

Yalda T. Uhls, PhD
Curriculum Vitae

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Education

2013 PhD Developmental Psychology
University of California, Los Angeles
1990 MBA, Marketing and Entertainment Management
University of California, Los Angeles
1987 BA French Literature
University of California, Berkeley

Academic Appointments

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

Honors, Awards and Community Recognition

2019 Invited Participant and speaker, Cifar and World Economic Forum, *Generation-AI: Reducing inequality and enhancing digital inclusion via smart design and developmental science*
2019 Invited Speaker, Developmental Forum, UCSB
2018 Invited participant, SRCD/ Jacobs Foundation Workshop - *Developmental Science in the Digital Age*
2018 Section Chair, Special Topics Meeting SRCD, *Parenting and Character Development*
2017- Advisory Board, Learning Science Exchange
2017, 2012 Invited Participant, National Academy of Science Futures Initiative
2017 Invited Workshop Presenter, NIH/NIDA/OBSSR workshop-*Social Media, Mobile Technology and Youth Risk Behaviors*
2016- Advisor, Center for Adolescence, Children's Hospital of Philadelphia
2016 -2018 Board of Trustees, Westside Neighborhood School
2016 Organizer, Special Topics SRCD, *Technology, Media & Child Development*
2011 - Leadership Council, UCLA's Psychology in Action
2015 Outstanding Doctoral Dissertation, Society for Research in Child Development
2015 Heroes 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

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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.

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*. U.K: Taylor and Francis.

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*.

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*.

Non-Academic Employment

2019 - Present

CSS Insights, Inc.

President and Founder

Consulting arm of the Center for Scholars & Storytellers to further the mission of bringing together researchers and content creators to harness the power of storytelling for positive youth outcomes. Work product includes consulting, curriculum development and evaluation, etc.

2019 - Present

YouTube

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Advisor to Public Policy, Family and Kids Council

2019 - Present

Mattel

Barbie Advisory Council

2011-

Common Sense Media

2018

Senior Advisor, Youth Development

2015-2018

National Director, Creative Community Partnerships

Principal Investigator for character initiative grant for Common Sense, funded by Bezos Family Foundation and the 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 a model for other regional offices in SF, DC and NYC. Developed a local advisory council comprised of leaders in the 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 - 2018

Educational Advisor, Henson Pictures

2013-

Educator and Consultant, Disney Channel

2006- 2008

Consultant, Google, LA

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.

Selected Other Published Work

Uhls, Y.T. (2018). The Cruel Irony of a Migrant Mom in a Frozen T-shirt. *CNN*.

Uhls, Y.T. (2017). Common Sense: Here's how great media can build character.

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KidScreen Magazine.

Uhls, Y.T. (2016) The Nerve to Believe in Our Kids. *Huff Post.*

Uhls, Y. T. (2015). Is Your Kid Hooked on SmartPhones? Five Tips for Parents. *Time Magazine.*

Uhls, Y. T. (2014). What Happens When Kids Go Cold Turkey from Their Screens for 5 Days? *Huff Post.*

Uhls, Y. T. (2011). Psychological Science For All. *APS Observer*, 24(10).

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.commonsensemedia.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*, reprinted – *Psychology in Action Newsletter*, translated into Spanish and distributed to 2000 middle school parents in Los Angeles.

Invited Speaker (partial list)

2019

January 14, UCSB Psychology Department	Santa Barbara, CA.
February 13, UCLA's Road to Respect Conference	Los Angeles, CA.
March 22, Society for Research in Child Development	Baltimore, MD
March 29, Association of National Advertisers #seeher	NYC, NY
May 6, Cifar and World Economic Forum	San Francisco, CA
Mary 7, Crystal Springs School	Hillsborough, CA
June 1, UCLA Undergraduate Film Society	LA, CA
July 20, International Positive Psychology Assoc.	Melbourne, Australia

2018

January 30, Palisades Charter Elementary School	Pacific Palisades, CA
February 3, NFL Women's Summit	Houston, TX

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February 10, Oakwood School, North Hollywood, CA
February 15, [Kidscreen Summit](#) Miami, FL
February 25, 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
December, Twitter LA

2016

January 8, Curtis School, Los Angeles, 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 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: "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
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 25, [Zócalo Public Square Event](#), Santa Monica, CA
May 9, White House, Washington DC
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
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

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

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

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

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

Selected Non-academic writing

Visit: <http://www.yaldatuhls.com/book/author-2/>

Press/ Public Interest

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