



Yalda T Uhls, MBA, PhD Introduction for Talks

Yalda T. Uhls is an internationally recognized, award-winning research scientist, educator and author, studying how media affect young people. Her peer reviewed research has been featured in many news outlets including NPR and the NY Times. As a big believer in bridging research and practice, along with many years of translational work for lay audiences, Uhls recently founded The Center for Scholars & Storytellers, affiliated with UCLA. Uhls is also an adjunct professor at UCLA where she does research on how media affect the social behavior of tweens and teens and teaches a class on Digital Media and Human Development and is the author of the parenting book *Media Moms & Digital Dads: A Fact not Fear Approach to Parenting in the Digital Age*. In her former career, she was a senior movie executive at MGM and Sony.

Dr. Uhls knowledge of how media content is created and the science of how media affect children inform her unique perspective.