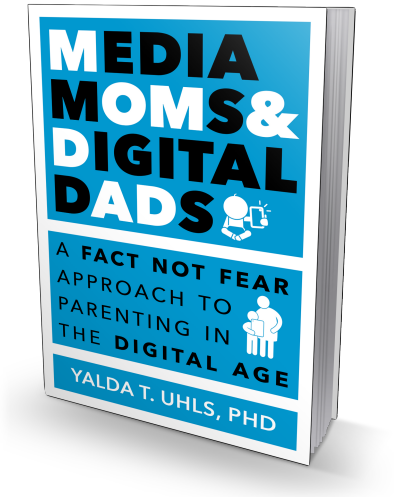
Media Moms & Digital Dads

Screens and Children – What the Research Tells Us



Media Moms & Digital Dads: Screens and Children Separating the Facts from Fear provides an overview of the digital media landscape in which our kids live, learn, and play. We'll discuss media usage, social science research, opportunities and challenges presented by digital media, and how parents can navigate this rapidly evolving landscape with their kids. Yalda T. Uhls will offer expert advice on how parents can guide their kids to make responsible, respectful, and safe media choices.

Yalda T. Uhls, PhD is a research scientist (UCLA) and a non-profit executive (Common Sense Media) with over 15 years of senior executive experience in the entertainment industry (MGM, Sony). Her expertise of how media content is created, as well as the science of how media affects children, informs her unique perspective. Dr. Uhls is a nationally recognized expert in the field, frequently quoted in outlets such as the New York Times and Time Magazine. In addition, she has shared her expertise at places like the White House, PBS and many top independent schools. She recently published *Media Moms & Digital Dads,* a parenting book which breaks down the research in an easy-to-read fashion, with actionable takeaways. Yalda is an assistant adjunct professor at UCLA and also works with the national non-profit Common Sense Media on their research initiatives and their entertainment outreach. Most importantly, she is a mom of two digital teens (a boy and a girl).
To learn more about Yalda, visit yaldatuhls.com.