

Allison Doub Hepworth  
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## EDUCATION

- Ph.D. Expected August 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' information seeking and use regarding infant and toddler 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

## Statement of Interests

Exposure to accurate and population-specific information is considered essential for individuals to adopt positive health behaviors. However, it is also widely accepted that information alone is insufficient to prompt and sustain behavior change. My research focuses on the predictors of information seeking, including both why and where individuals obtain information. I also examine information use, meaning whether individuals apply or act on information once they have obtained it. The results of my research can support the optimization of information delivery approaches among health care professionals.

I am currently validating a conceptual model I developed for this research, the Information Seeking and Use Model, in the context of parents' child feeding behavior. In the future, I hope to leverage this conceptual model to understand information behaviors that promote disparities in childhood obesity.

## Areas of Expertise

Substantive: Information Seeking and Use, Social Media, Childhood Obesity Prevention, Parenting, Infancy and Early Childhood Development, Prevention and Intervention Implementation and Evaluation

Methodological: Regression/ANOVA, Data Mining, Natural Language Processing, Social Network Analysis, Survey Design, Qualitative Interviewing, Qualitative Content Analysis, Mixed-Methods

## RESEARCH SUPPORT

- NSF Graduate Research Fellowship Program      Hepworth      09/01/2014 – Present  
NSF #DGE1255832  
Social Media and Child Feeding Behavior  
Selected as one of 2,000 fellows from over 14,000 applicants in the 2014 award year. Proposed an independent program of graduate research on how social media influences child feeding behavior. Fellowship funded three-years of stipend and tuition support.  
Role: Fellowship Recipient
- USDA Childhood Obesity Prevention Training Fellowship      Hepworth      09/01/2012 – Present  
USDA NIFA #2011-67001-30117 Program A2121  
Pre-doctoral Training Program  
Selected as one of nineteen fellows at Penn State University. Fellowship funded two-years of stipend and tuition support, a research internship, research methods training workshops, and conference presentations during the fellowship period.  
Role: Fellowship Recipient
- USDA Childhood Obesity Prevention Training Seed Grant      Hepworth (PI)      05/01/2015 – 12/31/2017  
USDA NIFA #2011-67001-30117 Program A2121  
Child Feeding Information study  
Proposed a research project that investigates how parents obtain and share information about feeding their children. In Phase 1, I collected and analyzed over 70,000 pieces of social media content. In Phase 2, I developed and conducted an online survey of parents' information seeking and use behavior.  
Role: PI
- Dissertation Research Endowment Funds,      Hepworth (PI)      12/15/2017 – 06/30/2017  
Penn State University  
Awarded by the College of Health and Human Development. Funds supported additional participant recruitment services for the online survey I conducted for my dissertation research.  
Role: PI

## **AWARDS AND HONORS**

### **Graduate**

- 2017        The Obesity Society Health Services Research Poster Competition Award
- 2016        Ruth W. Ayres-Givens Scholarship, College of Health and Human Development,  
Penn State University
- 2015        The Obesity Society Pediatric Obesity Poster Competition Award
- 2014        The Obesity Society eHealth/mHealth Poster Competition Award
- 2012-2013   Graham Endowed Fellowship, Penn State University

### **Undergraduate**

- 2011        Evan Pugh Scholar Award, Penn State University
- 2010        Mary Burket Morrow Scholarship, College of Health and Human Development,  
Penn State University
- 2010        Frederick and Jeanne Riebel Lord Academic Excellence Scholarship,  
Schreyer Honors College and College of Health and Human Development,  
Penn State University
- 2009        Vincent Ragosta Mentoring Award, College of Health and Human Development,  
Penn 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, C. A. (In preparation). Maternal feeding practices and children's snack food selections: Observed versus self-report.

## CONFERENCE PRESENTATIONS

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.

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.

\*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 Penn 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.

**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.

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.

## RESEARCH EXPERIENCE

- 2014-Present      National Science Foundation Graduate Research Fellow,  
Penn State University  
Advisors: Timothy R. Brick, Ph.D. and Meg Small, Ph.D.
- Collected and analyzed data from online 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
- 2012-2014      Research Assistant, Infant and Child Temperament Lab, Penn State University  
Supervisor: Cynthia Stifter, Ph.D.
- 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,  
Penn 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
- 2008-2011      Research Assistant, Strengthening Families in Pennsylvania Project,  
Penn State University  
Supervisor: J. Douglas Coatsworth, Ph.D.
- Developed and implemented intervention recruitment strategies
  - SFP 10-14 Youth Facilitator, fidelity observer, and on-site coordinator

## TEACHING EXPERIENCE

### Undergraduate Courses

- Spring 2018      Instructor of Record, Department of Information Sciences and Technology, Penn State University, University Park / World Campus  
*Foundations of Human-Centered Design*
- Delivered 15-week, 3-credit online course to undergraduate students
- Spring 2018      Instructor of Record, Department of Human Development and Family Studies, Penn State University, University Park / World Campus  
*Childhood Obesity: Causes, Consequences, and Solutions*
- Delivered 6-week, 1-credit online course to undergraduate students
- Fall 2017      Online Course Author, Department of Human Development and Family Studies, Penn State University, World Campus  
*Childhood Obesity: Causes, Consequences, and Solutions*
- Fall 2017;  
Summer 2017      Teaching Assistant, Department of Human Development and Family Studies, Penn 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, Penn State University, University Park  
*Childhood Obesity: Causes, Consequences, and Solutions*
- Developed and delivered 5-week, 1-credit course to undergraduate 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, Penn State University, University Park  
*Values and Ethics; Sexual Identity Through the Lifespan*
- Primary point of contact for ~160 students
  - Managed online course management system
  - Graded written and multiple choice assignments
  - Supervised two undergraduate teaching assistants

### Teaching Certificate

- Fall 2016      Graduate Student Online Teaching Certificate,  
Penn State University, World Campus
- 5-week online course on online instruction



## ACADEMIC SERVICE

- 2016 - Present Alumni Programming Consultant, Lenfest Scholars Foundation
- Assist with the implementation and evaluation of a college preparatory and undergraduate scholarship program for rural Pennsylvanian youth
- 2015-Present Ad-hoc Peer Reviewer for *Appetite*, *BMJ Open*, *Early Child Development and Care*, *Public Health Nutrition*, *Journal of Healthcare Communications*
- 2014-2017 Blog Editor, Childhood Obesity Prevention Training Fellowship Program, Penn State University <http://sites.psu.edu/copt/>
- 2017 Poster Judge, Penn State University Undergraduate Research Exhibition, University Park, PA
- 2016 Schreyer Honors College Alumni Interviewer, Penn 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, Penn State University
- Participated in monthly meetings regarding departmental operations
- 2015-2016 Graduate Student Advisor, Department of Human Development and Family Studies, Penn 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, Penn 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, Penn 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