

Dennis Owen Frohlich

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CV Updated: June 28, 2023

Education

Ph.D. in Mass Communication, 2014
Emphasis: Science/Health Communication
[University of Florida](#)
Advisor: Kim Walsh-Childers, Ph.D.

M.S. in Mass Communication, 2011
[North Dakota State University](#)
Advisor: Nan Yu, Ph.D.

B.S. in Journalism, Broadcasting & Mass Communication Technologies, 2008
Minor: Religious Studies
Honors Program
[North Dakota State University](#)

Journal Articles

Rohde, J. A, Fisher, E. B., Boynton, M. H., Freelon, D., Frohlich, D. O., Barnes, E. L., & Noar, S. M. (2022). [A self-management SMS text messaging intervention for people with inflammatory bowel disease: Feasibility and acceptability study](#). *JMIR Formative Research* 6(5), e34960. doi: 10.2196/34960.

Frohlich, D. O. & Magolis, D. (2020). [Developing a responsive and adaptable emergent media curriculum](#). *Journal of Media Literacy Education*, 12(1), 123-131.

Frohlich, D. O. (2019). [Quick Fix: Requiring students to end discussion posts with a question](#). *College Teaching*, published online Dec. 18, 2019.

Frohlich, D. O. (2019). [Multimedia in Mass Communication I](#). *Syllabus*, 8(1), 1-29.

Frohlich, D. O. (2019). [Inflammatory bowel disease patient leaders' responsibility for disseminating health information online](#). *Gastroenterology Nursing*, 42(1), 29-40. doi: 10.1097/SGA.0000000000000361

Birnbrauer, K., Frohlich, D. O. & Treise, D. (2017). [Inconsistencies in reporting risk information: A pilot analysis of online news coverage of West Nile Virus](#). *Global Health Promotion*, 24(3), 14-22. First published online August 11, 2015. doi: 10.1177/1757975915594603

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- Frohlich, D. O. (2016). [The social construction of inflammatory bowel disease using social media technologies](#). *Health Communication*, 31(11), 1412-1420. doi: 10.1080/10410236.2015.1077690
- Frohlich, D.O., & Zmyslinski-Seelig, A. (2016). [How Uncover Ostomy challenges ostomy stigma, and encourages others to do the same](#). *New Media & Society*, 18(2), 220-238. doi: 10.1177/1461444814541943
- Frohlich, D. O. (2014). [The social support model for people with chronic health conditions](#). *Social Theory and Health*, 12(2), 218-234. doi: 10.1057/sth.2014.3
- Frohlich, D. O. (2014). [For people with inflammatory bowel disease, support often outweighs stigma](#). *Gastroenterology Nursing*, 37(2), 126-136. doi: 10.1097/SGA.0000000000000030
- Frohlich, D. O., & Birnbrauer, K. (2014). [Discrepancies in health information found on websites discussing cures for inflammatory bowel disease, an "incurable" disease](#). *Inflammatory Bowel Diseases*, 20(3), 458-463. doi: 10.1097/01.MIB.0000442013.45038.47
- Frohlich, D. O. (2013). [Let there be highlights: A framing analysis of The Green Bible](#). *Journal for the Study of Religion, Nature & Culture*, 7(2), 208-230.
- Frohlich, D. O. (2012). [Self-disclosing my ostomy to the dominant culture: An autoethnography](#). *Journal of Wound, Ostomy and Continence Nursing*, 39(6), 627-631. doi: 10.1097/WON.0b013e31826a4b83
- Frohlich, D. O. (2012). [Evil must be punished: Apocalyptic religion in the television series Death Note](#). *Journal of Media and Religion*, 11(3), 141-155. doi: 10.1080/15348423.2012.706158
- Frohlich, D. O. (2012). [Defining Moments: People supersede illness](#). *Health Communication*, 27(6), 623-627. doi: 10.1080/10410236.2012.666713
- Frohlich, D. O., & Zmyslinski-Seelig, A. (2012). [The presence of social support messages on YouTube videos about inflammatory bowel disease and ostomies](#). *Health Communication*, 27(5), 421-428. doi: 10.1080/10410236.2011.606524
- Yu, N., Frohlich, D. O., Fougner, J., & Ren, L. (2011). [Communicating a health epidemic: A risk assessment of the swine flu coverage in U.S. newspapers](#). *International Public Health Journal*, 3(1), 63-76.

Book Reviews

- Frohlich, D. O. (2023). Brian Boxer Wachler. [Influenced: The Impact of Social Media on Our Perception](#). *Popular Culture Studies Journal* 11(1), 135-137.

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- Frohlich, D. O. (2022). Melanie Swalwell. [*Homebrew Gaming and the Beginnings of Vernacular Digitality*](#). *Popular Culture Studies Journal* 10(2), 153-156.
- Frohlich, D. O. (2022). Paul Booth. [*Board Games as Media*](#). *Popular Culture Studies Journal* 10(1), 379-381.
- Frohlich, D. O. (2022) William L. Benoit and Andrew C. Billings. [*The Rise and Fall of Mass Communication*](#). *Journal of Broadcasting & Electronic Media*, online, 1-3.
- Frohlich, D. O. (2021). Josh Grimm. [*Fake News! Misinformation in the Media*](#). *Popular Culture Studies Journal* 9(1), 365-367.
- Frohlich, D. O. (2020). Bradley E. Wiggins. [*The Discursive Power of Memes in Digital Culture: Ideology, Semiotics, and Intertextuality*](#). *Popular Culture Studies Journal* 8(2), 276-278.
- Frohlich, D. O. (2020). Ramon Lobato. [*Netflix Nations: The Geography of Digital Distribution*](#). *Popular Culture Studies Journal* 8(1), 206-208.
- Frohlich, D. O. (2019). Megan Sapnar Ankerson. [*Dot-Com Design: The Rise of a Usable, Social, Commercial Web*](#). *Popular Culture Studies Journal*, 7(1), 185-187.

Conference Presentations

- Wahab, S. A., & Frohlich, D. O. (2022, November). *Making sense of the COVID-19 pandemic: The use of blogging by people with inflammatory bowel disease* [Research in Progress]. Paper presented at the National Communication Association 2022 conference, New Orleans, LA.
- Frohlich, D. O., & Magolis, D. (2019, November). *Developing a responsive and adaptable emergent media curriculum*. Paper presented at the 2019 Northeast Regional Media Literacy Conference, Providence, RI.
- Birnbrauer, K., Frohlich, D. O., Strelakova, Y. (2018, April). *Social influence and group cohesion in communication about diabetes risks and prevention on Facebook*. Paper presented at the Eastern Communication Association 2018 conference, Pittsburgh, PA.
- Frohlich, D. O. (2017, March). *How gamers respond to press coverage critical of violent video games*. Paper presented at the Eastern Communication Association 2017 conference, Boston, MA.
- Frohlich, D. O. (2016, June). *Play mechanics of sexy female characters in video games*. Paper presented at the International Communication Association 2016 conference, Fukuoka, Japan.

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- Frohlich, D. O. (2015, November). *Creation and maintenance of online health communities using social media technology*. Paper presented at the National Communication Association 101st convention, Las Vegas, NV.
- Birnbrauer, K., & Frohlich, D. O. (2014, October). *An examination of health topics that influence how the diabetes and heart disease communities interact on Facebook*. Paper presented at the 36th Annual Meeting of the Society for Medical Decision Making, Miami, FL.
- Birnbrauer, K., Frohlich, D. O. & Treise, D. (2014, June). *Communication patterns among the diabetes and heart disease communities on Facebook*. Poster presented at University of Florida's Clinical and Translational Science Institute's 2014 Research Day, Gainesville, FL
- Frohlich, D. O. (2013, November). *The social support model for people with chronic health conditions*. Paper presented at the National Communication Association 2013 convention, Washington, D.C.
- Birnbrauer, K., Frohlich, D. O., & Treise, D. (2013, November). *The value of communicating risk: A framing analysis of West Nile Virus news coverage*. Paper presented at the American Society of Tropical Medicine and Hygiene 62nd annual meeting, Washington, D.C.
- Frohlich, D. O., & Birnbrauer, K. (2013, August). *A content analysis of websites promoting cures for inflammatory bowel disease, an "incurable" disease*. Poster presented at the Association for Education in Journalism and Mass Communication 2013 convention, Washington, D.C.
- Frohlich, D. O. (2012, November). *Environmental twaddle and tommyrot: A framing analysis of The Green Bible*. Paper presented at the National Communication Association 2012 convention, Orlando, Florida.
- Frohlich, D. O., & Zmyslinski-Seelig, A. (2012, November). *How Uncover Ostomy challenges ostomy stigma, and encourages others to do the same*. Paper presented at the National Communication Association 2012 convention, Orlando, Florida.
- Frohlich, D. O., & Zmyslinski, A. (2011, April). *The presence of social support messages on YouTube videos about inflammatory bowel disease and ostomies*. Paper presented at the Central State Communication Association 2011 convention, Milwaukee, Wisconsin. Top paper in the health communication interest group.
- Frohlich, D. O. (2011, April). *Self-disclosing ostomies to the dominant culture*. Paper presented at the Central State Communication Association 2011 convention, Milwaukee, Wisconsin.
- Frohlich, D., Weber, A., Okigbo, K., Hinrichs, S., Napakol, A. (2011, March). *How instructors' use and misuse of technology leads to student resistance*. Paper presented at the Red River Graduate Student Conference 2011, Fargo, North Dakota.

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Yu, N., Frohlich, D. O., Fougner, J., & Ren, L. (2010). *Communicating a health epidemic: A risk assessment of the swine flu coverage in U.S. newspapers*. Paper presented at the Association for Education in Journalism and Mass Communication 94th annual conference, Denver, Colorado.

Academic Appointments

Bloomsburg University of Pennsylvania (2015-Present)

Department of Media and Journalism; Associate Professor (Aug. 2020-Present), Assistant Professor (Aug. 2015-July 2020)

University of Florida (2014-2015)

College of Journalism and Communications; Online course developer (Subject matter expert), Part-time lecturer

North Dakota State University, (2014-2015)

Department of Communication; Part-time lecturer

University of Florida, (2011-2014)

College of Journalism and Communications; Graduate teaching assistant

North Dakota State University, (2009-2011)

Department of Communication; Graduate teaching assistant

Teaching

Commonwealth University of Pennsylvania

MEDJ 220: Introduction to Multimedia

3 sections (51 students)

MEDJ 241: Multimedia Journalism

1 section (14 students)

MEDJ 420: Emergent Media Workshop: Applied Multimedia

1 section (9 students)

Bloomsburg University of Pennsylvania

INTSTUDY 100: University Seminar for Media and Journalism Majors

2 sections (49 students)

INTSTUDY 100: University Seminar for First Year Experience Students

3 sections (45 students)

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MASSCOMM 110: Introduction to Mass Communication
3 sections (448 students)

MASSCOMM 120: Emergent Media in Mass Communications
4 sections (120 students)

MASSCOMM 220: Multimedia in Mass Communications I
16 sections (319 students)

MASSCOMM 241: Online Journalism
3 sections (59 students)

MASSCOMM 260: Mediated Communications
2 sections (39 students)

MASSCOMM 280: Introduction to Visual Communications
4 sections (69 students)

MASSCOMM 320: Multimedia in Mass Communications II
4 sections (67 students)

MASSCOMM 340: Feature Writing
1 section (20 students)

MASSCOMM 420: Contemporary Issues in Media Studies Workshop: Video Game Analysis and
Criticism
2 sections (30 students)

MASSCOMM 420: Emergent Media Workshop: Censorship and Consequences
1 section (22 students)

MASSCOMM 420: Emergent Media Workshop: Infographics
2 sections (41 students)

MEDIAI 120: Introduction to Emergent Media
1 section (27 students)

MEDIA 220: Introduction to Multimedia
12 sections (244 students)

MEDIA 241: Online Journalism
1 section (20 students)

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MEDIA 280: Introduction to Visual Communications
5 sections (96 students)

MEDIA 297: Practicum
2 sections (24 students)

MEDIA 320: Applied Multimedia
3 sections (34 students)

MEDIA 420: Emergent Media Workshop: Censorship and Consequences
1 section (20 students)

MEDIA 420: Emergent Media Workshop: Infographics
1 section (20 students)

University of Florida

JOU 3110: Applied Fact Finding
1 section (20 students, Instructor)

JOU 4930: The Cultural Impact of Video Games
3 sections (93 students, Instructor)

MMC 1702: Rock 'n' Roll and American Society, part 1
1 section (85 students, Teaching Assistant)

MMC 3260: Your Digital Life (Online)
2 sections (68 students, Instructor)

MMC 3260: Your Digital Life
2 sections (116 students, Instructor)

MMC 3260: Communication on the Internet and Survey of Electronic Publishing
6 lab sections (89 students, Lab Instructor/Teaching Assistant)

North Dakota State University

COMM 110: Introduction to Public Speaking
5 sections (111 students, Teaching Assistant)

COMM 200: Introduction to Media Writing
3 sections (63 students, Instructor)

COMM 363: Advanced Web Design
1 section (5 students, Instructor)

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COMM 425: Specialty Writing (Online)
1 section (10 students, Instructor)

COMM 431: Communication Ethics (Online)
2 sections (52 students, Instructor)

COMM 442: Digital Media and Society
1 section (36 students, Instructor)

University Service

Committee Work

- College of Liberal Arts Curricular Enhancement Committee (2016-2019)
- Liberal Arts Curriculum Committee (2019-2021)
- Media and Journalism Student Advisory Council, founder and coordinator (2018-2021)
- Media and Journalism Student Ambassadors, founder and coordinator (2020-Present)
- TALE Ambassador (2016-2018)
- TALE Advisory Board (2017-2023)
- University Forum (2016-2018)
- University Curriculum Committee (2022-Present)
- University Wide Promotion Committee (2022-Present)

Department of Media and Journalism Social Media (March 2021-Present)

- Established department Facebook and Instagram pages
- Promote department to majors and minors, prospective students, parents, and alumni
- Supervise student assistants

Bloomsburg University APSCUF Chapter

- Department Representative (2018-2020)
- Social Justice Committee (2018-2019)
- Social Media Coordinator (2016-2019)

2017 Collegiate Media Summit

- Executive Planning Committee (2017)

Service to the Discipline

Paper reviewer (journals) for:

- [Bloomsbury](#) (2013)
- [Emerald Studies in Media and Communication](#) (2017)
- [Frontiers in Medicine](#) (2022)
- [Games and Culture](#) (2020)
- [Global Health Promotion](#) (2016-2017)
- [Health Communication](#) (2012, 2014-2020, 2022-2023)

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- [Health Education Research](#) (2017)
- [Journal of Computer-Mediated Communication](#) (2019-2020)
- [Journal of Media and Religion](#) (2016)
- [Journal of Media Literacy Education](#) (2021)
- [Journal of Medical Internet Research](#) (2016-2021)
- [JMIR Cancer](#) (2022)
- [JMIR Formative Research](#) (2020)
- [JMIR Medical Education](#) (2020)
- [JMIR Pediatrics and Parenting](#) (2019)
- [JMIR Serious Games](#) (2022)
- [Journal of Wound, Ostomy and Continence Nursing](#) (2015-2016, 2019-2020)
- [Journal of Patient Preference and Adherence](#) (2013)
- [Journalism & Mass Communication Quarterly](#) (2016, 2018)
- [New Media and Society](#) (2017-2020)
- [Patient Education and Counseling](#) (2023)
- [PLOS ONE](#) (2022)
- [Psychology Research and Behavior Management](#) (2020)
- [Syllabus](#) (2018)
- [Transactions on Computer-Human Interaction](#) (2014)

Paper reviewer (conferences) for:

- [ComSHER Division](#) of the Association for Education in Journalism and Mass Communication annual conference (2019)
- [Mass Communication and Society Division](#) of the Association for Education in Journalism and Mass Communication annual conference (2016, 2018)
- Open Division of the Association for Education in Journalism and Mass Communication Southeast Colloquium (2022)
- [Game Studies Division](#) of the National Communication Association annual convention (2016)
- [Health Communication Division](#) of the National Communication Association annual convention (2013)
- [Mass Communication Division](#) of the National Communication Association annual convention (2014-2018)
- [Game Studies Division](#) of the International Communication Association annual conference (2016-2017)
- [Health Communication Division](#) of the International Communication Association annual conference (2016-2017)

Session chair (2016). "Gaming and Health Communication." International Communication Association 2016 Conference, Fukuoka, Japan.

Session moderator (2014). Association for Education in Journalism and Mass Communication 39th Annual Southeast Colloquium, Gainesville, FL.

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General Service

Steering Team for Wesley United Methodist Church (2021-2023)

- 2022: Vice Chair, Finance Chair
- 2023: Chair, Finance Chair

Cub Scout Pack 25, based out of Wesley United Methodist Church in Bloomsburg

Cubmaster (2017-2023)

Committee Member (2023-Present)

Vice President of Membership and Marketing, Columbia-Montour Council of the Boy Scouts of America (2020-2021)

Evaluator for the 12th Annual Bocce Bash, Bloomsburg University (2015, October 24)

Judge for the [Local Media Association's](#) 2014 Editorial Contest. (2015).

Support group facilitator for the Crohn's and Colitis Foundation of America, Gainesville, FL (2012-2014)

Cabin counselor, [CCFA Camp Oasis](#) (Summers 2009-2012)

Forensics judge, four competitions (2009-2011)

Honors

Graduate Student Research Award (2013).

College of Journalism and Communications, University of Florida.

Great Comebacks Ina Brudnick Winner, Central Region (2010).

Sponsored by ConvaTec, award for comeback following ostomy surgery.

North Dakota State University Presidential Scholarship (2004-2008). \$10,000.

Invited Talks

"Who's in Control: The Media or Audiences?" Guest lecture for COMMSTUD 220: Intercultural Communication, May 2, 2023.

"Pause Before Your Post: How to Make the Most of Social Media." Presentation for Communication Day at Bloomsburg University, March 3, 2021.

"Working with Clients" and "Web Design Basics." Online lectures for Communications Graduate Capstone, University of Florida. May 20, 2019.

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"64 Ways to Simplify Your Digital Life." Presentation for Communication Day at Bloomsburg University, March 5, 2019.

"How People with Chronic Illnesses Create Online Support Communities." Guest lecture for COMMSTUD 324: Health Communication, Bloomsburg University, undergraduate, Oct. 2, 2018.

"How People with Chronic Illnesses Create Online Support Communities." Guest lecture for COMMSTUD 324: Health Communication, Bloomsburg University, undergraduate, Feb. 27, 2018.

"Early History of Video Games." Guest lecture for MASSCOMM 110: Introduction to Mass Communication, Bloomsburg University, undergraduate, October 10, 2017.

"How People with Chronic Illnesses Create Online Support Communities." Guest lecture for COMMSTUD 324: Health Communication, Bloomsburg University, undergraduate, October 3, 2017.

"How Gamers React to News Coverage of Violent Video Games." Guest lecture for Art, History, and Culture of Video Games, Bloomsburg University, undergraduate, April 6, 2017.

"How People with Chronic Illnesses Create Online Support Communities." Guest lecture for COMMSTUD 324: Health Communication, Bloomsburg University, undergraduate, February 28, 2017.

"Social Media Use in Presidential Elections." Presentation for Vote Jam at Bloomsburg University, October 31, 2016.

"How People with Chronic Illnesses Create Online Support Communities." Guest lecture for COMMSTUD 324: Health Communication, Bloomsburg University, undergraduate, October 4, 2016.

"How People with Chronic Illnesses Create Online Support Communities." Presentation for Communication Day at Bloomsburg University, March 15, 2016.

Guest critique of *The Spectrum*, the student-run newspaper of North Dakota State University, March 11, 2015.

"IBD and Social Support." Guest lecture for Health Communication 2, North Dakota State University, undergraduate, February 10, 2015.

Guest critique of *The Spectrum*, the student-run newspaper of North Dakota State University, October 9, 2014.

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“IBD Research: Social Support, Stigma and Online Communities.” Guest lecture for Global Health Cultures, University of Florida, undergraduate, October 30, 2013.

“Discussion on the social aspects of living with Crohn’s disease or ulcerative colitis.” Panel presentation with other patients with the Crohn’s and Colitis Foundation of America, University of Minnesota, June 13, 2011.

Other Professional Talks

“Getting the Most Out of Online Discussions in BOLT.” Online short-course for the Teaching and Learning Enhancement (TALE) Center, Bloomsburg University, March 21-31, 2019.

“Careers in Emergent Media.” Alumni panel organized for the 2018 COLA Symposium, Oct. 5, 2019.

“Creating Syllabi That Students Read.” Presentation for the Teaching and Learning Enhancement (TALE) Center, Bloomsburg University, Oct. 16 and 25, 2017.

“How Gamers React to News Coverage of Violent Video Games.” Presentation for the Mass Communication Research Series, Bloomsburg University, March 1, 2017.

“What parents need to know about video games.” Discussion about what the research says regarding the link between violent games and aggression, video game addiction, and sexual content in games. Trinity United Methodist Church, Gainesville, FL, November 6, 2013.

Professional Experience

UCVlog.com (2008-2013)

- Co-creator of *The United Colon Vlog*, an educational and support website for patients with colon diseases
- Featured over 200 videos discussing every aspect of living with inflammatory bowel disease, ostomies, and J-pouches
- Videos viewed over 1,500,000 times from people around the world
- Oversaw translation of videos into Catalan, German, Hebrew, Japanese, and Spanish
- Oversaw ostomy and medical supply donation drive

C3Life.com (2009-2013)

- Regular blogger for ostomy support website

Student Paths (2008-2012)

- Freelance writer for this tri-annual high-school-to-college-transition magazine, distributed across the United States
- Wrote 15 feature articles

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KVRR-TV, Fargo, ND (2008-2011)

- Master control operator
- Tape librarian

Prairie Public Broadcasting, Fargo, ND

- Production assistant (2007-2011)
- Master control operator (2008-2009)
- Education Services (2007-2008)