

CURRICULUM VITA

TIFFANY A. PEMPEK

Washington & Lee University

Department of Psychology

238 Parmly Hall

Lexington, VA 24450

Phone: (540) 458-8262 Fax: (540) 458-8047

E-Mail: pempekt@wlu.edu

Website: <http://home.wlu.edu/~pempekt>

EDUCATION:

Ph.D., Developmental Psychology, University of Massachusetts, Amherst, 2007

Dissertation: *The impact of baby videos on parent-child interaction.*

Advisor: Dr. Daniel R. Anderson

M.A., Clinical Psychology, University of Dayton, Ohio, 2003

Thesis: *The impact of media on body image in elementary school girls.*

Advisor: Dr. Carolyn E. Roecker Phelps

B.S., Psychology, University of Dayton, Ohio, 2000, summa cum laude

PROFESSIONAL EXPERIENCE:

Visiting Assistant Professor, Washington & Lee University, Lexington, VA, July 2008 to present

Post-Doctoral Research Associate, Georgetown University, Children's Digital Media Center, Washington, DC, September 2006 to July 2008

RESEARCH INTERESTS:

Cognitive processing of electronic media

Media to promote nutrition and physical activity

Parent-child interaction in early development

ADVISING EXPERIENCE:

Samantha Goodrich, Georgetown University, 2007 to 2008. The Formal features and content of digital media for infants and toddlers: A content analysis (senior honors thesis, co-advising with Dr. Sandra L. Calvert).

MinJung Yoon, University of Massachusetts, 2005 to 2006. Do 6- and 12-month-olds cognitively process *Teletubbies*? (senior honors thesis).

Colleen Conti, University of Massachusetts, 2004 to 2005. The impact of background television on maturity of play in 2-year-olds in the presence of parent-child interaction (senior honors thesis).

Alexis Lauricella, University of Massachusetts, 2003 to 2004. Eighteen-month-olds' ability to distinguish between comprehensible and incomprehensible *Teletubbies* segments (senior honors thesis).

Kate Decker, University of Massachusetts, 2002 to 2003. The impact of background television on very young children's social and self-directed speech (senior honors thesis).

TEACHING EXPERIENCE:

Visiting Assistant Professor, Washington & Lee University

Principles of Abnormal Psychology (fall 2008)

Children & Media (fall 2008), upper level seminar

Theories of Personality (to be taught winter 2009)

Developmental Psychopathology (to be taught winter 2009)

Teaching Assistant, University of Massachusetts

Statistics in Psychology (spring 2005), taught weekly laboratory sessions

Child Behavior and Development (fall 2002)

Teaching Assistant, University of Dayton

Introduction to Clinical Psychology, graduate course (fall 2001)

Abnormal Psychology (fall 2000, spring 2001, fall 2001, spring 2002)

Developmental Psychopathology (fall 2000, spring 2001, fall 2001, spring 2002)

Personality (fall 2000, spring 2001, fall 2001, spring 2002)

RESEARCH EXPERIENCE:

Postdoctoral Research Associate, Georgetown University

Children's Digital Media Center, September 2006 to July 2008

Supervised by Dr. Sandra L. Calvert

Research Assistant, University of Massachusetts

Children and Media Lab, September 2002 to August 2006

Supervised by Dr. Daniel R. Anderson

Educational intervention and assessment project, June 2005 to August 2005

Supervised by Dr. James M. Royer

Research Assistant, University of Dayton

Children and aggression, September 2000 to May 2002

Supervised by Dr. Carolyn E. Roecker Phelps

Preschool children's memory for past events, September 2000 to May 2002

Supervised by Dr. Lane Geddie

Undergraduate assistant for numerous projects, September 1997 to May 2000
Supervised by Dr. Carolyn E. Roecker Phelps

PUBLICATIONS:

- Pempek, T.A.**, & Calvert, S. L. (in review). Tipping the Balance: Advergimes to promote low-income African American children's consumption of nutritious foods and beverages. *Submitted July 2008*.
- Kirkorian, H.L., **Pempek, T.A.**, Schmidt, M.E., & Anderson, D.R. (in revision). The impact of background television on parent-child interaction. *Submitted January 2008*.
- Pempek, T.A.**, Yermolayeva, Y.A., & Calvert, S.L. (in press). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*.
- Schmidt, M.E., **Pempek, T.A.**, Kirkorian, H.L., Lund, A.F., & Anderson, D.R. (2008). The effects of background television on the toy play behaviors of very young children. *Child Development, 79*, 1137-1151.
- Blass, E.M., Anderson, D.R., Kirkorian, H.L., **Pempek, T.A.**, Price, I., & Koleini, M.F. (2006). On the road to obesity: Television viewing increases intake of high-density food. *Physiology & Behavior, 88*, 597-604.
- Anderson, D.R., & **Pempek, T.A.** (2005). Television and very young children. *American Behavioral Scientist, 48*, 505-522.

MANUSCRIPTS IN PREPARATION:

- Pempek, T.A.**, Kirkorian, H.L., Lund, A.F., Stevens, M., Richards, J.E., & Anderson, D.R. The effects of visual and auditory comprehensibility on infants' and toddlers' attention to television.
- Pempek, T.A.**, Demers, L.B., Hanson, K., Anderson, D.R., & Kirkorian, H.L. The impact of baby videos on parent child interaction.
- Goodrich, S.A., **Pempek, T.A.**, & Calvert, C.L. Formal features of infant-directed screen-media products.

PRESENTATIONS:

- Pempek, T.A.** (2008, June). *Preliminary findings on media use in infants and toddlers: Computers for overcoming the video deficit and a content analysis of digital media products*. Paper presented at the Advisory Board Meeting for the Children's Digital Media Center, Riverside, CA.
- Pempek, T.A.**, Kirkorian, H.L., Stevens, M., Lund, A.F., Richards, J.E., & Anderson, D.R. (2008, March). *Video comprehensibility and attention in very young children*. Poster presented at the biennial International Conference for Infant Studies. Vancouver, Canada.

Pempek, T.A., Demers, L.B., Anderson, D.R., & Kirkorian, H.L. (2007, March). *The impact of baby videos*. Paper presented at the biennial meeting of the Society for Research in Child Development, Boston, MA.

Pempek, T.A., Kirkorian, H.L., Lund, A.E., Stevens, M., Richards, J.E., & Anderson, D.R. (2007, March). *Infant responses to sequential and linguistic distortions of Teletubbies*. Poster presented at the biennial meeting of the Society for Research in Child Development, Boston, MA.

Kirkorian, H.L., Murphy, L.A., **Pempek, T.A.**, Anderson, D.R., & Schmidt, M.E. (2005, April). *The impact of background television on parent-child interaction*. Poster presented at the biennial meeting of the Society for Research in Child Development, Atlanta, GA.

Roecker Phelps, C.E., **Pempek, T.**, & DeSantis, A. (2005, May). *Child to parent aggression: Factors which may contribute*. Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Evans, M.K., **Pempek, T.A.**, Kirkorian, H.L., Frankenfield, A.E., & Anderson, D.R. (2004, May). *The impact of background television on complexity of play*. Poster presented at the biennial International Conference for Infant Studies, Chicago, IL.

Frankenfield, A.E., Richards, J.E., Lauricella, A.R., **Pempek, T.A.**, Kirkorian, H.L., & Anderson, D.R. (2004, May). *Looking at and interacting with comprehensible and incomprehensible Teletubbies*. Poster presented at the biennial International Conference for Infant Studies, Chicago, IL.

Evans, M.K., Frankenfield, A.F., Kirkorian, H.L., Anderson, D.R., & **Pempek, T.A.** (2003, April). *The impact of background television on very young children's play*. Poster presented at the biennial meeting of the Society for Research in Child Development, Tampa, FL.

PROFESSIONAL SERVICES:

Reviewer, 2007, British Journal of Developmental Psychology

HONORS AND AWARDS:

Summer Research Fellowship, University of Dayton, 2001

Robert W. Sherman Scholarship, University of Dayton, 1999

O'Neil Family Scholarship, University of Dayton, 1998

CONSULTING:

Dawn Janowitz (2008 to present): Providing consultation with formative research and development of a health-related website for preschool children and their parents.

Anthony McCaffrey (2005 to 2006): Provided consultation on formative considerations for the development of an educational preschool program.

Sesame Workshop (2004): Conducted formative research and reported on a pilot episode for a DVD series.

PROFESSIONAL AFFILIATIONS:

American Psychological Association (member since 2001)

International Communications Association (member since 2005)

International Society on Infants Studies (member since 2007)

Psi Chi, Psychology National Honor Society (member since 1998)

Society for Research in Child Development (member since 2003)

CONTACT INFORMATION FOR REFERENCES:

Daniel R. Anderson, Professor
Department of Psychology
Tobin Hall
University of Massachusetts-Amherst
Amherst, MA 01003
413-545-2069 (phone)
anderson@psych.umass.edu

Sandra L. Calvert, Professor & Chair
Director, Children's Digital Media Center
Department of Psychology
Georgetown University
309 White Gravenor Hall
37th & O Streets, NW
Washington, DC 20057
202-687-4003 (phone)
calverts@georgetown.edu

Rachel F. Barr, Associate Professor
Department of Psychology
Georgetown University
301 I White Gravenor Hall
37th & O Streets, NW
Washington, DC 20057
202-687-8064 (phone)
rfb5@georgetown.edu

Rachel E. Keen, Professor
Department of Psychology
University of Virginia
PO Box 400400
Charlottesville, VA 22904
434-243-4008 (phone)
rachelkeen@Virginia.edu

Additional reference available on request:

Robert Stewart, Associate Professor
Head, Department of Psychology
Washington & Lee University
231 Parmly Hall
Lexington, VA 24450
540-458-8837 (phone)
stewartb@wlu.edu