

ALLISON GILMAN CAPLOVITZ, PH.D.

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Highlights of Qualifications

- Twenty plus years' experience in research and evaluation focusing on children and educational issues.
 - Ph.D. in human development with an extensive knowledge on media's influence on children.
 - Expert in designing successful measurement tools to answer testable research questions.
 - Ability to manage a project from inception to completion on budget and on time.
 - Ability to listen to needs of clients to design appropriate and testable research questions with effective measurement design.
 - Ability to create and manage focus group facilitation and analysis.
 - Organized, highly motivated, and detail-directed problem solver.
 - Proven ability to work with children as well as teachers, parents, and young adults.
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Relevant Experience & Accomplishments

Research Implementation and Design

- Successfully created and designed formative and summative research evaluations in order to attain statistically relevant answers to valid hypotheses.
- Managed budgets of over \$100,000.
- Presented results to clients via results documents as well as in-person presentations to large audiences.
- Designed and conducted focus groups of children, parents, teachers and administrators.
- Designed protocols and survey instruments to attain answers to key research questions.

Media Content Consultant

- Helped to develop age appropriate content for a variety of media outlets including television, websites, interactive toys, and print.
- Presented developmentally appropriate feedback to a variety of clients based on both personal knowledge as well as child interviews.

Management/Supervision

- Managed and supervised over 10 contract employees.
 - Trained, supervised and evaluated staff, coached improvement management skills.
 - Successfully managed research projects with over 200 participants.
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Notable Clients

- 9 Story
 - Sesame Workshop
 - Fisher-Price
 - PBS Kids
 - Highlights for Children
 - Gordon Education
 - Netflix
 - Austin Independent School District
 - Texas State University
 - University of Pittsburgh
 - University of Texas at Austin
 - Shore Research
 - Center on Media and Child Health at Harvard University
 - Diva Productions
 - Copia Consulting
 - Alf, Inc
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Employment History	<p>Technology & Education Consulting Associates (TECA) <i>2006-present</i> President & CEO, <i>Austin, TX</i></p> <ul style="list-style-type: none"> • Provide research and evaluation services to large organizations and small productions. • Focus on sound evaluation principals to meet every client's need. • Focus on research design and implementation. <p>Independent Consultant, <i>Austin, TX</i> <i>1999-2006</i></p> <ul style="list-style-type: none"> • Research, evaluation, and content consulting services to organizations and companies. <p>Children's Digital Media Center (CDMC) <i>2002-2005</i> Graduate Research Assistant, <i>Austin, TX</i></p> <ul style="list-style-type: none"> • Responsible for a large-scale literacy and interactive media project. • Duties included measure development, participant recruitment, budget management, staff (graduate and undergraduate student) management, data coding, entry, and analysis. <p>Center for Research on Interactive Technology, Television and Children (CRITC) <i>1999-2005</i> Graduate Research Assistant, <i>Austin, TX</i></p> <ul style="list-style-type: none"> • Coded, analyzed and interpreted data of children's media use from a nationally representative sample as part of the Panel Study of Income Dynamics Child Development Supplement. • Managed a study on captioned television and developed a relationship with an elementary school, interviewed children, and supervised a team of graduate and undergraduate researchers to coordinate all collection and data entry tasks. <p>Nickelodeon's Blue's Clues <i>1996-1999</i> Manager of Research & Development, <i>New York City</i></p> <ul style="list-style-type: none"> • Responsible for overseeing developmental research for all <i>Blue's Clues</i> formats with preschoolers. • Worked with scripts, rough animation, completed episodes, books, CD ROM, website, and ancillary business such as consumer products.
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Academic Publications	<p>Wright, J.C., Huston, A.C., Vanderwater, E.A., Bickham, D.S., Scantlin, R.M., Kotler, J.A., Gilman Caplovitz, A., Lee, J. H. (2001). American Children's Use of Electronic Media in 1997: A National Survey. <i>Journal of Applied Developmental Psychology</i>, 22, 31-47.</p> <p>Wartella, E, Lee, J, & Caplovitz, A.G (2002). Children and interactive media: An updated compendium of research and directions for the future.</p> <p>Bickham, D.S, Vandewater, E.A., Huston, A. C., Lee, J., Caplovitz, A. G., & Wright, J.C. (2003). Predictors of children's electronic media use; An examination of three ethnic groups. <i>Media Psychology</i>, 5, 107-137</p> <p>Wartella, E., Caplovitz, A.G., & Lee, J.H. (2004). From Baby Einstein to Leapfrog, from Doom to the Sims, from Instant Messaging to Internet Chatrooms: Public Interest in the Role of Interactive Media in Children's Lives. <i>Social Policy Report</i>.</p> <p>Vandewater, E.A., Shim, M., & Caplovitz, A.G. (2004). Linking obesity and activity level with children's television and video game use. <i>Journal of Adolescence</i>, 27, 71-85.</p>
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Caplovitz, A.G. The effects of using an electronic talking book on the emergent literacy skills of preschool children. Unpublished doctoral dissertation. University of Texas at Austin.

Caplovitz, A.G. The influence of siblings on children's television viewing. Unpublished master's thesis, University of Texas at Austin.

**Presentations/
Posters**

Caplovitz, A.G. (2007, June). Hidden Pictures and Puzzle Buzz Research Evaluations. Presentation to company executives at Highlights for Children, Honesdale, PA.

Caplovitz, A.G. (2006, August). Formative Evaluation of Puzzle Buzz. Presentation to executives at Highlights for Children, Columbus, OH.

Caplovitz, A.G. & Nicholson, S. (2005, April). Literacy Acquisition using an Interactive Talking Book. Poster presented at the biennial meeting of the Society for Research in Child Development, Atlanta, GA.

Caplovitz, A.G. (2005, December). Children's media and public policy. Why should we care? Presentation to Children and Public Policy, College of Natural Sciences, Austin, TX.

Shim, M., Caplovitz, A.G. & Vandewater, E.A. (2004, May). Linking children's television and electronic game use with weight status and activity participation, in D.S. Bickham (chair), *Media Use and Children's Activities: Issues Concerning Social, Physical, and Cognitive Development*. Paper presented at the International Communication Association, New Orleans, LA.

Caplovitz, A.G. (2003, April). Relative age and gender influences on sibling television viewing. Poster presented at the biennial meeting of the Society for Research in Child Development, Tampa, FL.

Linebarger, D. L., & Caplovitz, A. G. (2003, April). Improving literacy outcomes using captioned television and co-viewing strategies. Poster presented at the biennial meeting of the Society for Research in Child Development, Tampa, FL.

Caplovitz, A.G. (2002, November). The influence of siblings on sibling television viewing, in E. A. Vandewater (chair), *The Family Ecology of Children's Media Use: Evidence from the PSID Child Development Supplement*. Paper presented at National Council on Family Relations, Houston, TX.

Shim, M., Caplovitz, A.G., & Huang, X. (2002, November). When mom is working, what are kids watching? Maternal employment and children's television viewing, in E. A. Vandewater (chair), *The Family Ecology of Children's Media Use: Evidence from the PSID Child Development Supplement*. Paper presented at National Council on Family Relations, Houston, TX.

Caplovitz, A.G. (2002, March). The influence of siblings on the content of children's television viewing: Evidence from the Panel Study of Income Dynamics Child Development Supplement, in E.A. Vandewater (chair), *Framing Children's Media Use in the Context of the Family: Evidence from the Child Development Supplement of the PSID*. Paper presented at the Southwestern Society for Research on Human Development, Austin, TX.

Caplovitz, A.G. (2002, February). Children's educational media: A prototype of one production. Presentation to Children and the Mass Media, College of Communications, Austin, TX.

Non-Academic Publications

- Caplovitz, A.G., Perello, J.T. (1999). A Day at the Beach. Ohio: Landoll, Inc.
- Caplovitz, A.G., Perello, J.T. (1999). Blue's Big Day. Ohio: Landoll, Inc.
- Caplovitz, A.G., Perello, J.T. (1999). A Memory Book for Blue and You. Ohio: Landoll, Inc.
- Caplovitz, A.G., Perello, J.T. (1999). Lots to Do with Blue. Ohio: Landoll, Inc.
- Perello, J.T., Gilman Caplovitz, A. (1999). Blue's Guess Who. New York, Simon Spotlight.
- Perello, J.T., Gilman Caplovitz, A. (1999). Seasons in Blue's Backyard. New York, Simon Spotlight.
- Perello, J.T., Caplovitz, A.G. (1999). Our Favorite Treasures. Ohio: Landoll, Inc.
- Perello, J.T., Caplovitz, A.G. (1999). To Grandma's House We Go. Ohio: Landoll, Inc.
- Perello, J.T., Caplovitz, A.G. (1999). Spending Time with Blue. Ohio: Landoll, Inc.
- Gilman, A., Perello, J.T. (1998). Storytime with Blue. Ohio: Landoll, Inc.
- Gilman, A., Perello, J.T. (1998). Snacktime with Blue. Ohio: Landoll, Inc.
- Gilman, A., Perello, J.T. (1998). Blue's Book of Clues. Ohio: Landoll, Inc.
- Perello, J.T., Gilman, A. (1998). A Scavenger Hunt with Blue. Ohio: Landoll, Inc.
- Perello, J.T., Gilman, A. (1998). Adventures in Art with Blue. Ohio: Landoll, Inc.
- Perello, J.T., Gilman, A. (1998). Blue's Birthday. Ohio: Landoll, Inc.
- Perello, J.T., Gilman, A. (1998). Blue's Rainy Day Games. Ohio: Landoll, Inc.
- Perello, J.T., Gilman, A. (1998). Blue's Backyard. Ohio: Landoll, Inc.

Education**Ph.D., Human Development & Family Sciences**

The University of Texas, Austin, Texas

MA, Human Development & Family Sciences

The University of Texas, Austin, Texas

BS, Human Development & Family Studies

Cornell University, Ithaca, New York