



**The Teen Media Juggling Act:
The Implications of Media Multitasking Among American Youth**

Barbara Jordan Conference Center
Washington, DC

Tuesday, December 12, 2006

AGENDA

12:00 **Lunch and Registration**

12:15 **Welcome and Opening Remarks**

Vicky Rideout, M.A., vice president and director, Kaiser Family Foundation's
Program for the Study of Entertainment Media and Health

Screening: *Video Diaries – The Multitasking Generation*

Presentation: Media Multitasking Among American Youth

Ulla Foehr, Ph.D., co-author of *Generation M: Media in the Lives of 8-18 Year Olds and Kids & Media in America*

12:45 **Panel Discussion**

- Jordan Grafman, Ph.D., chief, Cognitive Neuroscience Section, National Institute of Neurological Disorders and Stroke, National Institutes of Health
- Patricia Greenfield, Ph.D., professor of developmental psychology, University of California at Los Angeles
- Ian Rowe, M.B.A., vice president of strategic partnerships and public affairs, MTV Networks
- Debra Aho Williamson, senior analyst, eMarketer

2:00 **Adjournment**