

# Natalie Lambert

## EDUCATION

University of Illinois at Urbana-Champaign  
PhD in Communication, 2016

University of Illinois at Urbana-Champaign  
MA in Communication, 2012

University of Illinois at Urbana-Champaign  
Certificate in Business Administration, 2012

University of Georgia  
BA in Telecommunication, 2006  
BA in German, 2006

## SKILLS

Natural Language Processing

Network Analysis

Text Mining

Big Data Analytics

Attitudinal and Behavioral Research

Business Analytics

Organizational Analytics

Social Scientific Research:

*Design, Management, Analysis,  
and Presentation to Customers*

Data Visualization

Persuasive Communication

## GRANT SUPPORT

\$42,950 won for personal research  
\$342,596 co-administered from Federal  
and University grantors

## SELECTED PUBLICATIONS

Lambert, N. J. (2017) **A Text Mining Tutorial**. In A. Pilny & M. S. Poole (Eds.), *Group processes: Computational and data driven approaches*. Springer Press.

Poole, M. S., Lambert, N. J., Hodge, R. A., Murase, T., & McDonald, J. (2017) **Sequential Analysis of Processes**. In A. Langley (Ed.) *The SAGE Handbook of Process Organization Studies*. SAGE Publications, Inc.

## PROFESSIONAL EXPERIENCE

Assistant Professor,  
Brian Lamb School of Communication  
at Purdue University

West Lafayette, IN  
Aug 2016 - present

**Behavioral and Communication Research.** Conduct research to predict human attitudes and behaviors such as: online information seeking, spread of attitudes on social networks, online collaboration and organizing, development of shared cognitive maps, behavior-learning of young adults, organizational responses to disasters and dilemmas, and adaptation to environmental change in Latin America

**Data Science.** Analyze large-scale unstructured datasets (500,000+ online posts) using natural language processing (NLP) techniques to identify clusters of attitudes and beliefs of breast cancer patients

**Method Development.** Develop new techniques for analyzing and integrating multiplex datasets in order to extract new information necessary for decision-making

**Stakeholder Engagement.** Communicate the results of advanced analytics to diverse audiences

**Advanced Analytic Training.** Provide hands-on training in advanced business and social media analytics techniques (machine learning, text mining, agent-based mining, network analysis, etc.)

Research Associate,  
University of Illinois at Urbana-Champaign

Urbana, IL  
2010 - 2016

**Research: The Joint Laboratory for Extreme Scale Computing (JLESC).** Developed online collaboration resource center at the National Center for Supercomputing Applications and studied productivity of online international virtual collaborations

**Research & Development: The Institute for Computing in the Humanities, Arts, and Social Sciences (I-CHASS).** Worked with team to develop person-tracking software for use in automatic detection of group behaviors. Developed large-scale video data collection and analysis systems for improving emergency response simulation and training

**Research & Project Management: Department of Communication.** Traced spread of health attitudes (anti-vaccine) online, analyzed emergency responders' individual and organizational behaviors in the US and the Netherlands, conducted attitudinal research in areas of organ donation, pedestrian behaviors, and cigarette advertising

Teaching Assistant,  
University of Illinois at Urbana-Champaign

Urbana, IL  
2010 - 2016

**Teaching.** Taught over 450 students on topics including: persuasive communication, organizational communication, & public speaking

Public Education Specialist,  
Unified Government of Athens-Clarke County

Athens, GA  
2006 - 2010

**Public Relations and Stakeholder Engagement.** Developed and implemented public education program and outreach campaigns on stormwater pollution prevention to community of 112,000

# Natalie J. Lambert

njlambert@purdue.edu

Brian Lamb School of Communication - BRNG, Room 2160  
100 N. University Street - West Lafayette, IN 47907  
Phone: 678-907-8480

## Education

### ***Doctor of Philosophy in Communication***

University of Illinois at Urbana-Champaign: July 2016

### ***Master of Arts in Communication***

University of Illinois at Urbana-Champaign: May 2012

### ***Bachelors of Journalism in Telecommunication***

University of Georgia: May 2006

### ***Bachelors of Arts in German***

University of Georgia: May 2006

## Academic Appointments

- 2016-present ***Assistant Professor***, Brian Lamb School of Communication, Purdue University
- 2015-2016 ***Research Associate and Online Collaboration Center Developer***, the Joint Laboratory for Extreme Scale Computing (JLESC) at the University of Illinois at Urbana-Champaign
- 2014-2015 ***Research Associate***, Online Anti-Vaccination Discourse Project, Department of Communication, University of Illinois at Urbana-Champaign
- 2013-2015 ***Research Associate***, NSF-funded Project, GroupScope: Instrumenting Research on Interaction Networks in Complex Social Contexts, the Institute for Computing in the Humanities, Arts, and Social Sciences (I-CHASS) at the University of Illinois at Urbana-Champaign
- 2013-2015 ***Public Relations Liaison***, I-CHASS, University of Illinois at Urbana-Champaign
- 2013 ***Research Associate***, Promoting Organ Donation to Illinois Adults Project, Department of Communication, University of Illinois at Urbana-Champaign
- 2013 ***Project Manager***, LAS Top Ten Innovation Initiative grant for course development of CMN101: Public Speaking, University of Illinois at Urbana-Champaign
- 2012-2014 ***Research Associate***, NSF-funded Project, A Contingency Theory of Organizational Response to Paradoxical Requirements: A Study of Emergency Response Organizations, University of Illinois at Urbana-Champaign
- 2010-2016 ***Teaching Assistant***, Department of Communication, University of Illinois at Urbana-Champaign

## Professional Experience

- 2006-2010 ***Public Education Specialist***, Athens-Clarke County Unified Government, Athens, GA.
- 2005-2006 ***Production Assistant and Disc Jockey***, National Public Radio (NPR) WUGA 91.7 and 97.9FM, Athens, GA.
- 2004-2006 ***Public Affairs Director and Disc Jockey***, University of Georgia WUOG 90.5FM, Athens, GA.

## **Selected Publications**

- Carlson, E. J., Poole, M. S., **Lambert, N. J.**, & Lammers, J. C. (2017). A Study of Organizational Responses to Dilemmas in Interorganizational Emergency Management. *Communication Research*, 44(2), 287-315.
- LaVoie, N. R., Quick, B. L., Riles, J. M., & **Lambert, N. J.** (2017). Are graphic cigarette warning labels an effective message strategy? A test of psychological reactance theory and source appraisal. *Communication Research*, 44( 3), 416-436.
- Lambert, N. J.** (2017) A Text Mining Tutorial. In. A. Pilny & M. S. Poole (Eds.), *Group processes: Computational and data driven approaches*. Springer Press.
- Poole, M. S., **Lambert, N. J.**, Hodge, R. A., Murase, T., & McDonald, J. (2017) *Sequential Analysis of Processes*. In A. Langley (Ed.) *The SAGE Handbook of Process Organization Studies*. SAGE Publications, Inc.
- Lambert, N. J.** (2016). *More than communities: Organizing in online interaction spaces*. (Doctoral dissertation). Retrieved from IDEALS: <http://hdl.handle.net/2142/95630>
- Lammers, J. C. & **Lambert, N. J.** (2016) Institutional theory and the communication of healthcare organizations. In T.R. Harrison and E.A. Williams (Eds.), *Organizations, Communication, and Health* (pp. 265-294). New York, NY: Routledge.
- Lammers, J. C., **Lambert, N. J.**, Abendschein, B., Reynolds-Tylus, T., Varava, K. (2016). Expertise in context: Interaction in the doctors' room of an emergency department. In J. W. Treem & P. M. Leonardi (Eds.), *Expertise, Communication, and Organizing* (pp. 145-167). Oxford, United Kingdom: Oxford University Press.
- Lambert, N. L.** (2014). Ethics and new technologies. In T. L. Thompson (Ed.), *Encyclopedia of Health Communication* (pp. 428-429). Thousand Oaks, CA: SAGE Publications, Inc.
- Quick, B. L., **Lambert, N. J.**, & Josey, C. S. (2014). A Two-Study Investigation Into How Television News Frames the Steroid Scandal in Major League Baseball and Fans' Support for Bonds, McGwire, and Palmeiro's Pending Induction Into the Baseball Hall of Fame. *Communication Research*, 43(1), p. 73-108. doi 0093650214558253.

## **Popular Press Publications**

- Eise, J. and **White (Lambert)**, N. Coffee Farmers Struggle to Adapt to Colombia's Changing Climate. *The Conversation*, 13 Sept. 2018, [theconversation.com/coffee-farmers-struggle-to-adapt-to-colombias-changing-climate-97916](http://theconversation.com/coffee-farmers-struggle-to-adapt-to-colombias-changing-climate-97916). Viewed by over 35,000 readers.

## **Publications Under Review or Contract**

- Lambert, N. J., Eise, J. (*under review*). Climate in Chaos: Colombian Coffee Farmers' Experience of Climate Change. *Communication Monographs*.
- Matei, S., Jullien, S., & Lambert, N (*book under contract*). Online Open Collaboration Communities: Big Data, Epistemic Perspectives, and Knowledge Gaps. Springer.

### **Competitively Selected Conference Presentations**

**Lambert, N. J.** & Eise, J. Climate in Chaos: Colombian Coffee Farmers' Experiences of Climate Change. Presented at National Communication Association annual conference in November 2018.

Carlson, E., Poole, M.S., **Lambert, N. J.**, & Lammers, J. A Contingency Model of Organizational Responses to Dilemmas in Interdisciplinary Emergency Management. Presented at National Communication Association annual conference in November 2018.

**Lambert, N. J.** Discovering College Students' Attitudes and Beliefs about Jaywalking through Text Mining of Focus Group Conversations Guided by the Health Belief Model. Presented at National Communication Association annual conference in November 2017.

Ahmed, A., Trudeau, A. B., Simpson, E., **Lambert, N. J.**, Poole, S. A Dynamic Ecology of Teams in an International Virtual Research Organization: What Makes Teams Productive? Presented at the Science of Team Science Conference, June 2017.

Jackson, S. J. & **Lambert, N. J.** A Computational Study of the Vaccination Controversy. Presented at the European Conference on Argumentation in June 2015.

**Lambert, N. J.** Anatomy of an emergency department medical consultation. Presented at the American Academy on Communication in Healthcare annual conference in October 2014.

**Lambert, N. J.** Mutual aid, networked responders, and the growth of emergency response organizations: The future of emergency response in theory and practice. Research panel, Theory Meets Practice: Interorganizational Collaboration in Disaster Management. Presented at National Communication Association annual conference in November 2014.

Carlson, E., Poole, M. S., **Lambert, N. J.**, & Lammers, J. C. Organizational Responses to Paradoxical Demands: Dilemmas in Interorganizational Crisis Management. Presented at National Communication Association annual conference in November 2013.

**Lambert, N. J.** & Lammers, J. C. A Communicative Model of Institutionalization: The Case of the Collaborative Assistance Emergency Response Organization. Presented at National Communication Association annual conference in November 2013.

LaVoie, N. R., Riles, J., **Lambert, N. J.**, & Quick, B. L. Graphic Cigarette Warning Labels: An Examination of Psychological Reactance and Message processing. Presented at National Communication Association annual conference in November 2013.

Quick, B. L. & **Lambert, N. J.** A Two Study Investigation into How Television News Frames the Steroid Scandal in Major League Baseball and Fans' Support for Bonds, McGwire, and Palmeiro's Pending Induction into the Baseball Hall of Fame. Presented at National Communication Association annual conference in November 2013.

## **Invited Lectures**

**Lambert, N. J.** (2018 October 2). *Rethinking Social Media Data Collection by Taking a User's Perspective*. Presented to Dr. Zhao Ma's Research Methods for Natural Resource Social Science class, Purdue University, West Lafayette, IN.

**Lambert, N. J.** (2018 April 3). *Online Networks: What to Consider When Measuring Influence and Meaning*. Presented to Dr. Andrew Flach's Qualitative Research Methods class, Purdue University, West Lafayette, IN.

**Lambert, N. J., & Flachs,** (2018 March 5). *Triangulating Advanced Methods in Social Scientific Research*. Presented to CLA faculty and students, Purdue University, West Lafayette, IN.

**Lambert, N. J.** (2018 February 14). *The importance of comprehending research subjects in their own terms*. Presented to Dr. Josh Scacco's course: Foundations of Human Inquiry II, Brian Lamb School of Communication, Purdue University, West Lafayette, IN.

**Lambert, N. J.** (2018 January 19). *A Search-based Approach to Sampling Large-scale Online Breast Cancer Narratives*. Presented to Social Psychology, Purdue University, West Lafayette, IN.

**Lambert, N. J.** *Challenges and Opportunities in Computational Social Sciences Research*. Presentation given to CLA and HHS faculty during Advanced Methodologies Cluster Brown Bag Series, Purdue University, West Lafayette, IN April 2017.

**Lambert, N.J.** *A Crash Course in Big Data*. Presentation given to Dr. Steve Wilson's Quantitative Methods for Communication Research course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN, November 30th, 2017.

**Lambert, N. J.** *Building and testing organizational communication theory utilizing computational research methods*. Presentation given to Robin Clair's Organizational Communication course, Brian Lamb School of Communication, Purdue University, West Lafayette, IN, October 2016.

## **Grant Awards**

**Co-Investigator**, Purdue College of Liberal Arts Global Synergy Research Grant for Students (2018-2019). Faculty sponsor and recipient for the research project *Climate Change Adaption in Colombia's Coffee Axis: Assessing Communicative Needs of Agricultural Producers*: \$25,000.

**Principle Investigator**, Purdue College of Liberal Arts Exploratory Research in the Social Sciences Grant (2017-2018), *Computational Analysis of Large-scale Online Breast Cancer Patient and Survivor Narratives*: \$35,000.

**Research Fellowship**, University of Illinois at Urbana-Champaign (2016), *Department of Communication Dissertation Fellowship*: \$3,000.

**Co-Administrator**, Section 319(h) FY05 Grant from EPD for *Watershed Improvement Program for Urban, Suburban, and Transitional Watershed Improvement in the Upper Oconee Watershed*: \$280,596

**Co-Administrator**, of Section 319(h) FY03 Grant from EPD for *Illicit Detection through Aerial Infrared Photography in Three Pilot Watersheds*: \$62,000

### **Grant Support**

- 2015-2016 **Joint Laboratory for Extreme Scale Computing at the University of Illinois at Urbana-Champaign.** Dr. Scott Poole (PI). Served as a graduate research assistant on a team working to develop an online collaboration resource center for the Joint Laboratory for Extreme Scale Computing (JLESC) at the National Center for Supercomputing Applications. Project also studies productivity of JLESC international virtual collaborations of supercomputing centers. Research project papers presented at national and international conferences.
- 2014-2015 **GroupScope Project, the Institute for Computing in the Humanities, Arts, & Social Sciences at the University of Illinois at Urbana-Champaign.** Dr. Scott Poole (PI). Served as a graduate research assistant on projects that utilized computational research technologies and methodologies to address social and public safety problems. Projects included development of person tracking software for use in identifying bullying behavior on school playgrounds, and large-scale video data collection and analysis systems for improving emergency response simulation and training. Research project papers presented at national and international conferences.
- 2014-2015 **A Computational Study of the Vaccination Controversy, University of Illinois at Urbana-Champaign College of Liberal Arts and Sciences.** Dr. Sally Jackson, PI. Served as a graduate research assistant on project that investigated the online discourse surrounding the vaccination controversy. Results of the study presented at an international conference.
- 2013 **Say Yes When Asked, Illinois: A Replication of Michigan's Campaign to Increase Organ Donation Registration Rates in Drivers Facilities, Health Resources & Service Administration.** Dr. Brian Quick, PI. Served as graduate research assistant for \$408,605 research project surveying middle-aged adults about attitudes, behaviors, and beliefs surrounding willingness to become an organ donor.
- 2013 **LAS Top Ten Innovation Initiative Grant, University of Illinois at Urbana-Champaign.** Dr. Mardia Bishop, PI. Served as graduate research assistant on project assessing media content needs of public speaking students.
- 2012 **A Contingency Theory of Organizational Response to Paradoxical Requirements: A Study of Emergency Response Organizations, the National Science Foundation.** Dr. Scott Poole and Dr. John C. Lammers, PIs. Served as graduate research assistant on project analyzing the paradoxes faced by emergency responders in the United States and the Netherlands. Results of the project published in top journals and presented at conferences.

## **Teaching and Advising**

- **Computational Research Methods**  
Graduate course providing an overview of the underlying mechanics of computational research methods as well as how to perform data collection, analysis, and interpretation using four computational methods: network analysis, text mining, machine learning, and agent-based modeling. Students trained to analyze a variety of large-scale, unstructured datasets using NodeXL, AutoMap, NetLogo, and Weka.
- **Network Analysis**  
Graduate course on network theory, data collection, analysis, interpretation, and presentation of findings taught as a graduate seminar class. Students trained to analyze relational datasets utilizing UCInet, NodeXL, NetLogo, and AutoMap.
- **Organizational Communication**  
Graduate course teaching essential organizational communication theories and concepts. Students trained to analyze organizational communication processes, structures, information systems, culture, problems, and technological systems.
- **Communication and Persuasion in Business**  
Graduate course taught to students of the Krannert Masters of Business Analytics and Information Management. Students learned how to interpret, visualize, and communicate the results of advanced data analytics for business audiences.
- **Introduction to Organizational Communication**  
Class covers major theories, research questions, processes, and approaches to organizational communication.
- **Introduction to Public Speaking: Section for Non-Native English Speakers**  
Same as CMN101 but class is orientated towards non-native English speakers and emphasizes speaking skills that vary by culture including speaker gaze, body language, and speech organization.
- **Introduction to Public Speaking**  
Class covers speech topic choice, organization, delivery, body language, persuasive speaking, and overcoming speech anxiety.

## **Workshops**

- Organizer and teacher for computational social science workshop in collaboration with the Scholarly Commons, spring 2014 - spring 2016
- Developer and teacher of multi-weekend public speaking workshop for Library & Information Science graduate students at request of University of Illinois LIS Department, spring 2012 - spring 2014
- Trainer of all incoming Communication Department Public Speaking Instructors and TAs at the University of Illinois at Urbana-Champaign, fall 2011 – summer 2013

## **Advising**

- Committee member of over 19 graduate students' Masters theses or PhD dissertations.
- Mentor for 7 undergraduate students' involvement in research projects.

## **Consulting**

- Methodological consultant for 8 faculty members' independent research projects.
- Methodological consultant for 15 graduate students' independent research projects.

## **Continuing Education and Certifications**

- National Incident Management Team Certified in Command & General Staff Functions for Local Incident Management Teams (40 hours), *Illinois Fire Service Institute, 2015*
- UIUC Certificate in Business Administration (30 hours), *College of Business, University of Illinois at Urbana-Champaign, spring 2012*
- Center for Teaching Excellence Teaching Development Workshops (4.5 hours), *University of Illinois at Urbana-Champaign, fall 2011*
- Environmental Communication for Behavior Change Certification, *Duke University, March 2010*
- Erosion and Sediment Control 1B Certification in the State of Georgia
- Community Emergency Response Teams (CERT) trained

## **Engagement**

- **Member of Purdue Advanced Quantitative and Qualitative Methodologies Faculty Cluster Hire Initiative.** My role as a member of this [cluster program](#) involves providing advanced methodological training to students and faculty, developing new methods courses, coordinating cluster activities with the other faculty members and associated faculty, and giving research presentations during cluster events.
- **Engaged Research Project Studying Impacts of Climate Change on Coffee Farmers in Colombia.** As PI of this project and in collaboration with BLSC graduate student Jessica Eise, I have managed this project utilizing \$25,000 of internal grant money to collaborate with faculty at the Universidad Tecnologica de Pereira: Diana Carolina Meza Sepulveda and John Mario Rodriguez. This project resulted in two conference paper acceptances to a nationally recognized conference (NCA), an acceptance to widely-viewed popular press online news outlet ([the Conversation](#), over 35,000 views of the article via news outlets such as CNBC, Marketwatch, and Public Radio International (PRI)), and in two university presentations (UTP in July 2018 and Purdue University in September 2018) in order to raise awareness of the impacts of climate change on coffee farmers in Colombia. The popular press publication received an [unofficial response from the Colombian government](#) recognizing publicly for the first time the climate change adaptation challenges faced by coffee farmers. The project continues to engage with coffee stakeholders via a second round of data collection and continued analysis of data, the results of which will also be disseminated via academic and popular press channels in the United States and Colombia.

## **Workshops Taught**

### **Computational Social Sciences Workshop Hosted by the Institute for Computing in the Humanities, Arts, & Social Sciences (I-CHASS) at the University of Illinois at Urbana-Champaign**

- Organizing Committee member
- Taught workshop on text mining and semantic network analysis of organizational documents and social media data



## University Service and Engagement Activities

- 2018-2019 Committee Member, Faculty Affairs Committee
- 2018-2019 Committee Member, BLSC Strategic Planning Committee
- 2018 Advisor, BLSC Computer Lab Update Project
- 2017-2018 BLSC Member of Health Communication Unit
- 2017-2018 Committee Member, BLSC Undergraduate Committee
- 2016-2018 BLSC Member of Organizational Communication Unit
- 2016-2018 Member, AMAP (Advanced Methods At Purdue) Cluster
- 2016-2018 Committee Member, College of LAS Advanced Methodologies Cluster advanced methods certificate program development committee
- 2016-2018 Advisor, College of LAS Advanced Methodologies Cluster faculty search committee
- 2017 Advisor, Political Science Department Candidate Interview
- 2017 Presenter, CLA and HHS Advanced Methods Cluster Networking Event
- 2017 Committee Member, BLSC New Faculty Line Proposals
- 2017 Faculty Respondent, Communication Graduate Student Assembly Panel: *Intersections in Digital Spaces*
- 2017 Faculty Participant, Communication Graduate Student Assembly Professional Development Panel: *Navigating the Job Market*
- 2016 Participant, Social Science Method Symposium hosted by the Department of Family Studies and Human Sciences
- 2016 Participant, Purdue Advanced Social Science Methodologies Reception

## Professional Service

- **National Communication Association (NCA)**  
**2017 Awards Nominating Committee:** Organizational Communication Division
- **Journal Reviewer for:** *Political, Groups, and Identities; Corporate Communications*