

Lisa B. Hurwitz
Curriculum Vitae
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CONTACT

Media, Technology & Society Ph.D. Program
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EDUCATION

- 2012 - present Ph.D. expected early 2017, Media, Technology & Society
The Graduate School, Northwestern University
- 2015 Certificate, Management for Scientists and Engineers
Kellogg School of Management, Northwestern University
- 2012 - 2013 M.A., Media, Technology & Society
The Graduate School, Northwestern University
- 2006 - 2010 B.A. with high honors, Psychology
B.A., Spanish Language and Literature
Magna Cum Laude
College of Arts & Science, New York University

RESEARCH EXPERIENCE

- 2012 - present Graduate Research Assistant, Center on Media and Human Development
Northwestern University, Ellen Wartella, Ph.D.
- 2016 Ready To Learn Intern, Center for Children and Technology,
Educational Development Center, Megan Silander, Ph.D.
- 2014 - 2015 Graduate Research Assistant, Inclusive Technology Lab
Northwestern University, Anne Marie Piper, Ph.D.
- 2011 - 2013 Research Consultant, Paradigm Research & Consulting
Jackson Heights, Iris Sroka, Ph.D.
- 2009 - 2010 Undergraduate Research Assistant, Infant Action Lab
New York, University, Karen Adolph, Ph.D.
- 2009 Research Intern, *Dora the Explorer / Go, Diego, Go!*
Nickelodeon, New York, NY, Mariana Diaz-Wionczek, Ph.D.
- 2007 - 2008 Coder, Center for Research on Culture, Development, and Education
New York University, Kristina Zosuls, Ph.D.

NON-RESEARCH INDUSTRY EXPERIENCE

2010 - 2011 Marketing & Outreach Coordinator, *WordWorld*, New York, NY
 2009 Home Video Intern, Sesame Workshop, New York, NY
 2008 Marketing & Outreach Intern, *WordWorld*, New York NY

HONORS AND AWARDS**International Paper Awards**

2016 Top Student Paper, International Communication Association,
 Instructional & Developmental Communication Division
 2016 Top Student Paper, Finalist, International Communication Association,
 Children, Adolescents and the Media Division
 2016 Best of CHI, Honorable Mention

Institutional Research Funding and Merit-Based Awards

2016 Graduate Research Ignition Grant, School of Communication,
 Northwestern University
 2015 Graduate Research Grant, University Research Grants Committee,
 Northwestern University
 2012 - 2017 Graduate Fellowship & Teaching/Research Assistantship, The Graduate School,
 Northwestern University
 2010 University Honors Scholar, New York University
 2009 Phillip Alfred Lotz Research Scholar (Undergraduate Research Award),
 New York University
 2008 Order of Omega
 2008 Psi Chi
 2006 - 2010 Presidential Honors Scholar, College of Arts and Science, New York University

Travel Awards

2017 Student Travel Award, Society for Research on Child Development
 2014 - 2017 Travel Grant, Communication Studies Department, Northwestern University
 2014 - 2017 Travel Grant, Media, Technology, and Society Program, Northwestern University
 2016 Travel Grant, The Graduate School, Northwestern University
 2015 - 2016 Travel Grant, Sexualities Fund at Northwestern, Northwestern University
 2010 Dean's Undergraduate Research Fund Conference Grant, New York University

RESEARCH INTERESTS

Children's media; Evaluation of media-related policies, programs, and projects; Mediated interventions; Informal learning from media; Educational media; Education-entertainment; Media effects; Media use among children and caregivers

PUBLICATIONS

(* denotes undergraduate at time of project)

Hurwitz, L. B., Montague, H., & Wartella, E. (2017). Food marketing to children online: A content analysis of food company websites. *Health Communication*, 32, 366-371. doi:10.1080/10410236.2016.1138386

- Hurwitz, L. B.**, Alvarez, A. L., Lauricella, A. R., Rousse, T. H., Montague, H., & Wartella, E. (2016). Content analysis across new media platforms: Methodological considerations for capturing media-rich data. *New Media & Society*. Advance online publication. doi:10.1177/1461444816663927
- Hurwitz, L. B.**, Lauricella, A. R., Hightower, B. *, Sroka, I., Woodruff, T. K., & Wartella, E. (2016). "When you're a baby you don't have puberty": Understanding of puberty and human reproduction in late childhood and early adolescence. *Journal of Early Adolescence*. Advance online publication. doi:10.1177/0272431616642323
- Hurwitz, L. B.**, Morales, E. D.*, Montague, H., Lauricella A. R., & Wartella, E. (2016). Mobile marketing to children: A content analysis of food and beverage company apps. *Public Health*. 141, 241-244. doi: 10.1016/j.puhe.2016.09.025
- Wartella, E., Beaudoin-Ryan, L., Blackwell, C. K., Cingel, D. P., **Hurwitz, L. B.**, & Lauricella, A. R. (2016). What kind of adults will our children become? The impact of growing up in a media-saturated world. *Journal of Children and Media*, 10, 13-20. doi:10.1080/17482798.2015.1124796
- Piper, A. M., Cornejo, R., **Hurwitz, L. B.**, Unumb, C. (2016). Technological caregiving: Supporting online activities for adults with cognitive impairments. *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2016)* (pp. 5311-5323). doi:10.1145/2858036.2858260 *****Best of CHI, Honorable Mention (top 4% of papers)*****
- Hurwitz, L. B.**, Lauricella, A. R., Hanson, A., Raden, A., & Wartella, E. (2015). Supporting Head Start parents: Impact of a text message intervention on parent-child activity engagement. *Early Child Development and Care*, 185, 1373-1389. doi:10.1080/03004430.2014.996217
- Wartella, E., Lauricella, A. R., & **Hurwitz, L. B.** (2014). Communicating oncofertility to children: A developmental perspective for teaching health messages. In T. K., Woodruff, M. L. Clayman, & K. E. Waimey (Eds). *Oncofertility communication* (pp. 99-109). Springer New York.

MANUSCRIPTS SUBMITTED & IN PROGRESS

(* denotes undergraduate at time of project)

- Hurwitz, L. B.** (in revision). Were they Ready To Learn? A meta-analysis of Ready To Learn media's effects on literacy.
- Hurwitz, L. B.**, Kwok, D.*, & Schmitt, K. L. (in preparation). Did we succeed in Raising Readers? Effects of Ready To Learn early childhood literacy computer games in middle childhood.
- Hurwitz, L. B.**, Olsen, M. K., & Schmitt, K. L. (in preparation). "Are you sure my child participated in that study?" Re-recruiting for mid-scale longitudinal research with typically developing children.
- Hurwitz, L. B.**, Beaudoin-Ryan, L. B., & Wartella, E. (in preparation). Learning about sexual health in-school and online in early adolescence: Demographic differences.

Hurwitz, L. B., Olsen, M. K.*, Lauricella, A. R., & Wartella, E. (in preparation). You get what you pay for: A content analysis of free, freemium, and paid children's apps.

CONFERENCE PRESENTATIONS

(* denotes undergraduate at time of project)

Hurwitz, L. B., Kwok, D.*, & Schmitt, K. L. (2017, May). *Effects of Ready To Learn early childhood literacy computer games in middle childhood*. Paper presented at the International Communication Association Conference, San Diego, CA.

Hurwitz, L. B., Kwok, D.*, & Schmitt, K. L. (2017, April). *Were they Ready To Learn? Effects of Ready To Learn early childhood literacy computer games on middle childhood literacy*. Poster presented at the Society for Research on Child Development Biennial Meeting, Austin, TX.

Hurwitz, L. B., Olsen, M. K., Beaudoin-Ryan, L. B., & Wartella, E. (2017, April). *Learning about sexual health in school and online in pre- and early adolescence: Demographic differences*. Poster presented at the Society for Research on Child Development Biennial Meeting, Austin, TX.

Hurwitz, L. B. (2016, October). *Did we succeed in "Raising Readers"? A meta-analytic review of Ready To Learn media's effects on young children's literacy*. Poster presented at the Society for Research on Child Development Special Topics Meeting: Technology and Media in Children's Development, Irvine, California.

Wartella, E., Beaudoin-Ryan, L., Blackwell, C. K., Cingel, D. P., **Hurwitz, L. B.**, Lauricella, A. R., & Uhls, Y. T. (2016, October). What kind of adults will our children become? The impact of growing up in a media-saturated world. In D. Lemish & G. L. Troseth (Chairs), *What happens NEXT? The 10th anniversary of the Journal of Children and Media*. Symposium conducted at the Society for Research on Child Development Special Topics Meeting: Technology and Media in Children's Development, Irvine, California.

Wartella, E., Alvarez, A. L., **Hurwitz, L. B.**, Lauricella, A. R., & Montague, H. (2016, October). New reasons to fear the Hamburglar: Product mascots promote poorer quality foods across media platforms. In S. L. Calvert (Chair), *The role of media characters and gaming in children's health*. Symposium conducted at the Society for Research on Child Development Special Topics Meeting: Technology and Media in Children's Development, Irvine, California.

Hurwitz, L. B. (2016, June). *A meta-analytic review of Ready To Learn media's effects on young children's literacy*. Paper presented at the International Communication Association Conference, Fukuoka, Japan. *****Top Student Paper, Finalist, Children, Adolescents and the Media Division (one of 5 highest scoring student-authored papers)*****

Hurwitz, L. B., & Beaudoin-Ryan, L. B. (2016, June). *Learning about sexual health online and in-school in early adolescence: Gender and racial-ethnic differences*. Paper presented at the International Communication Association Conference, Fukuoka, Japan. *****Top Student Paper, Instructional & Developmental Communication Division (highest scoring student-authored paper)*****

- Hurwitz, L. B.**, Morales, E. D.*, Montague, H., Lauricella A. R., & Wartella, E. (2016, June). *Mobile marketing to children: A content analysis of food and beverage company apps*. Paper presented at the International Communication Association Conference, Fukuoka, Japan.
- Rachwani, J., Soska, K. C., **Hurwitz, L. B.***, Adolph, K. E. (2016, May). *Infants' adaptation to a sloping SITUation: Maintaining balance while sitting on a sloping surface*. Poster presented at the International Conference on Infant Studies, New Orleans, Louisiana.
- Zupancic, H., Alvarez, A. L., Wartella, E., & **Hurwitz, L. B.** (2015, November). *Nutrition criteria and food marketing: The state of child-targeted food advertising across media platforms*. Paper presented at the American Public Health Association Annual Meeting, Chicago, Illinois.
- Hurwitz, L. B.**, Lauricella, A. R., & Wartella, E. (2015, May). You get what you pay for: Educational quality of free and paid children's apps. In S. E. Vaala (Chair), *Content, context, and consequences of "educational" apps in the lives of children*. Symposium conducted at the International Communication Association Conference, San Juan, Puerto Rico.
- Hurwitz, L. B.**, Morales, E. D.*, Alvarez, A. (2015, May). *Help Toucan Sam bring his fruity treasures to safety!: Food marketing to children online*. Paper presented at the International Communication Association Conference, San Juan, Puerto Rico.
- Hurwitz, L. B.**, Alvarez, A. L., Zupancic, H., Rouse, T. H., Morales, E. D.*, Lauricella, A. R., & Wartella, E. (2015, May). Content analysis across new media platforms. In V. J. Rideout (Chair), *Exposure, engagement, creation, and interaction: Measuring young people's media behaviors in the digital era*. Symposium conducted at the International Communication Association Conference, San Juan, Puerto Rico.
- Hurwitz, L. B.**, Hightower, B.*, Lauricella, A. R., & Wartella, E. (2015, March). "When you're a baby you don't have puberty": *Understanding of human reproduction in late childhood and early adolescence*. Poster presented at the Society for Research on Child Development Biennial Meeting, Philadelphia, PA.
- Hanson, A., Lauricella, A. R., **Hurwitz, L. B.** (2014, July). *Mobile technology & family engagement: Texting intervention increases low-income parents' learning activities with preschool children*. Poster presented at Head Start's National Research Conference on Early Childhood, Washington, D.C.
- Hurwitz, L. B.**, Lauricella, A. R., Hanson, A., Raden, A., Wartella, E. (2014, May). *GR8 parenting: Impact of text message intervention on parent-child activity engagement*. Paper presented at the International Communication Association Conference, Seattle, WA.
- Soska, K. C., **Hurwitz, L. B.***, & Adolph, K. E. (2013, November). *Adaptive balance control strategies during infant sitting*. Poster presented at the International Society for Developmental Psychobiology meeting, San Diego, CA.

Hurwitz, L. B.*, Karasik, L. B., Tamis-LeMonda, C. S., & Adolph, K. E. (2010, March). *Mothers' views on developmental transitions in infancy*. Poster presented at the International Conference on Infant Studies, Baltimore, MD.

RESEARCH ASSISTANT ON FEDERAL GRANTS

- 2013 - present *Center for reproductive health after disease*, Teresa Woodruff (PI/PD). Funding source: National Institute of Child Health and Human Development (U54HD076188 / P50 HD076188). Award amount: \$1,046,852.
- 2013 - present *Collaborative Research: Media characters: The unhidden persuaders in food marketing to children*, Sandra Calvert (PI) and Ellen Wartella (co-PI). Funding source: National Science Foundation (1251745). Award amount: \$750,000.
- 2016 *Content, Community, and Collaboration: Advancing Children's Learning Through Personalized Media Experiences*, Corporation for Public Broadcasting and the Public Broadcasting Service (subcontracted to the Educational Development Center and SRI International). Funding source: U.S. Department of Education. Award Amount: \$99,111,40.
- 2009 - 2010 *Flexibility of learning in infant skill acquisition*, Karen Adolph (PI). Funding source: National Institute of Child Health and Human Development (R01-HD033486). Award amount: \$2,079,037.
- 2009 *Infant-mother social negotiation of motor risk*, Karen Adolph (PI), with Catherine Tamis-LeMonda (Co-PI). Funding source: National Institute of Child Health and Human Development (R01-HD042697). Award amount: \$1,520,324.

RESEARCH FEATURES IN PUBLIC MEDIA

- Costanza, K. (2015, January 20). Parents boost their preschoolers' literacy skills with texted tips [Web log post]. Retrieved from <http://www.fredrogerscenter.org/blog/parents-boost-their-preschoolers-literacy-skills-with-text>
- Ray, B. (2014, July 3). Could text messages to parents help close the "word gap"? [Web log post]. Retrieved from <http://www.edcentral.org/digital-tap-shoulder-helps-parents-close-word-gap/>
- Samuels, C. (2014, July 11). Preschool teacher drain and reaching parents through text messages. [Web log post]. Retrieved from http://blogs.edweek.org/edweek/early_years/2014/07/preschool_teacher_drain_and_reaching_parents_through_text_messages.html
- Lee, L. (2014, July 16). It's all about education: Could text messaging make us better parents? [Web log post]. Retrieved from <http://www.golocalprov.com/lifestyle/its-all-about-education-could-text-messaging-make-us-better-parents>

TEACHING EXPERIENCE

Instructor

Fall 2015 *Junior Seminar (From Muppets to Meredith Grey: Mass Media's Most Memorable Mentors)*, Northwestern University

Teaching Assistant

Fall 2013; Spring 2014 *Theories of Persuasion*, Northwestern University

Winter 2014 *Theories of Mediated Communication*, Northwestern University

Fall 2009; Spring 2010 *Introduction to Psychology*, New York University

Guest Lecturer

Spring 2014; Spring 2015 *Children's Culture*, Northwestern University

PROFESSIONAL AFFILIATIONS

International Communication Association
Society for Research on Child Development

PROFESSIONAL SERVICE & ACTIVITIES

Journal ad hoc Reviewer: *Health Communication; Public Health Nutrition*

Conference Paper ad hoc Reviewer: International Communication Association;
Society for Research on Child Development Special Topics Meeting: Technology and Media in
Children's Development; InfoSocial

Additional Recent Activities

2014 - present Northwestern University Innovations in Developmental Sciences
2014 - 2015 Northwestern Cognitive Development Reading Group
2014 - 2015 Northwestern Communication Studies Lunch Series Committee
2013 Co-Chair, Marketing, InfoSocial Conference Committee

REFERENCES

Ellen Wartella
Sheikh Hamad bin Khalifa Al-Thani Professor of Communication, Professor of Psychology and
Professor of Human Development and Social Policy
Northwestern University
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