

# Research @Annenberg

A partial list of funded projects and programs at USC Annenberg in 2007–08

| PROJECT NAME   | P.I. / DIRECTOR  | MAJOR SPONSOR   |
|--|--|---|
| <i>Research Centers</i>  |  |   |
| Center for Communication Law and Policy  | Simon Wilkie   | Individual donor  |
| Center on Communication Leadership   | Geoffrey Cowan   | The Annenberg Foundation  |
| Center for the Digital Future  | Jeffrey Cole   | Corporate partners  |
| Johnson Communication Leadership Center  | Ernest J. Wilson III   | Johnson Publishing Company  |
| Norman Lear Center, <i>including the research projects:</i>                            | Martin Kaplan  | Lear Family Foundation  |
| Center of Attention  | Martin Kaplan, Johanna Blakley                                     | Norman Lear Center, frog design   |
| Democracy in the Age of New Media  | Martin Kaplan, E.J. Dionne   | Carnegie Corporation  |
| Health Messages in Entertainment Television  | Sheila Murphy  | Henry J. Kaiser Family Foundation   |
| Hollywood, Health & Society  | Vicki Beck   | Centers for Disease Control & Prevention, National Cancer Institute                                       |
| Image of the Journalist in Popular Culture   | Joe Saltzman   | USC Annenberg, Norman Lear Center   |
| Lear Center Local News Archive   | Martin Kaplan  | Norman Lear Center  |
| Politics & Entertainment   | Martin Kaplan, Johanna Blakley                                     | Norman Lear Center, Zogby International   |
| Popular Music Project  | Josh Kun   | Norman Lear Center  |
| Strategic Public Relations Center  | Jerry Swerling   | Corporate partners  |
| USC Center on Public Diplomacy at the Annenberg School, <i>including the projects:</i> | Joshua Fouts   | Annenberg Trust   |
| Public Diplomacy and Virtual Worlds  | Douglas Thomas, Joshua Fouts                                       | The John D. & Catherine T. MacArthur Foundation   |
| Strategic Media Framing in the Middle East   | Joshua Fouts, Craig Hayden   | National Geo-Spatial Intelligence Agency  |
| U.S. Canada Fulbright Chair in Public Diplomacy  | Joshua Fouts   | U.S. Canada Fulbright Commission  |
| <i>Research Projects</i>   |  |   |
| Annenberg Networks Network   | Peter Monge, Manuel Castells, Janet Fulk                           | USC Annenberg   |
| Annenberg Research Network on International Communication                              | François Bar   | Annenberg Trust   |
| Annenberg Research Network on Globalization & Communication                            | Patricia Riley, Janet Fulk   | Annenberg Trust   |
| Charles Annenberg Weingarten Program on Online Communities                             | Karen North, Geoffrey Cowan, Larry Gross, Jeffrey Cole             | The Annenberg Foundation  |
| Haptics Lab  | Margaret McLaughlin  | Integrated Media Systems Center, an NSF Engineering Research Center                                       |
| Institute on the Future of the Book  | Bob Stein  | The John D. & Catherine T. MacArthur Foundation, The Andrew W. Mellon Foundation                          |
| Metamorphosis: Transforming the Ties That Bind   | Sandra Ball-Rokeach  | First 5 L.A., USC Provost's Immigration & Integration Initiative, The Center for Religion & Civic Culture |
| News21   | Judy Muller, Patricia Dean   | Carnegie Corporation of New York, Knight Foundation   |
| PopAndPolitics.com   | Farai Chideya  | John S. & James L. Knight Foundation  |
| William O. Baker Papers  | A. Michael Noll  | The Andrew W. Mellon Foundation, Richard Lounsbery Foundation   |
| <i>Professional Education Centers &amp; Programs</i>                                   |  |   |
| California Endowment Health Journalism Fellowships Program                             | Michelle Levander  | The California Endowment  |
| USC Annenberg/Getty Arts Journalism Program  | Sasha Anawalt  | The Getty Foundation  |
| Institute for Justice and Journalism   | Steve Montiel  | Ford Foundation   |
| Knight Digital Media Center  | Vikki Porter   | John S. & James L. Knight Foundation  |
| Edward R. Murrow Journalism Fellows Program  | Vikki Porter   | U.S. State Department   |
| NEA Arts Journalism Institute in Theater and Musical Theater                           | Sasha Anawalt  | National Endowment for the Arts   |
| Program on Strategic Communication   | Rebecca Weintraub, Patricia Riley (with Naval Postgraduate School) | U.S. Navy, U.S. Department of Defense   |

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### *Awards*

|   |                             |                                   |
|---|-----------------------------|-----------------------------------|
| Everett M. Rogers Award for Achievement in Entertainment Education                    | Martin Kaplan, Peter Clarke | USC Annenberg                     |
| Online Journalism Awards  | Michael Parks               | Online News Association           |
| Selden Ring Award for Investigative Journalism  | Michael Parks               | Douglas Ring                      |
| USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism | Martin Kaplan               | USC Annenberg, Norman Lear Center |

### *Research Grants*

|   |  |   |
|---|--|---|
| Exploring the Role of Religious Affiliation on Civic Engagement Amongst Newer Immigrant Families in Los Angeles | Sandra Ball-Rokeach  | Pew Memorial Trust  |
| Tailored Generation of Nutrition Information for Low-Income Recipients of Charitable Food                       | Peter Clarke, Susan H. Evans, Eduard Hovy                              | National Science Foundation, Kraft Foods, Ralph M. Parsons Foundation, U.S. Department of Agriculture, California Vitamin Settlement Fund |
| Wireless Alternatives for Internet Connectivity in Rural Latin America  | Hernan Galperin  | International Development Research Center   |
| Last-Mile Initiative Impact Evaluation in Peru  | Hernan Galperin  | U.S. Agency for International Development   |
| Regional Dialogue on the Information Society  | Hernan Galperin  | Pan Americas (IDRC)   |
| Legitimation of Nanotechnology in Society   | Tom Goodnight, Craig Carroll, Sandy Green                              | National Science Foundation   |
| Forgotten Pages: Bicentennial of the U.S. Latino Press  | Félix Gutiérrez  | USC Annenberg, Freedom Forum  |
| Collaboration Framework to Prepare Against, Respond to, and Recover From Disasters (CP2R)                       | Andrea B. Hollingshead   | National Science Foundation   |
| Measuring Effects of Educational Games  | Kwan Min Lee   | Ministry of Education, South Korea; Korea Game Industry Development Agency  |
| Textbook for Serious Game Education   | Kwan Min Lee   | Korea Advanced Institute for Science and Technology   |
| New Directions in Stroke Neuro-Rehabilitation   | Margaret McLaughlin, Albert Rizzo                                      | National Institutes of Health   |
| User-Centric Patient/Clinician Distribution Platform with Tele-Rehabilitation Application Case Study            | Margaret McLaughlin, Roger Zimmerman, Carolee Winstein, Shri Narayanan | Zumberge Faculty Research and Innovation Fund   |
| Center for Socially Optimized Learning in Virtual Environments (SOLVE)  | Lynn Miller  | USC Provost's Center for Interdisciplinary Research Fellowship  |
| Virtual Sex: Real Risk Reduction for MSM  | Lynn Miller, Stephen Read, Robert Appleby                              | National Institute of Allergy & Infectious Diseases/ National Institutes of Health  |
| Annenberg National Health Communication Survey  | Sheila Murphy, Michael Cody (with Annenberg at UPenn)                  | Annenberg Foundation Trust at Sunnylands  |
| User-Directed News  | Larry Pryor, Albert Rizzo  | Integrated Media Systems Center, an NSF Engineering Research Center   |
| Content Analysis of Gender Role Portrayals in Television & Film   | Stacy Smith  | Dads and Daughters  |
| The Impact of Hypersexualized Media Characters on Young Girls' Body Dissatisfaction and Weight Concerns         | Stacy Smith  | USC Provost's Humanities & Social Sciences Initiative   |
| Hispanics and Health: Diverse Outcomes in a Diverse Population  | Roberto Suro   | Robert Wood Johnson Foundation, Pew Research Center   |
| Learning in the 21st Century  | Douglas Thomas, Sasha Barab  | The John D. and Catherine T. MacArthur Foundation   |

### *USC Annenberg Journals* (journals published by USC Annenberg or edited by USC Annenberg faculty)

| <i>Publication Title</i>   | <i>Editor</i>                | <i>Publisher</i>                        |
|--|------------------------------|---|
| International Journal of Communication                           | Manuel Castells, Larry Gross | USC Annenberg                           |
| Journal of Communication (starting 2008)                         | Michael Cody                 | International Communication Association |
| Argumentation and Advocacy                                       | Randall Lake                 | American Forensic Association           |
| Online Journalism Review   | Robert Niles                 | USC Annenberg                           |
| Image of the Journalist in Popular Culture Journal (forthcoming) | Joe Saltzman                 | USC Annenberg                           |
| Media, War & Conflict (forthcoming)                              | Philip Seib                  | Sage Publications                       |
| Games and Culture: A Journal of Interactive Media                | Douglas Thomas               | Sage Publications                       |
| Information Technologies and International Development           | Ernest J. Wilson III         | MIT Press                               |

### About this chart

In addition to **Research Grants** awarded to individuals or teams of faculty members, USC Annenberg is also home to several major **Research Centers**, conducting original research and hosting events related to a specific area of interest. **Research Projects** represent high-profile initiatives conducted in areas of expertise unique to USC Annenberg. **Professional Education Centers & Programs** provide midcareer training for working journalists in a wide range of professions, while our **Awards** recognize outstanding achievement in communication and journalism.

*This chart lists funded faculty research projects that are active during the calendar year of 2007. Every effort is made to ensure a comprehensive chart. To submit a project for publication, contact Alex Boekelheide, publications director, at [boekelhe@usc.edu](mailto:boekelhe@usc.edu).*