



Faculty Capabilities and Interests

Name: Judith Rosenbaum

Email: Judith.rosenbaum-andre@asurams.edu

Discipline: Mass Communication

Subdiscipline(s): Reception studies

Areas of Research Interests: Health literacy, social media, media literacy, media selectivity and enjoyment

Skills: Focus groups, Interviews, surveys, field experiment, grounded theory analysis, SPSS,

Research Summary
(current, performed in the past 5 year; 300 words or less)

In the past five years, my research has kept a steadfast focus on what people do with media messages. More specifically, my research has tried to create a better understanding of the factors that play a role in people's selection and enjoyment of these messages, and how media content can be used to influence behavior as well as predictors of behavior. Recent publications have looked into how people utilize social media to construct a sense of self and the importance of media literacy among teens. More recently completed research focused into which media-related factors influence levels of health literacy among African American young adults, while a just-completed project investigated the influence that food sharing on Instagram has on predictors of health-related behaviors. In addition, ongoing research has examined the relationship between selectivity and enjoyment, and the factors that influence this. Past publications in this area have focused on the influence that spoilers have on enjoyment.

Keywords (5 maximum) Social media, health behaviors, health literacy, narrative selection, enjoyment.