive video as HIV intervention*. Funded by the Universitywide AIDS Research Program, State of California (\$119,870)

- 1995** Murphy, S. T., Read, S., Miller, L. C., Goldsmith, G., & Cody, M. (Co-PIs). *Interactive media for social problems: A proposed interactive multimedia consortium*. Funded by The Annenberg Center /University of Southern California. (\$100,000)
- 1995** Murphy, S. T. (PI). *Evaluating the PBS series "Discovering Women"*. Funded by The Alfred P. Sloan Foundation. (\$30,000)
- 1993-1997** Miller, L. C., & Murphy, S. T. (Co-PIs). *Selling Safer Sex: Meaning, Motives and Message Complexity*. Funded by The Centers for Disease Control and Prevention. (\$920,920)
- 1992-1993** Blackhall, L., Murphy, S., Frank, G., & Michel, V. (Co-PIs). *Ethnicity and Advance Care Directives*. Funded by The National Agency for Health Care Policy and Research. (\$1,290,000)

Co-investigator and Scientific Advisor:

- 2013-2018** Samet, J., & Pentz, M. (PIs). (1 P50 DA036106) *USC Tobacco Center for Regulatory Sciences (TCORS) for Vulnerable Populations*. \$20,000,000 from the National Institutes of Health and the Food and Drug Administration for 9/1/2013 – August, 2018. The USC Tobacco Center of Regulatory Science (TCORS) will conduct research on populations that are at high-risk for use of tobacco products and addiction (African Americans, American Indians, Latinos, Korean Americans) in order to help the FDA reduce tobacco use and its disease burden. The USC TCORS will generate new research and training methods for regulatory science.
- 2014-2021** **Long Term Arrangement (LTA) for research with UNICEF**

Member of training faculty:

- 1992-1997** Universitywide AIDS Research Program, *State of California Institutional Predoctoral Training Grant for AIDS Research in the Social and Behavioral Sciences*. Member of training faculty. (\$302,616)
- 2008-present** Faculty Member of USC's NIH funded Cancer Center and Training Faculty

Publications

Manuscripts published in peer-reviewed journals:

- Frank, L. B.* , **Murphy, S. T.**, & Ball-Rokeach, S. (In press). Personal network analysis and health among Latinas. *International Review of Social Research*.
- Villanueva, G., Broad, G., Gonzalez. C., Ball-Rokeach, S. J., & **Murphy, S.** (In press). Communication asset mapping: An ecological field application toward building healthy communities. *International Journal of Communication*.
- Hether, H. J.* , **Murphy, S. T.**, & Valente, T.W. (in press). Evidence for a hierarchy of social support on prenatal social networking sites. *Digital Health*.
- Moran, M. B.* , Chatterjee, J.* , Frank, L. B.* , **Murphy, S. T.**, Zhao, N.* , Chen, N.* , & Ball-Rokeach, S. (In press). Individual, cultural and structural predictors of vaccine safety confidence and influenza vaccination among Hispanic female subgroups. *Journal of Immigrant and Minority Health*.
- Moran, M. B.* , Frank, L. B.* , Chatterjee, J. S.* , **Murphy, S. T.**, & Baezconde-Garbanati, L. (2016). A pilot test of the acceptability and efficacy of narrative and non-narrative health education materials in a low health literacy population. *Journal of Communication in Healthcare*, 9(1), 40-48. doi: 10.1080/17538068.2015.1126995
- Moran, M.* , Frank, L. B.* , Chatterjee, J. S.* , **Murphy, S. T.**, & Baezconde-Garbanati, L. (2016). Information scanning and vaccine safety concerns among African American, Mexican American, and non-Hispanic White women. *Patient Education and Counseling*, 99(1), 147-153. doi: 10.1016/j.pec.2015.08.016 PMID: 26321294
- Moran, M. B.* , Frank, L. B.* , Zhao, N.* , Gonzalez, C., Thainiyom, P.* , **Murphy, S. T.**, & Ball-Rokeach, S. J. (2016). An argument for ecological research and intervention in health communication. *Journal of Health Communication*, 21(2), 135-138. doi:10.1080/10810730.2015.1128021
- Murphy, S.T.**, Frank, L.B.* , Chatterjee, J.S.* , Moran, M.B.* , Zhao, N.* , Amezola de Herrera, P. & Baezconde-Garbanati, L. (2015). Comparing the relative efficacy of narrative vs nonnarrative health messages in reducing health disparities using a randomized trial. *American Journal of Public Health*. doi: 10.2105/AJPH.2014.302332 PMC456652
- Frank, L.B.* , **Murphy, S.**, 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.
- Moran, M.B.* , **Murphy, S.T.**, Chatterjee, J.S.* , Amezola, P., & Baezconde-Garbanati, L. (2014, in press). Mexican-American Mothers' Perceptions Regarding Vaccinating their

Daughters Against HPV and Recommended Strategies to Promote Vaccine Uptake.
Women's Reproductive Health, 1(2), 106-119.

Baezconde-Garbanati, L. A., Chatterjee, J.*, Frank, L. B.*, **Murphy, S.**, Moran, M.*, Werth, L*.
N., Zhao, N.*, Amezola de Herrera, P., Mayer, D., Kagan, J., & O'Brien, D. (2014).
Tamale Lesson: A case study of a cancer narrative health communication intervention.
Journal of Communication in Healthcare. doi: 10.1179/1753807614Y.0000000055

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.
PMC4278380

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. PMC3812237

Baezconde-Garbanati, L., **Murphy, S.T.**, Moran, M.B.*, Cortessis, V. (2013). Reducing
the Excess Burden of Cervical Cancer Among Latinas: Translating Science into Health
Promotion Initiatives. *California Journal of Health Promotion*, 11(1), 45-57.
PMC3936034

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

Hether, H. J.*, **Murphy, S. T.**, & Valente, T. W. (2014). It's better to give than to receive: The
role of social support, trust, and participation on health-related social networking sites.
Journal of Health Communication, 19(12), 1424-1439. DOI:
10.1080/10810730.2014.894596

Pariera, K. L.*, Hether, H. J.*, **Murphy, S. T.**, de Castro Buffington, S., & Baezconde-Garbanati,
L. (2013). Portrayals of reproductive and sexual health issues on primetime television.
Health Communication, 29, 698-706. DOI: 10.1080/10410236.2013.7746 PMC3907116

Murphy, S. T., Hether, H. J.*, Felt, L. J.*, & de Castro Buffington, S. (2012). Public diplomacy
in prime time: Exploring the potential of entertainment education in international public
diplomacy. *American Journal of Media Psychology*, 5, 5-32. PMC3907116

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.

Moran, M. B.*, **Murphy, S. T.**, & Sussman, S. (2012). Campaigns and cliques: Variations in
effectiveness of an anti-smoking campaign as a function of adolescent peer group
identity. *Journal of Health Communication*, 17(10), pp. 1215-1231.

- Chen, N.* & **Murphy, S.T.** (2011). Examining the role of media coverage in trust in public health agencies in H1N1 influenza prevention. *International Journal of Public Health*, 3(1), 45-52.
- Murphy, S. T.**, Frank, L. B.*, Moran, M.*, & Woodley, P. (2011). Involved, transported or emotional? Exploring the determinants of change in entertainment education. *Journal of Communication*, 61(3), 407-431.
- Hether, H.*, & **Murphy, S.** (2010). Sex roles in health storylines on prime time television: A content analysis. *Sex Roles*, 62(11), 810-821. doi: 10.1007/s11199-009-9654-0.
- Chatterjee, J.S.*, Frank, L.*, Bhanot, A., **Murphy, S.**, & 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. J., Glik, D., Ang, A., & Frank, L.* (2009). Predictors of preparedness and compliance in natural disasters and terrorist attacks. *JAMA: Disaster Medicine and Public Health Preparedness*, 3(2), 1-10. doi:10.1097/DMP.0b013e3181a9c6c5.
- Frank, G., **Murphy, S. T.**, Kitching, H. J., Garfield, D. M., & McDarment, N. (2008). The Tule river tribal history project: Evaluating a California tribal government's collaboration with anthropology and occupational therapy to preserve indigenous history and promote tribal goals, *Human Organization*, 67(4), 430-442.
- Hether, H. J.*, Huang, G.*, Beck, V., **Murphy, S. T.**, & Valente, T. W. (2008). Entertainment-education in a media-saturated environment: Examining the impact of single and multiple exposure to breast cancer storylines on two popular medical dramas, *Journal of Health Communication*, 13(8), 808-823.
- Walters, C.*, & **Murphy, S. T.** (2008). Framing the Olympic games: Impact of American television coverage on attitudes toward international cooperation and foreign policy in the United States. *American Journal of Media Psychology*, 1, Nos. 1/2 (Winter/Spring 2008), 76-102.
- Valente, T. W., **Murphy, S. T.**, Beck, V., Greene, J., Huang, G.*, & Gusek, J. (2007). Evaluating a minor storyline on ER about teen obesity, hypertension and 5 a Day. *Journal of Health Communication*, 12(6), 551-586.
- Wilkin, H. A.*, Valente, T. W., **Murphy, S. T.**, Cody, M. J., Huang, G.*, Beck, V., Carrasquillo, M., & Slan, L. (2007). Does entertainment-education work with Latinos in the United States? Identification and the effects of a Telenovela breast cancer storyline. *Journal of Health Communication*, 12(5), 455-469. doi: 10.1080/10810730701438690.
- Appleby, P. R.*, Marks, G., Ayala, A., Miller, L. C., **Murphy, S. T.**, & Mansergh, G.* (2005). Consideration of future consequences and unprotected anal intercourse among men who have sex with men. *Journal of Homosexuality*, 50(1), 119-133.

- Valente, T. W., **Murphy, S. T.**, Beck, V., Greene, J., Huang, G.*, & Gusek, J. (2007). Evaluating a minor storyline on ER about teen obesity, hypertension and 5 a Day. *Journal of Health Communication*, 12(6), 551-586.
- Wilkin, H. A.*, Valente, T. W., **Murphy, S. T.**, Cody, M. J., Huang, G.*, Beck, V., Carrasquillo, M., & Slan, L. (2007). Does entertainment-education work with Latinos in the United States? Identification and the effects of a Telenovela breast cancer storyline. *Journal of Health Communication*, 12(5), 455-469. doi: 10.1080/10810730701438690.
- Appleby, P. R.*, Marks, G., Ayala, A., Miller, L. C., **Murphy, S. T.**, & Mansergh, G.* (2005). Consideration of future consequences and unprotected anal intercourse among men who have sex with men. *Journal of Homosexuality*, 50(1), 119-133.
- Castañeda, L., **Murphy, S. T.**, & Hether, H. J.* (2005). Teaching print, broadcast and online journalism concurrently: A case study assessing a convergence curriculum. *Journalism & Mass Communication Educator*, 60(1), 57-70.
- Kennedy, M.G., **Murphy, S. T.**, & Beck, V. (2004). Entertainment education and multicultural audiences: An action and research agenda. *The Community Psychologist*, 37(2), 16-19.
- Miller, L. C., **Murphy, S. T.**, Clark, L., & Moore, J. (2004). Hierarchical messages for introducing multiple HIV prevention options: Promise and pitfalls. *AIDS Education and Prevention*, 16 (6), 2004, 509-525.
- Saul, J., Moore, J., **Murphy, S. T.**, & Miller, L.C. (2004). Relationship violence and women's reactions to male- and female- controlled HIV prevention methods. *AIDS and Behavior*, 8(2), 207-214.
- Bryant, J. A.*, **Murphy, S. T.**, & Cody, M. J. (2002). Online sales: Profit without question. *Tobacco Control*, 11(3), 226-227
- Frank, G., Blackhall, L. J., **Murphy, S. T.**, Michel, V., Azen, S. P., Preloran, H. M., & Browner, C. H. (2002). Ambiguity and hope: Disclosure preferences and narrative practices among elderly Mexican Americans concerning terminal cancer- A case story. *Cambridge Quarterly of Health Care Ethics*, 11(2), 117-126.
- Blackhall, L. J., Frank, G., **Murphy, S. T.**, & Michel, V. (2001). Bioethics in a different tongue: The case of truth-telling. *Journal of Urban Health*, 78(1), 59-71.
- Frank, G., Fishman, M. A., Crowley, C. A. Blair, B., **Murphy, S. T.**, Montoya, J.*, Hickey, M. P., Brancaccio, M., & Benisimon, E. M. (2001). New stories/New Cultures: Applying occupational science to after-school enrichment. *American Journal of Occupational Therapy*, 55(5), 501-508.

- Murphy, S. T.** (2001). The nonconscious discrimination of emotion: Evidence for a theoretical distinction between affect and emotion. *Polish Psychological Bulletin*, 32(1), 9-15. doi: 10.1037/0003-066x.36.2.129
- Rader, M., Marks, G., Mansergh, G.*, Crepaz, N., Miller, L. C., Appleby, P. R.*, & **Murphy, S. T.** (2001). Preferences about the characteristics of future HIV prevention products among men who have sex with men. *AIDS Education & Prevention*, 13(2): 149-152.
- Coover, G. E.*, & **Murphy, S. T.** (2000). The communicated self: Exploring the interaction between self and social context. *Human Communication Research*, 26(1), 125-147.
- Crepez, N., Marks, G., Mansergh, G.*, **Murphy, S. T.**, Miller, L., & Appleby, P. R.* (2000). Age-related risk for HIV infection in men who have sex with men: Examination of behavioral, relationship and serostatus variables. *AIDS Education and Prevention*, 12(5), 405-415.
- Mansergh, G.*, Marks, G., Miller, L., Appleby, P.R.*, & **Murphy, S. T.** (2000). Is "knowing people with HIV/AIDS" associated with safer sex in men who have sex with men? *AIDS*, 14(12), 1845-51.
- Marks, G., Mansergh, G.*, Crepez, N., **Murphy, S. T.**, Miller, L., & Appleby, R.* (2000). Future HIV prevention options for men who have sex with men: Intention to use a microbicide during anal intercourse. *AIDS & Behavior*, 4(3), 279-287.
- Murphy, S. T.**, Miller, L. C., Moore, J., & Clark, L. C. (2000). Preaching to the choir: Preference for female-controlled methods of HIV and sexually transmitted disease prevention. *American Journal of Public Health*, 90, 1135-1137.
- Monahan, J.*, **Murphy, S. T.**, & Zajonc, R. B. (2000). Subliminal mere exposure: Specific, general and diffuse effects. *Psychological Science*, 11(6), 462-466.
- Monahan, J.*, **Murphy, S. T.**, & Miller, L.C. (1999). When women imbibe: Alcohol and the illusory control of HIV risk. *Psychology of Women Quarterly*, 23(3), 643-651.
- Blackhall, L., Frank, G., **Murphy, S. T.**, Michel, V., Palmer, J. M.*, & Azen, S. (1999). Ethnicity and attitudes toward life-sustaining technology. *Social Science and Medicine*, 48, 1779-1789.
- Frank, G., Blackhall, L. J., Michel, V., **Murphy, S. T.**, Azen, S. P., & Park, K. (1998). A discourse of relationships in bioethics: Patient Autonomy and end-of-life decision making among elderly Korean Americans. *Medical Anthropology Quarterly*, 12(4), 403-423.
- Murphy, S. T.**, Monahan, J. L.*, & Miller, L. C. (1998). Inference under the influence: The impact of alcohol and inhibition conflict on women's sexual decision-making. *Personality and Social Psychology Bulletin*, 24(5), 517-528.

- Blackhall, L. J., **Murphy, S. T.**, Frank, G., Michel, V., & Azen, S. (1996). Patient-physician communication: Respect for culture, religion and autonomy. *JAMA*, 255(2):109.
- Murphy, S. T.**, Palmer, J.*, Azen, S., Frank, G., Michel, V., & Blackhall, L. (1996). Ethnicity and advance care directives. *The Journal of Law, Medicine and Ethics*, 24 (2), 108-117.
- Power, J.*, **Murphy, S. T.**, & Coover, G.* (1996). Priming prejudice: How stereotypes and counter-stereotypes influence attribution of responsibility and credibility among ingroups and outgroups. *Human Communication Research*, 23(1), 36-58.
- Blackhall, L., **Murphy, S. T.**, Frank, G., Michel, V., & Azen, S. (1995). Ethnicity and attitudes toward patient autonomy. *JAMA*, 274 (10), 820-825.
- Murphy, S. T.**, Monahan, J.*, & Zajonc, R. B. (1995). Additivity of nonconscious affect: The combined effects of priming and exposure. *Journal of Personality and Social Psychology*, 69, 589-602.
- Murphy, S. T.**, & Zajonc, R. B. (1994). Nieswiadome wplywy w procesach afedtywnych i poznawczyc. (The role of optimal and suboptimal affective stimuli.) *Przegląd Psychologiczny*, 36, 266-299.
- Murphy, S. T.** & Zajonc, R. B. (1993). Affect, cognition and awareness: Priming with optimal and suboptimal stimulus exposures. *Journal of Personality and Social Psychology*, 64, 723-739.
- Reifman, A., Klein, J. G., & **Murphy, S. T.** (1989). Self-monitoring and age. *Psychology and Aging*, 4, 245-246.
- Zajonc, R. B., **Murphy, S. T.**, & Inglehart, M. (1989). Feelings and facial efference: Implications of the vascular theory of emotion. *Psychological Review*, 96, 395-416.
- Zajonc, R. B., Adelman, P. K., **Murphy, S. T.**, & Niedenthal, P. M. (1987). Convergence in the physical appearance of spouses. *Motivation and Emotion*, 11, 335-346.
- Cameron, O. G., Lee, M. A., Kotun, J., & **Murphy, S. T.** (1986). Circadian fluctuation in anxiety disorders. *Biological Psychiatry*, 21, 567-568.
- Cameron, O. G., & **Murphy, S. T.** (1984). Periodic Fluctuations in Anxiety: Circadian and Menstrual. *Psychosomatic Medicine*, 46(1), 76.

Peer reviewed articles currently under review:

Gillig, T.K.* & **Murphy, S.T.** Fostering support for LGBTQ youth?: The effects of an adolescent media portrayal on young viewers. Under review at the *International Journal of Communication*.

Moran, M.B.*, Gonzalez, C., Zhao, N.*, Chen, N.*, Thainiyom, P., Ball-Rokeach, S., & **Murphy, S.T.** Field observation of communication hotspots in Los Angeles. Under review at *SAGE Research Methods Cases*.

Walter, N.*, **Murphy, S. T.**, Frank, L. B.*, & Baezconde-Garbanati, L. Each medium tells a different story: The effect of message channel on narrative persuasion. Under review at *Journal of Experimental Psychology: Applied*.

Walter, N.*, **Murphy, S. T.**, Frank, L. B.*, & Ball-Rokeach, S. J. The strength of bridging social capital: The case study of normative behavior, Latinas, and cervical cancer. Under review at *Communication Research*.

Zhao, N.*, **Murphy, S. T.**, Ball-Rokeach, S. J., Frank, L.B.*, & Moran, M. B.* Neighborhoods and perceived norms: Understanding the impact of neighborhoods on perceived norms and cancer screening. Under review at *Health Communication*.

Chen, N.-T. N.*, Moran, M. B.*, Zhao, N.*, Ball-Rokeach, S., **Murphy, S. T.** The effects of mass media and local communication resources on health. Under review at *Communication Research*.

Murphy, S. T., Heather, H.*, Frank, L.*, De Castro Buffington, S., & Baezconde-Garbanati, L. Preventing cancer in primetime: Using an entertainment media to reach underserved Latinas. Under review at *Social Science and Medicine*.

In Preparation:

Gillig, T.K.* & **Murphy, S.T.** Do transgender portrayals change hearts and minds?: The influence of media narratives on viewers' attitudes toward transgender people. In preparation for submission to *Sex Roles*.

Chatterjee, J.S., Frank, L.B., Moran, M.B., **Murphy, S.T.**, & Baezconde-Garbanati, L. A comparison of women's knowledge, attitudes and intent to vaccinate their daughters and sons against the Human Papillomavirus (HPV). In preparation for submission to *Pediatrics*.

Gonzalez, C., Bollinger, B., Moran, M., Zhao, N., Ball-Rokeach, S. J., & **Murphy, S.T.** Identifying links between transnational health activities and cervical cancer screening. In preparation for submission to *Journal of Immigrant & Minority Health*.

Moran, M.B., Unger, J., Gonzalez, C., Sutton, J., **Murphy, S.T.**, Ball-Rokeach, S., Baezconde-Garbanati, L. How do Latina smokers differ from non-smokers? Sociocultural correlates of

smoking behavior among Latinas in Los Angeles County. In preparation for submission to *Ethnicity & Disease*.

Book Chapters:

Sangalang, A, **Murphy, S.T.**, Cody, M. (2015). Narrative Persuasion. *Oxford Bibliographies Online: Communication*, Ed. Patricia Moy. New York: Oxford University Press.

Chen, N.*, & **Murphy, S. T.** (2013). Examining the role of media coverage and trust in public health agencies in H1N1 influenza prevention. In J. Merrick & M. Lemal (Eds.), *Health risk communication* (pp. 43-52). New York: Nova Science.

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 India Publications.

Murphy, S. T. (2010). *Focus Groups*. Es Tiempo. Design Matters, Art Center College of Design, Pasadena, California (pp. 57-63).

Murphy, S. T., Wilkin, H. A.*, Cody, M. J., & Huang, G. C.* (2009). Health Messages in Primetime Television. In Kunkel, Jordan, Manganello and Fishbein (Eds.), *Media Messages and Public Health: A Decisions Approach to Content Analysis* (pp. 173-191). Mahwah, NJ: Lawrence Erlbaum Associates.

Kennard, C. & **Murphy, S. T.** (2005). Characteristics of War Coverage by Female Correspondents. In Phil Seib (Ed.), *Media and Conflict in the 21st Century*. (pp. 127-140). Palgrave MacMillan, St. Martin's Press.

Murphy, S. T. (2000). Feeling without thinking: Affective Primacy and the Nonconscious Processing of Emotion, In J. Bargh and D. Apsley (Eds.), *Unraveling the complexities of social life* (pp. 39-53). Newbury Park, CA: Sage.

Murphy, S. T. (1998). A Mile Away and a World Apart: The impact of independent and interdependent views of the self on US-Mexican communications. In J. Power and T. Byrd (Eds.), *US-Mexico Border Health: Issues for Regional and Migrant Populations* (pp. 3-23). Newbury Park, CA: Sage.

Murphy, S. T. (1998). The impact of factual versus fictional media portrayals on cultural stereotypes. In E. Katz & J. J. Strange (Eds.), *The ANNALS of the American Academy of Political and Social Science* (Vol. 560, pp. 165-178). Thousand Oaks, CA: Sage Publications.

Zajonc, R. B., **Murphy, S. T.**, & McIntosh, D. N. (1993). Brain temperature and subjective emotional experience. *Handbook of Emotion*. (Chapter 15, pp. 209-220). New York: Guilford Press.

Monographs and Reports:

Huang, G. C., **Murphy, S. T.**, de Castro Buffington, S., Nahm, S., Singer, C. & Felt, L. J.* (2010). Impact of global health topics in US television and transnational audiences. Los Angeles: California: University of Southern California, Annenberg Norman Lear Center, Hollywood, Health & Society Program.

Murphy, S. T., Hether, H. J.*, & Rideout, V. (2008). *How healthy is primetime? An analysis of health content in popular primetime television programs* A Kaiser Family Foundation Report. (<http://www.kff.org/entmedia/upload/7764.pdf>)

Murphy, S. T., & Cody, M. J. (2003). *Developing a research agenda for entertainment education and multicultural audiences*. Report for The Centers for Disease Control and Prevention.

Aarons, R., & **Murphy, S. T.** (2000). *Lesbians and gays in the newsroom*. New London, Connecticut: Day Publishing Company.

Select Invited Addresses:

“Telling Stories Saving Lives: Creating narrative health messages to reduce cancer health disparities.” Keynote address University of Amsterdam, The Netherlands, May, 2016.

“Comparing the Relative Efficacy of Narrative Versus Non-Narrative Health Messages in a Randomized Trial.” Haifa University, Israel, March, 2015.

“Telling Stories Saving Lives: Creating narrative health messages to reduce cancer health disparities.” Louisiana State University, New Orleans, LA, November, 2014.

“Telling Stories, Saving Lives: Creating Narrative Health Messages”, Kentucky Conference on Health Communication. Lexington, KY, April, 2014.

“Health Decisions and the Role of Narrative in Shaping Public Knowledge, Attitudes and Behavior.” Excellence in State Public Health Law 2014 Aspen Institute Leadership Retreat. San Diego, CA, January, 2014.

“Translating Theory into Practice.” Institute for Food Technologies. Huntington Beach, CA, December, 2013.

“Translating Theory into Practice.” World Bank Summer Institute. Los Angeles, CA, June, 2013, 2014, 2015.

Conference Presentations:

- Frank, L. B., **Murphy, S. T.**, Zhao, N., Moran, M. B., Chou, C.-P., Amezola de Herrera, P., & Ball-Rokeach, S. J. (2016, June). *Multilevel factors associated with cervical cancer screening among Latinas*. To be presented at the International Communication Association Conference, Fukuoka, Japan.
- Walter, N., **Murphy, S. T.**, Frank, L. B., & Baezcone-Garbanati, L. (2016, June). *Is seeing really believing? The underlying processes of involvement across print and audiovisual narratives*. To be presented at the International Communication Association Conference, Fukuoka, Japan.
- Zhao, N., **Murphy, S. T.**, Ball-Rokeach, S. J., Moran, M. B., & Frank, L.B. (2016, April). *Neighborhoods and perceived norms: Understanding the impact of neighborhoods on perceived norms and cancer screening*. Presented at the Kentucky Conference on Health Communication, Lexington, Kentucky.
- Frank, L. B., **Murphy, S. T.**, Zhao, N., Moran, M. B., Chou, C.-P., Amezola de Herrera, P., & Ball-Rokeach, S. J. (2015, October). *Multilevel analysis of communicative social capital and health*. Presented at the Social Capital Research to Action Symposium, Portland, OR.
- Frank, L. B., **Murphy, S.T.**, & Ball-Rokeach, S. (2015, April). *Hispanic women's personal social networks for health issues*. Presented at the D. C. Health Communication Conference "Communication Competence and Health Promotion," Washington, DC.
- Murphy, S. T.** (2014, November). *Telling Stories Saving Lives: Creating narrative health messages to reduce cancer health disparities*. Keynote address at the American Association of Cancer Research conference, San Antonio, TX.
- Murphy, S. T.**, Frank, L., Zhao, N., Moran, M., Ball-Rokeach, S., Thainiyom, P., & Amezola De Herrera, P. (2014, November) *Location, Location, Location? Individual, Interpersonal and Geographic Predictors of Latina's Health*. Present at the American Public Health Association conference, New Orleans, LA.
- Frank, L., **Murphy, S. T.**, Ball-Rokeach, S., Moran, M., & Amezola de Herrera, P. (2014, November) *The Importance of Talk and Place in Cervical Cancer Prevention*. 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,

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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.
- 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 living 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.
- Frank, L., **Murphy, S. T.**, Chatterjee, J., 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.
- Baezconde-Garbanati, L., Amezola de Herrera, P., Gonzalez, C., **Murphy, S. T.**, Ball-Rockeach, S., Chatterjee, J. S., 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*. Oral presentation 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 Study*. Oral presentation at the Kentucky Conference on Health Communication, Lexington, KY.
- 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.
- 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.
- 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

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Frank, L. B., Moran, M. B., **Murphy, S.T.**, & 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.

Murphy, S.T., 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.T.** (2013, November). *Associations between anti-vaccine beliefs and sources of health information*. Presented at the American Public Health Association Conference, Boston, MA.
- Murphy, S.T.**, 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.
- Baezconde-Garbanati, L., **Murphy, S. T.**, Frank, L. B., Chatterjee, J. S., Moran, M. B., Zhao, N., Mayor, D., & Kaga, 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.
- Meng, J., McLaughlin, M., Pariera, K., **Murphy, S. T.**, & Zhao, N. (2013, November). *Socioeconomic status, knowledge and religiosity in willingness to participate in cancer clinical trials*. Poster session presented at the American Public Health Association Conference, Boston, MA.
- Baezconde-Garbanati, L., Moran, M. B., **Murphy, S. T.**, Huh, J., & Zhao, N. (2013, November). *Role of maternal stress in cervical cancer screening and decisions about vaccinating sons and daughters against HPV*. Poster session 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., **Murphy, S. T.**, & Baezconde-Garbanati, L. (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.
- Son, M.*, Gonzalez, C.*, Villanueva, G.*, Ball-Rokeach, S. J., & **Murphy, S. T.** (2013, April). *Health communication asset mapping: A tool for practitioners and researchers*. Presentation at the meeting of Association of American Geographers, Los Angeles, CA.
- Zhao, N.*, Gonzalez, C.*, **Murphy, S. T.**, Ball-Rokeach, S. J., & Amezola, P. (2013, April). *Mapping community health: Using GIS to identify neighborhood-level factors that predict Latina residents' health*. Presentation at the meeting of Association of American Geographers, Los Angeles, CA.

Murphy, S. T., Frank, L. B.*, Chatterjee, J. S.*, Moran, M.*, & Baezconde-Garbanati, L. (2013, March). *An empirical test of the relative impact and longevity of narrative and non-narrative health messages*. Winner of the Top Translational Presentation Award at the 2013 D.C. Health Communication Conference, Fairfax, VA.

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.

Baezconde-Garbanati, L., & **Murphy, S. T.** (2013, February). *Latino interventions to correct health disparities at the community level*. Invited address to the University of California, Los Angeles, UCLA, Department of Psychology, Center for Research, Education, Training and Strategic Communication on Minority Health Disparities, Los Angeles, CA, February, 2013.

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 presentation at the 2013 D.C. Health Communication Conference, Fairfax, VA.

Amezola, P., **Murphy, S. T.**, Mayer, D., Kagan, J., Moran, M.B.*, Muderspach, L., Aguilar, F., Suarez, M., Ryan, M., & Baezconde-Garbanati, L. (2012, November). *Where art and science meet: Development of narrative vs. non-narrative educational films using a participatory approach*. Roundtable session presented at the 140th annual meeting of the American Public Health Association, San Francisco, CA.

Frank, L. B.*, **Murphy, S. T.**, Chatterjee, J. S.*, Valente, T. W., & Baezconde-Garbanati, L. (2012, November). *Telling stories: The differential impact of narrative and non-narrative films in stimulating interpersonal discussion*. Poster session presented at the 140th annual meeting of the American Public Health Association, San Francisco, CA.

Baezconde-Garbanati, L., **Murphy, S. T.**, Moran, M. B.*, Chatterjee, J. S.*, & Amezola, P. (2012, November). *Barriers to cervical cancer screening among Korean women and use of the HPV vaccine for daughters and sons*. Poster session presented at the 140th annual meeting of the American Public Health Association, San Francisco, CA.

Moran, M.*, Frank, L.*, **Murphy, S. T.**, & Baezconde-Garbanati, L. (2012, November). *Stories and social norms: The impact of narrative and non-narrative films on perceptions of social norms regarding cervical cancer prevention and detection*. Poster session presented at the 140th annual meeting of the American Public Health Association, San Francisco, CA.

Zhao, N.*, **Murphy, S. T.**, Frank, L.*, Chatterjee, J.*, & Baezconde-Garbanati, L. (2012, November). *Acculturation, independent vs. interdependent self-construal, and Latinas' intent to vaccinate their daughters against the Human Papillomavirus (HPV)*. Oral presentation at the 140th annual meeting of the American Public Health Association, San Francisco, CA.

Baezconde-Garbanati, L., & **Murphy, S. T.** (2012, October) *Eliminating health disparities among poor, medically underserved, and uninsured Latinos: A matter of health and social justice*. Invited address to the Panel on Health and Social Justice, Fifth Annual Health Disparities Institute, Caribbean Exploratory National Institute of Minority Health and Health Disparities (NIMHHD) Research Center and the U.S. Congressional Tri Caucus, St. Thomas, U.S. Virgin Islands.

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*. Oral presentation at the meeting of American Association for Cancer Education, Ann Arbor, MI.

Baezconde-Garbanati, L., **Murphy, S. T.**, Moran, M.*, Chatterjee, J.*, & Unger, J. (2012, July). *Transforming cancer knowledge, attitudes and behavior to reduce Latino exposure to tobacco: Introducing the narratives in tobacco control*. Oral presentation at the National Latino Cancer Summit, San Francisco, CA.

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*. Oral presentation at the Narratives and Entertainment: The Use of Stories to Make Communication More Entertaining and Effective Conference, Amsterdam.

Murphy, S. T., Frank, L.*, Chatterjee, J.*, & Baezconde-Garbanati, L. (2012, May). *The use of narrative in health communication: Empirical explorations of mediators, moderators and effects*. Oral presentation at the meeting of the International Communication Association, Phoenix, AZ.

Pariera, K.*, Hether, H.*, **Murphy, S. T.**, Buffington, S., & Baezconde-Garbanati, L. (2012, May). *Reproductive and sexual health portrayals on primetime television*. Paper presented at the meeting of the International Communication Association, Phoenix, AZ.

Hether, H. J.*, **Murphy, S. T.**, & Valente, T.W. (2012, May). *Social media and health: The impact of participation on a health-related social networking site*. Paper presented at the meeting of the International Communication Association annual conference, Phoenix, AZ.

Hether, H. J.*, **Murphy, S. T.**, & Valente, T.W. (2012, May). *Evidence for a hierarchy of social support on health-related social networking sites*. Paper presented at the 32nd International Network for Social Network Analysis Conference, Redondo Beach, CA.

- Zhao, N.*, Chatterjee, J.*, **Murphy, S. T.**, & Baezconde-Garbanati, L. (2012, April). *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*. Oral presentation at the Kentucky Conference on Health Communication, Lexington, KY.
- Murphy, S. T.**, Mayer, D., Kagan, J., & Baezconde-Garbanati, L. (2011, November). *Entertainment education: The intersection of research and storytelling*. Oral presentation at the Fifth Entertainment Education Conference, New Delhi, India.
- Murphy, S. T.**, Hether, H. J.*, Chatterjee, J.*, Buffington, S., & Baezconde-Garbanati, L. (2011, November). *Fiction versus fact: Comparing cancer narratives on popular US television to reality*. Paper presented at the Fifth International Entertainment-Educational Conference, New Delhi, India.
- Murphy, S. T.**, Hether, H. J.*, Buffington, S., Baezconde-Garbanati, L., & Frank, L*. (2011, November). *Preventing cancer in primetime: Using entertainment-education programming to reach undeserved and less acculturated audiences*. Paper presented at the 139th annual meeting of the American Public Health Association, Washington, DC.
- Baezconde-Garbanati, L., **Murphy, S. T.**, Moran, M.*, Cho, J.*, & Amezola, P. (2011, November). *Promoting healthy communities: The role of cultural narrative in keeping Korean women free from cervical cancer*. Poster session presented at the 139th annual meeting of the American Public Health Association, Washington, DC.
- Baezconde-Garbanati, L., **Murphy, S. T.**, Moran, M. B.*, Del Hoyo, F., & Amezola, P. (2011, November). *Exploring the power of narrative and its role in helping to create healthy communities free from cervical cancer*. Paper presented at the 139th annual meeting of the American Public Health Association, Washington, DC.
- Gurman, T. A., de Castro Buffington, S., **Murphy, S. T.**, Moran, M. B.*, & Huang, G.*. (2011, November). *Spanish-language mass media exposure and Latino sociocultural factors predicting self-esteem and body image: Findings from a quantitative study of Spanish-speaking women*. Poster session presented at the 139th annual meeting of the American Public Health Association, Washington, DC.
- Murphy, S. T.**, Hether, H. J.*, Baezconde-Garbanati, L., & Buffington, S. (2011, April). *Using narrative to transform cancer communication: Impact of a cervical cancer storyline on primetime television*. Paper presented at the 102nd annual meeting of the American Association for Cancer Research, Orlando, FL.
- Hether, H. J.*, **Murphy, S. T.**, & Valente, T.W. (2010, November). *Evidence for a hierarchy of social support on pregnancy-related social networking sites*. Paper presented at the 138th annual meeting of the American Public Health Association, Denver, CO.
- Murphy, S. T.**, Hether, H. J.*, Buffington, S., & Huang, G.* (2010, November). *Health content on primetime television: An analysis of how health storylines differ by audience*

ethnicity. Paper presented at the 138th annual meeting of the American Public Health Association, Denver, CO.

Baezconde-Garbanati, L., **Murphy, S. T.**, Moran, M.*, Frank, L.*, Amezola, P., Cortessis, V., Muderspach, L., Amatullo, M., Ruffino, E., & Haile, R. (2010, November). *Es Tiempo: It's time: Developing and testing culturally grounded cervical cancer educational program materials to reduce inequities in screening among Latinas*. Presented at the 138th annual meeting of the American Public Health Association, Denver, CO.

Baezconde-Garbanati, L., **Murphy, S. T.**, Wickramasuriya, N., Amezola, P., & Cortessis, V., (2010, November). *The role of cultural and socioeconomic determinants in cervical cancer disparities: Eliminating disparities via the development of transdisciplinary partnerships*. Paper presented at the Cervical Cancer and HPV Summit, Sacramento, CA.

Murphy, S. T., Baezconde-Garbanati, L., et al. (2010, October). *Transforming cancer knowledge through narrative*. Paper presented at the meeting of the American Association for Cancer Education, San Diego, CA.

Murphy, S. T., Quynh-Minh, T.*, Amezola, P., Moran, M. B.*, Salij, E., & Baezconde-Garbanati, L. (2010, October). *Health communication campaign for Latinas at risk for cervical cancer*. Poster session presented at the meeting of the American Association for Cancer Education, San Diego, CA.

Murphy, S. T., 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 meeting of the American Association for Cancer Education, San Diego, CA.

Baezconde-Garbanati, L., **Murphy, S. T.**, 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 meeting of the American Association for Cancer Education, San Diego, CA.

Baezconde-Garbanati, L., **Murphy, S. T.**, Quynh-Minh, T.*, Amezola, P., Moran, M.*, & Salij, E. (2010, October). *Health communication campaign for Latinas at high risk for cervical cancer*. Paper presented at the meeting of the International Cancer Education, San Diego, CA.

Murphy, S. T., Moran, M.*, & Amezola, P. (2010, June). *Para nuestras hijas (for our daughters) focus group findings*. Paper presented at the Pasadena Art Center College of Design, Pasadena, CA.

Frank, L. B. *, Chatterjee, J. S.*, Chaudhuri, S., Lapsansky, C.*, Bhanot, A., **Murphy, S. T.** (2010, May). *Talking and complying: The role of interpersonal discussion and social norms in public communication campaigns*. Paper presented at the meeting of the

International Communication Association Conference, Singapore.

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*. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.

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 meeting of the American Public Health Association Conference, San Diego, CA.

Chatterjee, J.*, **Murphy, S. T.**, Sen, N., & Bhanot, A. (2008, June). *Jasoos Vijay: Solving mysteries and raising questions in India*. Paper presented at the meeting of the International Communication Association, Montreal, Canada.

Cody, M. J., **Murphy, S. T.**, & Glik, D. (2007, May). *Affective and behavioral reactions to “accident” and “terrorist” framing of disaster*. Paper presented at the meeting of the International Communication Association, San Francisco, CA.

Frank, L. B.*, **Murphy, S. T.**, & Hether, H. J.* (2007, May). *Health education in entertainment: The case of medical dramas*. Poster session presented at the meeting of the International Association for Media Communication Research Conference, Paris, France.

Hether, H. J.*, Huang, G.*, Beck, V., **Murphy, S. T.**, & Valente, T.W. (2007, November). *Entertainment-education in a media-saturated environment: examining the impact of single and multiple exposure to breast cancer storylines on two popular medical dramas*. Paper presented at the 93rd annual meeting of the National Communication Association, Chicago, IL.

Hether, H. J.*, & **Murphy, S. T.** (2007, November). *Evaluating identification, parasocial interaction, and emotional involvement as mediators of entertainment-education effects*. Presentation at the 135th annual meeting and Exposition of the American Public Health Association, Washington, DC.

Murphy, S. T., Hether, H. J.*, Cody, M. J., Huang, G.*, & Beck, V. (2006, June). *An analysis of health content in popular primetime television programs*. Paper presented at the meeting of the International Communication Association, Dresden, Germany.

Wilkin, H. A.*, Valente, T. W., **Murphy, S. T.**, Cody, M. J., Huang, G.*, Beck, V., Carrasquillo, M. & Slan, L. (2006, June). *The effects of a telenovelas storyline on breast cancer knowledge and behaviors among Hispanic/Latino audiences*. Paper presented at the meeting of the International Communication Association, Dresden, Germany.

Cody, M. J., **Murphy, S. T.**, Wilkin, H. A.*, Beck, V., Huang, G.*, & Glik, D. (2006, June). *Informing the public about bioterrorism threats through the popular “24” program*. Paper

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presented at the meeting of the International Communication Association, Dresden, Germany.

Murphy, S. T. (2004, November). *Evaluation of Health Content in Prime Time TV*. Presentation at the 132nd annual meeting of the American Public Health Association, Washington, DC.

Kennard, C., & **Murphy, S. T.** (2004, August). *Women and War: An analysis of the role of gender in television war coverage*. Paper presented at the annual meeting of the American Political Science Association, Chicago, IL.

Murphy, S. T. (2003, November). *An analysis of health content in popular television shows*. Paper presented at the 131st annual meeting of the American Public Health Association, San Francisco, CA,

Castaneda, L., **Murphy, S. T.**, & Burkett, H.* (2003, November). *Expanding Convergence: Media use in a changing information environment*. Presented at the 4th International Summit on Newsrooms.

Kennard, C., & **Murphy, S. T.** (2003, June). *From the Persian Gulf to Afghanistan: The impact of the increasing number of women television war correspondents on TV battlefield coverage*. Paper presented at the Convention of International Studies, Budapest, Hungary.

Murphy, S. T., Miller, L. C., Appleby, R. A.*, Marks, G., & Mansergh, G.* (1999). *Findings from the Hollywood Study*. Presented at the National HIV Prevention Conference, Atlanta, GA.

Murphy, S. T., Miller, L. C., Appleby, R. A.*, Marks, G., & Mansergh, G.* (1998, June). *Antiretroviral drugs and sexual behavior in gay and bisexual men: When optimism enhances risk*. Paper presented at the International AIDS Conference, Geneva, Switzerland.

Murphy, S. T., Miller, L. C., Clark, L., & Moore, J. (1998, June). *Preaching to the choir: Female control methods and HIV Risk*. Paper presented at the International AIDS Conference, Geneva, Switzerland.

Murphy, S. T., Miller, L. C., Clark, L., & Moore, J. (1996, December). *Preaching to the choir: Female control methods and HIV Risk*. Paper presented at the International STD Conference, Tampa, FL.

Frank, G. F., **Murphy, S. T.**, Blackhall, L., & Michel, V. (1996, September). *Diversity and advance directives: The experience of healthy elderly in Los Angeles*. Paper presented at Culture, End-of-Life, and Bioethics Symposium, Organized by The Hastings Center and Stanford University Center for Biomedical Ethics.

Murphy, S. T., Miller, L. C., & Clark, L. (1996, July). *Control, convenience and concealment:*
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- An analysis of features influencing high risk women's choice of HIV prevention.* Paper presented at the International AIDS Conference, Vancouver, Canada.
- Miller, L. C., **Murphy, S. T.**, & Clark, L. (1996, July). *Selling safer sex: Do AIDS messages fit the everyday goals of high risk women?* Paper presented at the International AIDS Conference, Vancouver, Canada.
- Monahan, J.*, **Murphy, S. T.**, & Miller, L. (1996, May). *Why confidence and alcohol don't mix: The role of social self-esteem in judgments of sexual risk.* Awarded Top Paper in the Health Communication Division, at the meeting of the International Communication Association, Chicago, IL.
- Murphy, S. T.**, Monahan, J. L.*, & Miller, L. C. (1995, May). *Alcohol, Affect and AIDS: Inference Under the Influence.* Paper presented at the annual meeting of the International Communication Association, Albuquerque, NM.
- Murphy, S. T.**, Monahan, J. L.*, & Miller, L. C. (1995, June). *Alcohol, Affect and AIDS: Inference Under the Influence.* Paper presented at the annual meeting of the American Psychological Society, New York, NY.
- Frank, G., Blackhall, L., **Murphy, S. T.**, Michel, V., & Azen, S. (1995). *Ethnicity and attitudes toward patient autonomy: From cultural pluralism to structuration in end-of-life decision-making.* Paper presented at the meeting of the Society for Medical Anthropology, American Anthropology Association, Atlanta, GA.
- Murphy, S. T.**, Blackhall, L., Frank, G., & Michel, V. (1994, June). *The role of culture in health care decisions.* Paper presented at the meeting of the International Communication Association, Sydney, Australia.
- Power, J.*, **Murphy, S. T.**, Coover, G.*, & Jones, M.* (1994, June). *Us versus Them: How stereotypic and counter-stereotypic representations influence the interpretation of actual media events.* Paper presented at the meeting of the International Communication Association, Sydney, Australia.
- Coover, G.* & **Murphy, S. T.** (1993, June). The negotiation of identity among minority adolescents. Paper presented at the meeting of the American Psychological Society, Chicago, IL.
- Murphy, S. T.**, Power, J.*, Coover, G.*, & Jones, M.* (1992, May). *When pictures are worth a thousand words: Consequences of stereotypic and counter-stereotypic media portrayals.* Paper presented at the meeting of the International Communication Association, Miami, FL.
- Murphy, S. T.**, Coover, G.*, Nelson, T., & Manis, M. (1992, May). *Nonconscious processing of cultural stereotypes: Implications for social judgment.* Paper presented at the Speech Communication Association Conference, Miami, FL.

Murphy, S. T., Monahan, J.*, & Zajonc, R. B. (1992, June). *Augmenting and attenuating the mere exposure phenomenon.* Paper presented at the meeting of American Psychological Society, San Diego, CA.

Murphy, S. T., Monahan, J.*, & Zajonc, R. B. (1992, May). *A test of the role of affect in the mere exposure paradigm.* Paper presented at the 42nd annual meeting of the International Communication Association, Miami, FL.

Murphy, S. T. (1991, June). *Nonconscious discrimination of emotion.* Paper presented at the annual meeting of the American Psychological Society, Washington, D.C.

Murphy, S. T. (1991, March). *Feeling, thinking and physiology.* Paper Presented at the 22nd annual meeting of the Association for Applied Psychophysiology and Biofeedback, Dallas, TX.

Murphy, S. T., & Zajonc, R. B. (1988, August). *Nonconscious influence in affective and cognitive processes.* In **S. Murphy** (Chair), "Nonconscious Processing of Affect" symposium conducted at the 96th annual meeting of the American Psychological Association, Atlanta, Georgia.

Zajonc, R. B. & **Murphy, S. T. (1987, October).** *Subliminal effects which do not replicate at supraliminal levels.* Paper presented at the meeting of the Association of Consumer Research, Cambridge, MA.

Reifman, A., Klein, J. G., & **Murphy, S. T. (1987, October).** *Self-monitoring and issue-based voting in a gubernatorial election.* Paper presented at the 95th annual meeting of the American Psychological Association, New York, NY.

Murphy, S. T. & Zajonc, R. B. (1987, October). *Affect and awareness: Comparisons of subliminal and supraliminal affective priming.* Paper presented at the 95th annual meeting of the American Psychological Association, New York, NY.

Cameron, O. G. & **Murphy, S. T. (1984, October).** *Periodic fluctuations in anxiety: Circadian and menstrual.* Paper presented at the annual meeting of the American Psychosomatic Society, Hilton Head, SC.

Academic Awards

2015 Everett M. Rogers Award given to “an individual who has made an outstanding contribution to advancing the study and/or practice of public health communication” by the American Public Health Association.

2014 Winner of the National Institutes of Health Common Fund 10-Year Commemoration Video Contest " Transforming Cancer Knowledge, Attitudes & Behavior Through Narrative", Bethesda, MD.

January 16, 2015

- 2013 Top Translational Research Award**, 2013 D.C. Health Communication Conference, Fairfax, VA.
- 2013 Winner of the 23rd Annual American Public Health Association's Public Health Education and Health Promotion Award** for "Tamale Lesson", Boston, MA.
- 2009 National Institutes of Health (NIH) Director's Transformative Research Award**
- 1998 Phi Kappa Phi Research Mentorship Award** In recognition of Outstanding Faculty-Student Research Teams, University of Southern California.
- 1996 Top Paper in Health Communication**, International Communication Association.
- 1992 Phi Kappa Phi Research Mentorship Award** In recognition of Outstanding Faculty-Student Research Teams, University of Southern California.
- 1990 Philip Brickman Memorial Award**, Research Center for Group Dynamics, University of Michigan
- 1990 Rackham Dissertation Award**, Rackham Graduate School, University of Michigan.

Service

Academic Service:

Editorial Board for *The Journal of Communication*

Editorial Board for *The Journal of Health Communication*

Ad hoc reviewer for the following peer-review journals:

Media Psychology

Journal of Communication

The International Journal of Communication

Journal of Health Communication

Health Communication

Human Communication Research

American Journal of Public Health

Science

The Journal of Personality and Social Psychology

Psychological Review

The Journal of the American Medical Association (JAMA)

The New England Journal of Medicine

Professional Memberships:

The International Communication Association

National Communication Association

The American Public Health Association

The American Association of Cancer Educators

The American Psychological Association

The American Psychological Society

Other Board Memberships and Advisory Committees:

Academic Advisory Board for the British Broadcasting Company's (BBC) Media Action
(Formerly the BBC World Service Trust who help train researchers from 40
developing countries)

Steering Committee for BBC Media Action

Advisory Board for the National Institutes of Health Common Fund

Advisory Board of Hollywood, Health and Society

Advisory Board of The Annenberg Health Communication Survey (2004-2014)

Advisory Board of the University of Southern California's Center for Translational
Science Institute

Kaiser Permanente Community and Patient Advocacy Board

Advisory Board for True Spark (a nonprofit that employs film to teach values to
adolescents).

Member of The Engagement Research Team focusing on Information, Communication
and Media in Development of M&C Saatchi World Services

Scholar at the Aspen Institute 2014 Ideas Festival

Domestic Health Campaigns:

2011 Es Tiempo Provided funding and pro bono research to DesignMatters at The Art Center College of Design for a campaign to increase cervical cancer screening and prevention. To be launched in Los Angeles County in Spring 2014.
Awards: Annual Design Review Award, 2010.

2012 Family Plz! Provided pro bono research to DesignMatters at The Art Center College of Design for a campaign for the Mayo Clinic to increase family discussions around the topic of colon cancer. Launched nationwide in March, 2012.

Films:

2013 Spanish language versions of “Tamale Lesson” and “It’s Time.” Funded by the USC Clinical Translation Science Institute (CTSI) the same interdisciplinary team (including Lourdes Baezconde-Garbinati, Jeremy Kagan and Doe Mayer) produced Spanish language versions of “*Tamale Lesson*” and of “*It’s Time*” to disseminate through a network of promotoras de salud to new immigrants.

2012 “Tamale Lesson” and “It’s Time.” Produced two films as part of a Transformative grant from the National Cancer Institute to combat cervical cancer among Latinas with the Change Making Media Lab of the USC School of Cinematic Arts (Jeremy Kagan, Doe Mayer, and Lourdes Baezconde-Garbinati).
Awards: Winner of the 23rd Annual American Public Health Association’s Public Health Education and Health Promotion Contest Award.

Winner of the 2014 National Institutes of Health Common Fund 10-Year Commemoration Video Contest.

1997 African American Women's Hierarchical Message Videos. Developed a series of videos for Centers for Disease Control grant, *Selling Safer Sex: Meaning, Motives, and Message Complexity* to test whether offering women safer sex alternatives such as spermicide or the female condom undercut the perceived efficacy of the more effective male condom. (Directors: Kirk Marcolina (MFA, USC Cinema) & Derth Adams (MFA, USC Cinema); Faculty Advisors: Lynn Miller and Sheila T. Murphy.)

1996 Gay men’s interactive video. Aided in the development an interactive video designed to promote “contextualized learning” of safer sex communicative strategies/behaviors in a simulated sexual/relationship encounter. Produced by an interdisciplinary team (Directors: Kirk Marcolina (MFA, USC Cinema) & Derth Adams (MFA, USC Cinema); Faculty Advisors: Lynn Miller (Annenberg), Stephen Read (Psychology), Sheila Murphy (Annenberg), Gary Goldsmith (Cinema), Gay and Lesbian Center, Los Angeles (off-campus)). Early development funded by a grant to Lynn Miller (UARP); later funded by a grant from the Annenberg Center.

Pro Bono Formative and Evaluative Research in the United States:

AIDS Project Los Angeles
Recycle Los Angeles
USC Good Neighbors
Esperanza Housing Project
Oscar Romero Clinic
The Art Center College of Design
True Spark
American Diabetes Association
National Space Foundation
AIDS Healthcare Foundation
The Norman Lear Center
The Centers for Disease Control and Prevention
The Mayo Clinic
The Art Center College of Design
Lazarex Cancer Foundation

Pro Bono International Research:

BBC Media Action (Formerly known as the BBC World Service Trust, BBC Media Action is the international non-profit charity of the British Broadcasting Corporation -- who “use the power of popular media to reduce poverty and promote human rights”.)

- **Jasoos Vijay.** Evaluated the impact of the HIV storyline in the BBC-produced weekly crime drama designed to raise awareness about HIV/AIDS and promote behavior change in India with two Annenberg PhD students -- Joyee Chatterjee and Lauren Frank.
- **Condom-Condom.** Provided background research for a BBC World Service Trust condom normalization campaign in India. Launched in India from 2008-2011.

Awards: 2010 CNN Best Public Service Announcement,
2010 Bronze Palm at the Cannes Film Festival,
2011 Included as part of an art exposition entitled “Paris-Delhi-Bombay” at the Pompidou Centre in Paris (May 25th-September 19th, 2011).

The United Nations (UNESCO)
World Health Organization

Teaching

Undergraduate classes:

Persuasion
Research Methods
Audience Analysis
Honors Communication

Undergraduate Honors Advisor:

- 2011** *Tiffany Wexler*. Honors Thesis entitled “Peer Influence on Disordered Eating Behaviors and Thought Patterns: Correlations between EAT26 Scores of College Students and their Dieting, Exercising, Concerns about Weight, and Bodily Perceptions.”
- 2011** *Rahel Gebreyes*. McNair Scholar’s Thesis that looked at the media’s ability to set the public’s political agenda with respect to war coverage.

Graduate classes:

Persuasion
Communication, Values, Attitudes and Behaviors
Audience Analysis
Communication Theory
Empirical Research in Communication
Survey Construction and Validation
Focus Groups

Faculty Mentor and Dissertation Chair of the following Ph.D. students:

Jennifer Monahan, "Information Processing Differences of Conversational Participants and Observers: The effects of self-presentational concerns and cognitive load"
Current status: Professor, Department of Speech Communication, University of Georgia, Athens.

Gail Coover, "Television and Social Identity: An evaluation of race representation effects"
Current status: Faculty and Director of The Center for the Study of Cultural Diversity in Healthcare. University of Wisconsin-Madison School of Medicine and Public Health.

Jonathan Cohen, "Media Consumption and Mental Models of Attachment"
Current status: Professor, Department of Communication, University of Haifa, Israel.

Jacqueline O’Connell, "The (Re)creation of Inclusion and Exclusion through Conversations about Mass Media Programs"

Miriam Metzger, "When No News is Good News: Inferring closure for news issues"
Current status: Professor, University of California, Santa Barbara.

Heather J. Hether, "Social Media and Health: Social Support and Social Capital on Pregnancy-related Social Networking Sites"

Current status: Assistant Professor: University of California at Davis.

Meghan B. Moran, "The Role of Social Identity in Adolescent Smoking Behavior"

Current status: Assistant Professor: Johns Hopkins University.

Lauren B. Frank, "Contagious: Social Norms about Health in Social Networks"

Current status: Assistant Professor: Portland State University.

Katrina Pariera, "The Influence of a Humorous Intervention on Parent-Child Sexual Communication."

Current status: Assistant Professor, George Washington University

Nan Zhao, "Understanding normative influence of place: A multilevel approach to promoting Latinas' cervical cancer prevention behaviors in urban ethnic communities."

Current status: Assistant Professor, Cal State Los Angeles

Current Ph.D advisees:

Nathan Walters

Prawit Thainiyom

Jin Huang

Other PhD students worked and published with:

James "Gerry" Power, Chief Research Officer, M&C Saatchi World Services

Paul Robert Appleby, Assistant Professor of Research, USC

Elisia Cohen, Associate Professor, University of Kentucky

Allison Bryant, CEO & Chief Play Officer, PlayCollective

Holley Wilkin, Associate Professor, Georgia State University

Charlotte Lapsansky, Development Communications Specialist, Asian Development Bank

Nancy Chen, Assistant Professor, California State University Channel Islands.

Joyee Chatterjee, Assistant Professor, University of Bangkok.

Lee Ann Sangalan, Postdoctoral Researcher, Tobacco Control at the Annenberg School for Communication at the University of Pennsylvania.

Post Docs Mentored:

Meghan Moran, Assistant Professor, Johns Hopkins University.

Joyee Chatterjee, Postdoctoral Researcher, Annenberg School of Communication, USC

Nancy Chen, Currently Assistant Professor, California State University Channel Islands.