

Biographical Sketch of Nancy Schwartz

Name: Nancy Schwartz

Position:

EDUCATION

<u>INSTITUTION</u>	<u>DEGREE</u>	<u>YEAR</u> <u>CONFERRED</u>	<u>FIELD OF STUDY</u>
Ball State University	BS	1976	Elementary Education
Arizona State University	M.Ed.	1985	Ed. Admin. & Supervision
Indiana University	Ph.D.	2005	Inst. Sys. Tech/Telecomm.

- Jan 06 – present Research Scientist, The Academic Edge, Inc., Bloomington, IN
- Sept 01 – present Core Faculty, Rocky Mountain University of Health Professions, Provo, UT
- Jun 05 – Dec 07 Co-Primary Investigator, Kaiser Family Foundation funded studies
Dept. of Telecommunications, Indiana University, Bloomington, IN
- Aug 03 – May 06 Visiting Lecturer, Dept. of Telecommunications, Indiana University, Bloomington, IN
- May 00 – May 03 Project Manager/Instructional Designer, The Academic Edge, Inc., Bloomington, IN
- May 00 – May 03 Lab Manager, Institute for Communication Research, Indiana University, Bloomington, IN
- Sep 00 – Dec 01 Video Producer/Instructional Designer, Center for Research on Learning and Technology,
Indiana University, Bloomington, IN
- Aug 99 – May 00 Adjunct Faculty, Dept. of Telecommunications, Indiana University, Bloomington, IN
- Sep 98 – Sep 99 Senior Research Consultant/Evaluator, Rockman et al, Bloomington, IN
- Aug 95 – May 97 Associate Instructor, W200: Microcomputers in Education,
School of Education, Indiana University
- Aug 92 – Jun 94 Teacher, Lester Middle School, Department of Defense Schools, Okinawa, Japan
- Aug 86 – Jun 92 Teacher, Stearley Heights Elementary School, Department of Defense Schools, Okinawa,
Japan
- Sep 83 – May 86 Teacher, Machan Elementary School, Phoenix, AZ
- Sep 81 – Mar 83 Tutor, Broadway Touring Company of “Annie” Gatchell & Neufeld, Ltd., New York, NY
- Sep 76 – May 79 Teacher, Squaw Peak Elementary School, Phoenix, AZ

PUBLICATIONS

- Goldsworthy, R., Schwartz, N., & Mayhorn, C. (in press). Interpretation of Pharmaceutical Warnings Among Adolescents. *Journal of Adolescent Health*.
- Goldsworthy, R., Schwartz, N., & Mayhorn, C. (in press). Beyond Abuse and Exposure: Framing the Impact of Prescription Medication Sharing. *American Journal of Public Health*.
- Goldsworthy, R., & Schwartz, N. (in press). Preliminary development and evaluation of a multimedia enhanced HIVSTD curriculum for middle schools. *Journal of School Health*.
- Gantz, W., Schwartz, N., Angelini, J., & Rideout, V. (2008). *Shouting to be heard (2): Public service advertising in a new media age*. Menlo Park, CA: The Henry J. Kaiser Family Foundation.
- Goldsworthy, R., Schwartz, N., Barab, S., & Landa, A. (2007). Evaluation of a collaborative multimedia conflict resolution curriculum. *Educational Technology Research and Development*, 55 (6), 597-625.
- Lang, A., Schwartz, N., Lee, S., & Angelini, J. (2007). Processing radio PSAs: Production pacing, arousing content, and age. *Journal of Health Communication*, 12(6) , 581-599.
- Gantz, W., Schwartz, N., Angelini, J., & Rideout, V. (2007). *Food for thought: Television food advertising to children in the United States*. Menlo Park, CA: The Henry J. Kaiser Family Foundation.
- Lang, A., Chung, Y., Lee, S., Schwartz, N., & Shin, M. (2005). It's an arousing, fast-paced kind of world: The effects of age and sensation seeking on the information processing of substance-abuse PSAs. *Media Psychology*, 7 421-453.
- Eastman, S., Schwartz, N., & Cai, X. (2005). The special case of promoting movies on television. *Journal of Applied Communication Research*, 33(2) 139-158.
- Fox, J., Lang, A., Chung, Y., Lee, S., Schwartz, N., & Potter, D., (2004). Picture this: Effects of graphics on the processing of television news. *Journal of Broadcasting and Electronic Media*, 48(4). 646-674.
- Lang, A., Schwartz, N., Chung, Y. & Lee, S. (2004). Processing substance abuse messages: Production pacing, arousing content, and age. *Journal of Broadcasting and Electronic Media*, 48(1), 61-88.

- Cai, X., Gantz, W., Schwartz, N. & Wang, X. (2003). Children's website adherence to the FTC's online privacy protection rule. *Journal of Applied Communication Research*, 31(4), 346-362.
- Martinson, A., Schwartz, N. & Vaughn, M. (2002). Women's experiences of leisure: Implications for design. *New Media and Society*, 4(1), 29-49.
- Eastman, S., Schwartz, N. & Cai, X. (2002). Children and movie promotion on television: Unwanted and inescapable content. *Communicatio*, 28(1), 3-15.
- Gantz, W. & Schwartz, N. (2002). *Shouting to be heard: Public service advertising in a new media age*. Menlo Park, CA: The Henry J. Kaiser Family Foundation.
- Gantz, W. & Schwartz, N. (2000). Promotion in children's programming. In S. Eastman (Ed.), *Research in media promotion* (pp. 163-201). Mahwah, NJ: Lawrence Erlbaum.
- Lang, A., Zhou, S., Schwartz, N., Bolls, P. & Potter, R. (2000). The effects of edits on arousal, attention, and memory for television messages: When an edit is an edit can an edit be too much? *Journal of Broadcasting and Electronic Media*, 44(1), 94-109.
- Vaughan, M. & Schwartz, N. (1999). Jumpstarting the information design for a community network. *Journal of the American Society for Information Science* 50(7), 588-597.
- Sheffield, C. & Schwartz, N. (1997). Building a national electronic learning community of pre-service teachers. *Focus On Education, New Jersey Association for Supervision and Curriculum Development*, 41, 28-30.
- Schwartz, N., Gonzalez-Smith, V., Downie, D., Cannon, E., Cota, J., Garrison-Jordan, C., Henderson, M., Kennedy, J., Pelicano, J., Carlson, D. & Bullion, P. (1994). A team approach to cooperative learning. *Teaching and Change*, 2(2), 118-140.

PAPERS

- Schwartz, N. (2003). *The Impact of Animation and Sound Effects on Attention and Memory for Computer-Mediated Messages*. Paper presented at the Second International Conference on Multimedia and Information & Communication Technologies in Education, Badajoz, Spain.
- Schwartz, N. (2003). *The Impact of Animation and Sound Effects on Attention and Memory Processes: Preliminary Results*. Paper presented at the International Communication Association Annual Conference, San Diego, CA.
- Lang, A., Schwartz, N., Lee, S. & Angelini, J. (2003). *Processing Radio PSAs: Production Pacing, Arousing Content, and Age*. Paper presented at the International Communication Association Annual Conference, San Diego, CA.
- Eastman, S., Schwartz, N. & Cai, X. (2000). *Promoting Movies on Television*. Paper presented at the Broadcast Education Association Annual Convention, Las Vegas, NV.
- Lang, A., Schwartz, N. & Snyder, J. (1999). *Slow down, you're moving too fast: Pacing, arousing content, and middle-age*. Paper presented at the Association of Educators in Journalism and Mass Communications, New Orleans, LA.
- Gantz, W. & Schwartz, N. (1999). *Promoting programs to children: A descriptive assessment*. 2nd place open paper competition, Research Division, Broadcast Education Association Annual Convention, Las Vegas, NV.
- Vaughan, M., Schwartz, N. & Martinson, A. (1998). *Discovering the entertainment practices of early adopting women: A preliminary study*. Paper presented at the American Psychological Association Annual Conference, San Francisco, CA.
- Zhou, S., Schwartz, N., Bolls, P., Potter, R., Lang, A., Trout, G., Funabiki, R., Borse, J. & Dent, D. (1997). *When an edit is an edit can an edit be too much? The effects of edits on arousal, attention, and memory for television messages*. Paper presented at the Association of Educators in Journalism and Mass Communications, Chicago, IL.
- Schwartz, N. & Vaughan, M. (1997). *Participatory design for education: Learning from a community network*. Paper presented at the Association for Educational Communications & Technology National Conference, Albuquerque, NM.

WORKSHOPS/PRESENTATIONS/GUEST LECTURES

- 1996-present Design as Dance
 guest lecture/demonstration, human computer interface design class
 Indiana University Schools of Education and Informatics

- 1999-2002 Using Technology to Enhance Teaching and Learning
workshops for pre-service and in-service teachers
Indiana University School of Education and Indiana School Districts
- 1998-1999 Mixed Method Evaluation of School Programs
workshops for Indiana teachers
Rockman et al. for the Indiana State Department of Education
- 1997-1998 Planning for Technology Enhanced Learning in the National Parks Service
seminar for the National Parks Service
Center for Excellence in Education, Indiana University
- 1997-1998 Integrating the Internet Into the Curriculum
workshops for pre-service and in-service teachers
Indiana University School of Education and Indiana School Districts
- 1997 PowerPoint in Classroom Instruction
workshops for in-service teachers
Center for Excellence in Education, Indiana University
- 1997 Rethinking Pre-service Teacher Education-Integration & Electronic Textbooks
conference presentation
Teacher Education and Technology Conference, Indiana University, Bloomington, IN
- 1997 How to Produce Professional Level Work in an Academic Course
Assoc. for Ed. Communications & Technology National Conference, Albuquerque, NM
- 1995 HyperStudio: An Introduction to Creating Classroom Projects
professional development workshop
HyperMedia '95, School of Education, Indiana University, Bloomington, IN

MEDIA PRODUCTION WORKS

- 2002 WSTDtv, STD/HIV education CD-ROM
instructional designer
The Academic Edge, Inc., Bloomington, IN
- 2001 Learning to Teach with Technology Studio, on-line learning videos
director, editor
Center for Research on Learning and Technology, Bloomington, IN
- 2001 StarStreams, conflict resolution CD-ROM
project manager
The Academic Edge, Inc., Bloomington, IN
- 1999 Teaching Problem Solving for Computer Simulations, staff development video
editor
Classroom, Inc., New York, NY
- 1998 National Council of Teachers of Mathematics Standards 2000, website prototype
designer
Dr. Enrique Galindo, Mathematics Education Program, Indiana University, Bloomington, IN
- 1997 Planning for Learning and Technology, trainers' video
project developer
B.J.Eib, Lab for Professional Development, Center for Excellence in Education, Bloomington, IN
- 1997 Software Usability Lab, promotional/marketing video
designer, director, editor
Dr. Andrew Dillon, School of Library and Information Science, Indiana University
- 1996 Stepping Into the Future, promotional CD Rom
director
David Kinman, School of Education, Indiana University, Bloomington, IN
- 1996 The Overseas Education Association Annual Meeting & National Convention, information video
writer, designer, director, videographer, editor
Jan Mohr, president, Overseas Education Association, Washington, DC