

## CV

# Dennis Owen Frohlich

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## Education

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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  
[North Dakota State University](#)

## Journal Articles

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Frohlich, D. O. (accepted). Multimedia in Mass Communication I. *Syllabus*.

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

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

## CV

- 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.

### Conference Presentations

- 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.

## CV

- Frohlich, D. O. (2015, November). *Creation and maintenance of online health communities using social media technology*. Paper presented at the National Communication Association 101<sup>st</sup> 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.

# CV

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 Mass Communications; Assistant Professor

### **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

### **Bloomsburg University of Pennsylvania**

MASSCOMM 110: Introduction to Mass Communication

3 sections (448 students)

MASSCOMM 120: Emergent Media in Mass Communications

3 sections (90 students)

MASSCOMM 220: Multimedia in Mass Communications I

12 sections (239 students)

MASSCOMM 241: Online Journalism

3 sections (59 students)

MASSCOMM 260: Mediated Communications

1 section (19 students)

MASSCOMM 280: Visual Communications

4 sections (69 students)

## CV

MASSCOMM 320: Multimedia in Mass Communications II  
3 sections (49 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)

### **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)

# CV

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-Present)
- Forum Committee (2016-2018)
- [TALE](#) Ambassador (2016-2018)
- TALE Advisory Board (2017-Present)

### Bloomsburg University APSCUF Chapter

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

### 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)
- [Global Health Promotion](#) (2016-2017)
- [Health Communication](#) (2012, 2014-2018)
- [Health Education Research](#) (2017)
- [Journal of Media and Religion](#) (2016)
- [Journal of Medical Internet Research](#) (2016-2018)
- [Journal of Wound, Ostomy and Continence Nursing](#) (2015-2016)
- [Journal of Patient Preference and Adherence](#) (2013)
- [Journalism & Mass Communication Quarterly](#) (2016, 2018)
- [New Media and Society](#) (2017-2018)
- [Syllabus](#) (2018)
- [Transactions on Computer-Human Interaction](#) (2014)

### Paper reviewer (conferences) for:

- [Mass Communication and Society Division](#) of the Association for Education in Journalism and Mass Communication annual conference (2016, 2018)

## CV

- [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 39<sup>th</sup> Annual Southeast Colloquium, Gainesville, FL.

### General Service

Cubmaster for Cub Scout Pack 25, based out of Wesley United Methodist Church in Bloomsburg (2017-Present)

Evaluator for the 12<sup>th</sup> 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.

# CV

## Invited Talks

“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.



# CV

“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

“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

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)

## CV

- Education Services (2007-2008)