

CURRICULUM VITAE

ROXANNE A. ETTA

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FORMAL EDUCATION

- 2022 Ph.D. Human Development and Family Studies: Children’s Educational Media
University of Wisconsin-Madison
- 2016 M.S. Human Development and Family Studies
University of Wisconsin-Madison
- 2014 B.S. Human Development and Family Studies and Psychology
University of Wisconsin-Madison

POSITIONS HELD

- 2021-Present Teaching & Research Coordinator
Child Development Lab, University of Wisconsin-Madison

HONORS AND AWARDS

- 2019 Edward A. Bouchet Graduate Honor Scholar
University of Wisconsin-Madison & Yale University
- 2019 School of Human Ecology Graduate Student Dissertation Award
University of Wisconsin-Madison
- 2019 Outreach & Community Engagement Graduate Student Award
Human Development and Family Studies, University of Wisconsin-Madison
- 2018 Top Paper Award
International Communication Association: Children, Adolescents, and Media
- 2017 Millennium Scholar
Society for Research on Child Development
- 2017; 2015 School of Human Ecology Conference Award
University of Wisconsin-Madison
- 2016 School of Human Ecology Academic Research Award
University of Wisconsin-Madison
- 2014 Advanced Opportunity Fellowship
University of Wisconsin-Madison
- 2010-Present Higher Education Scholarship
Oneida Tribe of Indians of Wisconsin

PUBLICATIONS

Kirkorian, H. L., Choi, K., Yoo, S. H., & **Etta, R. A.** (2021). The impact of touchscreen interactivity on US toddlers' selective attention and learning from digital media. *Journal of Children and Media*, 1-17.

Etta, R. (2019). Parent Preference: E-Books versus Print Books. In B. Hassinger-Das & J.E. Kim (Eds.) *Reading in the Digital Age: Young Children's Experiences with E-books*. Springer: New York, NY.

Etta, R. A. & Kirkorian, H.L. (2019). Children's learning from interactive eBooks: Simple irrelevant features are not necessarily worse than relevant ones. *Frontiers in Psychology*.

Kirkorian, H. L., **Etta, R.**, Yoo, S., Jing, M., & Skora, E. (2017). Video Deficit. *Oxford Bibliographies: Communication*. Oxford University Press: New York, NY.

Etta, R. A., Kirkorian, H. L. (under review). Preschoolers' learning from children's books: Effects of platform and interactivity. *Child Development*.

Kirkorian, H. L., Choi, K., **Etta, R.**, & Yoo, S. H. (manuscript in preparation). Does media interactivity support toddlers' learning by guiding selective attention?

Etta, R. A., & Kirkorian, H. (manuscript in preparation). Judging a book by its platform: Teachers' beliefs and behaviors around print and eBooks.

Etta, R. A. (manuscript in preparation). Parent-child behavioral, verbal, and emotional engagement during shared book reading: Effects of platform and interactivity

PRESENTATIONS

Etta, R. & Kirkorian, H. (2021, April). *Reading to Preschoolers: Effects of Book Format on Parent-Child Interaction*. Poster presented at the biennial meeting of the Society for Research in Child Development. Virtual.

Etta, R. & Kirkorian, H. (2020, May). *Experimental Assessment of Preschool Teachers' Reading Behaviors while Using eBooks vs. Print Books in Classrooms*. Panel presentation for the annual meeting of the International Communication Association, Gold Coast, AU. Virtual.

Goetz, G., **Etta, R.**, Skora Horgan, E. (2019, August). *The Effect of Competition on Student Experiences with Digitally Interactive Games*. Poster presented at the annual Play Make Learn Conference. Madison, WI.

Skora Horgan, E. Kirkorian, H. & **Etta, R.** (May, 2019). Zooming in on interactivity: Prior knowledge predicts preschoolers' science learning from digital media. Poster presented at the annual meeting of the International Communication Association. Washington, D.C.

- Etta, R.** (2019, April). *Effects of children's book format on parent-child co-reading, engagement, and learning*. Poster presented at the annual meeting of Yale Bouchet Conference on Diversity and Graduate Education at Yale University. New Haven, CT.
- Etta, R.,** Skora Horgan, E., & Kirkorian, H. (2019, March). *Parent attitudes surrounding eBooks and print books: An Amazon Mechanical Turk study*. Paper presented at the biennial meeting of the Society for Research in Child Development. Baltimore, MD.
- Kirkorian, H., Pempek, T., **Etta, R.,** Yoo, S. H., Skora Horgan, E., & Jing, M. (2019, March). *Toddlers' imitation and word learning from videos: Does task-relevant interactivity support learning?* Poster presented at the biennial meeting of the Society for Research in Child Development. Baltimore, MD.
- Kirkorian, H., Yoo, S. H., **Etta, R.,** Skora Horgan, E., & Barr, R. (2019, March). *Behavioral and physiological effects of child- and adult-directed television during young children's play*. Poster presented at the biennial meeting of the Society for Research in Child Development. Baltimore, MD.
- Kirkorian, H. L., Choi, K., Yoo, S. H., & **Etta, R.** (2018, July). *Selective attention and learning from interactive and noninteractive video: An eye movement study*. Paper presented at the biennial meeting of the International Conference on Infant Studies. Philadelphia, PA.
- Etta, R.,** Horgan, E., & Kirkorian, L. (2018, May). *Turning the page on children's book use: Parent perceptions of eBooks and print books*. Paper presented at the annual meeting of the International Communication Association, Prague, CZ.
- Etta, R. A.** & Kirkorian, H. L. (2018, April). *Preschoolers' learning from interactive and nontinteractive print and eBooks*. Paper presented at the annual meeting of the American Psychological Association, Washington, D.C.
- Etta, R.,** Kirkorian, H., & Horgan, E. (2017, October). *Preschoolers' learning from eBooks: Parent perceptions and practices*. Poster presented at the biennial meeting for the Cognitive Development Society in Portland, OR.
- Kirkorian, H. Choi, K., Yoo, S. H., & **Etta, R.** (2017, October). *Selective attention and learning from interactive and noninteractive video: An eye movement study*. Paper presented at the biennial meeting for the Cognitive Development Society in Portland, OR.
- Etta, R.,** Kirkorian, H. L., & Choi, K. (2017, May). *Preschoolers' learning from children's books: Effects of platform and interactivity*. Paper presented at the International Congress of Infant Studies in San Diego, CA.
- Etta, R.,** Kirkorian, H. L., & Choi, K. (2017, April). *Preschoolers' learning from children's books: Effects of platform and interactivity*. Poster presented at the biennial meeting of the Society for Research in Child Development in Austin, TX.

- Etta, R.**, Kirkorian, H. L., & Choi, K. (2017, April). *Preschoolers' learning from children's books: Effects of platform and interactivity*. Invited presentation at the biennial meeting of the Society for Research in Child Development pre-conference poster symposium "Using Technology to Overcome Poverty-Related Disparities in Early Language Experience" in Austin, TX.
- Choi, K., Kirkorian, H. L., & **Etta, R. A.** (2017, April). *The effect of contextual variability on the generalization of category labels between symbolic mediums*. Poster presented at the biennial meeting of the Society for Research in Child Development, Austin, TX.
- Etta., R. A.**, Kirkorian, H. L., & Choi, K. (2016, October). *Preschoolers' learning from children's books: Effects of platform and interactivity*. Poster presented at the Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development in Irvine, CA.
- Kirkorian, H. L., Choi, K., **Etta, R. A.**, & Yoo, S. Y. (2016, October). *Selective attention to interactive and noninteractive video: An eye movement study*. Poster presented at the SRCD Special Topic Meeting: Technology and Media in Children's Development in Irvine, CA.
- Choi, K., Kirkorian, H. L., Pempek, T. A., & **Etta, R. A.** (2016, October). *On-screen or off-screen? The role of retrieval contexts and working memory in toddlers' object retrieval using touch screens*. Flash talk presented at the special topics meeting of the Society for Research in Child Development, Irvine, CA.
- Choi, K., Kirkorian, H. L., Pempek, T. A., & **Etta, R. A.** (2016, May). *Toddlers' object retrieval using touchscreens: The role of working memory skills*. Paper presented at the International Congress of Infant Studies, New Orleans, LA.
- Choi, K., Kirkorian, H. L., Pempek, T. A., Schroeder, E. L., & **Etta, R. A.** (2015, October). *The impact of contextual differences on toddlers' object retrieval using touchscreens*. Poster presented at the Digital Media & Developing Minds Conference, National Academies of Sciences Sackler Colloquia in Irvine, CA.
- Choi, K., Kirkorian, H. L., Schroeder, E., & **Etta, R.** (2015, October). *The impact of contextual differences on toddlers' object retrieval using touchscreens*. Poster presented at the annual meeting for the Cognitive Development Society in Columbus, OH.
- 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.
- 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., Schroeder, E., & Etta, R. (2015, March). *Object retrieval using interactive video: The role of visual selection in learning from screens*. Paper presented at the biennial meeting of the Society for Research in Child Development in Philadelphia, PA.

RESEARCH POSITIONS

- 2019-2021 Culver Graduate Fellow in Early Childhood Development
Child Development Lab
School of Human Ecology, University of Wisconsin-Madison
Responsibilities: Support and facilitate research that aligns with the mission of the Child Development Lab (CDL) preschool. Develop protocols for incoming research projects and observations. Facilitate effective communication between researchers, parents, staff. Select and implement project management strategies and software. Balance opinions and expectations of various stakeholders.
Advisor: Dr. Amy Wagner
- 2016-2018 Project Assistant
Cognitive Development & Media Lab
Human Development & Family Studies, University of Wisconsin-Madison
Responsibilities: Design educational media materials for research with young children (e.g., eBooks, apps, videos). Develop media outcome evaluations such as engagement, enjoyment, learning and transfer of knowledge. Organize, implement, and manage several research projects evaluating the impact of educational media in partnership with educators and community members from Madison schools, libraries, and the Madison Children's Museum. Supervise and train research assistants. Uphold fluency in children's educational media research.
Advisor: Dr. Heather Kirkorian
- 2014-2016 Research Assistant
Cognitive Development & Media Lab
Human Development & Family Studies, University of Wisconsin-Madison
Responsibilities: Develop learning stimuli, cognitive assessments, and research protocols. Write coding manuals on young children's media learning for lab experiments. Build relationships with local preschools, museums, and the Child Development Lab to recruit participants and conduct research for several projects.
Advisor: Dr. Heather Kirkorian
- 2013-2014 Research Assistant
Learning & Transfer Lab
Psychology, University of Wisconsin-Madison
Responsibilities: Aid in development of videogame stimuli and assessment. Investigate effects of videogame play on cognition, perception, learning, and transfer of knowledge.
Advisor: Dr. C. Shawn Green

TEACHING POSITIONS

- 2023 Instructor – Research Methods
Human Development and Family Studies, University of Wisconsin-Madison
Responsibilities: Redesign undergraduate course on research methods.
- 2021-2022 Instructor – Advanced Study of the Young Child
Human Development and Family Studies, University of Wisconsin-Madison
Responsibilities: Develop and facilitate high-impact course on research with young children. Create hands-on opportunities for experience in several domains and methods of research. Utilize the Child Development Lab as a resource for in-person observations, virtual observations, experiments, and surveys.
- 2018-2020 Lecturer – Development of the Young Child
Human Development and Family Studies, University of Wisconsin-Madison
Responsibilities: Lead course on human development (i.e., cognitive, emotional, social, language, physical) from conception through middle childhood. Synthesize existing knowledge, develop educational materials, ensure effective instruction, and advise 250 students per semester. Assist in piloting a UW-Madison research project on student productivity. Supervise and mentor two teaching assistants.
Advisor: Dr. Heather Kirkorian
- 2015-2016 Teaching Assistant – Development of the Young Child
Human Development and Family Studies, University of Wisconsin-Madison
Responsibilities: Grade student reflections and moderate discussion posts to ensure appropriate academic discourse. Provide written feedback to students to ensure understanding of course material.
Advisor: Dr. Heather Kirkorian
- 2015 Teaching Assistant – Mass Media & Youth
Human Development and Family Studies, University of Wisconsin-Madison
Responsibilities: Demonstrate expertise in theoretical frameworks and current research on media effects from infancy through adolescence. Aid in developing course syllabus by selecting reading material and crafting in-class activities. Design interactive study tools to ensure course content understanding.
Advisor: Dr. Heather Kirkorian

PROFESSIONAL EXPERIENCE

- 2017, 2018 Conference Reviewer
International Communication Association: Children, Adolescents, and Media
- 2017 Student Reviewer
Child Development
- 2017 Student Reviewer
Psychological Science
- 2016 Student Reviewer
Society for Research on Child Development Biennial Meeting Submissions

2014-2017 Student Academic Affairs Assistant
School of Human Ecology Student Academic Affairs Office, University of
Wisconsin-Madison
Advisor: Allison Murray

SERVICE

2019-2021 Elected Board Member, Events Committee Chair
Beyond Dane Chapter
Wisconsin Early Childhood Association

2019 Advisory Board Member
Barclay Square Books
Barclay Square Media

Community Presentations

2022 "Building Brains with Books: Reading with Children of All Ages" parent
education training at Goodland Montessori.

2022 "Raise a Reader: Building Brains with Books" parent education presentation
through the UW-Extension Parenting Conference.

2022 "Reading to Children in a Digital World" training presented at UW-Extension's
Digital Parenting Community of Practice.

2021 "Research in Early Childhood Development" guest lecture for students at La
Follete High School.

2021 "Media Mentorship in the Classroom" continuing education training presented
through the Wisconsin Early Childhood Association in partnership with PBS
Wisconsin.

2021 "Children and Literacy in Context: Using Media for Learning and Development"
continuing education training presented through the Wisconsin Early Childhood
Association, Dane County Chapter.

2019 "Being Present with Children," continuing education training workshop presented
through the Wisconsin Early Childhood Association, Dane County Chapter.

2018 "Wait! Wait! I missed it! Taking time for being present with your child,"
workshop for early childhood educators at the annual Wisconsin Early Childhood
Annual Conference, Madison, WI.

2018 "Putting Technology to Work for Learning and Play," workshop for early
childhood educators at the annual Wisconsin Early Childhood Annual
Conference, Madison, WI.

- 2017 “New Screen Time Guidelines for Children”, Mount Horeb Public Library, Mount Horeb, WI
- 2016 “Children and Screens: New Media and New Guidance for Parents”, webcast for UW Extension Family Living Program
- 2015, 2017 “Helping Young Children Learn and Grow,” workshop for the 4H Youth conference through University of Wisconsin-Extension

Community Dissemination Products

- 2022 Child Development Lab: 2019-2020 and 2020-2021 Annual Reports
Role: Conceptualize and design annual report to summarize the Child Development Lab’s research, teaching, and outreach activities.
- 2020 Child Development Lab: 2018-2019 Annual Report
Role: Conceptualize and design annual report to summarize the Child Development Lab’s research, teaching, and outreach activities.
- 2019 *eBooks versus Print Books: A Teacher Study*
Role: Design children’s eBook reading study for teachers in the Child Development Lab. Collect data, analyze findings, and disseminate results. Funded by the Spencer Foundation
- 2019 *Anywhere Dads: A Podcast for Incarcerated Fathers*
Role: Develop strategic plan for podcast episodes, oversee guest selection, prepare interview questions, and host all podcast episodes. Facilitate conversation with experts in parenting, child well-being, and incarceration. Funded by University of Wisconsin-Extension
- 2018 *Sharing Books: Taking Time to be Present with Your Child*
Role: Conduct literature review on mindful parenting practices and align findings with research on children’s learning from books. Design dissemination brochure and distribute across Wisconsin Public Libraries, the Madison Children’s Museum, and local preschools. Funded by University of Wisconsin-Madison Baldwin Grant

Consulting

- 2019 Wisconsin Public Television: Develop strategic plan for redesigning the new Wisconsin Public Television Education website. Specifically, outline website gamification strategy to benefit both students and educators in Wisconsin.
- 2019 WonderWhy Consulting: Write dissemination blog posts to share best research practices and current research findings on children’s media. Provide consultation on research design and methodology.

- 2018 Madison Public Library, Pinney Branch: Provide tour of Madison Children's Museum for librarians, offer consultation on designing spaces that are conducive to learning, play, and research.
- 2016 Sesame Workshop: review of three new episodes of *Sesame Street* for developmental appropriateness and educational quality.

UNIVERSITY INVOLVEMENT

- 2022 Founder of Student Organization, Wisconsin Student Parents Organization
University of Wisconsin-Madison
- 2021-2022 Undergraduate Program Committee Member
Human Development and Family Studies, University of Wisconsin-Madison
- 2019 Bouchet Graduate Honor Society
University of Wisconsin-Madison
- 2018-2019 New Student Liaison and Mentorship Chair of Graduate Student Organization
Human Development and Family Studies, University of Wisconsin-Madison
- 2017-2018 Graduate Student Organization President
Human Development and Family Studies, University of Wisconsin-Madison
- 2015-2017 Undergraduate Program Committee Representative
Human Development and Family Studies, University of Wisconsin-Madison
- 2014-2015 Professional Development Chair, Graduate Student Organization
Human Development and Family Studies, University of Wisconsin-Madison
- 2014-2022 Member, Graduate Student Organization
Human Development and Family Studies, University of Wisconsin-Madison
- 2014-2022 Member, Community of Graduate Research Scholars
College of Letters and Science, University of Wisconsin-Madison