

ELISSA C. KRANZLER

Annenberg School for Communication
University of Pennsylvania
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EDUCATION

Ph.D. Candidate (ABD), Communication Philadelphia, PA
Annenberg School for Communication Expected graduation, May 2018
University of Pennsylvania

- Dissertation: Examining the psychological processes underlying effects of “The Real Cost” youth-targeted anti-smoking media campaign
- Committee: Robert C. Hornik (co-chair), Emily B. Falk (co-chair), Joseph N. Cappella

M.A., Communication Philadelphia, PA
Annenberg School for Communication May 2015
University of Pennsylvania

M.S.Ed., Education Philadelphia, PA
Graduate School of Education May 2010
University of Pennsylvania

- Master’s Thesis: Digital game literacy as a viable field of study

B.S., Music Education, *Magna Cum Laude* New York, NY
Steinhardt School of Culture, Education, and Human Development May 2006
New York University

RESEARCH INTERESTS

Health communication, campaign evaluation, message development | youth and media, adolescent development | communication neuroscience, neurocognitive mechanisms of persuasion

RESEARCH EXPERIENCE

Research Fellowship Philadelphia, PA
Annenberg School for Communication 2013 – 2017
University of Pennsylvania

- Tobacco Center of Regulatory Science (TCORS)
 - Developed a cross-sectional and re-contact survey for youth and young adults
 - Hand-coded texts and developed dictionary and machine-coding classifiers to identify the presence of tobacco-related themes
- Communication Neuroscience Lab
 - Developed a neuroimaging study to investigate adolescent neural response to anti-smoking and anti-marijuana advertisements
 - Led questionnaire development; oversaw study recruitment, scheduling, and implementation; ran participants through non-imaging study tasks

Summer Internship

Social Marketing and Communication
FHI 360

Washington, DC
2014

- Conducted literature search and review of studies on patient mentoring and peer-to-peer support for individuals with end-stage renal disease (ESRD)
- Drafted client report in collaboration with coauthors

Clinical Research Coordinator, Advertising Coordinator Smoking Cessation Counselor

Department of Psychiatry, Perelman School of Medicine
University of Pennsylvania

Philadelphia, PA
2010 – 2013

- Coordinated study activities at Penn for multi-site smoking cessation clinical trial
- Oversaw IRB submissions and maintained regulatory documents
- Supervised clinical research assistants and trained new staff in study procedures
- Acted as smoking cessation counseling liaison for all study sites
- Acted as recruitment liaison for all study sites
 - Ensured site-specific study recruitment goals were met; managed advertising budget; coordinated TV and radio advertising for study across all sites in collaboration with ad agency; and analyzed efficacy of recruitment strategies at each study site
- Completed duties of Clinical Research Assistant, as listed below

Clinical Research Assistant

Department of Psychiatry, Perelman School of Medicine
University of Pennsylvania

Philadelphia, PA
2009 – 2010

- Completed pre-enrollment paperwork, eligibility screening, and in-person medical screenings for several quit-smoking studies
- Completed in-person structured psychological interviews (MINI) and smoking cessation counseling for brief periods of abstinence
- Collected, processed, stored, and shipped biological specimens
- Completed timely entry and quality control of study-related data
- Provided telephone and in-person (small group and individual) counseling sessions to participants enrolled in a quit-smoking study

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Kranzler, E.C., Gibson, L.A., & Hornik, R.C. (2017). Recall of “The Real Cost” anti-smoking campaign is specifically associated with endorsement of campaign-targeted beliefs. *Journal of Health Communication, 22*(10), 818-828.

Lerman, C., Schnoll, R.A., Hawk, L.W., Cinciripini, P., George, T.P., Wileyto, E.P., Swan, G.E., Benowitz, N.I., Heitjan, D.F., Tyndale, R.F., & **PGRN-PNAT Research Group** (2015). Use of the nicotine metabolite ratio as a genetically informed biomarker of response to nicotine patch or varenicline for smoking cessation: a randomised, double-blind placebo-controlled trial. *The Lancet Respiratory Medicine, 3*(2), 131-138.

MANUSCRIPTS IN REVISION

Kranzler, E.C., Schmälzle, R., O'Donnell, M.B., Pei, R., & Falk, E.B. Teens and the “social self”: Neural responses to anti-smoking messages, perceived effectiveness, and sharing intention.

Volinsky, A. & **Kranzler, E.C.**, Gibson, L.A., & Hornik, R.C. Support for Tobacco 21 policy among U.S. youth and young adults: Evidence from a rolling cross-sectional study (2014-2017).

MANUSCRIPTS UNDER REVIEW

Pei, R., Schmälzle, R., **Kranzler, E.C.**, O'Donnell, M.B., & Falk, E.B. Adolescents' neural responses to anti-smoking messages and subsequent sharing message engagement.

Pei, R., **Kranzler, E.C.**, Suleiman, A.B., & Falk, E.B. Promoting adolescent health: Insights from developmental and communication neuroscience.

MANUSCRIPTS IN PREPARATION

Kranzler, E.C. & Hornik, R.C. The relationship between exogenous exposure to “The Real Cost” anti-smoking campaign and campaign-targeted beliefs.

Kranzler, E.C., Schmälzle, R., Hornik, R.C., & Falk, E.B. Ad-elicited brain response moderates the relationship between opportunities for exposure to anti-smoking advertisements and self-reported ad recall.

Schmälzle, R., **Kranzler, E.C.**, Pei, R., O'Donnell, M.B., & Falk, E.B. Linking collectively shared brain responses during anti-smoking messaging to population-level memory.

REPORTS

FHI 360 (2014). Framework for ESRD patient mentoring and peer-to-peer support.

CONFERENCE PRESENTATIONS

Kranzler, E.C., Schmälzle, R., Hornik, R.C., & Falk, E.B. (2018, April). Message-elicited brain response moderates the relationship between exogenous exposure to anti-smoking messages and message recall. Paper to be presented at the Kentucky Conference on Health Communication in Lexington, Kentucky.

Kranzler, E.C., Pei, R., Schmälzle, R., O'Donnell, M.B., & Falk, E.B. (2018, February). Adolescent neural responses to anti-smoking messages, perceived ad effectiveness, and sharing intention and elaboration. Paper to be presented at the Society for Research on Nicotine and Tobacco conference in Baltimore, Maryland.

Volinsky, A. & **Kranzler, E.C.**, Gibson, L.A., & Hornik, R.C. (2018, February). Support for Tobacco 21 policy among youth and young adults (2014-2017). Poster to be presented at the Society for Research on Nicotine and Tobacco conference in Baltimore, Maryland.

Kranzler, E.C., Schmälzle, R., Pei, R., O'Donnell, M.B., & Falk, E.B. (2017, May). Teens and the 'social self': Ad-elicited neural activity associated with perceived effectiveness and sharing intention. Paper presented at the International Communication Association conference in San Diego, CA.

Pei, R., Schmälzle, R., **Kranzler, E.C.**, O'Donnell, M.B., & Falk, E.B. (2017, May). Neural activity during antismoking message exposure predicts subsequent message elaboration. *Top paper award in Information Systems Division*. Paper presented at the International Communication Association conference in San Diego, CA.

Kranzler, E.C., Schmälzle, R., Pei, R., O'Donnell, M.B., & Falk, E.B. (2017, March). Teens and the 'social self': Neural responses to anti-smoking messages are associated with perceived effectiveness and intentions to share. Paper presented at the Annenberg Graduate Student Symposium in Philadelphia, PA.

Kranzler, E.C., Schmälzle, R., Pei, R., O'Donnell, M.B., & Falk, E.B. (2017, March). Brain processes involved in self-related processing during message exposure also used during recall of "The Real Cost" anti-smoking campaign. Paper presented at the Society for Research on Nicotine and Tobacco conference in Florence, Italy.

Kranzler, E.C., Gibson, L.A., & Hornik, R.C. (2016, November). Recall of "The Real Cost" anti-smoking campaign is specifically associated with endorsement of campaign-targeted beliefs. Paper presented at the National Communication Association conference in Philadelphia, PA.

Gibson, L.A., Yang, Q., O'Donnell, M.B., Liu, J., Lee, S.J., **Kranzler, E.C.**, Volinsky, A., Jeong, M., & Hornik, R.C. (2016, November). Automated methods for content analysis in health communication: Comparing dictionary and supervised machine learning (SML) methods. Paper presented at the National Communication Association conference in Philadelphia, PA.

Kranzler, E.C., Gibson, L.A., & Hornik, R.C. (2016, March). Exposure to "Real Cost" TV ads is specifically associated with campaign-targeted beliefs. Poster presented at the Society for Research on Nicotine and Tobacco conference in Chicago, IL.

Volinsky, A. & **Kranzler, E.C.** (2016, March). Recall of e-cigarette advertising and policy beliefs among youth and young adults. Poster presented at the Society for Research on Nicotine and Tobacco conference in Chicago, IL.

Kranzler, E.C., Gibson, L.A., & Hornik, R.C. (2015, October). Association between recall of "The Real Cost" campaign and both targeted and non-targeted beliefs. Poster presented at the NIH Tobacco Centers of Regulatory Science meeting in Bethesda, MD.

Padon, A., **Kranzler, E.C.**, Maloney, E.K., & Hornik, R.C. (2015, February). Liking e-cigarettes: Brand behavior and fan engagement of e-cigarette Facebook pages. Poster presented at the Society for Research on Nicotine and Tobacco conference in Philadelphia, PA.

AWARDS

Dissertation Research Fellowship University of Pennsylvania
Annenberg School for Communication 2017 – 2018

Russell Ackoff Doctoral Student Fellowship Award University of Pennsylvania
Wharton Risk Center 2017

Full Tuition and Research Fellowship University of Pennsylvania
Annenberg School for Communication 2013 – 2017

OTHER AWARDS

Philadelphia Cultural Fund 3-Year General Operating Grant Philadelphia, PA
Chestnut Street Singers 2017 – 2019

TEACHING EXPERIENCE

Undergraduate Teaching Assistant University of Pennsylvania
Children and Media Spring 2016

INVITED PRESENTATIONS

Perelman School of Medicine, University of Pennsylvania February 2018
Penn Center for Studies of Addiction Seminar Series
“Examining the psychological processes underlying effects for The Real Cost youth-targeted anti-smoking campaign”

Annenberg School for Communication, University of Pennsylvania January 2018
TCORS Data Meeting Series
“Message-elicited brain response moderates the relationship between exogenous exposure to anti-smoking messages and self-reported message recall”

Annenberg School for Communication, University of Pennsylvania November 2017
The Communication Research Experience, Undergraduate course
“Recall of ‘The Real Cost’ anti-smoking campaign is specifically associated with campaign-targeted beliefs”

Annenberg School for Communication, University of Pennsylvania March 2016
Children and Media, Undergraduate course
“Mass media campaigns targeting children and adolescents”

SERVICE

Professional Development Committee

2017 – 2018

Annenberg School for Communication
University of Pennsylvania

Ad-Hoc Reviewer

2015 – 2017

International Communication Association Conference
Divisions: Health Communication, Mass Communication, Communication and Biology

SKILLS

- Statistical programs: Stata, R
- Languages: Spanish (conversational)