

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 behavior, including why and where individuals obtain information. I also examine information use, meaning whether individuals apply information once they have obtained it. The results of my research can support the optimization of information delivery approaches among healthcare professionals.

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
NSF #DGE1255832

Hepworth

09/01/2014 – Present

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
USDA NIFA #2011-67001-30117 Program A2121

Hepworth

09/01/2012 – Present

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
USDA NIFA #2011-67001-30117 Program A2121

Hepworth (PI)

05/01/2015 – 12/31/2017

Child Feeding Information study

Funded a research project investigating how parents obtain and share information about feeding their young 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.

Role: PI

Dissertation Research Endowment Funds,
Penn State University

Hepworth (PI)

12/15/2017 – 06/30/2017

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 Article Under Review

Woodhouse, S. S., Scott, J. R., **Hepworth, A.D.,** Cassidy, J. (Under review). Secure base provision: A new approach to examining links between maternal caregiving and infant attachment. *Child Development.*

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 1st 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 Human Development and Family Studies,
Penn State University, University Park (Online)
Childhood Obesity: Causes, Consequences, and Solutions
- Spring 2018 Teaching Assistant, Department of Human Development and Family Studies,
Penn State University, University Park
Health and Human Services Internship Experience
- 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
- Fall 2016 Instructor of Record, Department of Human Development and Family Studies,
Penn State University, University Park (In residence)
Childhood Obesity: Causes, Consequences, and Solutions
- Spring 2011 Teaching Assistant, Department of Human Development and Family Studies,
Penn State University, University Park
Values and Ethics; Sexual Identity Through the Lifespan

Teaching Certificates

- Fall 2017 Foundations for Online Teaching Certificate
Penn State University, World Campus
- 4-course series for faculty that covers organizational structure, learning management system, supporting accessibility, and best practices
- Fall 2016 Graduate Student Online Teaching Certificate
Penn State University, World Campus
- 5-week 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, Maternal and Child Nutrition, 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; 2018 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