

The Role of Media on our Nation's Youth



Ellen Wartella

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CURRENT RESEARCH

Exploring the impact of technology and media on children

Children today are growing up in a world saturated with media and technology. With more than half of ten-year-olds using social media before ten-years-old, advertisements geared towards four-year-olds, and the growing number of preteens using cell phones, parents, caretakers and educators are becoming increasingly interested in what impact such media and technology are having on their health and well-being. Dr. Ellen Wartella, of Northwestern University, studies the role of media and technology in order to affect policies that will truly impact children and their families. In addition to rigorous research that asks questions that get at the heart of parent, educator, and caretaker's concerns about their children's health and wellness, Dr. Wartella is committed to organizing conferences that address youth and media in order to share research with the rest of the academic community and the media.

The combination of Dr. Wartella's research and the organization of her conferences culminates in some of the most advanced understandings of children and the technology that they use. In fact, Dr. Wartella's Center is one of the very few places in the US that has ongoing systematic research on children and media issues. In addition, her ongoing work at CMHD is actively training a generation of Ph.D. students to work in the academy and in industry on these issues. With two current postdocs along with half a dozen or so undergraduates working in her lab, Dr. Wartella is helping to educate highly qualified professionals that will aid in her incredible efforts. In short, the empirical evidence developed by Dr. Wartella and her team is providing relevant and effective tools for policymakers.

Current research...

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AFFILIATION



Northwestern University

EDUCATION

- Ph.D., in Mass Communication, 1977 , University of Minnesota
- M.A., in Mass Communication, 1976 , University of Minnesota
- B.A. with honors, in Economics and self-designed major in Communications, 1970 , University of Pittsburgh

AWARDS

- Fellow, American Association for the Advancement of Science
- Fellow, International Communication Association and Distinguished Scholar, National Communication Association
- Inaugural Fellow of the Fred Rogers Center (2009-2010)

RESEARCH AREAS

Education, Behavioral & Development

FUNDING REQUEST

Your contributions will support the continued research of Dr. Ellen Wartella, of Northwestern University, as she researches the impact of media and technology on children's health and well-being. Funding will support the necessary \$150K required for each bi-annual policy conference organized by Dr. Wartella. In choosing to donate, you will play a role in promoting research that addresses parental, educational, and policy concerns related to how children's learning and well-being are affected by technology and media.