

**Lisa B. Hurwitz**  
Curriculum Vitae  
(February 7, 2018)

**CONTACT**

CMCH BCH3186                      Office: (617) 919-7085  
300 Longwood Avenue      Cell: (240) 888-4606  
Boston, MA 02115              lisa.hurwitz@childrens.harvard.edu

**EDUCATION**

2012 - 2017                      Ph.D., 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 POSITIONS**

2017 - present                      Postdoctoral Research Fellow, Center on Media and Child Health  
Harvard Medical School/Boston Children's Hospital,  
David S. Bickham, Ph.D. & Michael Rich, M.D.

2012 - 2017                      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 - 2014                      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 PROFESSIONAL POSITIONS

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

## 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; Individual differences; Diverse populations

## PUBLICATIONS

(\* denotes undergraduate at time of project)

**Hurwitz, L. B.** (in press). Getting a read on Ready To Learn media: A meta-analytic review of effects on literacy. *Child Development*.

Schmitt, K. L., **Hurwitz, L. B.**, Sheridan Duel, L., Nichols Linebarger, D. L. (2018). Learning through play: The impact of web-based games on early literacy development. *Computers in Human Behavior*. 81, 378–389. doi: 10.1016/j.chb.2017.12.036

**Hurwitz, L. B.**, Schmitt, K. L., & Olsen, M. K. (2017). Facilitating developmental research: Suggestions for recruiting and re-recruiting children and families. *Frontiers in Psychology*, 8, 1-13. doi: 10.3389/fpsyg.2017.01525

**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.**, Lauricella, A. R., Hightower, B.\*, Sroka, I., Woodruff, T. K., & Wartella, E. (2017). "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*, 37, 925 - 947. doi:10.1177/02724316166642323

**Hurwitz, L. B.**, Alvarez, A. L., Lauricella, A. R., Rouse, 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.**, 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.

### **SUBMITTED MANUSCRIPTS**

(\* denotes undergraduate at time of project)

**Hurwitz, L. B.** & Schmitt, K. L. (under review). Did we succeed in Raising Readers? Effects of Ready To Learn early childhood literacy computer games in middle childhood.

**Hurwitz, L. B.**, Lovato, S., Lauricella, A. R., Woodruff, T. K., Patrick, E., & Wartella, E. (under review). *A New You, That's Who*: Short videos teach puberty and human reproduction concepts.

**Hurwitz, L. B.**, Alvarez, A. L., Montague, H., Lauricella, A. R., Pietrantonio, F.\* , Ford, M. L.\* , & Wartella, E. (under review). She looks just like me! Age, gender, and race of characters in U.S. food company websites and apps for children.

### **HONORS AND AWARDS**

#### **International Research Awards**

2017	Top Student Paper, International Communication Association, Children, Adolescents and the Media Division
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  
 2016 - 2017 Travel Grant, The Graduate School, Northwestern University  
 2014 - 2017 Travel Grant, Communication Studies Department, Northwestern University  
 2014 - 2017 Travel Grant, Media, Technology, and Society Program, Northwestern University  
 2015 - 2016 Travel Grant, Sexualities Fund at Northwestern, Northwestern University  
 2010 Dean's Undergraduate Research Fund Conference Grant, New York University

**RESEARCH ASSISTANT ON FEDERAL GRANTS**

- 2013 - 2017 *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 - 2017 *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.
- 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.

**CONFERENCE PRESENTATIONS**

(\* denotes undergraduate at time of project)

**Hurwitz, L. B.**, Lovato, S., Patrick, E., & Woodruff, T. L. (2018, May). *A New You, That's Who: Short videos teach puberty and human reproduction concepts*. Paper presented at the International Communication Association Conference, Prague, Czech Republic.

**Hurwitz, L. B.**, Bickham, D. S., Moukalled, S. H., Rich, M. O. (2018, May). *Trade-offs between media use and play: Comparing children's time use in Boston and Mexico City*. Paper presented at the International Communication Association Conference, Prague, Czech Republic.

**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. **\*\*\*Top Student Paper, Children, Adolescents and the Media Division (#1 rated student-authored paper)\*\*\***

**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 10<sup>th</sup> 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 FEATURES IN PUBLIC MEDIA**

- Thayer, K. (2017, September 18). Olivia the Ovary part of NU's animated approach to teach reproductive health to kids, *Chicago Tribune*. Retrieved from <http://www.chicagotribune.com/>
- 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](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:** *New Media & Society; Journal of Children and Media; Health Communication; Public Health Nutrition; Games for Health Journal; Nutrire*

**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**

2017 - present Harvard/Boston Children’s Hospital LEAH Fellowship Program (weekly seminars in leadership, teaching, research methods, and child/adolescent development)  
 2014 - 2017 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  
2240 Campus Drive  
Evanston, Illinois 60208  
847-467-4837  
[ellen-wartella@northwestern.edu](mailto:ellen-wartella@northwestern.edu)

Alexis R. Lauricella  
Associate Director of the Center on Media and Human Development and Lecturer  
Northwestern University  
2240 Campus Drive  
Evanston, Illinois 60208  
847-467-2750  
[a-lauricella@northwestern.edu](mailto:a-lauricella@northwestern.edu)

David S. Bickham  
Instructor of Pediatrics & Research Scientist  
Boston Children's Hospital  
300 Longwood Avenue  
Boston, MA 02115  
(617) 355-6031  
[david.bickham@childrens.harvard.edu](mailto:david.bickham@childrens.harvard.edu)

Daniel J. O'Keefe  
Owen L. Coon Professor of Communication  
Northwestern University  
2240 Campus Drive  
Evanston, Illinois 60208  
847-491-3581  
[d-okeefe@northwestern.edu](mailto:d-okeefe@northwestern.edu)

Kelly L. Schmitt  
Graduate Faculty  
Keiser University  
2457 N. Halsted St.  
Chicago, IL 60614  
917-501-8310  
[kellyschmittphd@gmail.com](mailto:kellyschmittphd@gmail.com)