



**THE TEEN MEDIA JUGGLING ACT:
The Implications of Media Multitasking Among American Youth**

**Speaker Biographies and Contact Information
December 12, 2006**

ULLA FOEHR, PH.D.

Co-Author, *Generation M: Media in the Lives of 8-18 Year Olds*
and *Kids & Media in America*

1871 Alden Street
Belmont, CA 94002
ulla4@sbcglobal.net

Ulla Foehr earned her doctoral degree at Stanford University in Media Studies. She was part of the research team that conducted both of the Kaiser Family Foundation's studies on young people's media use habits. That research was the foundation for a book she co-authored, *Kids & Media in America*, which discusses patterns of media use among 2-18-year-olds. Prior to her work at Stanford, Dr. Foehr worked at the Kaiser Family Foundation, managing entertainment media partnerships and researching topics such as the television ratings system, the amount and nature of sexual content on television, and the role of the television drama "ER" in educating viewers about health information issues. Dr. Foehr began her career at JP Kids, a kids' educational media company, helping to develop media products. She completed her undergraduate work at UC Santa Barbara in Communication with highest honors.

Dr. Foehr currently works to maintain a balance between caring for her two young girls (she's expecting a third) and her consulting on media research projects. She finds that her children are providing her a real life laboratory for her research on children and media.

JORDAN GRAFMAN, PH.D.

Chief, Cognitive Neuroscience Section
National Institute of Neurological Disorders and Stroke
National Institutes of Health
10 Center Drive, MSC 1440
Bethesda, MD 20892-1440
Phone: 301-496-0220
grafmanj@ninds.nih.gov

Jordan Grafman received his bachelor of arts degree from Sonoma State University and his doctoral degree from the University of Wisconsin-Madison in 1981. Immediately following his graduation, Dr. Grafman became the Neuropsychology Chief on the Vietnam Head Injury Study, a multidisciplinary study conducted at Walter Reed Army Medical Center in Washington, D.C. In 1986, he joined the NINDS as a Senior Staff Fellow in the Clinical Neuropsychology Section. Dr. Grafman became Chief of the Cognitive Neuroscience Section in the NINDS in 1989. He is an elected fellow of the American Psychological Association and has received both the Defense Meritorious Service Award and the National Institutes of Health Award of Merit. Dr. Grafman's section is attempting to identify the nature of representational knowledge stored in the human prefrontal cortex, the cognitive properties of representational binding that form episodes in memory, and the types of cognitive neuroplasticity that occur during learning and recovery from brain damage.

PATRICIA GREENFIELD, PH.D.

Professor, Developmental Psychology
University of California at Los Angeles
Box 951563, 2344A FH
Los Angeles, CA 90095-1563
Phone: 310-825-7526
greenfield@psych.ucla.edu

Patricia Greenfield received her doctoral degree from Harvard University. Her central theoretical and research interest is in the relationship between culture and human development. She is a past recipient of the American Association for the Advancement of Science Award for Behavioral Science Research, and has received teaching awards from UCLA and the American Psychological Association. Her books include *Mind and Media: The Effects of Television, Video Games, and Computers* (Harvard, 1984), which has been translated into nine languages. In the 1990s she co-edited (with R.R. Cocking) *Interacting with Video* (Elsevier, 1996) and *Cross-Cultural Roots of Minority Child Development* (Erlbaum, 1994). She has done field research on child development and socialization in Chiapas, Mexico since 1969. She also heads the UCLA Children's Digital Media Center, which researches chatroom culture and other internet issues. A current project in Los Angeles investigates how cultural values influence relationships on multiethnic high school sports teams. Dr. Greenfield is also engaged in a cross-cultural teacher-training project called "Bridging Cultures." She currently serves as Director for the FPR-UCLA Center for Culture, Brain, and Development.

IAN ROWE, M.B.A.

Vice President, Strategic Partnerships and Public Affairs
MTV Networks
1515 Broadway, 29th Floor
New York, NY 10036
Phone: 212-846-3175
ian.v.rowe@mtvstaff.com

Ian Rowe is the Vice President of Strategic Partnerships and Public Affairs for MTV: Music Television. His department oversees MTV's on-air, online and off-air "pro-social" campaigns that build awareness of issues of importance to the MTV audience, and that encourage young people to take action to address those issues, such as Choose or Lose, which in 2004 helped to mobilize nearly 22 million young people to vote.

Mr. Rowe now oversees MTV's new pro-social platform, *think* MTV that informs and engages viewers to take action on the domestic and global issues that matter most and affect their lives. The website think.mtv.com serves as a comprehensive online resource for young people to get more information about issues of concern, whether it be education, sexual health, discrimination, the environment, or global issues like the fight against preventable disease and extreme poverty.

Prior to MTV, Mr. Rowe was the Director of Strategy and Performance Measurement for USA Freedom Corps at the White House, the President's initiative on volunteer service. He is an Echoing Green Fellow and was also founder and President of Third Millennium Media, a media consulting business. Mr. Rowe spent two years at Teach For America, holds an MBA from Harvard Business School and a degree in Computer Science Engineering from Cornell University.

VICTORIA RIDEOUT, M.A.

Vice President and Director
Program for the Study of Entertainment Media and Health
Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Phone: 650-854-9400
vrideout@kff.org

Victoria Rideout is a vice president at the Kaiser Family Foundation and director of the Foundation's Program for the Study of Entertainment Media and Health. Ms. Rideout oversees the Foundation's research agenda on media and children's health. She has directed numerous studies on topics such as: media use by children and youth; the educational claims of media products for young children; the role of media in childhood obesity; the extent and nature of online food marketing to children; the amount, placement, and subject matter of public service advertising on TV; parental opinions of TV and other media; the health content of entertainment television; sexual content on television; parents' use of media ratings and advisories; and teens' use of the Internet for health information. She has also conducted numerous focus groups among parents, children and teens regarding media, and created award-winning public service campaigns in partnership with television networks MTV, BET and UPN. Ms. Rideout's research has been published in the *Journal of the American Medical Association*, *Health Affairs*, and other peer-reviewed journals. She has also presented testimony at the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission. Ms Rideout graduated with honors from Harvard University and received her master of arts degree. from Syracuse University.

DEBRA AHO WILLIAMSON

Senior Analyst
eMarketer
7233 W. Mercer Way
Mercer Island, WA 98040
Phone: 206-275-1568
dwilliamson@emarketer.com

Debra Aho Williamson has been a keen observer of Internet marketing and advertising trends since the earliest days of the Web. At eMarketer, she focuses her research on target online marketing to key demographic groups, including kids and teens, women, Boomers/seniors, and minorities. She also covers the extensive social networking landscape.

Ms. Williamson has written reports on subjects including Teens, Tweens, Boomers/Seniors, African Americans and College Students. She is also the author of the well-regarded eMarketer report *Social Network Marketing: Carving out Some MySpace* (August 2006). Ms. Williamson has been quoted in *The Wall Street Journal*, *The Washington Post*, *USA Today*, *San Francisco Chronicle*, *Advertising Age*, *MediaPost* and other publications. Her speaking credits include presentations to Ad-Tech San Francisco, the Interactive Advertising Bureau, CBS, the American Marketing Association, the American Academy of Advertising and the Chicago Association of Direct Marketing.

Earlier in her career, Ms. Williamson was the founding Executive Editor of *The Industry Standard*, the first newsweekly for the Internet economy, and Editor of *Advertising Age's* Interactive Media & Marketing section.

She is a Phi Beta Kappa graduate of Northwestern University with a bachelor of arts degree in English literature and a bachelor of music degree in oboe performance.