

CURRICULUM VITA

Cynthia L. Scheibe

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EDUCATION

**B.S. 1976 Human Development & Family Studies
Cornell University**

**M.P.S. 1983 Communication Arts
Cornell University**
Major: Mass Media Research; Minor: Education
Committee Members: Ronald Ostman (Chair), John Condry, James Maas
THESIS: *Character Portrayals and Values in Network TV Commercials*

**Ph.D. 1987 Human Development & Family Studies
Cornell University**
Major: Developmental Psychology (Social & Personality Development)
Minors: Experimental Social Psychology, Cognitive Development
Committee Members: John Condry (Chair), Steve Ceci, Dennis Regan
DISSERTATION: *Children's Reasoning about Santa Claus and Other
Fantasy Characters*

PROFESSIONAL ACTIVITIES

Current Positions:

1996-present Assoc. Professor Dept. of Psychology , Ithaca College
1986-1996 Asst. Professor

1996-present Executive Director Project Look Sharp, Ithaca College

1993-present Director Center for Research on the Effects
1983-1993 Co-Director Television (CRETV), Ithaca College

Primary Courses Taught at Ithaca College:

Proseminar in Development Introduction to Developmental Psychology
Research Team Senior Seminar: Media Psychology
Media Literacy & Popular Culture (in the Division of Interdisciplinary & International Studies)
Media Literacy in K-12 Education (Graduate Course, in the Dept. of Education)
Girl Culture (in Women's Studies, co-taught with three other faculty members)
First Year Seminar: Critical Thinking about Media Literacy and Media Effects

PUBLICATIONS and ACADEMIC PRESENTATIONS

(Reflecting January 1999 – January 2008)

Book Chapters, Encyclopedia Entries, and Reprinted Articles in Books:

- Scheibe, C. (2008). A deeper sense of literacy: Integrating media literacy across the K-12 curriculum. *American Behavioral Scientist*. Reprinted in Junn, E. N., & Boyatzis, C. J. (Eds.), *Annual Editions: Child Growth & Development 08/09* (pp. 37-40). Boston: McGraw-Hill.
- Scheibe, C. (2007). Piaget and *Power Rangers*: What can theories of developmental psychology tell us about children and media? In Mazzarella, S. (Ed.), *20 questions about children and the media* (pp. 61-72). New York: Peter Lang.
- Scheibe, C. (2007). A deeper sense of literacy: Integrating media literacy across the K-12 curriculum. *American Behavioral Scientist*. Reprinted in Junn, E. N., & Boyatzis, C. J. (Eds.), *Annual Editions: Child Growth & Development 07/08* (pp. 33-36). Boston: McGraw-Hill.
- Scheibe, C. (2007). Advertising on children's programs. In Arnett, J. (Ed.), *The encyclopedia of children, adolescents, and the media* (pp. 59-61). Thousand Oaks, CA: Sage.
- Scheibe, C. (2007). Body image in children. In Arnett, J. (Ed.), *The encyclopedia of children, adolescents, and the media* (pp. 119-122). Thousand Oaks, CA: Sage.
- Scheibe, C. (2007). Food advertising, obesity and. In Arnett, J. (Ed.), *The encyclopedia of children, adolescents, and the media* (pp. 349-351). Thousand Oaks, CA: Sage.
- Scheibe, C. (2007). Food advertising to children. In Arnett, J. (Ed.), *The encyclopedia of children, adolescents, and the media* (pp. 353-355). Thousand Oaks, CA: Sage.
- Scheibe, C. (2007). Media literacy, approaches to. In Arnett, J. (Ed.), *The encyclopedia of children, adolescents, and the media* (pp. 525-528). Thousand Oaks, CA: Sage.

Journal Articles and Monographs:

- Bergsma, L., Considine, D., Culver, S. H., Hobbs, R., Jensen, A., Rogow, F., Rosen, E. Y., Scheibe, C., Sellers-Clark, S., & Thoman, E. (2007). *The core principles of media literacy education*. Monograph, Alliance for a Media Literate America.
- Scheibe, C. (2004). A deeper sense of literacy: Integrating media literacy across the K-12 curriculum. *American Behavioral Scientist*. 48 (1), 60-68.

Scheibe, C. (2000). A curriculum driven approach to media literacy. *Telemedium: The Journal of Media Literacy*, 46 (1), 26-27.

Educational Materials (author/co-author):

Scheibe, C. & Rogow, F. (2004). *12 basic principles for incorporating media literacy and critical thinking into any curriculum* (2nd Ed.) Ithaca, NY: Ithaca College.

Scheibe, C. (1999). *12 basic principles for incorporating media literacy into any curriculum*. Ithaca, NY: Ithaca College.

Educational Materials (editor, writer and/or advisor):

Sperry, C. (2007). *Societ history through posters: A visual literacy curriculum kit*. Ithaca, NY: Ithaca College.

Sperry, C. & Sperry, S. (2006). *Media construction of presidential campaigns: A document-based history kit* (2nd Ed.). Ithaca, NY: Ithaca College.

Sperry, C. & Sperry, S. (2005). *Media construction of the Middle East: A digital media literacy curriculum..* Ithaca, NY: Ithaca College.

Sperry, C. & Sperry, S. (2004). *Media construction of presidential campaigns: A document-based history kit*. Los Angeles: Center for Media Literacy.

Sperry, C. (2003). *Media construction of war*. Los Angeles: Center for Media Literacy.

Conference Papers, Posters, and Invited Workshops:

*Ithaca College student co-author

Scheibe, C., & Thoman, E. (2007, Nov. 22). *Where's the beef? Critical thinking in the multi-modal classroom*. Presentation at the Annual Conference of the National Council of Teachers of English, New York, NY.

Scheibe, C. (2007, Oct. 19). *Critical thinking and the teaching of psychology in a digital media age*. Presentation at the Northeast Conference for Teachers of Psychology, Danbury, CT.

Scheibe, C. (2007, June 24-27). *Fair use in the age of YouTube: Media literacy and copyright issues*. Panel (chair). National Media Education Conference. June 24-27, 2007, St. Louis, MO.

Scheibe, C. (2007, June 23-24). *Critical thinking: Issues and questions*. Panel (discussant). Media Literacy Education Research Summit, St. Louis.

- Scheibe, C., & Katz, I. (2007, June 23-24). *Measures of knowledge, understanding and critical thinking*. Plenary session, presented at the Media Literacy Education Research Summit, St. Louis, MO.
- Scheibe, C., Tong, J.*, Ference, K.*, & Oliver, K.* (2007, June 23-24). *Trick or truth: Using media literacy to teach young children about TV commercials*. Poster presented at the Media Literacy Education Research Summit, St. Louis.
- Macaluso, L.*, Cooper, L.*, Taylor, C.*, & Scheibe, C. (2007, June 23-24). *There's no fruit in froot loops: Improving children's nutritional knowledge through media literacy*. Poster presented at the Media Literacy Education Research Summit, St. Louis.
- Michaud, R.*, & Scheibe, C. (2007, June 23-24). *"Is that true?" Extent of college students' prior training in internet evaluation and media literacy*. Poster presented at the Media Literacy Education Research Summit, St. Louis.
- Scheibe, C., & *Figuroa, G. (2007, March). *Sticks and stones: Teasing, put-downs and derogatory language in TV shows aimed at children and teens*. Poster presented at the biennial meeting of the Society for Research in Child Development, Boston, MA.
- Scheibe, C. & Rogow, F. (2006, May). *Media literacy and visual literacy*. Invited plenary. Wolfsonian Institute Annual Conference, Miami Beach, FL.
- Scheibe, C. (2005, June). *Debunking common media myths: Subliminal messages, lemmings and other stories..* Paper presented at the annual conference of the National Media Education Conference, San Francisco, CA.
- Scheibe, C., & Sperry, C. (2005, June). *Integrating media literacy in K-12 education*. All-day symposium presented at the annual conference of the National Media Education Conference, San Francisco, CA.
- Scheibe, C., *Gagnon, N. & *Tennis, A. (2005, April). *Using media literacy to improve children's understanding of nutrition*. Poster presented at the biennial meeting of the Society for Research on Child Development, Atlanta, GA.
- Scheibe, C. (2005, April). *Nutritional messages in TV commercials aimed at children*. (Panel on Children, Nutrition and Television). Paper presented at the biennial meeting of the Society for Research on Child Development, Atlanta, GA.
- Considine, D., Scheibe, C., & Sperry, C. (2003, November). *Media literacy, social studies, and the democratic process*. Invited workshop, annual conference of the National Council for Social Studies, Chicago, IL.
- Scheibe, C. (2003, June). *Program-commercial separators in children's television*. Poster presented at the National Media Education Conference, Baltimore, MD.

- Scheibe, C., Sperry, C., & Considine, D. (2003, June). *Integrating media literacy into K-12 education*. Invited workshop, National Media Education Conference, Baltimore, MD.
- Scheibe, C. (2003, June). *Integrating media literacy across the K-16 curriculum: A case study*. Invited paper presented at the annual meeting of Associated New American Colleges, Norfolk, VA.
- Scheibe, C. (2003, April). *Theoretical approaches toward integrating cognitive and social processing of media*. Invited discussant, panel presented at the biennial meeting of the Society for Research in Child Development, Tampa Bay, FL.
- Scheibe, C., Vinluan, J., & Appe, J. (2003, April). *Media use, body satisfaction, and effectiveness of media literacy education in early adolescence*. Poster presented at the biennial meeting of the Society for Research in Child Development, Tampa Bay, FL.
- Kubey, R., & Scheibe, C. (2001, April). Setting directions for media and health education, *Proceedings, Rutgers Conference on Health Communication*, Rutgers University.
- Scheibe, C. (2001, June). *Now we've got to grade it: Authentic assessment of media literacy in the classroom*. Panel chair and moderator, National Media Education Conference, Austin, TX.
- Scheibe, C. (2001, May). *Assessments from a curriculum-driven media literacy approach*. Paper presented at the annual conference of the International Communication Association, Washington, DC.
- Scheibe, C. (2000, May). *Integrating media literacy into the elementary school curriculum*. Invited presentation at Summit 2000 International Conference on Children's Television, Toronto, CA.

In Preparation:

Book:

Scheibe, C., & Rogow, F. *A curriculum-driven approach to media literacy: Basic principles and classroom practice*.

Journal Articles:

Scheibe, C. *Children as scientists: Developmental differences in children's reasoning about Santa Claus and other fantasy characters*.

Scheibe, C., *Macaluso, L., *FERENCE, K., *Tennis, A., & *Gagnon, N. *There's no fruit in Froot Loops? Improving young children's understanding of nutrition with media literacy*.

Scheibe, C., & *Goldman, A. *Reliability and validity of the Body Coloring Task, a developmental measure of body dissatisfaction for males and females.*

Educational Materials (editor, writer and/or advisor):

Flerlage, D., & Papouchis, A. *Media construction of global warming.* Ithaca, NY: Ithaca College.

Sperry, S. *Media construction of chemicals in the environment.* Ithaca, NY: Ithaca College.

Sperry, S. *Media construction of endangered species.* Ithaca, NY: Ithaca College.

Sperry, S. *Media construction of resource depletion.* Ithaca, NY: Ithaca College.

Technical Report:

Scheibe, C. *The structure of television, 1983-2008: Findings from the Center for Research on the Effects of Television Archive.*

INVITED TALKS, LECTURES AND PRESENTATIONS

Planned Parenthood of Orange County, Keynote Address,
“Media Literacy in the Age of YouTube and MySpace,” NY, November, 2007.

OCM-BOCES, Keynote Address,
“Media Literacy: A Tipping Point for the 21st Century,” Auburn, NY, October 2007.

Fingerlakes Library Association, Keynote Address,
“Literacy in a Media Age,” Owego, NY, October 2007.

St. Marks School, Keynote Address and All-Day Workshop,
“Integrating Media Literacy into the K-12 Curriculum,” San Francisco, CA,
August, 2007.

Faculty Development Institute, Ithaca College, Presentation.
“The Media World of Today’s Students,” Ithaca, NY, May 2007.

Orange County Cornell Cooperative Extension, Keynote Address.
“Living and Teaching in a Media Age,” New York, NY, March 2007.

Access to College Education, Keynote Address and Workshop.
“What’s College Really Like?” Dryden, NY, March 2007.

Ithaca College Humanities & Sciences Dean's List Dinner, Keynote Address.
"Critical Thinking and Effective Communication," Ithaca, NY, February 2007.

Tompkins County Diversity Consortium, Diversity Roundtable, Invited Speaker.
"Media's Role in Diversity and Inclusion in the Community," Ithaca, NY, June 2006.

Ithaca College Faculty Summer Institute, Invited Presentation.
"Youth and New Technologies," Ithaca, NY, May 2006.

Centers for Disease Control, Invited Presentation.
"Nutritional Messages in TV Commercials and Media Literacy Interventions,"
Atlanta, GA, August 2005.

Conference on Media Literacy and Education, Keynote Address.
"Media Literacy in Today's Education," Bowling Green University, Bowling Green, OH,
June 2005.

BOCES Media Technology Association, Invited Workshop.
"Introduction to Media Literacy and Technology Integration," March 2004.

Ithaca City School District Staff Development Day, Invited Workshop.
"A Healthy Connection to Media Literacy: Integrating Media Literacy into K-5 Health,"
March 2004.

Ithaca City School District Staff Development Day, Invited Workshop.
"Technology and Media Literacy in Secondary Math and Science," February 2004.

OCM-BOCES, Invited Workshop.
"Integrating Media Literacy into K-12 Education," May 2003.

Ithaca City School District Staff Development Day, Invited Workshop.
"Integrating Media Literacy into Elementary School Science," February 2003.

NY Talks: Creating the Vision, Leading the Change, Invited Keynote.
"Information Literacy and Media Literacy in Today's Schools," July 2002.

Longview Residential Facility, Invited Presentation.
"The Effect of Television and Media Literacy on Our Lives," Ithaca, NY, May 2002.

Kyrgyzstan-Ukraine-Russia School Directors Project, Invited Speaker.
"Media and Pedagogy: New Trends using Media Literacy in the Classroom,"
Ithaca, NY, April 2002.

TST-BOCES, Invited Workshop.
"Media Violence and Conflict Resolution," December 2001.

Ithaca College Special Topics Course, Co-Instructor.
"Making Sense of September 11," October-December 2001.

- Ithaca City School District, Invited Workshop.
"Addressing Terrorism through Media Literacy," October 2001.
- ACE Program Ninth Grade Visits, Ithaca College, Invited Presentation
"What is Media Literacy?" March 2000.
- Trumansburg Senior Forum, Ithaca College, Invited Presentation.
"Media Literacy and the Effects of Television," April 2000.
- Herkimer Community College, Invited Workshop.
"Integrating Media Literacy into any School Curriculum." July 2000.
- NYS BOCES Technology Specialists Annual Meeting, Old Forge, NY, Invited Presentation.
"Media Literacy and Technology in K-12 Education," October 2000.
- Oneida-Herkimer Leatherstocking Conference, Invited Keynote.
"Integrating Media Literacy into K-12 Education," November 1999.
- Cortland University, Invited Presentation.
"Parenting with Media Literacy," September 1999.
- Arts Alliance of New York State, Invited Workshop.
"Visual Literacy and Media Literacy in Art Education," January 1999.

STUDENT CONFERENCE PRESENTATIONS

- Ference, K., Tong, J., Ryan, G., & Crossley-Mara, L. (2007, April). *Trick or truth? Young children's understanding of TV commercials*. Eastern Colleges Science Conference, Mount St. Vincent College.
- Hoyt, R., Candolfi, C., Woodard, B., & Topalova, Y. (2007, April). *Put-downs and derogatory language in children's shows, teen shows and situation comedies (1998-2006)*. Eastern Colleges Science Conference, Mount St. Vincent College.
- Macaluso, L., Taylor, C., Bullock, M., & Guior, D. (2007, April). *"There's no fruit in Froot Loops?!" Improving children's nutritional knowledge with media literacy*. Eastern Colleges Science Conference, Mount St. Vincent College.
- Maurer, M., Lowery, S., Figueroa, G., & Aucoin, J. (2007, April). *"You weasley wimps!" Put-downs in TV shows for children and teens*. Eastern Colleges Science Conference, Mount St. Vincent College.
- Michaud, R. (2007, April). *"Is that true?" College students' prior training in media literacy and internet credibility*. Eastern Colleges Science Conference, Mount St. Vincent College.

Marko, L., & Horning, W. (2007, April). *What kind of pyramid is THAT? Nutritional content of foods advertised to four target audiences on TV*. Eastern Colleges Science Conference, Mount St. Vincent College.

(17 others, 1999-2006).

HONORS THESES SUPERVISED

Moreau, M. (2003). *Stereotypes of older adults and college students*. Honors Thesis, Ithaca College.

INDEPENDENT STUDIES AND INTERNSHIPS SUPERVISED

(29 students, 1999-2008)

GRANTS, HONORS & AWARDS

Special Merit Award for Outstanding Teaching & Service, Department of Psychology, Ithaca College (2006).

Grant from the Park Foundation (2006-2008) for Project Look Sharp, for development of curriculum kit *Media Construction of the Environment* and posting other curriculum materials online, \$80,000

Grant from the Schumann Center for Media & Democracy (2003-2005) for Project Look Sharp, for curriculum kits *Media Construction of Presidential Campaigns* and *Media Construction of the Middle East*, \$105,000

Grant from the Park Foundation (2003-2005) for Project Look Sharp, general operating expenses, \$60,000

New Initiatives Fund Grant, Ithaca College (2003-2004) for Project Look Sharp, for development of an annual conference and curriculum kit *Media Construction of War*, \$35,000

Humanities & Sciences Ithaca Fund Grant (2003-2004) for research team student projects, \$572

Grant from the Park Foundation (2000-2002) for Project Look Sharp, for basic operating expenses, \$189,000

Grant from the Park Foundation (1998-2000) for Project Look Sharp, for basic operating expenses, \$225,000

President's Outstanding Service Award, Ithaca College (2000)

PROFESSIONAL SERVICE ACTIVITIES

Humanities & Sciences Curriculum Committee (2005-present)
Division of Interdisciplinary & International Studies Curriculum Committee (2005-present)
Ithaca College Publications Advisory Board (2001-present)
Ithaca College Human Subjects Research Board (1988-1992, 1996-present)
Program Committee, National Media Literacy Research Summit (2006-2007)
Program Committee, National Media Education Conference, St. Louis, MO (2006-07)
Ithaca College E-Portfolio Task Force (2005-2006)
Program Committee, National Media Education Conference, San Francisco, CA (2005)
Humanities & Sciences Planning & Priorities Committee (2002-2004)
Board of Directors, Alliance for a Media Literate America (1998-2003)
Program Co-Chair, National Media Education Conference, Baltimore, MD (2003)
Program Co-Chair, National Media Education Conference, Austin, TX (2001)
Program Chair, Partnership for Media Education, Summit 2000, Toronto, CA (2000)
Consultant, Children's Television Workshop, New York, NY (1993-2000)
Consultant, Center for Research on the Influence of Television on Children (1986-2000)

PROFESSIONAL AFFILIATIONS

Founding Member, National Association for Media Literacy Education (formerly the Alliance
for a Media Literate America)
Affiliate, Center for Media Literacy
Member, Board of Directors, Eastern Colleges Science Conference
Member, International Communication Association
Member, Sigma Xi Scientific Research Society
Member, Society for Research in Child Development