

CURRICULUM VITAE

ANGELINE (LEEANN) SANGALANG

Annenberg School for Communication at University of Pennsylvania
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Education

- Ph.D. **University of Southern California – Annenberg School for Communication and Journalism**
Communication (2015)
Dissertation: Using Stories to Communicate Electronic Cigarette Risk to Young Adults: Explicating Similarity in Narrative Persuasion
Doctoral Committee: Michael Cody (chair), Sheila Murphy, and Lourdes Baezconde-Garbanati (Preventive Medicine)
- M.A. **University of Southern California – Annenberg School for Communication and Journalism**
Communication (2014)
Qualifying Exam Committee: Michael Cody (chair), Larry Gross, Sheila Murphy, Stacy Smith, and Lourdes Baezconde-Garbanati (Preventive Medicine)
- B.A. **University of Illinois at Urbana-Champaign**
Communication/Psychology (2011)
Cum Laude; High Distinction in Communication
Thesis: Forming Reel Relationships: Elucidating the Role of Need for Affect in the Development of Parasocial Relationships with Media Characters
Thesis Advisor: David Tewksbury

Academic Appointments

- 2015 – present **Postdoctoral Fellow, UPenn Tobacco Center of Regulatory Science**
Annenberg School for Communication
University of Pennsylvania
- 2012 – 2015 **Graduate Research & Teaching Assistant**
Annenberg School for Communication and Journalism
University of Southern California

Research Support

Using Narratives to Communicate E-Cigarette Risk to College Student Populations

PI: Sangalang 2014 – 2015
Pilot Program Phase II – Rapid Response Studies \$10,000
USC Tobacco Center of Regulatory Science for Vulnerable Populations [P50CA180905 Pentz/Samet]
Program of National Institutes of Health/U.S. Food & Drug Administration

Narratives and Environmental Decision-Making

Co-PIs: Sangalang/Bloomfield 2013 – 2014
USC Stevens Institute for Innovation \$5,000
Diploma in Innovation Program

Refereed Publications

- Quintero Johnson, J.M. & **Sangalang, A.** (*accepted*). Testing the explanatory power of two measures of narrative involvement: An investigation of the influence of transportation and narrative engagement on the process of narrative persuasion. *Media Psychology*.
- Tukachinsky, R. & **Sangalang, A.** (*accepted*). The effect of relational and interactive aspects of parasocial experiences on attitudes and message resistance. *Communication Reports*.
- Riles, J.M., **Sangalang, A.**, Hurley, R.J., & Tewksbury, D. (2015). Framing in online news: Implications for popular perceptions of cancer. *Journal of Communication*, 65(6), 1018-1040. doi: 10.1111/jcom.12183
- Bloomfield, E.F. & **Sangalang, A.** (2014). Juxtaposition as visual argument: Health rhetoric in *Super Size Me* and *Fat Head*. *Argumentation and Advocacy*, 50(3), 141-156.
- Hurley, R.J., Riles, J.M., & **Sangalang, A.** (2014). Online cancer news: Trends regarding article types, specific cancers, and the cancer continuum. *Health Communication*, 29(1), 41-50. doi: 10.1080/10410236.2012.715538
- Sangalang, A.**, Quintero Johnson, J.M., & Ciancio, K.E. (2013). Exploring audience involvement with an interactive narrative: Implications for incorporating transmedia storytelling into entertainment-education campaigns. *Critical Arts*, 27(1), 127-148. Special Issue on Entertainment-Education. doi:10.1080/02560046.2013.766977

Invited Publications

- Chatterjee, J.S., **Sangalang, A.**, & Cody, M.J. (*accepted*). Entertainment-education. In *The International Encyclopedia of Media Effects* (P. Roessler, Ed.). Wiley-Blackwell.
- Sangalang, A.** (2015). The need for communication research in regulatory science: Electronic cigarettes as a case study. *International Journal of Communication*, 9, 3485-3493. Special Section on Communication in Action: Bridging Research and Policy.
- Sangalang, A.**, Murphy, S.T., & Cody, M.J. (2015). Narrative persuasion. In *Oxford Bibliographies in Communication*, Patricia Moy (Ed.). New York, NY: Oxford University Press. Retrieve from: <http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0165.xml>
- Sangalang, A.** (2014). Book review: *The psychology of entertainment media: Blurring the lines between entertainment and persuasion* (2nd ed.), L.J. Shrum (Ed.), *International Journal of Communication*, 8, 1122-1124.

Competitive Conference Presentations

- Sangalang, A.** (2016). Explicating the influence of character-audience similarity on narrative processing. (*To be*) Presented at the 66th annual meeting of the International Communication Association, Fukuoka, Japan.
- Sangalang, A.**, Cody, M.J., Pentz, M., & Samet, J. (2016). The impact of perceived similarity on young adults' electronic cigarette perceptions and attitudes. (*To be*) Presented at the 14th biennial Kentucky Conference on Health Communication, Lexington, KY.

- Tukachinsky, R. & **Sangalang, A.** (2015). Relational and interactive aspects of parasocial experiences: PSI/PSR revisited. Presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
- Popova, L., So, J., **Sangalang, A.**, & Ling, P.M. (2015). Emotional responses to warning labels for alternative tobacco products and their behavioral implications: An experimental study. Presented at the 65th annual meeting of the International Communication Association, San Juan, Puerto Rico.
- Pariera, K.L. & **Sangalang, A.** (2015). Parents' media consumption and parent-child sexual communication. Presented at the 3rd biennial District of Columbia Health Communication Conference, George Mason University, Fairfax, VA.
- Sangalang, A.** & Bloomfield, E.F. (2014). Mother Goose and Mother Nature: Telling stories for climate change advocacy. Presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
- Tukachinsky, R. & **Sangalang, A.** (2014). Relational and interactive aspects of parasocial experiences: PSI/PSR revisited. Presented at the 122nd annual meeting of the American Psychological Association, Washington, D.C.
- Riles, J.M., **Sangalang, A.**, Hurley, R.J., & Tewksbury, D. (2014). Framing in online news: Implications for popular perceptions of cancer. Presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
- Sangalang, A.**, Frank, L.B., Chatterjee, J.S., Murphy, S.T. & Baezconde-Garbanati, L. (2014). Untangling character involvement in health narratives: Implications from a field experiment. Presented at the 13th biennial Kentucky Conference on Health Communication, Lexington, KY.
- Sangalang, A.**, Riles, J.M., Hurley, R.J., & Ford, E.A. (2013). The impact of news aggregation on online cancer news from 2008 and 2012. Presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
- Shao, V., Wang, X., & **Sangalang, A.** (2013). "She's the wittiest person you'll ever meet": Predictors of audience thoughts about media figures. Presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Hurley, R.J., **Sangalang, A.**, Riles, J.M., & Ford, E.A. (2013). Online cancer news: Trend differences between 2008 and 2012 Internet-based cancer news. Presented at the 63rd annual meeting of the International Communication Association, London, United Kingdom.
- Bloomfield, E.F. & **Sangalang, A.** (2013). Importance of visual and verbal synchronicity in health arguments: *Super Size Me* and *Fat Head*. Presented at the 63rd annual meeting of the International Communication Association, London, United Kingdom. **Top Student Paper, Visual Communication Division.**
- Sangalang, A.** & Bloomfield, E.F. (2013). Investigating media coverage of health campaigns: Framing VERB and Let's Move. Presented at the 2nd biennial District of Columbia Health Communication Conference, George Mason University, Fairfax, VA. **Student Research Presentation of Distinction.**
- Sangalang, A.** (2012). Untangling narrative involvement in serious games and virtual environments. Presented at

Meaningful Play 2012, Michigan State University, East Lansing, MI.

- Sangalang, A.** (2012). Reel friendships: Understanding how viewers perceive media figures. Presented at the StoryNet and Amsterdam School of Communication Research Workshop on Narratives and Entertainment, Amsterdam, the Netherlands.
- Sangalang, A.** (2012). Understanding reel friendships: Assessing the role of need for affect in the development of parasocial relationships. Presented at the 62nd annual meeting of the International Communication Association, Phoenix, AZ.
- Sangalang, A.** (2012). Moving past *Rain Man*: Investigating fictional representations of autism in prime time television. Presented at the 12th biennial Kentucky Conference on Health Communication, Lexington, KY.
- Quintero Johnson, J. & **Sangalang, A.** (2011). Audience involvement with entertainment-education programs: Multifaceted and influential. Presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
- Hurley, R., Riles, J., & **Sangalang, A.** (2011). Online cancer news: Trends regarding article types, specific cancers, and the cancer continuum. Presented at the 61st annual meeting of the International Communication Association, Boston, MA.
- Quintero Johnson, J., **Sangalang, A.**, & Hoffswell, J. (2011). Audience involvement with entertainment-education story characters: Explicating processes and outcomes. Presented at the 61st annual meeting of the International Communication Association, Boston, MA.
- Sangalang, A.**, Quintero Johnson, J., Ciancio, K., & Lindgren, A. (2010). Got health behavior change? An exploratory study of the processes and outcomes of exposure to an interactive game about drinking milk. Presented at the 11th biennial Kentucky Conference on Health Communication, Lexington, KY.
- Hurley, R., Rauch, J., Riles, J., & **Sangalang, A.** (2009). “Where’d that come from?”: The impact of aggregation on the source citations in Internet-based cancer news. Presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
- Hurley, R., **Sangalang, A.**, & Muddiman, A. (2009). “Googling” cancer: News aggregation’s impact on article overlap, frame, and fear in online cancer news. Presented at the 59th annual meeting of the International Communication Association, Chicago, IL.

Symposia

- Sangalang, A.**, Baezconde-Garbanati, L., Cody, M.J., Murphy, S.T., Pentz, M., & Samet, J. (2015). College students’ responses to story-based e-cigarette messages. Presented at the national in-person meeting of all Tobacco Centers of Regulatory Science at the National Institutes of Health Centers of Regulatory Science, Bethesda, MD.
- Sangalang, A.** (2015). Tracking the smoking gun: Examining news discourse surrounding e-cigarettes during policy development. Presented at the 7th annual Annenberg Graduate Fellowship Research and Creative Symposium, Los Angeles, CA.
- Bloomfield, E.F. & **Sangalang, A.** (2015). Mother Goose and Mother Nature: Telling stories

for climate change advocacy. Presented at the 7th Annual USC Graduate Student Research Symposium.
First Place Award in Social Sciences and Humanities.

Sangalang, A. & Bloomfield, E.F. (2014). Mother Goose and Mother Nature: Overcoming resistance to climate change policy through stories. Presented at the 6th annual Annenberg Graduate Fellowship Research and Creative Symposium, Los Angeles, CA.

Sangalang, A. (2013). Parasocial social support in online fan communities for improving health behavior. Presented at the 5th annual Annenberg Graduate Fellowship Research and Creative Symposium, Los Angeles, CA.

Sangalang, A. (2012). Reel friends: Exploring how viewers develop pseudo-relationships with media characters. Presented at the 4th annual University of Southern California Graduate School Government Poster Symposium, Los Angeles, CA.

Sangalang, A., Ciancio, K., & Lindgren, A. (2010). Got health behavior change? An exploratory study of the processes and outcomes of exposure to an interactive game about drinking milk. Presented at the 3rd annual Undergraduate Research Symposium, Urbana, IL.

Research Experience

University of Southern California

Grant Research Assistant

May 2013 – May 2014

- National Cancer Institute/National Institutes of Health Transformative R01 Grant: “Transforming Cancer Knowledge, Attitudes, and Behavior through Narrative”
- PIs: Sheila Murphy (Annenberg School for Communication and Journalism, USC) and Lourdes Baezconde-Garbanati (Keck School of Medicine, USC)

Graduate Research Assistant

August 2012 – May 2013

- Supervisor: Michael Cody

Senior Researcher; ASCJ Media, Diversity & Social Change Initiative

May 2012 – December 2012

- Report: “Exploring Barriers and Opportunities for Women Independent Filmmakers” (Collaboration with the Sundance Film Institute and Women in Film)

University of Illinois at Urbana-Champaign

Department of Communication Undergraduate Research Assistant

January 2008 – May 2011

- Supervisor: Ryan Hurley, January 2008 – August 2008
- Supervisor: Jessie Quintero Johnson, August 2008 – January 2010
- Supervisor: Brian Quick, August 2009 – May 2011

Research Assistant to Barbara Wilson & Kristin Drogos

January 2008 – May 2008

- Report: “Educationally/Insufficient? An Analysis of the Availability and Educational Quality of Children’s E/I Programming” (Funded by Children Now)

Teaching and Mentoring

University of Southern California

Instructor of Record

COMM 204: Public Speaking Fall 2014 & Spring 2015

Section Instructor & Facilitator

COMM 200: Communication and Social Science Fall 2012
COMM 301L: Empirical Research in Communication Spring 2012
USC Marshall School of Business Experiential Learning Center March 2013 – June 2015

Teaching Assistant

COMM 305: Understanding Social Science Research Fall 2013

Independent Study Advising

COMM 490: Directed Research [students supervised with Dr. Michael Cody]
Andy Gause, 2015

COMM 494x: Research Practicum [students supervised under Dr. Michael Cody]
Spencer Kier, 2015
Madeline Lindsay, 2012
Leslie McCracken, 2013
Miesha Moore, 2013
Victoria Shao, 2012 – 2013
Janice Son, 2012 – 2013
Xizi Wang, 2012 – 2013

University of Illinois at Urbana-Champaign*Undergraduate Teaching Assistant*

CMN 277: Media of Public Discourse Spring 2011
CMN 428: Media and the Human Body Fall 2010

Division of Intercollegiate Athletics at the University of Illinois 2009 – 2011

Recognition

Awards

2015 Participant, NCA Doctoral Honors Seminar, University of Missouri – Columbia
2015 First Place, Social Sciences and Humanities, USC Graduate Student Research Symposium
2013 Top Student Paper, Visual Communication Division, International Communication Association
2013 Student Presentation of Distinction, DC Health Communication Conference
2011 Otto A.L. Dieter Award, Department of Communication, University of Illinois
2010 Bonita M. Whitlock Scholarship, Department of Communication, University of Illinois
2009 Caterpillar Excellence Scholarship, Department of Communication, University of Illinois
2008 Kit Murphy Memorial Scholarship

2007 Aurora Women's Business Association Scholarship

Fellowships

2014 Consortium for Media Policy Studies (COMPASS) Fellowship
2013 – 2015 Teaching Assistant Fellow, USC Center for Excellence in Teaching
2011 – 2016 Annenberg Fellowship, University of Southern California

Honors

2007 – 2011 Dean's List, College of Liberal Arts and Sciences
2010 Phi Kappa Phi, national all-discipline academic honor society
2009 Lambda Pi Eta, national communication honor society
2010 Psi Chi, national psychology honor society

Leadership & Service

Journal Service

Editorial Board

International Journal of Communication and Health, 2014 – present

Ad Hoc Reviewer

Health Communication, 2016 – present
International Journal of Communication, 2015 – present
Journal of Medical Internet Research, 2015 – present

Association Service

Panel Chair, International Communication Association
Narrative Persuasion, Mass Communication Division, 2013

Reviewer, American Public Health Association
Public Health Education and Health Promotion, 2014 – present

Reviewer, International Communication Association
Health Communication Division, 2015 – present
Mass Communication Division, 2014 – present
2014 Conference Theme Sessions, 2013

Reviewer, National Communication Association
Health Communication Division, 2014 – present
Mass Communication Division, 2012 – present
Great Ideas for Teaching Students (G.I.F.T.S.), 2015 – present

Reviewer, Medicine 2.0 Summit & World Congress, World Congress on Social Media, Mobile Apps,
Internet/Web 2.0, 2014

University of Southern California

2013 Judge, Sentinel for Health Awards, Hollywood, Health, & Society, USC Norman Lear Center
2012 – 2014 Committee Member, Community Service, USC Graduate Student Government

University of Illinois at Urbana-Champaign

Communication Leaders, Department of Communication, University of Illinois, 2008 – 2011

- Positions: President (2010 – 2011), Vice President (2009 – 2010), and Publicity Chair and Webmaster (2009)

LAS Legacy, College of Liberal Arts and Sciences, University of Illinois, 2010 – 2011

- Position: Vice President External (2010 – 2011)

Undergraduate Psychology Association, University of Illinois, 2009 – 2011

Professional Research & Consulting Experience

2014 United States Department of Health and Human Services (Washington, D.C.)
2013 USC Annenberg Center on Communication Leadership and Policy (Los Angeles, CA)
2011 – 2012 USC Annenberg Norman Lear Center (Beverly Hills, CA)
2011 Champaign Family Service (Champaign, IL)
2010 Champaign-Urbana Public Health District (Champaign, IL)

Professional Associations

International Communication Association, 2009 – present

Health Communication Division

Mass Communication Division

Computer and Technology Division

National Communication Association, 2009 – present

Health Communication Division

Mass Communication Division

Communication and Social Cognition Division

Association for Education in Journalism and Mass Communication, 2013

American Psychological Association, 2010

Student Affiliate

Council on Undergraduate Research, 2012