

*Curriculum Vitae*

**TIFFANY A. PEMPEK**

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**EDUCATION**

- Ph.D. 2007 Developmental Psychology, University of Massachusetts, Amherst, MA  
Dissertation: *The Impact of Baby Videos on Parent-Child Interaction*  
Advisor: Dr. Daniel R. Anderson
- M.A. 2003 Clinical Psychology, University of Dayton, Dayton, OH  
Thesis: *The Impact of Media on Body Image in Elementary School Girls*  
Advisor: Dr. Carolyn E. Roecker Phelps
- B.S. 2000 Psychology, University of Dayton, Dayton, OH

**PROFESSIONAL EXPERIENCE**

- 2016-present Associate Professor, Department of Psychology  
Hollins University, Roanoke, VA
- 2012-2016 Assistant Professor, Department of Psychology  
Hollins University, Roanoke, VA
- 2009-2012 Assistant Professor, Department of Psychology  
Otterbein University, Westerville, OH
- 2008-2009 Visiting Assistant Professor, Department of Psychology  
Washington & Lee University, Lexington, VA
- 2006-2008 Post-Doctoral Research Associate, Department of Psychology  
Children's Digital Media Center, Georgetown University, Washington, DC

**TEACHING EXPERIENCE**

***Assistant and Associate Professor, Hollins University***

- PSY 141 Introduction to Psychological Science
- PSY 144 Child Psychology
- PSY 197F Positive Psychology: The Science of Happiness
- PSY 205 Research Design
- PSY 205L Laboratory for Research Design
- PSY 210 Research Practicum
- PSY 237 Children and Media
- PSY 250 Special Topic: Adult Development

- PSY 250 Special Topic: Lifespan Development
- PSY 250 Special Topic: Professional Development
- PSY 337 Children's Thinking
- SEM 1174 Positive Psychology: The Science of Happiness

***Assistant Professor, Otterbein University***

- FYS 1006 First Year Seminar: The Science of Happiness
- PSYC 1050 General Psychology with Laboratories
- INST 2003 Media and the Mind
- PSYC 2050 Professional Development
- PSYC 2310 Child and Adolescent Development
- PSYC 4210 Developmental Psychopathology
- INS 130 Psychology and Human Nature
- PSY 211 Adult Development
- PSY 410 Advanced Research Seminar

***Visiting Assistant Professor, Washington & Lee University***

- PSYC 120 Quantitative Literacy in the Behavioral Sciences
- PSYC 202 Theories of Personality
- PSYC 210 Principles of Abnormal Psychology
- PSYC 265 Developmental Psychopathology
- PSYC 395 Children and Media

**HONORS AND AWARDS**

- 2011 *New Teacher of the Year*, Otterbein University
- 2010 *Top Paper Award*, International Communication Association Conference, awarded to Lauricella, Pempek, Barr, and Calvert for paper entitled, *Contingent Computer Interactions for Young Children's Object Retrieval Success*

**FUNDING**

***Internal Funding***

- Faculty Development Research Award, Hollins University (Fall 2012, Fall 2013, Fall 2014)
- Faculty Development Travel Award, Hollins University (Fall 2012, Fall 2014, Spring 2015)
- McGregor First-Year Seminar Curriculum Grant, Otterbein College (2009-2010)
- McGregor Integrative Studies Thread Curriculum Grant, Otterbein College (2009-2010)

### **External Funding**

Co-Principal Investigator, *Collaborative Research - Cognitive Control and Early Media Use: How and Why Toddlers Learn from Interactive Screens* (BCS 1524539)

National Science Foundation, 02/01/2016-1/31/2019, \$449,999 total (\$95,548 to Hollins). This work entails several experimental laboratory studies to identify the cognitive mechanisms (e.g., working memory, inhibition) underlying toddlers' learning from interactive touchscreen devices.

### **PUBLICATIONS** (\*denotes undergraduate student author)

#### **Publications in Peer-Reviewed Journals**

- Pempek, T. A.**, & McDaniel, B. T. (2016). Young children's tablet use and associations with maternal well-being. *Journal of Child and Family Studies*, *25*, 2636-2647.
- Kirkorian, H. L., Choi, K., & **Pempek, T. A.** (2016). Toddlers' word learning from interactive and non-interactive video on touch screens. *Child Development*, *87*, 405-413. doi: 10.1111/cdev.12508
- Pempek, T. A.**, Kirkorian, H. L., & Anderson, D. R. (2014). The effects of background television on the quantity and quality of child-directed speech by parents. *Journal of Children and Media*, *8*, 211-222. doi: 10.1080/17482798.2014.920715
- Demers, L. B., Hanson, K. G., Kirkorian, H. L., **Pempek, T. A.**, & Anderson, D. R. (2013). Infant gaze following during parent-infant coviewing of baby videos. *Child Development*, *84*, 591-603. doi: 10.1111/j.1467-8624.2012.01868.x
- Pempek, T. A.**, Demers, L. B., Hanson, K., Kirkorian, H. L., & Anderson, D. R. (2011). The impact of infant-directed videos on parent child interaction. *Journal of Applied Developmental Psychology*, *32*, 10-19. doi: 10.1016/j.appdev.2010.10.001
- Pempek, T. A.**, Kirkorian, H. L., Richards, J. E., Anderson, D. R., Lund, A. F., & Stevens, M. (2010). Video comprehensibility and attention in very young children. *Developmental Psychology*, *46*, 1283-1293. doi: 10.1037/a0020614
- Lauricella, A. R., **Pempek, T. A.**, Barr, R., & Calvert, S. L. (2010). Contingent computer interactions for young children's object retrieval success. *Journal of Applied Developmental Psychology*, *31*, 362-369. doi: 10.1016/j.appdev.2010.06.002
- Fenstermacher, S. K., Barr, R., Brey, E., **Pempek, T. A.**, Ryan, M.\*, Calvert, S. L., Shwery, C. E., & Linebarger, D. (2010). Interactional quality depicted in infant and toddler videos: Where are the interactions? *Infant and Child Development*, *19*, 594-612. doi: 10.1002/icd.714
- Goodrich, S. A.\*, **Pempek, T. A.**, & Calvert, C. L. (2009). Formal production features of infant and toddler DVDs. *Archives of Pediatrics & Adolescent Medicine*, *163*, 1151-1156. doi: 10.1001/archpediatrics.2009.201
- Kirkorian, H. L., **Pempek, T. A.**, Murphy, L. A.\*, Schmidt, M. E., & Anderson, D. R. (2009). The impact of background television on parent-child interaction. *Child Development*, *80*, 1350-1359. doi: 10.1111/cdev.2009.80.issue-510.1111/j.1467-8624.2009.01337.x
- Pempek, T. A.**, & Calvert, S. L. (2009). Tipping the balance: Use of advergames to promote consumption of nutritious foods and beverages by low-income African American children. *Archives of Pediatrics & Adolescent Medicine*, *163*, 633-637. doi: 10.1001/archpediatrics.2009.71

- Pempek, T. A.**, Yermolayeva, Y. A.\*, & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology, 30*, 227-238. doi: 10.1016/j.appdev.2008.12.010
- 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 behavior of very young children. *Child Development, 79*, 1137-1151. doi: 10.1111/j.1467-8624.2008.01180.x
- 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 foods. *Physiology & Behavior, 88*, 597-604. doi: 10.1016/j.physbeh.2006.05.035
- Anderson, D. R., & **Pempek, T. A.** (2005). Television and very young children. *American Behavioral Scientist, 48*, 505-522. doi: 10.1177/0002764204271506

### **Chapters in Edited Volumes**

- Kirkorian, H. L., **Pempek, T. A.**, & Choi, K. (in press). The role of online processing in young children's ability to learn from interactive and non-interactive media. In R. Barr, & D. L. Linebarger (Eds.), *Media exposure during infancy and early childhood: The effect of content and context on learning and development*.
- Laurie-Rose, C., **Pempek, T. A.**, & Curtindale, L. M. (2015). Sustained attention in infants and children. In J. L. Szalma, M. Scerbo, R. Parasuraman, P. A. Hancock, & R. R. Hoffman (Eds.), *The Cambridge handbook of applied perception research, Vol. II* (pp. 979-1003). New York, NY: Cambridge University Press.

### **Outreach Publications**

- Kirkorian, H. L., & **Pempek, T. A.** (2013). Toddlers & touch screens: Potential for early learning? *Zero to Three, 33*, 32-37.

### **Manuscripts and Chapters in Review, Revision, or Preparation**

- Choi, K., Kirkorian, H. L., & **Pempek, T. A.** (manuscript in revision). The role of contextual similarity and working memory in toddlers' object retrieval using video.
- Pempek, T. A.**, & Lauricella, A. R. (chapter in revision). The effects of parent-child interaction and media use on cognitive development in infants, toddlers, and preschoolers. In F. C. Blumberg, & P. B. Brooks (Eds.), *Cognitive development in digital contexts*.

### **CONFERENCE PRESENTATIONS (\*denotes undergraduate student author)**

- Heon Yoo, S., **Pempek, T. A.**, & Kirkorian, H. L. (2016, October). *Impact of formal-feature density on toddlers' attention in the presence of background TV*. Poster to be presented at the Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.
- Choi, K., Kirkorian, H. L., & **Pempek, T. A.** (2016, October). *On-screen or off-screen? The role of retrieval contexts and working memory in toddlers' object retrieval using touchscreens*. Paper to be presented at the Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.

- Choi, K., Kirkorian, H. L., **Pempek, T. A.**, & Etta, R. (2016, May). *Toddlers' object retrieval using touchscreens: The role of working memory skills*. Paper presented at the biennial International Conference on Infant Studies, New Orleans, LA.
- Choi, K., Kirkorian, H. L., **Pempek, T. A.**, Schroeder, E., & Etta, R. (2015, October). *The impact of contextual differences on toddlers' object retrieval using touchscreens*. Poster presented at the biennial meeting of the Cognitive Development Society, Columbus, OH.
- Kirkorian, H. L., Choi, K., Schroeder, E., **Pempek, T. A.**, & Etta, R. (2015, May). *Toddlers' learning from video: The role of cognitive-control skills*. Paper presented at the annual meeting of the International Communication Association, San Juan, PR.
- Kirkorian, H. L., Choi, K., **Pempek, T. A.**, Schroeder, E., & Etta, R. (2015, May). *Toddlers' learning from interactive vs. non-interactive mediated experiences using touchscreens*. Paper presented at the annual meeting of the International Communication Association, San Juan, PR.
- Dodson, E. S.\*, McClane, A. A.\*, & **Pempek, T. A.** (2015, March). *Infants, toddlers, and touchscreens: A descriptive study of early touchscreen use and parent attitudes*. Poster presented at the biennial meeting of the Society for Research in Child Development, Philadelphia, PA.
- Choi, K., Kirkorian, H. L., **Pempek, T. A.**, & Schroeder, E. (2015, March). *Toddlers' object retrieval using touchscreens: The role of working memory skills*. Paper presented at the biennial meeting of the Society for Research in Child Development, Philadelphia, PA.
- Pempek, T. A.**, & McDaniel, B. T. (2015, March). *Young children's tablet use and associations with maternal well-being*. Poster presented at the biennial meeting of the Society for Research in Child Development, Philadelphia, PA.
- Kirkorian, H. L., Choi, K., **Pempek, T. A.**, & Schroeder, E. (2014, July). *Toddlers' learning from interactive vs. non-interactive video on touchscreens*. Poster presented at the biennial International Conference on Infant Studies, Berlin, Germany.
- Kirkorian, H. L., Choi, K., & **Pempek, T. A.** (2013, April). *Toddlers' word-learning from contingent vs. non-contingent video on touchscreens*. Paper presented at the biennial meeting of the Society for Research in Child Development, Seattle, WA.
- Demers, L. B., Hanson, K. G., **Pempek, T. A.**, Kirkorian, H. L., & Anderson, D. R. (2011, May). *Following the leader: A social component to infant attention to baby videos*. Paper presented in an online session for the annual meeting of the International Communication Association, Boston, MA.
- Lavigne, H. J., Hanson, K. G., **Pempek, T. A.**, Kirkorian, H. L., Demers, L. B., & Anderson, D. R. (2011, April). *Baby video viewing and the quantity and quality of parent language*. Poster presented at the biennial meeting of the Society for Research in Child Development, Montreal, Canada.
- Lauricella, A. R., **Pempek, T. A.**, Barr, R., & Calvert, S. L. (2010, June). *Contingent computer interactions for young children's object retrieval success*. Paper presented at the annual meeting of the International Communication Association Conference, Singapore.
- Pempek, T. A.**, Kirkorian, H. L., & Anderson, D. R. (2010, March). *The impact of background TV on the quantity and quality of parents' verbal input*. Paper presented at the biennial International Conference on Infant Studies, Baltimore, MD.

- Demers, L. B., **Pempek, T. A.**, Kirkorian, H. L., Calvert, S. L., & Anderson, D. R. (2010, March). *Infant looking at formal features of television*. Poster presented at the biennial International Conference on Infant Studies, Baltimore, MD.
- Hanson, K. G., Demers, L. B., **Pempek, T. A.**, Kirkorian, H. L., & Anderson, D. R. (2010, March). *Content and context matter: Assessing the relationship between television exposure and parent-child interaction*. Poster presented at the biennial International Conference on Infant Studies, Baltimore, MD.
- Fenstermacher, S. K., Barr, R., Brey, E. L., Vaala, S., **Pempek, T. A.**, Calvert, S., Tedone, A., Huynh, H., Kumar, S.\*, & Linebarger, D. (2010, March). *Conveying educational content to babies: How infant-directed programming aims to teach*. Paper presented at the biennial International Conference on Infant Studies, Baltimore, MD.
- Fenstermacher, S. K., Barr, R., Salerno, K., Lapierre, M., Vaala, S., Brey, E., Garcia, A., **Pempek, T. A.**, Calvert, S., & Linebarger, D. (2010, March). *"Educational" media for infants: Does the content match the claims?* Poster presented at the biennial International Conference on Infant Studies, Baltimore, MD.
- Vaala, S., Barr, R., Fenstermacher, S., Brey, E., Salerno, K., Garcia, A., **Pempek, T. A.**, Moses, A., Calvert, S., & Linebarger, D. (2010, March). *Content analysis of language-promoting strategies in infant educational videos*. Poster presented at the biennial International Conference on Infant Studies, Baltimore, MD.
- Goodrich, S. A.\*, **Pempek, T. A.**, & Calvert, S. L. (2009, May). *The formal production features of infant-directed media*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.
- Fenstermacher, S., Barr, R. F., Linebarger, D., **Pempek, T. A.**, Moses, A., Vaala, S., et al. (2009, May). *Interactional modeling in infant-directed media*. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.
- Pempek, T. A.**, Calvert, S. L., & Alvy, L. M. (2009, April). *Advergaming for promoting healthy food consumption in low-income children*. Poster presented at the biennial meeting of the Society for Research in Child Development, Denver, CO.
- Demers, L. B., Hanson, K. G., **Pempek, T. A.**, Kirkorian, H. L., & Anderson, D. R. (2009, April). *Following the leader: A social component to infant attention to baby videos?* Poster presented at the biennial meeting of the Society for Research in Child Development, Denver, CO.
- Hanson, K. G., Demers, L. B., **Pempek, T. A.**, Kirkorian, H. L., & Anderson, D. R. (2009, April). *Let's watch together: The impact of co-viewing television on toddlers' toy play*. Poster presented at the biennial meeting of the Society for Research in Child Development, Denver, CO.
- Vaala, S., Barr, R.F., Garcia, A., Salerno, K., Brey, E., Fenstermacher, S. K., **Pempek, T. A.**, et al. (2009, April). *Content analysis of teaching strategies embedded in infant educational programming*. Poster presented at the biennial meeting of the Society for Research in Child Development, Denver, CO.
- 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 on 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 on 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 on Infant Studies, Chicago, IL.

## INVITED PRESENTATIONS

### *Internal Presentations*

- Faculty Authors and Achievers Program, Hollins University, September 2016
- Women in Science and Engineering (WISE), Hollins University, February 2015
- Staff Lunch, Hollins University, September 2014
- Faculty Lunch, Hollins University, February 2013
- Division III, Hollins University, November 2013

### *External Presentations*

- Roanoke MOMS Club, August 2014 and June 2016
- Athenian Society of Roanoke, VA, March 2016
- University of Virginia, March 2014

## UNIVERSITY SERVICE

### *Committee Membership & Other Service*

- 2016-present Member, Human Research Review Committee, Hollins University
- 2013-present Member, Academic Policy Committee, Hollins University
- 2014-2016 Chair, Academic Policy Committee, Hollins University
- 2014 (Fall) Member, Sociology Search Committee, Hollins University
- 2014 (Spring) Member, Registrar Search Committee, Hollins University
- 2014 (Spring) Member, Undergraduate Research Awards Committee, Hollins University
- 2010-2012 Faculty Advisor, Psi Chi Psychology Honor Society, Otterbein University

- 2011-2012 Co-facilitator, New Faculty Professional Learning Community, Otterbein University  
2011-2012 Reviewer, Incoming Student Scholarship Competition, Otterbein University  
2011 (Spring) Member, Center for Teaching and Learning Committee, Otterbein University  
2011 (Spring) Member, Women's Studies Committee, Otterbein University

***Undergraduate Honors Thesis Advising***

- 2015-2016 Emily Dodson, Hollins University  
2015-2016 Caitlin Kelly, Hollins University  
2011-2012 Lauren Wargelin, Otterbein University  
2010-2011 Courtney Stein, Otterbein University  
2009-2011 Stacy Alderman, Otterbein University  
2008-2009 Darinka Truebutschek, Washington & Lee University  
2007-2008 Samantha Goodrich, Georgetown University (co-advised with Sandra Calvert)  
2005-2006 MinJung Yoon, University of Massachusetts (co-advised with Daniel Anderson)  
2004-2005 Colleen Conti, University of Massachusetts (co-advised with Daniel Anderson)  
2003-2004 Alexis Lauricella, University of Massachusetts (co-advised with Daniel Anderson)  
2002-2003 Kate Decker, University of Massachusetts (co-advised with Daniel Anderson)

**PROFESSIONAL SERVICE**

***Advisory Boards***

- 2011-present Editorial Advisory Board, Common Sense Media

***Ad-Hoc Journal Reviewer***

- British Journal of Developmental Psychology (2007)  
Child Development (2013)  
Child Development Perspectives (2013)  
Infant Behavior and Development (2016)  
Internet Research (2014)  
Journal of Applied Developmental Psychology (2010, 2011, 2016)  
Journal of Children & Media (2010, 2013, 2014, 2015, 2016)  
Journal of Cognition and Development (2016)  
Media Psychology (2010)  
Pediatrics (2010, 2011)

***Conference Submission Reviewer***

- International Communication Association (2013)  
Society for Research in Child Development (2016)



Society for Research in Child Development Special Topic: Technology and Media in Children's Development (2016)

***Conference Symposium Discussant and Chair***

2012 *The Influence of Parent-Infant Interactions on Multiple Facets of Early Child Development*  
Discussant, Eastern Psychological Association, Pittsburgh, PA

2010 *The Role of Screen Media in the Lives of Infants and Toddlers*  
Symposium Chair, International Conference on Infant Studies, Baltimore, MD

**PROFESSIONAL AFFILIATIONS**

International Communication Association

International Congress of Infants Studies

Psi Chi, Psychology Honor Society

Society for Research in Child Development