

Matthew A. Lapierre

University of Arizona
Department of Communication
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EDUCATION

University of Pennsylvania, Annenberg School for Communication, Philadelphia, PA

Ph.D. in Communication, 2013

Dissertation Title: *Development and Persuasion Processing: An Investigation of Children's Advertising Susceptibility and Understanding*

Dissertation Chair: Dr. Joseph N. Cappella

Committee Members: Dr. Doug Frye, Dr. Robert C. Hornik, Dr. Deborah L. Linebarger, Dr. Paul Messaris,

University of Pennsylvania, Annenberg School for Communication, Philadelphia, PA

Master of Arts, Communication, 2008

University of Connecticut, Storrs, CT

Master of Arts, Communication Sciences, 2006

Thesis Title: *"The Marketplace in the School: Predictors and Outcomes of School Commercialism"*

Thesis Chair: Dr. Kirstie M. Farrar

Committee Members: Dr. Leslie B. Snyder, Dr. Marina Krcmar

University of Massachusetts, Amherst, MA

Bachelor of Science with dual major in Mathematics & Philosophy, 1997

RESEARCH and TEACHING INTERESTS

- Children and Advertising
- Health Communication
- Message Effects and Message Processing
- Communication and Cognition
- Research Methodology

RESEARCH EXPERIENCE

Consultant, The Marketing Audit, Inc. 2011-2012.

Provided statistical analyses and expertise on surveys investigating international corporate development and regulatory compliance.

Research Assistant, Annenberg School for Communication, University of Pennsylvania, 2006-2010.

Assisted Dr. Deborah L. Linebarger with numerous evaluations of children's educational programs and helped co-direct a nationally representative survey of American parents.

Research Assistant, Center for Health, Intervention, and Prevention, University of Connecticut-Storrs, 2005-2006.

Supported Dr. Leslie B. Snyder with her work on evaluating mediated health campaigns and studied the impact of food advertising on diet.

Independent Researcher, Department of Communication Sciences, University of Connecticut-Storrs, 2005-2006.

Investigated the prevalence and outcomes related to commercial involvement in public schools. Thesis Advisor: Dr. Kirstie M. Farrar.

TEACHING and ADVISING EXPERIENCE

Associate Professor, Department of Communication, University of Arizona, 2021-Present.

Assistant Professor, Department of Communication, University of Arizona, 2015-2021. Currently teaching courses in, Children and Media, Health Communication, Survey of Mass Communication, Media & Health, Mass Communication Theory (graduate), Paradigms of Mass Media (graduate level), Health Communication Theory (graduate level), and Children, Advertising & Persuasion (graduate level). Responsible for planning and administering class lectures, grading student papers, developing exams, and overall course grading.

Assistant Professor, Department of Communication Studies, University of North Carolina Wilmington, 2012-2015.

Taught courses in Health Communication, Engaging Contemporary Media, Communication Theory, Children & Media, Applied Quantitative Methods, and Public Speaking. Responsible for planning and administering class lectures, grading student papers, developing exams, and overall course grading. Also responsible for advising twenty undergraduate minors.

Lecturer, School of Social Policy and Practice, University of Pennsylvania, 2012.

Taught specific sections of Social Policy 632: Capstone Seminar, a course for graduate students in social policy. Lectured on two topics: Conducting Research in Charged Policy Environments and Communicating Research Findings to the Media.

Both lectures were designed to help professional graduate students in their roles as policy advisors and advocates. Responsible for planning and administering class lecture and assisting in course grading.

Lecturer, Annenberg School for Communication, University of Pennsylvania, 2012. Taught Communication 299: Communication & Media Internships, a course for upper level undergraduate majors in communication. The course was for students participating in professional internships and provided them with the opportunity to apply communication theory to their internship organization and their role within it. Responsible for planning and administering class lectures, grading student papers, talking with internship supervisors, and overall course grading.

Undergraduate Research Assistant Supervisor, Annenberg School for Communication, University of Pennsylvania, 2006-2011. As part of my duties as a graduate research assistant, I supervised teams of research assistants working on my various projects. Primary responsibilities included instruction on relevant methodology (e.g., coder agreement), instruction on maintaining methodological rigor, directing research meetings and oversight of research activities.

Course Section Instructor, Department of Communication Sciences, University of Connecticut-Storrs, 2004-2005.

Taught Communication 105: Principles of Public Speaking, an introductory public speaking course for undergraduates. Taught two sections of the course in both the fall and spring semesters with approximately 25 students per section. Responsible for planning and administering class lectures, grading student speeches, helped to create mid-term/final exam and overall course grading.

WORK EXPERIENCE

Data Manager, Oregon Social Learning Center, Eugene, OR, 2003-2004
Responsible for the warehousing and management of all data for the Oregon Divorce Study. Worked with the Principal Investigator and Chief Analyst to ensure that the data collected for the study was reliably measured and correctly indexed. Created tracking system that allowed the analysis team to locate any data instrument for each of our 500 study participants.

AmeriCorps*VISTA Volunteer, Prevention Resource Center, Helena, MT, 1998-1999

Assigned to a small community in rural Montana, my work centered on reducing drug & alcohol use, tobacco use and teen pregnancy with local children and adolescents. Responsible for oversight on a number of community programs designed to help youth, such as a school-based mentoring program, a youth center and a juvenile justice program. Wrote a number of successful grants in order to help fund these programs.

PUBLICATIONS

(Italicized names are undergraduate students, underlined names are graduate students)

Lapierre, M.A., & Zhao, P. (Online First). *Problematic smartphone use versus “technoference”: Examining their unique predictive power on relational and life satisfaction*. *Psychology of Popular Media*. <https://doi.org/10.1037/ppm0000438>

Choi, E. & **Lapierre, M.A.** (2023). Parents’ mental state communication and children’s consumer behavior in the USA. *Young Consumers*, 24(4), 272-287. <https://doi.org/10.1108/YC-05-2022-1521>

Lapierre, M.A., Ashtaputre, A., & Aubrey, J.S. (2022). Boys go, girls go along: Exploring gender and price differences regarding themes present on children’s graphic t-shirts. *Young Consumers*, 23(3), 432-448. <https://doi.org/10.1108/YC-07-2021-1353>

Lapierre, M.A., & Zhao, P. (2022). Smartphones and Social Support: Longitudinal Associations between Smartphone Use and Types of Support. *Social Science Computer Review*, 40(3), 831-843. <https://doi.org/10.1177/0894439320988762>

Lapierre, M.A., & Aubrey, J.S. (2022). Resisting Privilege: Effects of a White Privilege Message Intervention and Conservative Media Use on Freedom Threat and Racial Attitudes. *Mass Communication and Society*, 25(3), 407-433. <https://doi.org/10.1080/15205436.2021.1996610>

Choi, E., & **Lapierre, M. A.** (2021). Media and theory of mind. In J. Van den Bulck (Ed.), *The International Encyclopedia of Media Psychology*. John Wiley & Sons. <https://doi.org/10.1002/9781119011071.iemp0224>

Zhao, P., **Lapierre, M.A.**, Rains, S.A., & Segrin, C. (2021). When and why we disclose distress on SNSs: Perceived affordances, disclosure goals, and anticipated negative evaluations. *Computers in Human Behavior*, 125, Article 106964 <https://doi.org/10.1016/j.chb.2021.106964>

Lapierre, M. A., Krcmar, M., Choi, E., Haberkorn, K. A., & Locke, S. J. (2021). Take a deep breath: The effects of television exposure and family communication on family shopping-related stress. *International Journal of Advertising*, 40(4), 529-551. <https://doi.org/10.1080/02650487.2020.1820205>

Lapierre, M.A., & Choi, E. (2021). Parental awareness of new online advertising techniques targeting children: An exploratory study of American parents. *Young Consumers*. 22(2), 290-305. <https://doi.org/10.1108/YC-12-2020-1271>

Lapierre, M.A., & Custer, B.E. (2021). Testing Relationships between Smartphones, Romantic Partner Communication, and Relationship Satisfaction. *Mobile Media & Communication*, 9(2), 155-176. <https://doi.org/10.1177/2050157920935163>

Zhao, P., & Lapierre, M.A. (2020) Stress, Dependency, and Depression: An Examination of the Reinforcement Effects of Problematic Smartphone Use on Perceived Stress and Later Depression. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 14(4), Article 3. <https://doi.org/10.5817/CP2020-4-3>

Lapierre, M.A. (2020). Smartphones and loneliness in love: Testing links between smartphone engagement, loneliness, and relational health. *Psychology of Popular Media Culture*, 9(2), 125-134. <https://doi.org/10.1037/ppm0000230>

Lapierre, M.A. (2019). Not Quite Herculean, but It Is Pretty Darn Close: The Hazards of Finding and Recruiting Child Research Participants. *Journal of Children and Media*, 13(4), 498-500. <https://doi.org/10.1080/17482798.2019.1669297>

Lapierre, M.A., & Rozendaal, E. (2019). A Cross-National Study Examining the Role of Executive Function and Emotion Regulation in the Relationship between Television Exposure and Children's Purchase Requests and Purchase Related Conflict. *Journal of Youth and Adolescence*, 48(10), 1980-2004. <https://doi.org/10.1007/s10964-019-01119-7>

Lapierre, M.A., Zhao, P., & Custer, B.E. (2019). Longitudinal Effects between Smartphone Use/Dependency and Mental Health. *Journal of Adolescent Health*, 65(5), 607-612. <https://doi.org/10.1016/j.jadohealth.2019.06.001>

Lapierre, M.A. (2019). Advertising literacy and executive function: Testing their influence on children's consumer behavior. *Media Psychology*, 22(1), 39-59. <https://doi.org/10.1080/15213269.2017.1345638>

Lapierre, M.A., & Akers, C. (2018). Are children buying what marketers are selling? In N. A. Jennings & S.R. Mazzarella (Eds.), *Twenty Questions about Youth and Media*. New York, NY: Peter Lang Publishing

Lapierre, M.A., & Rozendaal, E. (2018). Cross-national differences in consumer socialization, development, and behavior: a comparison of children in the United States and the Netherlands. *Journal of Children and Media*, 12(4), 388-405. <https://doi.org/10.1080/17482798.2018.1474481>

Lapierre, M.A. & Farrar, K.M. (2018). Learning to love guns? Gun-based gameplay's links to gun attitudes. *Psychology of Popular Media Culture*, 7(3), 216-230. <https://doi.org/10.1037/ppm0000132>

Lapierre, M.A. & Lewis, M. (2018). Should it Stay or Should it Go Now?: Smartphones and Relational Health. *Psychology of Popular Media Culture*, 7(3), 384-398. <https://doi.org/10.1037/ppm0000119>

Krcmar, M., **Lapierre, M.A.**, (2018). Revising a Measure to Assess Consumer-Related Family Communication Patterns. *Young Consumers*, 19(1), 87-104.
<https://doi.org/10.1108/YC-07-2017-00718>

Lapierre, M.A., Fleming-Milici, F., Rozendaal, E., McAlister, A.R., Castonguay, J. (2017). The effect of advertising on children and adolescents. *Pediatrics*, 140(Supplement 2), S152-S156. <https://doi.org/10.1542/peds.2016-1758V>

Farrar, K.M., **Lapierre, M.A.**, McGloin, R., & Fishlock, J. (2017). Ready, Aim, Fire! Violent video game play and gun controller use: Effects on behavioral aggression and social norms concerning violence. *Communication Studies*, 68(4), 369-384. *Communication Studies*. <https://doi.org/10.1080/10510974.2017.1324889>

Krcmar, M., **Lapierre, M.A.**, Hoxie, A., & Colvett, J. (2017). Observing parent-child purchase related interactions in a retail environment: Replication and extension. *Journal of Children and Media*, 11(3), 261-277.
<https://doi.org/10.1080/17482798.2017.1303524>

Lapierre, M.A., Brown, A., Houtzer, H., & Thomas, T. (2017). Child-directed and nutritional marketing cues on front-of-package labeling: an examination of their links to nutrition content. *Public Health Nutrition*, 20(5), 765-773.
<https://doi.org/10.1017/S1368980016002317>

Lapierre, M.A. (2016). Young consumers and affective development: The influence of emotion regulation on consumer behavior. *Young Consumers*, 17(2), 168-182.
<https://doi.org/10.1108/YC-11-2015-00566>

Lapierre, M.A. (2015). Development and persuasion understanding: Predicting knowledge of persuasion/selling intent from children's theory of mind. *Journal of Communication*, 65(3), 423-442. <https://doi.org/10.1111/jcom.12155>

Lapierre, M.A., & Vaala, S.E. (2015). Predictors of baby video/DVD ownership: Findings from a national sample of American parents with young children. *Journal of Children and Media*, 9(2), 212-230.
<https://doi.org/10.1080/17482798.2015.1024001>

Lapierre, M.A., Piotrowski, J.T., & Linebarger D.L. (2014). Assessing the relationship between pediatric media guidance and media use in American families. *Clinical Pediatrics*, 53(12), 1166-1173.
<https://doi.org/10.1177/0009922814540038>

Vaala, S.E. & **Lapierre, M.A.** (2014). Marketing genius: The impact of educational claims and cues on parents' reactions to infant/toddler DVDs. *Journal of Consumer Affairs*, 48(2), 323-350. <https://doi.org/10.1111/joca.12023>

Linebarger, D.L., Barr, R., **Lapierre, M.A.**, Piotrowski, J.T. (2014). Associations between parenting style, media exposure, cumulative risk and executive functioning during early childhood. *Journal of Behavioral and Developmental Pediatrics*. 35(6), 367-377. <https://doi.org/10.1097/DBP.0000000000000069>.

Garrity, K., Piotrowski, J.T., **Lapierre, M.A.**, & Linebarger, D.L. (2014). The role of the home literacy environment in the development of children's language skills. *Journal of Early Childhood Literacy*. 14(4), 482-509. <https://doi.org/10.1177/1468798413512850>

Lapierre, M.A. (2013). Low-income children and consumer behavior: An investigation of children's consumer behavior in three diverse communities in North America. *Journal of Children and Media*. 7(2), 151-169. <https://doi.org/10.1080/17482798.2012.673497>

Lapierre, M.A., Piotrowski, J.T., & Linebarger, D.L., (2012). Background television in the homes of American children. *Pediatrics*, 130(5), 1-8. <https://doi.org/10.1542/peds.2011-2581>

Piotrowski, J.T., **Lapierre, M.A.**, & Linebarger D.L. (2012). Investigating correlates of self-regulation in early childhood with a nationally representative sample of U.S. families. *Journal of Child and Family Studies*, 1-14. <https://doi.org/10.1007/s10826-012-9595-z>

Lapierre, M.A., Vaala, S.E., & Linebarger, D.L. (2011). The influence of spokes-characters and health cues on young children's subjective ratings of cereal taste. *Archives of Pediatric and Adolescent Medicine*, 165(3), 229-234. <https://doi.org/10.1001/archpediatrics.2010.300>

Rozendaal, E., **Lapierre, M.A.**, Buijzen, M., & Van Reijmersdal, E. (2011). Reconsidering advertising literacy as a defense against advertising effects. *Media Psychology*, 14(4), 333-354. <https://doi.org/10.1080/15213269.2011.620540>

Lapierre, M. A. (2013). Animated Cartoons. In M. Danesi (Ed.), *Encyclopedia of Media and Communication* (pp. 97–102). University of Toronto Press.

Lapierre, M.A., Vaala S.E., & Linebarger D.L. (2009). Television. In R. A. Shweder, T. R. Bidell, A. C. Dailey, S. D. Dixon, P. J. Miller, & J. Modell (Eds.), *The Child: An Encyclopedic Companion* (pp. 987-989). Chicago, IL: University of Chicago Press.

PUBLICATIONS: REVISE & RESUBMIT

Choi, E., & Lapierre, M.A., *The Role of Theory of Mind and Edutainment Messages in Recognizing Native Advertising*. International Journal of Advertising.

Lapierre, M.A., van Reijmersdal, E. A., & Boerman, S.C. *How Executive Function and Disclosures Moderate the Persuasive Effects of Sponsored Online Videos in the US and the Netherlands*. *International Journal of Advertising*.

PUBLICATIONS: MANUSCRIPTS SUBMITTED

Lapierre, M.A., & Choi, E., *Theory of Mind, Empathy, and Eudaimonic Media Enjoyment*. *Media Psychology*.

Lapierre, M.A., Shortt, H., & Sada Garibay, C. *A Content Analysis Method for Coding Movie Content Using Movie Trailers*. *Psychology of Popular Media*.

Sada Garibay, C., & **Lapierre, M.A.** *From Risk Perception to the use of Technical Restrictions of SVoD Services in Mexico, the Mediating Role of Parent Involvement and Knowledge*. *Journal of Broadcasting and Electronic Media*

PUBLICATIONS: MANUSCRIPTS IN PREPARATION

Lapierre, M.A., Choi, E., & Sada Garibay, C. (in prep). *Parental Advertising Mediation of Children's Mobile Media Use: Examining Predictors of Mediation Among American Parents*.

Lapierre, M.A., & Sada Garibay, C. (in prep). *Shooting movies: Effects of gun and firearm exposure in popular films on gun efficacy and gun attitudes/beliefs*.

Lapierre, M.A., & Zhao, P. (in prep). *Keeping us Apart or Together?: Displacement/Distracton vs. Augmentation and Smartphone Use*.

Maher, T.V. & **Lapierre, M.A.**, (in prep). *Getting into the Muck: Experimental Evidence for the Impact of Lies, Bad Faith, and Factual Corrections on Perceptions of Civility*.

Tsetsi, E., Scovill, S., & **Lapierre, M.A.**, (in prep). *Online vs. In-Person Social Movements Reported in the News: Intended Movement Mobilization, Countermovement Mobilization, and the Influence of Presumed Influence*.

CONFERENCE PRESENTATIONS

Choi, E. & **Lapierre, M.A.**, (November 2023). *The Role of Theory of Mind and Edutainment Messages in Recognizing Native Advertising*. Paper to be presented at the National Communication Association Conference, National Harbor, MD.

Lapierre, M.A., & Choi, E., (November 2023). *Theory of Mind, Empathy, and Eudaimonic Media Enjoyment*. Paper to be presented at the National Communication Association Conference, National Harbor, MD.

Maher, T.V. & **Lapierre, M.A.**, (November 2023). *Getting into the Muck: Experimental Evidence for the Impact of Lies, Bad Faith, and Factual Corrections on Perceptions of Civility*. Paper to be presented at the National Communication Association Conference, National Harbor, MD.

Lapierre, M.A., & Dajches, L., (September 2023). *Predicting the Highs and Lows: Media Frequency Classifications and Their Predictors Using Latent Profile Analysis*. Poster to be presented at the Children and Screens' *Digital Media and Developing Minds* International Scientific Congress, Washington, DC.

Lapierre, M.A., Choi, E., & Sada Garibay, C. (September 2023). *Mobile Mediation and Children's Consumer Behavior*. Poster to be presented at the Children and Screens' *Digital Media and Developing Minds* International Scientific Congress, Washington, DC.

Lapierre, M.A., & Shortt, H. *A Content Analysis Method for Coding Movie Content Using Movie Trailers*. (May 2023). Paper presented at the International Communication Association Conference, Toronto, Ontario, Canada.

Lapierre, M.A., & Zhao, P. *Keeping us Apart or Together?: Displacement vs. Augmentation and Smartphone Use*. (November 2022). Paper presented at the National Communication Association Conference, New Orleans, LA.

Lapierre, M.A., van Reijmersdal, E. A., & Boerman, S.C. *How Executive Function and Disclosures Moderate the Persuasive Effects of Sponsored Online Videos in the US and the Netherlands*. (November 2022). Paper presented at the National Communication Association Conference, New Orleans, LA.

Garibay, C.S., & **Lapierre, M.A.** *Parental Mediation of Subscription Video on Demand (SVoD) Services in Mexico*. (May 2022). Paper presented at the International Communication Conference, Paris, France.

Tsetsi, E., Scovill, S., & **Lapierre, M.A.** *Agreement, the Influence of Presumed Influence, and Perceived Effectiveness: Factors Influencing Intended Social Movement Mobilization Following Exposure to News Coverage of Protest Activity*. (May 2022). Paper presented at the International Communication Conference, Paris, France.

Lapierre, M.A., & Zhao, P. *Problematic Smartphone Use vs "Technoference": Examining their Unique Predictive Power on Relational and Life Satisfaction*. (May 2022). Paper presented at the International Communication Conference, Paris, France.

Lapierre, M.A., Choi, E., & Garibay, C.S. *Parental Advertising Mediation of Children's Mobile Media Use: Examining Predictors of Mediation Among American Parents*. (May 2022). Paper presented at the International Communication Conference, Paris, France.

Zhao, P., Lapierre, M.A., Rains, S.A., & Segrin, C. *When and Why We Disclose Distress on SNSs: Perceived Affordances, Disclosure Goals, and Anticipated Negative Evaluations.* (May 2021). Paper presented at the International Communication Conference, Denver, CO.

Zhao, P., & Lapierre, M.A. *Smartphones and Social Support: Longitudinal Associations between Smartphone Use/Dependency and Types of Support.* (May 2020). Paper presented at the International Communication Conference, Gold Coast, Australia

Zhao, P., & Lapierre, M.A. *Stress, Dependency, and Depression: A Longitudinal Examination of the Reciprocal Effects of Perceived Stress and Smartphone Dependency on Depression.* (November 2019). Paper presented at the National Communication Association Conference, Baltimore, MD.

Lapierre, M.A., Krcmar, M., **Choi, E., Haberkorn, K.A., & Locke, S.L.** (May 2019). *Take a Deep Breath: The effects of television exposure, children's consumer behavior, and family communication on stress in parents.* Paper presented at the International Communication Association Conference, Washington, DC.

Lapierre, M.A., Ashtaputre, A., & Aubrey, J.S. (May 2019). *Toxicity on a T-shirt: Exploring Gender and Price Differences Regarding Themes and Text Presentation on Children's Graphic T-shirts.* Poster presented at the International Communication Association Conference, Washington, DC.

Lapierre, M.A., & Aubrey, J.S. (November 2018). *Explaining White Privilege to Fox News Viewers and Non-Viewers: Effects of a Message Intervention on White Privilege Identification, Racial Attitudes, Anger, and Freedom Threat.* Paper presented at the National Communication Association Conference, Salt Lake City, UT.

Lapierre, M.A., & Custer, B.E. (November 2018). *Communicatus Interruptus: Testing Relationships between Smartphones, Romantic Partner Communication, and Relationship Satisfaction.* Paper presented at the National Communication Association Conference, Salt Lake City, UT.

Custer, B.E., & Lapierre, M.A. (February 2018). *Dependency, Use, and Social Networking: Unpacking Potential Pathways Linking Smartphones to Academic Performance.* Paper presented at the Western States Communication Association Conference, Santa Clara, CA.

Lapierre, M.A., & Farrar, K. (November 2017). *The Whole World is Out to Get Me: First and Second-Order Cultivation Effects and Violent Videogame/Television Exposure.* Paper presented at the National Communication Association Conference, Dallas, TX.

Lapierre, M.A., & Rozendaal, E. (November 2017). *Testing the Cognitive Brakes: Examining the Relationship between Executive Function, Emotion Regulation and Children's Consumer Behavior*. Paper presented at the National Communication Association Conference, Dallas, TX.

Lapierre, M.A. (November 2017). *Is My Smartphone a Crutch?: Testing Links between Smartphones, Loneliness, and Relational Health*. Paper presented at the National Communication Association Conference, Dallas, TX.

Lapierre, M.A. & Rozendaal, E. (May 2017). *Cross-national differences in consumer socialization, development, and behavior: A comparison of children in the United States and the Netherlands*. Paper presented at the International Communication Association Conference, San Diego, CA.

Lapierre, M.A., & Bickham, D.S. (May 2017). *Trust Us, We're Experts: How Children and Media Researchers Use Media with their Own Children*. Paper presented at the International Communication Association Conference, San Diego, CA.

Krcmar, M., **Lapierre, M.A., & Wallace, B.** (May 2017). *Revising a Measure to Assess Consumer-Related Family Communication Patterns*. Paper presented at the International Communication Association Conference, San Diego, CA.

Lapierre, M.A. & Rozendaal, E. (May 2017). *Cross-national differences in consumer socialization, development, and behavior: A comparison of children in the United States and the Netherlands*. Paper presented at the Integrated Marketing Communication Conference, Wilmington, NC.

Lapierre, M.A. & Farrar, K.M. (November 2016). *Learning to love guns?: The influence of violent video and gun based games on attitudes towards guns*. Paper presented at the National Communication Association Conference, Philadelphia, PA. (Top paper- Mass Communication Division).

Lapierre, M.A. (November 2016). *Persuasion knowledge and executive function: Links to children's consumer behavior*. Paper presented at the National Communication Association Conference, Philadelphia, PA.

Lapierre, M.A., Brown, A., Houtzer, H., & Thomas, T. (November 2016). *Child-directed and nutritional marketing cues on front-of-package labeling: an examination of their links to nutrition content*. Paper presented at the American Public Health Association Conference, Denver, CO.

Bickham, D.S. & **Lapierre, M.A.** (October 2016). *Media-based parenting practices of children and media experts*. Poster presented at Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.

Linebarger, D.L. Ribner, A., Barr, R., **Lapierre, M.A.**, & Piotrowski, J.T. (October 2016). *Behavioral Self-Regulation Mediates the Associations of Entertainment and Background Television with Literacy Skills*. Poster presented at Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.

Farrar, K.M., **Lapierre, M.A.**, McGloin, R., & Fishlock, J. (November 2015). *Violent video game play and gun controller use: Effects on behavioral aggression and social norms concerning violence*. Paper presented at the National Communication Association Conference, Las Vegas, NV.

Lapierre, M.A., Brown, A., Houtzer, H., & Thomas, T. (May 2015). *Child-directed and nutritional marketing cues on front-of-package labeling: an examination of their links to nutrition content*. Paper presented at Integrated Marketing Communication Conference, Wilmington, NC.

Pritchard, M.C., & **Lapierre, M.A.** (May 2015). *Kidividualism: Creating empowerment and affinity in Nickelodeon and Disney*. Paper presented at Integrated Marketing Communication Conference, Wilmington, NC.

Lapierre, M.A. (May 2015). *Development and persuasion understanding: Predicting knowledge of persuasion/selling intent from children's theory of mind*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Krcmar, M., **Lapierre, M.A.**, Hoxie, A., & Colvett, J. (May 2015). *Observing parent-child purchase related interactions in a retail environment: Replication and extension*. Paper presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Vaala, S.E., & **Lapierre, M.A.** (May 2015) Origins and correlates of parents' expectancy value beliefs about children's media use. In F. Heinderyckx (Chair), *Laymen's media beliefs in communication: Theoretical concept and empirical perspectives*. Panel presented at the meeting of the International Communication Association, San Juan, Puerto Rico.

Vaala, S.E., & **Lapierre, M.A.** (June 2013) *Predictors of baby video/DVD ownership: Findings from a national sample of American parents with young children*. Paper presented at the meeting of the International Communication Association, London, UK.

Linebarger, D.L., Barr, R., Piotrowski, J.T., **Lapierre, M.A.**, & Finch, J.E. (June 2012) *Relations among early television exposure, parental supervision during that exposure, and temperament*. Poster presented at the meeting of the International Conference on Infant Studies, Minneapolis, MN.

Lapierre, M.A., & Vaala, S.E. (May 2012). *Marketing genius: The impact of educational claims and cues on parents' reactions to infant/toddler DVDs*. Paper presented at the meeting of the International Communication Association, Phoenix, AZ.

Lapierre, M.A., Piotrowski, J.T., & Linebarger, D.L. (May 2012). *Background television in the homes of American children*. Paper presented at the meeting of the International Communication Association, Phoenix, AZ. (top paper- Children, Adolescents, and Media Division).

Lapierre, M.A., Piotrowski, J.T., & Linebarger D.L. (November 2011). Parenting and Media Use: Where do American Parents Turn for Media Advice? In N.A. Jennings (Chair), *Parenting, care giving, and media: Young children and their media environment*. Panel presented at the meeting of the National Communication Association, New Orleans, LA.

Piotrowski, J.T., **Lapierre, M.A.,** & Linebarger D.L. (November 2011). Association between parenting style and children's media use. In N.A. Jennings (Chair), *Parenting, care giving, and media: Young children and their media environment*. Panel presented at the meeting of the National Communication Association, New Orleans, LA.

Jennings, N.A., & **Lapierre, M.A.** (November 2011). *Children's parasocial relationships with trade characters*. Paper presented at the meeting of the National Communication Association, New Orleans, LA.

Piotrowski, J.T., **Lapierre, M.A.,** & Linebarger, D.L. (May 2011). *How American children spend their time: Media and other activities*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.

Lapierre, M.A. (May 2011). *Low-income child consumers across cultures: An investigation of children's consumer behavior in three diverse communities*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.

Lapierre, M.A., & Jennings, N.A. (May 2011). *Children and trade characters: Predicting recognition and knowledge of character's business function*. Poster presented at the annual meeting of the International Communication Association, Boston, MA.

Lapierre, M.A., Piotrowski, J.T., & Linebarger, D.L. (April 2011). *Doctor's Orders: Assessing the relationship between pediatric media guidance and media use in American families*. Poster presented at bi-annual meeting of the Society for Research in Child Development, Montreal, Quebec.

Lapierre, M.A., Piotrowski, J.T., & Linebarger, D.L. (April 2011). *Investigating Correlates of Self-Regulation in Early Childhood with a Nationally Representative Sample of U.S. Families*. Poster presented at bi-annual meeting of the Society for Research in Child Development, Montreal, Quebec. (Sharing first authorship with second listed author)

Linebarger, D.L., **Lapierre, M.A.**, Barr, R.F., & Piotrowski, J.T., (April 2011). *Predicting executive function skills from background television exposure*. Poster presented at bi-annual meeting of the Society for Research in Child Development, Montreal, Quebec.

Lapierre, M.A., Rozendaal, E., Buijzen, M. & van Reijmersdal, E. (November 2010). *Rethinking Cognitive Defenses and Children's Responses to Advertising: A New Theoretical Approach*. Paper presented at annual meeting of the National Communication Association, San Francisco, CA. (top paper- Mass Communication Division).

Lapierre, M.A., Piotrowski, J.T., & Linebarger, D.L. (November 2010). *Measuring the Home Media Environment of Young Children: Results from a Nationally Representative Sample of American Families*. Paper presented at annual meeting of the National Communication Association, San Francisco, CA.

Lapierre, M.A. & Linebarger, D.L. (June 2010). *Non-Commercial Commercials: Public Television's Underwriting Messages and Child Consumers*. Paper presented at the 4th International conference on Children and Teen Consumption, Norrköping, Sweden.

Lapierre, M.A. (June 2010). *Kids Rule, Parents Drool: Exploring the Presentation of Children and Adults in Children's Advertisements*. Paper presented at the 4th International conference on Children and Teen Consumption, Norrköping, Sweden.

Lapierre, M.A., Piotrowski, J.T. & Linebarger, D.L. (April 2010). Understanding the home media environment: Results from the Annenberg Survey of Children, Media, and Parenting Practices. In J.T. Piotrowski (Chair), *A window into children's media use: Results from a national parent survey*. Symposium conducted at the Conference on Human Development, New York City, NY.

Piotrowski, J.T. **Lapierre, M.A.**, & Linebarger, D.L. (April 2010). How young children spend their time. In J.T. Piotrowski (Chair), *A window into children's media use: Results from a national parent survey*. Symposium conducted at the Conference on Human Development, New York City, NY.

Linebarger, D.L., **Lapierre, M.A.**, & Piotrowski, J.T. (April 2010). Background media and self-regulation. In J.T. Piotrowski (Chair), *A window into children's media use: Results from a national parent survey*. Symposium conducted at the Conference on Human Development, New York City, NY.

Garrity, K., Linebarger, D.L., Piotrowski, J.T. & **Lapierre, M.A.** (April 2010). *The Influence of the Home Literacy Environment on Children's Language and Literacy Skills*. Paper presented at the Conference on Human Development, New York, NY.

Fenstermacher, S.K., Barr, R. Salerno, K., Brey, E.L., **Lapierre, M.A.**, Vaala, S.E. Calvert, S., Pempek, T.A., Garcia, A., & Linebarger, D.L. (March 2010). "Educational" *Media for Infants: Does the Content Match the Claims?* Poster presented at the biannual meeting of the International Society of Infant Studies, Baltimore, MD.

Lapierre, M.A. (November 2009). *Intervening Against Interventions: Children's Developing Cognition and its Impact on the Efficacy of Advertising Interventions*. Paper presented at the Children's Central Convention entitled Consumer Culture & the Ethical Treatment of Children: Theory, Research & Fair Practice, Lansing, MI.

Vaala, S.E., **Lapierre, M.A.**, & Linebarger, D.L. (May 2009). *Eye Movements of Children and Adults Reading Onscreen Print in Educational Programming*. Poster presented at annual convention of the Association for Psychological Science, San Francisco, CA.

Lapierre, M.A., Linebarger, D.L., & Vaala, S.E. (April 2009). *Eyes on Screen: The Effects of Age, Text Complexity and Movement on Children's Attention to On-screen Print*. Poster presented at bi-annual convention of the Society for Research in Child Development, Denver, CO.

Vaala, S.E., **Lapierre, M.A.**, & Linebarger, D.L. (November 2008). *Complexity, Movement, and Text Familiarity: Correlates of Visual Attention to Onscreen Print*. Paper presented at annual convention of the National Communication Association, San Diego, CA.

Lapierre, M.A. (November 2008). *Citizens and Exiles of Kidtopia: Representations of Children, Adults and Products in Children's Advertisements*. Paper presented at annual convention of the National Communication Association, San Diego, CA.

Lapierre, M.A., Vaala, S.E., Linebarger, D.L. (October 2008). *Tricking the Taste Buds: The Influence of Spokes-characters on Children's Assessment of Taste*. Paper presented at the annual convention of the American Public Health Association (top student abstract- Food and Nutrition Division).

Lapierre, M.A. (May 2007). *The Marketplace in the Classroom: Outcomes of School Commercialism*, Poster presented at the annual convention of the International Communication Association, San Francisco, CA.

Snyder, L. B., **Lapierre, M.A.**, & Maloney, E. K. (November 2006). *Using Mass Media to Improve Nutrition: A Meta-analytic Examination of Campaigns and Interventions*. Paper presented at the annual meeting of the American Public Health Association, Boston, MA.

Snyder, L. Kotz, J., **Lapierre, M.A.**, Maloney, E., Fuhrel, A., & O'Neal, M. (November 2006). *The Center for Health Communication and Marketing: Education-Entertainment Approaches for Reaching Urban Youth*. Panel presentation at the National Communication Association Annual Conference, San Antonio, TX.

Lapierre, M.A., Snyder, L., D'alessandro, N. (June 2006). *Children and Trade Characters: Recall, Liking, and Behavioral Outcomes*. Poster presented at the annual meeting of the International Communication Association, Dresden, Germany.

Maloney, E. K., **Lapierre, M.A.**, Cornetto, K. M. and Pears, K.C. (June 2006) *Implications of Neglect: An Examination of Underdeveloped Social Skills and Loneliness in Neglected Children*. Paper presented at the annual meeting of the International Communication Association, Dresden, Germany.

PROFESSIONAL REPORTS

Piotrowski, J.T., **Lapierre, M.A.**, & Linebarger, D.L. (2010). *How American children spend their time*. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Garrity, K.M., Linebarger, D.L., Piotrowski, J.T., & **Lapierre, M.A.** (2010). *A national parent survey: Predicting language and literacy skills from young children's media environment*. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Lapierre, M.A., Piotrowski, J.T., & Linebarger, D.L. (2010). *Measuring the Home Media Environment of Young Children: Results from a Nationally Representative Sample of American Families*. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Lapierre, M.A. & Linebarger, D.L. (2009). *Children's understanding of print and story conventions as predictor of theory of mind*. A final report prepared for Corporation for Public Broadcasting. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Lapierre, M.A., & Linebarger, D. L. (2008). *Onscreen Print and Eye-tracking*. A final report prepared for Corporation for Public Broadcasting. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Linebarger, D.L., Calvert, S., Barr, R.F., Pempeck, T., Vaala. S., & **Lapierre, M.A.** (2008). *Longitudinal Study of Early Media Exposure and Subsequent School Readiness: April 2008 Update*. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Linebarger, D.L., Calvert, S., Barr, R.F., Pempek, T., Vaala, S., & **Lapierre, M.A.** (2008). *Content Analysis of Educational Media Products for Infants, Toddlers and Preschoolers*. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Linebarger, D. L., **Lapierre, M.A.**, & Vaala, S. (2007). *Complexity, movement, and text familiarity: Correlates of visual attention to onscreen print*. A final report prepared for Corporation for Public Broadcasting. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

Linebarger, D.L., Calvert, S., Barr, R.F., Vaala, S., **Lapierre, M.A.**, & Pempek, T. (2007). *Early Media Exposure and Subsequent School Readiness: A Longitudinal Study*. Philadelphia, PA: Annenberg School for Communication, University of Pennsylvania.

INVITED PRESENTATIONS

Lapierre, M.A. (May, 2021). *Is it All Doom and Gloom? Smartphones and Intra/Interpersonal Health*. Online presentation for Wake-Up Club, Bellaire High School, Houston, TX.

Lapierre, M.A. (April, 2021). *Negotiating the child's consumer environment: Current challenges for parents and children*. Online presentation for Pamela Turbeville Speaker Series, Frances McClelland Institute for Children, Youth, and Families, University of Arizona, Tucson, AZ.

Lapierre, M.A. (November, 2020). *Children and advertising: Baselines and controversies*. Online presentation as part of Ask the Experts- Advertising and Kids: Let's Take a (Commercial) Break for the Children and Screens: Institute of Digital Media and Child Development, Jericho, NY.

Lapierre, M.A. & Farrar, K.M. (April, 2015). *Learning to love guns: The influence of violent video and gun based games on attitudes towards guns*. Colloquium presented to the Department of Communication Studies, University of North Carolina Wilmington, Wilmington, NC.

Lapierre, M.A. (February, 2015). *Crossing the disciplinary divide: Uniting psychology and communication to study children and media*. Colloquium presented to the Department of Psychology, University of North Carolina Wilmington, Wilmington, NC.

Lapierre, M.A. (October, 2014). *It's all in the delivery: Exploring the construction of childbirth via competing medical discourses*. Colloquium presented to the Department of Communication Studies, University of North Carolina Wilmington, Wilmington, NC.

Lapierre, M.A. (October, 2013 & February, 2014). *Interpersonal communication in healthcare settings*. Guest lecture presented for Prof. Tammy Bulger's undergraduate course, Interpersonal Communication. Department of Communication Studies, University of North Carolina Wilmington, Wilmington, NC.

Lapierre, M.A. (2012, 2013, October). *Tips and tricks for creating surveys*. Guest lecture presented for Dr. Jeanne M. Pursuit's undergraduate course, Integrated Marketing Communications II. Department of Communication Studies, University of North Carolina Wilmington, Wilmington, NC.

Lapierre, M.A. & Garrity, K. (2012, February). *Children, media, and parenting; Questions and controversies*. Featured speaker for parenting roundtable regarding the role of media in the home. Mothers and More of Delaware County, Springfield, PA.

Lapierre, M.A. & Vaala, S.E. (2010, April). *Children and media research*. Guest lecture presented for Dr. Moira O'Keefe's undergraduate course, Mass Media and Children. Department of Broadcasting, Telecommunications and Mass Media, Temple University, Philadelphia, PA.

Linebarger, D. L., **Lapierre, M.A.**, & Vaala, S. E. (2009, November). *The role of background TV exposure in young children's executive functioning development*. Colloquium presented at the Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA.

Lapierre, M.A. (2007, September). *Development of social cognition and media comprehension*. Guest lecture presented for Dr. Deborah L. Linebarger's undergraduate course, Children and Media: Cognitive Development. Annenberg School for Communication, University of Pennsylvania, PA.

PRESS COVERAGE & QUOTED INTERVIEWS

2008- Philadelphia public radio- WHYY

2011- Australian Broadcasting Corporation, Time Magazine (online), KCBS- San Francisco, NPR (online), Irish Medical Times (online), CBS- The Early Show, ABC News, Sound Medicine- WFYI, Men's Health (online), WebMD, HealthDay News.

2012- Time Magazine (online), CNN, WebMD (online), Kiwi Magazine, WKYW (Philadelphia News Radio), Parenting magazine, Reuters, RadioMD (online radio), USA Today, NBC Latino, El Mercurio (Chilean newspaper).

2013- Education.com (online), UNCW Magazine

2014- Wilmington Star-News, WAMC (Northeast Public Radio), The Best of Our Knowledge (Radio program), Men's Health (online)

2016- Time.com, Yedioth Ahronoth (Israeli news website), Men's Health (online), The Daily Telegraph (Australian newspaper), Viewpoint (Canadian radio show), Pacific Standard (online magazine)

2017- Chicago Tribune
2018- Arizona360 (KUAZ- Arizona Public Television)
2019- Arizona Daily Star, KJZZ's The Show, Vice.com, Yahoo News
2020- Westwood One Radio, CBSNews Radio, KTAR (Arizona radio news), KVOA-TV
(Arizona television news), Top of Mind with Julie Rose (BYU Radio), Gizmodo
2021- KUAZ- Arizona Public Radio, National Geographic Family

AWARDS and FELLOWSHIPS

- Faculty Research Award- Association for Education in Journalism and Mass Communication, Mass Communication and Society Division- \$10,000 2023
- Top Reviewer Award- International Journal of Advertising
- University of Arizona Social Sciences Behavioral Institute Small Faculty Grant- \$4,990 2022
- Highly Commended paper, Emerald Literati Network Award for Excellence, 2017
- University of Arizona Social Sciences Behavioral Institute Small Faculty Grant- \$2,500 2015
- UNCW School of Health and Applied Human Sciences, Research and External Funding Support Grant, Co-investigator- \$4,496. 2014
- UNCW Summer Undergraduate Research and Creativity Award, \$2,440. 2014
- Top Paper, International Communication Association, Children, Adolescents, and Media Division, 2012
- Dissertation Research Fellowship- Annenberg School for Communication, 2010-2011
- Top Paper, National Communication Association, Mass Communication Division, 2010, 2016
- Annenberg-University of Amsterdam Faculty-Student Exchange Program, 2010.
- Full tuition and research stipend, Annenberg School for Communication, 2006-2011
- Annenberg Summer Research Fellowship, 2007, 2008, 2009 and 2010
- Top Student Abstract, American Public Health Association, Food and Nutrition Division, 2008
- Full tuition and research/teaching stipend, University of Connecticut, 2004-2006

PROFESSIONAL MEMBERSHIPS

- Chairperson- Children and Marketing Workgroup, Children and Screens: Institute of Digital Media and Child Development
- Affiliate- Center for Health, Intervention, and Prevention (CHIP)
- Association for Education in Journalism and Mass Communication (AEJMC)
- American Public Health Association (APHA)
- International Communication Association (ICA)

- National Communication Association (NCA)
- Society for Research in Child Development (SRCD)

PROFESSIONAL SERVICE

- Vice-Chair- Mass Communication Division, National Communication Association 2022-2023
- Vice-Chair Elect- Mass Communication Division, National Communication Association 2021-2022
- Editorial Board- Media Psychology
- Editorial Board- International Journal of Advertising
- Editorial Board- Journal of Youth and Adolescence
- Editorial Board- Journal of Children and Media
- Grant Reviewer- U.S.-Israel Binational Science Foundation
- Grant Reviewer- Netherlands Organisation for Scientific Research (NWO)
- Reviewer- Journal of Diversity in Higher Education
- Reviewer- Journal of Research in Childhood Education
- Reviewer- The Communication Review
- Reviewer- Journal of Computer-Mediated Communication
- Reviewer- Applied Research in Quality of Life
- Reviewer- Journalism & Mass Communication Quarterly
- Reviewer- Computers in Human Behavior
- Reviewer- Obesity Reviews
- Reviewer- International Journal of Mental Health and Addictions
- Reviewer- Cyberpsychology, Behavior, and Social Networking
- Reviewer- Journal of Social and Personal Relationships
- Reviewer- Frontiers in Psychology: Human Dynamics
- Reviewer- Social Science Computer Review
- Reviewer- Journal of Health Communication
- Reviewer- Psychology & Marketing
- Reviewer- Journal of Child and Family Studies
- Reviewer- Frontiers in Psychology: Developmental Psychology
- Reviewer- Journal of Business Research
- Reviewer- Journal of Adolescence
- Reviewer- Journal of Adolescent Health
- Reviewer- Children and Youth Services Review
- Reviewer- Frontiers in Psychology: Cognition
- Reviewer- Communication Research Reports
- Reviewer- International Journal of Public Health
- Reviewer- Cyberpsychology: Journal of Psychosocial Research on Cyberspace
- Reviewer- Journal of Interactive Marketing
- Reviewer- Psychology of Violence
- Reviewer- Journal of Broadcasting and Electronic Media

- Reviewer- Human Communication Research
- Reviewer- New Media and Society
- Reviewer- Journal of Experimental Child Psychology
- Reviewer- Pediatric Obesity
- Reviewer- Journal of Business Ethics
- Reviewer- Mobile Media & Communication
- Reviewer- British Journal of Developmental Psychology
- Reviewer- Children
- Reviewer- International Journal of Advertising
- Reviewer- Infant and Child Development
- Reviewer- Communication Monographs
- Reviewer- Journal of Youth and Adolescence
- Reviewer- Cognitive Processing
- Reviewer- Maternal and Child Health Journal
- Reviewer- American Journal of Preventive Medicine
- Reviewer- Journal of the Academy of Nutrition and Dietetics
- Reviewer- Journal of Communication
- Reviewer- Appetite
- Reviewer- Pediatrics
- Reviewer- Health Communication
- Reviewer- JAMA Pediatrics
- Reviewer- Journal of Consumer Policy
- Reviewer- Mass Communication and Society
- Reviewer- Media Psychology
- Reviewer- Public Health Nutrition
- Reviewer- Journal of Children and Media
- Reviewer- Journal of Applied Psychological Development
- Reviewer- ICA- Top Faculty Paper, Children, Adolescent & Media Division (2022)
- Reviewer- ICA- Children, Adolescent & Media Division (2010, 2011, 2012, 2013, 2014, 2020, 2022)
- Reviewer- ICA- Mass Media Division (2011, 2012, 2014)
- Reviewer- ICA- Health Communication Division (2012, 2014)
- Reviewer- NCA- Mass Media Division (2012, 2013, 2017)

UNIVERSITY SERVICE

- Member, Chris Segrin 5-Year Department Head Review, University of Arizona, School of Social and Behavioral Sciences, 2023
- Member, SBS Student Awards Committee, University of Arizona, School of Social and Behavioral Sciences, 2020
- UNCW Faculty Senate, 2013-2015

DEPARTMENTAL SERVICE

- Member, Ad-Hoc Research Space Committee, University of Arizona, Department of Communication, 2023
- Member, Undergraduate Scholarship Committee, University of Arizona, Department of Communication, 2021
- Member, Graduate Committee, University of Arizona, Department of Communication, 2020-
- Member, Undergraduate Committee, University of Arizona, Department of Communication, 2017-2020
- Member, Search Committee, University of Arizona, Department of Communication, 2017, 2018
- Member, Awards Committee, University of North Carolina Wilmington, Department of Communication Studies, 2013-2015
- Member, Assessment Committee, University of North Carolina Wilmington, Department of Communication Studies, 2012-2015