

Yalda T. Uhls, PhD
Curriculum Vitae

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Education

2013 Ph. D. Developmental Psychology
University of California, Los Angeles
1990 M.B.A, Marketing and Entertainment Management
University of California, Los Angeles
1987 B.A. French Literature
University of California, Berkeley

Academic Appointments

2016 - Assistant Adjunct Professor, UCLA, Department of Psychology
2014 Lecturer, Cal State Domingo Hills, Department of Psychology

Employment

2011- Common Sense Media

2015- *National Director, Creative Community Partnerships*

Principal Investigator for character initiative grant for Common Sense, funded by Bezos Family Foundation and John Templeton Foundation. Renewed by Bezos for twice the original grant. Tasked with creating a new program for Common Sense Media's national team to liaison with the creative media community in Los Angeles.

2011-2014 *Regional Director, Southern California*

Opened the first robust regional office of the national non-profit which has become the model for other regional offices in SF, DC and NYC. Developed a local advisory council comprised of leaders in entertainment industry, education and business. Interfaced with entertainment community, heads of independent and public schools, parents and policymakers to advance the goals of media literacy and to promote national efforts for outreach and development. Designed and launched a regional school program for independent schools that has been recreated nationally. Developed the teen council and the first teen panel,

recreated by several divisions at Common Sense.

- 2014 - 2017 *Educational Advisor, Henson Pictures*
- 2013- *Educator and Consultant, Disney Channel*
- 2006- 2008 *Consultant, Google, LA*

Designed and implemented the Santa Monica Speaker Series, a series of speaking events that brought together leaders in the entertainment industry to share their unique perspective on the industry, the creative process and tech's role in shaping storytelling.

- 1997- 2000 *Senior Vice President of Production, MGM Pictures*

Supervised multimillion-dollar films from initial stage to final distribution. Worked with writers developing their scripts, directors, actors and marketing executives.

Honors, Awards and Community Recognition

- 2017- Advisory Board, Learning Science Exchange, International Program to bring together learning scientists and influencers in entertainment, journalism and education policy influencers
- 2017, 2012 Invited Participant, National Academy of Science Futures Initiative
- 2017 Invited Workshop Presenter, NIH
- 2016- Advisor, Center for Adolescence, Children's Hospital of Philadelphia
- 2016 - Board of Trustees, Westside Neighborhood School
- 2011 - Leadership Council, UCLA's Psychology in Action
- 2015 Outstanding Doctoral Dissertation, Society for Research in Child Development
- 2015 Heros of 2015, 7 People who Made a Difference, Deseret News
- 2014 Dena Chertoff Graduate Service Award, UCLA
- 2014 Millard Madsen Award for Distinguished Dissertation in Developmental Psychology
- 2012 Psychology in Action Award, UCLA
- 2010- 2012 Co-President, Psychology in Action, UCLA
- 2010, 2011 Summer Research Mentorship, UCLA
- 2011 Honorable Mention, NSF Graduate Fellowship

- 1998 Top 100 People in Hollywood, Fade-In Magazine

Funding

2014 Age of Learning, Research Consultant Grant
2012-2013 Hewlett Packard Research Consultant Grant
2011, 2013 Travel Award, Society for Research in Child Development
2011-2012 Career Re-development Grant, American Association for
American Women

Publications

Uhls, Y.T., Felt, L. & Wong, K. (2017). [Character is Common Sense](#): A Report on an Initiative Linking Media, Kids and Character Strengths. *Common Sense Report*.

Uhls, Y. T., & Robb, M. (2017). How parents mediate children's media consumption. In F. Blumberg & P. Brooks (Eds.), *Cognitive Development in Digital Contexts*. Elsevier.

Twenge, J., & **Uhls, Y. T.** (in prep). Less in-person social interaction among U.S. adolescents in the 21 st century and links to loneliness.

Uhls, Y. T., Ellison, N. B., & Subrahmanyam, K. (2017). Social media in adolescence: Selected benefits and costs. *Pediatrics*.

Boz, N., **Uhls, Y. T.**, & Greenfield, P. M. (2016). Cross-Cultural comparison of adolescents' online self-presentation strategies: Turkey and the United States. *International Journal of Cyber Behavior, Psychology and Learning*, 6(3), 1–16.

Uhls, Y. T. (2015). *Media Moms & Digital Dads*. Brookline, Mass: Bibliomotion.

Uhls, Y. T., Michikyan, M., Morris, J., Garcia, D., Small, G. S., Zgourou, E., & Greenfield, P. M. (2014). Five days at outdoor education camp without screens Improves preteen skills with nonverbal emotion cues. *Computers in Human Behavior*.
<https://doi.org/10.1016/j.chb.2014.05.036>

Uhls, Y. T., Zgourou, E., & Greenfield, P. M. (2014). 21st century media, fame, and other future aspirations: A national survey of 9-15 year olds. *Cyberpsychology.eu*.

Uhls, Y. T. (2014). What Happens When Kids Go Cold Turkey from Their Screens for 5 Days? Retrieved from
http://www.huffingtonpost.com/yalda-t-uhls/what-happens-when-kids-go-cold-turkey-from-their-screens-for-5-days_b_5700805.html

Subrahmanyam, K., Michikyan, M., Clemmons, C., Carillo, R., **Uhls, Y. T.**, & Greenfield, P. M. (2013). Learning from paper, learning from screen: Impact of screen reading

and multitasking conditions on reading and writing among college students.
International Journal Of Cyber Behavior, Psychology and Learning.

Uhls, Y. T., & Greenfield, P. M. (2012). The value of fame: Preadolescent perceptions of popular media and their relationship to future aspirations. *Developmental Psychology.*

Uhls, Y. T., & Greenfield, P. M. (2011). The rise of fame: An historical content analysis. *Cyberpsychology.*

Jaffe, A., & **Uhls, Y. T.** (2011). Internet Addiction—Epidemic or Fad? Retrieved from <https://www.psychologytoday.com/blog/all-about-addiction/201111/internet-addiction-epidemic-or-fad>

Uhls, Y. T. (2011). Psychological Science For All. *APS Observer*, 24(10). Retrieved from <https://www.psychologicalscience.org/observer/psychological-science-for-all>

Ito, M., Baumer, S., Bittanti, M., Boyd, D., Cody, R., Herr-Stephenson, B., ... Tripp, L. (2010). Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media [Review of *Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media*, by **Y. T. Uhls**, K. Subrahmanyam, & J. P. Murray]. *Journal of Children and Media.*

Greenfield, P & **Uhls, YT** (2010) Kids and Multi-tasking, *CommonSenseMedia*, <http://www.common sense media.org/expert-article-kids-and-multitasking>

Uhls, Y.T. (2010) Has Bullying Gone Digital? Cyberbullying Facts *Psychology In Action.org*. Reprinted several times.

Uhls, Y.T. & Greenfield, P (2009) Adolescents and Electronic Communication, *Education.com*, <http://www.education.com/reference/article/adolescents-online-social-networking/>, reprinted – *Psychology in Action Newsletter*, translated into Spanish and distributed to 2000 middle school parents in Los Angeles.

Selected Presentations

(for full list visit: <http://www.yaldatauhls.com/speakerevents/>)

2017

January 13, Laurence School, Los Angeles, CA

January 30, Palisades Charter Elementary School, Pacific Palisades, CA

February 3, [NFL Women's Summit](#), Houston, TX

February 7, Carpenter Charter School, Studio City, CA

February 10, Oakwood School, North Hollywood, CA

February 15, [Kidscreen Summit](#), Miami, FL

February 25, [Women's Student Association Conference](#), Harvard Business School, Boston, MA

March 7 & 8, [Common Ground](#), Silicon Valley, CA

March 16, Crestview Preparatory School, La Cañada, CA

April 4, New Platforms, New Voices, Panel @ Google LA, Venice, CA

2016

January 8, Curtis School, Los Angeles, CA

January 14, CEE, Reveta's Book Club, Los Angeles, CA

January 19, PS1, Santa Monica, CA

January 27, Palisades Elementary Charter School, Pacific Palisades, CA

February 3, Laurence School parent talk, Los Angeles, CA

February 8, Francis Parker School, San Diego, CA

February 9, YPO, Los Angeles, CA

February 18, St. Paul the Apostle School, Los Angeles, CA

February 24, [Palo Alto JCC](#), 7:30 pm Palo Alto, CA

March 1, WNS, Los Angeles, CA

March 3, Crossroads, Los Angeles, CA

March 9, [SXSW EDU: Book signing](#), 11:30 am, Austin, TX

March 9, [SXSW EDU: "Can Media Teach Character Strengths & Life Skills?"](#), 12:30 pm, Austin, TX

March 11, [South by Southwest \(SXSW\) Interactive: "The New Marketing of Brands: Body Image and Gender"](#), 5 pm Austin, TX (book signing to follow)

March 16, Barstow Stem Academy, Barstow, CA

March 22, Cary Academy, Cary, NC

April 13, Wildwood School, Los Angeles, CA

April 17, [Common Sense Media & Writers Bloc Presents](#) a conversation with Peggy Orenstein moderated by [Madeline Brand](#), Santa Monica, CA

April 18, [Polytechnic School](#), Pasadena, CA

April 20, [Manhattan Beach Education Fund](#), Manhattan Beach, CA

April 21, [Mirman School](#), Los Angeles, CA

April 22, [Chandler School](#) Parent Talk, Pasadena, CA

April 25, [Zócalo Public Square Event](#), Santa Monica, CA

May 2, [Carlthorp School](#), Santa Monica, CA

May 6, [St. Paul School](#), Los Angeles, CA

May 9, White House, Washington DC

May 19, [Wilshire Boulevard Temple](#), Los Angeles, CA

May 24, *Empathy: Why It's Important and How to Grow it in Your Kids*: A conversation with [Dr. Michele Borba](#) at [The Willows School](#), Culver City, CA

June 2, [Disney Interactive Studios](#), Glendale, CA

July 13, [Social Change Through Storytelling](#), [YouTube Space LA](#) , Los Angeles, CA

August 19, Google LA, Los Angeles, CA

August 23, Pixar Studios, Emeryville, CA

September 2-4, [London Screenwriters' Festival](#), UK

October 4, UCLA Psychology Department Developmental Forum, Los Angeles, CA

October 5, Private Event, San Francisco, CA

October 25, [Aspen Country Day School](#), Aspen, CO

October 28 – October 30, [Society for Research in Child Development](#), Irvine, CA

November 16, [The Gooden School](#), Sierra Madre, CA

Selected Columnist/ Other writing

For full list visit: <http://www.yaldatahls.com/book/author-2/>

Press/ Public Interest

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