

Allison Doub Hepworth  
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## EDUCATION

- Ph.D. Expected May 2018 Pennsylvania State University, University Park  
Human Development and Family Studies  
Areas of Concentration: Methodology and Prevention Research  
Minors: Information Sciences and Technology and Nutritional Sciences  
Dissertation: *Parents' online information seeking regarding infant and young child feeding*  
Advisors: Timothy R. Brick, Ph.D. and Meg Small, Ph.D.
- M.S. May 2015 Pennsylvania State University, University Park  
Human Development and Family Studies  
Master's thesis: *Computer-mediated social influences on child feeding practices and childhood obesity risk: An exploratory analysis of food blogs published by mothers of preschool-aged children*  
Advisors: Leann L. Birch, Ph.D. and Meg Small, Ph.D.
- B.S. December 2010 Pennsylvania State University, University Park  
Schreyer Honors College  
Human Development and Family Studies  
Minor: Psychology  
Highest Distinction and Honors in HDFS  
Honors thesis: *Family-level influences on attendance in a preventive intervention program*  
Advisor: J. Douglas Coatsworth, Ph.D.

## RESEARCH GRANTS

- 2017 \$496.00 Dissertation Research Endowment Funds, College of Health and Human Development, Pennsylvania State University.  
Role: Conceptualized project, wrote and administered grant, Principal Investigator.
- 2015-2017 \$6,590.00 Maternal use of websites, social media, and mobile applications to gather and share child feeding practices information. Funded by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number no. 2011-67001-30117.  
Role: Conceptualized project, wrote and administered grant, Principal Investigator.

## **GRADUATE FUNDING SOURCES**

2014-2017 National Science Foundation Graduate Research Fellowship

2012-2014 United States Department of Agriculture Childhood Obesity  
Prevention Training Fellowship

## **AWARDS AND HONORS**

### **Graduate**

2016 Ruth W. Ayres-Givens Scholarship, College of Health and Human Development,  
Pennsylvania State University

2015 The Obesity Society Pediatric Obesity Poster Competition Award

2014 The Obesity Society eHealth/mHealth Section Poster Competition Award

2012-2013 Graham Endowed Fellowship, Pennsylvania State University

### **Undergraduate**

2011 Evan Pugh Scholar Award, Pennsylvania State University

2010 Mary Burket Morrow Scholarship, College of Health and Human Development,  
Pennsylvania State University

2010 Frederick and Jeanne Riebel Lord Academic Excellence Scholarship,  
Schreyer Honors College and College of Health and Human Development,  
Pennsylvania State University

2009 Vincent Ragosta Mentoring Award, College of Health and Human Development,  
Pennsylvania State University

## PUBLICATIONS

Note: Publications and presentations prior to June 2016 are under the name Allison E. Doub

### Refereed Journal Articles

**Doub, A. E.,** Small, M. L., Levin, A., LeVangie, K., & Brick, T. R. (2016). Identifying users of traditional and Internet-based resources for meal ideas: An association rule learning approach. *Appetite, 103*, 128-136. doi: 10.1016/j.appet.2016.04.006

**Doub, A. E.,** Small, M. L., & Birch, L. L. (2016). A call for research exploring social media influences on mothers' child feeding practices and childhood obesity risk. *Appetite, 99*, 298-305. doi: 10.1016/j.appet.2016.01.003

**Doub, A. E.,** Small, M. L., & Birch, L. L. (2016). An exploratory analysis of child feeding beliefs and behaviors included in food blogs written by mothers of preschool-aged children. *Journal of Nutrition Education and Behavior, 48*(2), 93-103.e1. doi: 10.1016/j.jneb.2015.09.001

**Doub, A. E.,** Levin, A., Heath, C. E., LeVangie, K. (2015). Mobile appetite: Consumer attitudes towards and use of mobile technology in the context of eating behaviour. *Journal of Direct, Data, and Digital Marketing Practice, 17*(2), 114-129. doi:10.1057/dddmp.2015.44

**Doub, A. E.,** Moding, K. J., & Stifter, C.A. (2015). Infant and maternal predictors of early life feeding decisions. The timing of solid food introduction. *Appetite, 92*, 261-268. doi: 10.1016/j.appet.2015.05.028

Birch, L. L. & **Doub, A. E.** (2014). Learning to eat: Birth to 2 years. *American Journal of Clinical Nutrition, 99*(suppl):723S-8S. doi: 10.3945/ajcn.113.069047

### Journal Articles in Preparation

Hepworth, A. D., Small, M. L., Brick, T. R. (In preparation). A conceptual model of information seeking and use: Applications to health-related behavior.

Hepworth, A.D., Moding, K. J., Stifter. (In preparation). Maternal feeding practices and children's snack food selections: Observed versus self-report.

## CONFERENCE PRESENTATIONS

### Papers Presented

Woodhouse, S. S., Beeney, J., **Hepworth, A. D.**, & Cassidy, J. (July, 2017). Secure base provision: A new approach to examining links between maternal caregiving and infant attachment. Paper presented at the International Attachment Conference, London, UK.

Crosby Budinger, M., **Doub, A. E.**, & Cwik, M. (April, 2012). Crisis hotline utilization and attitudes among youth. Paper presented at the 45th American Association of Suicidology Annual Conference, Baltimore, MD.

### Posters Presented

Note: \*indicates co-author was a mentored student at the time of writing

**Hepworth, A. D.**, Small, M. L., Brick, T. R. (November, 2017). A new conceptual model of information seeking and use can inform obesity prevention and treatment. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2017, Washington, DC.

**Hepworth, A. D.**, Small, M. L., & Birch, L. L. (November, 2017). Food marketing through social media influencers: Sponsorship on food blogs focused on child feeding. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2017, Washington, DC.

\*Heidle, C. I., Small, M. L., Brick, T. R., & **Hepworth, A. D.** (April, 2017). Can an existing theory be adapted to better predict parents' infant feeding information seeking behaviors? Poster presented at the Pennsylvania State University Undergraduate Research Exhibition, University Park, PA. *Awarded 1<sup>st</sup> place in the University Libraries Information Literacy Award competition.*

**Hepworth, A. D.**, Small, M. L., Birch, L. L., Brick, T. R. (November, 2016). #HealthyKids on Instagram: Posts reflect interest in food, family, and personal experience, not children's weight status. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2016, New Orleans, LA.

**Hepworth, A. D.**, Moding, K. J., Stifter, C. A. (November, 2016). Maternal feeding styles and children's snack food selections: An observational study. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2016, New Orleans, LA.

**Hepworth, A. D.**, Small, M. L., Birch, L. L., Brick, T. R. (October, 2016). Portrayals of infant feeding practices on social media: Baby-led weaning on Instagram. Poster presented at the Society for Research on Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.

## **Posters Presented, continued**

**Doub, A. E.,** Small, M. L., & Birch, L. L. (November, 2015). A content analysis of recipes included in food blogs focused on child and family feeding: Recipe types, inclusion of produce, added sugars, and cooking methods. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2015, Los Angeles, CA.

**Doub, A. E.,** Small, M. L., Levin, A., & LeVangie, K., Brick, T. (November, 2015). Examining traditional and Internet-based resources for home cooking information: An association rule learning approach. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2015, Los Angeles, CA.

**Doub, A. E.,** Small, M. L., & Birch, L. L. (November, 2014). A qualitative analysis of maternal feeding beliefs and behaviors on food blogs focused on feeding young children. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2014, Boston, MA.

**Doub, A. E.,** Small, M. L., & Birch, L. L. (November, 2014). Tweeting differently: A case study comparing @MyPlate and @FoodNetwork. Poster presented at the annual meeting of the Obesity Society: Obesity Week 2014, Boston, MA.

**Doub, A. E. &** Stifter, C. A. (November, 2013). Restrictive feeding style and toddler weight change: Protective effects for toddlers at risk for obesity? Poster presented at the annual meeting of The Obesity Society: Obesity Week 2013, Atlanta, GA.

**Doub, A. E.,** Moding, K. M., & Stifter, C. A. (April, 2013). Infant temperament and maternal feeding style influence age of introduction to solid foods. Poster presented at the Society for Research in Child Development, Seattle, WA.

**Doub, A. E.,** Crosby Budinger, M., & Cwik, M. (April, 2012). A program evaluation of gatekeeper training for youth suicide prevention. Poster presented at the 45th American Association of Suicidology Annual Conference, Baltimore, MD.

## RESEARCH EXPERIENCE

- 2014-Present      National Science Foundation Graduate Research Fellow  
Advisors: Timothy R. Brick, Ph.D. and Meg Small, Ph.D.
- Collected and analyzed data from Internet sources and surveys on topics related to parenting, infant and child development, and obesity
  - Supervised and trained 1-2 undergraduate research assistants per year, including one undergraduate honors thesis
  - Presented research at local and international forums and conferences
  - Led manuscript preparation from conception through publication
  - Wrote and administered \$7,086.00 in research grants
- Summer 2014      Market Research and Consumer Insights Intern, Curiosity Advertising, Cincinnati, Ohio  
Supervisors: Jeff Jones and Kristie LeVangie
- Completed 6-week, cohort-based internship in marketing
  - Worked with senior personnel and an outside consultant to author a white paper on technology use in the context of eating behavior
- 2012-2014      U.S. Dept. of Agriculture Childhood Obesity Prevention Training Fellow, Pennsylvania State University
- Research Assistant in Dr. Cynthia Stifter's Infant and Child Temperament Lab
  - Conducted lab-based observational data collection with mothers, fathers, and infants ages 6 months to 4.5 years
  - Trained and supervised ~10 undergraduate research assistants per year on qualitative coding schemes and data collection protocols
  - Lead manuscript preparation from conception through publication
- 2011-2012      Research Assistant, Maryland Garrett Lee Smith Youth Suicide Prevention Grant, Johns Hopkins School of Medicine  
Supervisors: Mary Cwik, Ph.D. and Meghan Crosby Budinger, M.S., L.C.P.C.
- Facilitated SAMHSA grant administration and evaluation with 28 sub-awardee site directors across Maryland
  - Created county-level and state-level data reports on suicide deaths
  - Administered a crisis hotline survey with clinical populations of youth
- 2010-2011      Research Assistant, Caregiving, Attachment, and Regulation of Emotion Lab, Pennsylvania State University  
Supervisor: Susan Woodhouse, Ph.D.
- Coded videos of infant-mother dyads for parenting behavior
  - Contributed to logistical and conceptual revisions of the coding manual

## Research Experience, continued

- 2008-2011      Research Assistant, Strengthening Families in Pennsylvania Project,  
Pennsylvania State University  
Supervisor: J. Douglas Coatsworth, Ph.D.
- Developed and implemented intervention recruitment strategies
  - Facilitated intervention delivery as a certified SFP 10-14 Youth Facilitator, fidelity observer, and on-site coordinator

## TEACHING EXPERIENCE

### Undergraduate Courses

- Fall 2018      Online Course Author, Department of Human Development and Family  
Studies, Pennsylvania State University, World Campus  
*Childhood Obesity: Causes, Consequences, and Solutions*
- Fall 2018;  
Summer 2017      Teaching Assistant, Department of Human Development and Family Studies,  
Pennsylvania State University, World Campus  
*Empirical Inquiry in Human Development*
- Assisted in the delivery of a 12-week, 3-credit online course
  - Provided in-depth writing support to students
  - Graded written assignments and discussion boards
- Fall 2016      Instructor of Record, Department of Human Development and Family Studies,  
Pennsylvania State University, University Park  
*Childhood Obesity: Causes, Consequences, and Solutions*
- Developed and delivered 5-week, 1-credit course to nine students
  - Employed diverse learning strategies including podcasts, readings, applied written assignments, power points, lecture, and videos
- Spring 2011      Teaching Assistant, Department of Human Development and Family Studies,  
Pennsylvania State University, University Park  
*Values and Ethics; Sexual Identity Through the Lifespan*
- Primary point of contact for ~160 students
  - Managed online course management system
  - Collaborated with professors on creating and grading assignments
  - Supervised two undergraduate teaching assistants

### Teaching Certificate

- Fall 2016      Graduate Student Online Teaching Certificate,  
Pennsylvania State University, World Campus
- Completed a 5-week, cohort-based, instructor-led, asynchronous online course designed to develop essential competencies in online instruction

## ACADEMIC SERVICE

- 2017 Poster Judge, Pennsylvania State University Undergraduate Exhibition, University Park, PA
- 2015-Present Ad-hoc Peer Reviewer for *Appetite*, *BMJ Open*, *Early Child Development and Care*, *Public Health Nutrition*, *Journal of Healthcare Communications*
- 2014-Present Blog Editor, Childhood Obesity Prevention Training Fellowship Program, Pennsylvania State University <http://sites.psu.edu/copt/>
- Created and maintained blog to describe fellow accomplishments
- 2016 Schreyer Honors College Alumni Interviewer, Pennsylvania State University
- Interviewed and reviewed the applications of 5 high school seniors
- 2014-2016 Member, Graduate Student Steering Committee, Department of Human Development and Family Studies, Pennsylvania State University
- Participated in monthly meetings regarding departmental operations
- 2015-2016 Student Advisor, Department of Human Development and Family Studies, Pennsylvania State University
- Matched incoming students with second- and third-year graduate students to support the transition to graduate school
  - Delivered lecture on navigating advising relationships
  - Organized and facilitated student panels for program milestones
- 2014-2015 Program Planning, Development, and Evaluation Committee, Department of Human Development and Family Studies, Pennsylvania State University
- Graduate student representative on a faculty committee responsible for assessing and revising the undergraduate and graduate curriculums
  - Contributed to the revision of dissertation and comprehensive exam requirements in the graduate program handbook
- Fall 2014;  
Fall 2015 Project Mentor, Mobile Health (mHealth) Challenge, Colleges of Information Sciences and Technology, Health and Human Development, and Nursing, Pennsylvania State University
- Provided mentoring and logistical support for an interdisciplinary group of undergraduate students participating in a competition to develop technology-aided solutions to public health problems

## PROFESSIONAL MEMBERSHIPS

- 2013-Present The Obesity Society