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CURRICULUM VITAE

ELIZABETH PUGZLES LORCH  
PROFESSOR

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EDUCATION:

B.A., Summa Cum Laude, Psychology, Emmanuel College, 1974  
M.S., Psychology, University of Massachusetts, 1977  
Ph.D., Psychology, University of Massachusetts, 1981

AWARDS AND HONORS:

Psi Chi Teaching Award, 1983-1984  
Psi Chi Teaching Award, 1986-1987  
College of Arts and Sciences Outstanding Teachers Prize, 1992-1993  
Chancellor's Award for Outstanding Teaching, Tenured Faculty, 1994  
College of Arts and Sciences Distinguished Teacher, 1994-1997  
Prevention Science Award (SENTAR group), 2007, Society for Prevention Research

RESEARCH:

Extramural Grants

2009-2011, "Exploring the neurobiological response to anti-drug media messages with fMRI," Co-I with Jane Joseph (PI), Tom Kelly (Co-I), Seth Noar (Co-I), & Lewis Donohew (Co-I), National Institute on Drug Abuse, total award of approximately \$365,000.

2006-2009, "Teaching the logic of the scientific method in 4<sup>th</sup> grade," Principal Investigator with Robert Lorch (Co-PI), William Calderhead (Co-PI), and Jeffrey Osborne (Co-I), Institute of Education Sciences, total award of approximately \$1,140,000.

2005-2008, "Neurocognitive consequences of adolescent drug use," Co-Principal Investigator with Mark Fillmore (PI), Richard Milich (Co-PI), & Donald Lynam (Co-PI), total award of approximately \$900,000.

2001-2006, "Attention and Comprehension of Television in ADHD," Principal Investigator with Richard Milich (Co-PI), National Institute of Mental Health, total award of approximately \$1,250,000.

1998-2003, "Effective Media Strategies for Drug Abuse Prevention," Co-Principal Investigator with Philip Palmgreen (PI), Lewis Donohew (Co-PI), Rick Hoyle (Co-PI), National Institute on Drug Abuse, total award of approximately \$3,200,000.

1995-1999, "Increasing the Effectiveness of Televised Anti-Drug PSAs," Co-Principal Investigator with Lewis Donohew (PI), Philip Palmgreen (Co-PI), and Rick Hoyle (Co-PI), National Institute on Drug Abuse, total award of approximately \$1,735,000.

1993-1997, "Attention and comprehension of television in ADHD," Principal Investigator with Richard Milich (Co-PI), National Institute of Mental Health, total award of approximately \$482,000.

1990-1995, "Increasing the Effectiveness of Televised Anti-Drug PSAs," Co-Principal Investigator with Lewis Donohew (PI) and Philip Palmgreen (Co-PI), National Institute on Drug Abuse, total award of approximately \$1,508,000.

1987-1990, "Increasing the Effectiveness of Televised Anti-Drug PSAs," Co-Investigator with Lewis Donohew (PI) and Philip Palmgreen (Co-PI), National Institute on Drug Abuse, total award of approximately \$487,000.

Publications (\*indicates graduate or other student author)

Bailey, U. L.\*, Lorch, E. P., Milich, R., & Charnigo, R. (in press). Developmental changes in attention and comprehension among children with attention deficit hyperactivity disorder. *Child Development*.

Berthiaume, K. S.\*, Milich, R., & Lorch, E. P. (in press). Getting clued in: Inferential processing and comprehension monitoring in boys with ADHD. *Journal of Attention Disorders*.

Derefinko, K. J.\*, Bailey, U. L.\*, Milich, R., Lorch, E. P., & Riley, E.\* (in press). The effects of stimulant medication on the online story narrations of children with ADHD. *School Mental Health*.

Lorch, R. F., Lorch, E. P., Calderhead, W. J., Dunlap, E. E.\*, Hodell, E. C.\*, & Freer, B. D.\* (in press). Learning the control of variables strategy in higher- and lower-achieving classrooms: Contributions of guided instruction and hands-on experimentation. *Journal of Educational Psychology*.

Fillmore, M. T., Milich, R., & Lorch, E. P. (2009). Inhibitory deficits in children with Attention-Deficit/Hyperactivity Disorder: Intentional versus automatic mechanisms of attention. *Development and Psychopathology*, 21, 539-554.

Leonard, M. A.\*, Lorch, E. P., Milich, R., & Hagans, N.\* (2009). Parent-child joint picture-book reading among children with ADHD. *Journal of Attention Disorders*, 12, 361-371.

Derefinko, K. J.\*, Adams, Z. W.\*, Milich, R., Fillmore, M. T., Lorch, E. P., & Lynam, D. R. (2008). Response style differences in the inattentive and combined subtypes of Attention-Deficit/Hyperactivity Disorder. *Journal of Abnormal Child Psychology*, 36, 745-758.

Lorch, E. P. (2008). Attention to media content across the lifespan. In W. Donsbach (Ed.), *The International Encyclopedia of Communication*. Malden, MA: Blackwell Publishing.

Lynch, J. S., van den Broek, P., Kremer, K. E., Kendeou, P., White, M. J., & Lorch, E. P. (2008). The development of narrative comprehension and its relation to other early reading skills. *Reading Psychology, 29*, 327-365.

Lorch, E. P. (2007). Effects of and responses to media. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Thousand Oaks, CA: Sage.

Lorch, E. P. (2007). Information processing, media, and developmental difference. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Thousand Oaks, CA: Sage.

Palmgreen, P., Lorch, E. P., Stephenson, M. T., Hoyle, R. H., & Donohew, L. (2007). Effects of ONDCP's Marijuana Initiative Campaign on high sensation-seeking youth. *American Journal of Public Health, 97*, 1644-1649.

Acevedo-Polakovich, I. D.\*, Lorch, E. P., & Milich, R. (2007). Comparing television use and reading in children with ADHD and non-referred children across two age groups. *Media Psychology, 9*, 447-472.

Flake, R. A.\*, Lorch, E. P., & Milich, R. (2007). The effects of thematic importance on story recall among children with Attention Deficit Hyperactivity Disorder and comparison children. *Journal of Abnormal Child Psychology, 35*, 43-53.

Lorch, E. P. (2007). Health, drugs, and values. In N. Pecora, J. P. Murray, & E. Wartella (Eds.), *Children and television: 50 Years of Research* (pp. 205-231). Mahwah, NJ: Lawrence Erlbaum.

Lorch, E. P., Berthiaume, K. S.\*, Milich, R., & van den Broek, P. (2007). Story comprehension impairments in children with ADHD. In K. Cain & J. Oakhill, *Children's comprehension problems in oral and written language* (pp. 128-156). NY: Guilford Press.

Acevedo-Polakovich, I. D.\*, Lorch, E. P., Milich, R., & Ashby, R. D.\* (2006). Disentangling the relation between television viewing and cognitive processes in children with ADHD and comparison children. *Archives of Pediatrics and Adolescent Medicine, 160*, 354-360.

Flory, K.\*, Milich, R., Lorch, E.P., Hayden, A.N.\*, Strange, C.\*, & Welsh, R. (2006). Online story comprehension among children with ADHD: Which core deficits are involved? *Journal of Abnormal Child Psychology, 34*, 850-862.

Lorch, E. P., Milich, R., Astrin, C. C.\*, & Berthiaume, K. S.\* (2006). Cognitive engagement and story comprehension in typically developing children and children with ADHD from preschool through elementary school. *Developmental Psychology, 42*, 1206-1219.

Milich, R., Lorch, E. P., & Berthiaume, K. S.\* (2005). Story comprehension in children with ADHD: Research findings and treatment implications. In M. P. Larimer (Ed.), *Attention-deficit/hyperactivity research* (pp. 111-138). Hauppauge, NY: Nova Biomedical Books.

van den Broek, P., Kendeou, P.,\* Kremer, K. \*, Lynch, J.S. \*, Butler, J. \*, White, M.J. \*, & Lorch, E. P. (2005). Assessment of comprehension abilities in young children. In S. Paris & S. Stahl (Eds.), *New directions in assessment of reading comprehension* (pp. 107-130). Mahwah, NJ: Erlbaum.

Lorch, E. P., Eastham, D.\*, Milich, R., Lemberger, C. C.\*, Sanchez, R. P.\*, Welsh, R. & van den Broek, P. (2004). Difficulties in comprehending causal relations among children with ADHD: The role of cognitive engagement. *Journal of Abnormal Psychology, 113*, 56-63.

Lorch, E. P., & Milich, R. (2004). Television and attention problems in children. *Attention!*, *10*, 15-19.

Lorch, E. P., Milich, R., & Berthiaume, K. S.\* (2004). Why don't children with ADHD understand why? *The ADHD Report, 12*, 1-5.

Lorch, E. P., O'Neil, K.\*, Berthiaume, K. S.\*, Milich, R., Eastham, D.\*, & Brooks, T.\* (2004). Story comprehension and the impact of studying on recall in children with ADHD. *Journal of Clinical Child and Adolescent Psychology, 33*, 506-515.

Whirley, K. S.\*, Lorch, E. P., Lemberger, C. C.\*, & Milich, R. (2004). On-line cognitive engagement of boys with ADHD. *Journal of Attention Disorders, 7*, 71-81.

Morgan, S. E., Palmgreen, P., Stephenson, M. T., Hoyle, R. H., & Lorch, E. P. (2003). Associations between message features and subjective evaluations of the sensation value of anti-drug public service announcements. *Journal of Communication, 53*, 512-526.

Renz, K.\*, Lorch, E. P., Milich, R., Lemberger, C. C.\*, Bodner, A.\*, & Welsh, R. (2003). On-line story representation in boys with attention deficit hyperactivity disorder. *Journal of Abnormal Child Psychology, 31*, 93-104.

Donohew, L., Palmgreen, P., Lorch, E. P., Zimmerman, R., & Harrington, N. G. (2002). Attention, persuasive communication, and prevention. In W. D. Crano & M. Burgoon (Eds.), *Mass media and drug prevention: Classic and contemporary theories and research* (pp. 110-143). Mahwah, NJ: Lawrence Erlbaum.

Hoyle, R. H., Stephenson, M. T.\*, Palmgreen, P., Lorch, E. P., & Donohew, R. L. (2002). Reliability and validity of a brief measure of sensation seeking. *Personality and Individual Differences, 32*, 401-414.

Lorch, E. P., & Lemberger, C.\* (2002). Television. In N. J. Salkind (Ed.), *Child Development* (pp. 405-408). New York: Macmillan.

Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T.\* (2002). Television campaigns and sensation seeking targeting of adolescent marijuana use: A controlled time-series approach. In R. Hornik (Ed.) *Public health communication: Evidence for behavior change* pp.35-56. Mahwah, NJ: Lawrence Erlbaum.

Stephenson, M. T.\*, Morgan, S. E., Lorch, E. P., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2002). Predictors of exposure from an anti-marijuana media campaign: Outcome research assessing sensation seeking targeting. *Health Communication, 14*, 23-43.

Dsilva, M.\*, Harrington, N. G., Palmgreen, P., Donohew, L., & Lorch, E. P. (2001). Drug use prevention for the high sensation seeker: The role of alternative activities. *Substance Use and Misuse, 36*, 373-385.

Lorch, R. F., Jr., Lorch, E. P., Ritchey, K.\*, McGovern, L.\*, & Coleman, D.\* (2001). Effects of headings on text summarization. *Contemporary Educational Psychology*, 26, 171-191.

Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T.\* (2001). Television campaigns and adolescent marijuana use: Tests of a sensation seeking strategy. *American Journal of Public Health*, 91, 291-296.

Sanchez, R. P.\*, Lorch, E. P., & Lorch, R. F., Jr. (2001). Effects of headings on text processing strategies. *Contemporary Educational Psychology*, 26, 418-428.

Lorch, E. P., Milich, R., Sanchez, R. P.\*, van den Broek, P., Baer, S.\*, Hooks, K.\*, Hartung, C.\*, & Welsh, R. (2000). Comprehension of televised stories in boys with attention deficit/hyperactivity disorder and nonreferred boys. *Journal of Abnormal Psychology*, 109, 321-330.

Lorch, E. P., Diener, M. B.\*, Sanchez, R. P.\*, Milich, R., Welsh, R., & van den Broek, P. (1999). The effects of story structure on the recall of stories in children with attention deficit hyperactivity disorder. *Journal of Educational Psychology*, 91, 273-283.

Lorch, E. P., Sanchez, R. P.\*, van den Broek, P., Milich, R., Murphy, E.\*, Lorch, R. F., Jr., & Welsh, R. (1999). The relation of story structure properties to recall of television stories in young children with attention-deficit hyperactivity disorder and nonreferred peers. *Journal of Abnormal Child Psychology*, 27, 293-309.

Sanchez, R. P.\*, Lorch, E. P., Milich, R., & Welsh, R. (1999). Comprehension of televised stories by preschool children with ADHD. *Journal of Clinical Child Psychology*, 28, 376-385.

Stephenson, M. T.\*, Palmgreen, P., Hoyle, R. H., Donohew, L., Lorch, E. P., & Colon, S. E.\* (1999). Short-term effects of an anti-marijuana media campaign targeting high sensation seeking adolescents. *Journal of Applied Communication Research*, 27, 175-195.

Donohew, R. L., Lorch, E. P., & Palmgreen, P. (1998). Applications of a theoretic model of information exposure to health interventions. *Human Communication Research*, 24, 454-468.

Lorch, E. P., Milich, R., & Sanchez, R. P.\* (1998). Story comprehension in children with ADHD. *Clinical Child and Family Psychology Review*, 1, 163-178.

Lorch, E. P., & Castle, V. J.\* (1997). Preschool children's attention to television: Visual attention and probe response times. *Journal of Experimental Child Psychology*, 66, 111-127.

Lorch, E. P., & Sanchez, R. P.\* (1997). Children's memory for televised events. In P. van den Broek, P. Bauer, & T. Bourg (Eds.), *Developmental spans in event comprehension and representation: Bridging fictional and actual events* (pp. 271-291). Hillsdale, NJ: Lawrence Erlbaum Associates.

Lorch, R. F., Jr., & Lorch, E. P. (1996). Effects of headings on text recall and summarization. *Contemporary Educational Psychology*, 21, 261-278.

Lorch, R. F., Jr., & Lorch, E. P. (1996). Effects of organizational signals on free recall of expository text. *Journal of Educational Psychology*, 88, 38-48.

van den Broek, P., Lorch, E. P., & Thurlow, R. (1996). Children's and adults' memory for television stories: The role of causal factors, story-grammar categories, and hierarchical level. *Child Development, 67*, 3010-3028.

Lorch, R. F., Jr., Klusewitz, M. A.\*, & Lorch, E. P. (1995). Readers' distinctions among reading situations. In R. F. Lorch, Jr. & E. J. O'Brien (Eds.), *Sources of coherence in reading comprehension* (pp. 375-398). Hillsdale, NJ: Lawrence Erlbaum Associates.

Lorch, R. F., Jr., & Lorch, E. P. (1995). Effects of organizational signals on text processing strategies. *Journal of Educational Psychology, 87*, 537-544.

Lorch, R. F., Lorch, E. P., & Klusewitz, M. A.\* (1995). Effects of typographical cues on reading and recall of text. *Contemporary Educational Psychology, 20*, 51-64.

Palmgreen, P., Lorch, E. P., Donohew, L., Harrington, N. G., Dsilva, M.\*, & Helm, D.\* (1995). Reaching at-risk populations in a mass media drug abuse prevention campaign: Sensation seeking as a targeting variable. *Drugs and Society, 8*, 29-45.

Donohew, L., Palmgreen, P., & Lorch, E. P. (1994). Attention, need for sensation, and health communication campaigns. *American Behavioral Scientist, 38*, 310-322.

Hooks, K.\*, Milich, R., & Lorch, E. P. (1994). Sustained and selective attention in boys with attention deficit hyperactivity disorder. *Journal of Child Clinical Psychology, 23*, 69-77.

Lorch, E. P. (1994). Measuring children's cognitive processing of television. In A. Lang (Ed.), *Measuring psychological responses to media messages* (pp. 209-226). Hillsdale, NJ: Lawrence Erlbaum Associates.

Lorch, E. P., Palmgreen, P., Donohew, L., Helm, D.\*, Baer, S. A.\*, & Dsilva, M. U.\* (1994). Program context, sensation seeking, and attention to televised anti-drug public service announcements. *Human Communication Research, 20*, 390-412.

Milich, R., & Lorch, E. P. (1994). Television methodology to understand cognitive processing of ADHD children. In T. H. Ollendick & R. J. Prinz (Eds.), *Advances in Clinical Child Psychology, vol. 16* (pp. 177-202). New York: Plenum.

Lorch, R. F., Jr., Lorch, E. P., & Inman, W. E.\* (1993). Effects of signaling topic structure on text recall. *Journal of Educational Psychology, 85*, 281-299.

Lorch, R. F., Lorch, E. P., & Klusewitz, M. A.\* (1993). College students' conditional knowledge about reading. *Journal of Educational Psychology, 85*, 239-252.

Landau, S.<sup>#</sup>, Lorch, E. P., & Milich, R. (1992). Visual attention to and comprehension of television in attention-deficit hyperactivity disordered and normal boys. *Child Development, 63*, 928-937.

<sup>#</sup>(authorship determined alphabetically due to equal contributions)

Donohew, L., Lorch, E. P., & Palmgreen, P. (1991). Sensation seeking and targeting of televised anti-drug PSAs. In L. Donohew, H. Sypher, & W. Bukoski (Eds.), *Persuasive communication and drug abuse prevention* (pp. 209-226). Hillsdale, NJ: Lawrence Erlbaum Associates.

Palmgreen, P., Donohew, L., Lorch, E. P., Rogus, M.\*, Helm, D.\*, & Grant, N.\* (1991). Sensation seeking, message sensation value, and drug use as mediators of PSA effectiveness. *Health Communication, 3*, 217-227.

Anderson, D. R., Choi, H. P., & Lorch, E. P. (1987). Attentional inertia reduces distractibility during young children's television viewing. *Child Development, 58*, 798-806.

Lorch, E. P. (1987). Perceived structure and the maintenance of attention. *Bulletin of the Psychonomic Society, 25*, 47-50.

Lorch, E. P., Bellack, D. R., & Augsbach, L. H.\* (1987). Young children's memory for televised stories: Effects of importance. *Child Development, 58*, 453-463.

Lorch, E. P., Lorch, R. F., Jr., Gretter, M. L.\*, & Horn, D. G.\* (1987). On-line processing of topic structure by children and adults. *Journal of Experimental Child Psychology, 43*, 81-95.

Lorch, R. F., Jr., Lorch, E. P., & Mogan, A. M.\* (1987). Effects of reading task on on-line processing of a text's topic structure. *Discourse Processes, 10*, 63-80.

Lorch, E. P., & Horn, D. G.\* (1986). Habituation of attention to irrelevant stimuli in elementary school children. *Journal of Experimental Child Psychology, 41*, 184-197.

Anderson, D. R., Lorch, E. P., Field, D. E., Collins, P. A., & Nathan, J. G. (1986). Television viewing at home: Age trends in visual attention and time with TV. *Child Development, 57*, 1024-1033.

Lorch, R. F., Jr., & Lorch, E. P. (1986). On-line processing of summary and importance signals while reading. *Discourse Processes, 9*, 489-496.

Anderson, D. R., Field, D. E., Collins, P. A., Lorch, E. P., & Nathan, J. G. (1985). Estimates of young children's time with television: A methodological comparison of parent reports with time-lapse video home observation. *Child Development, 56*, 1345-1357.

Horn, D. G.\*, Lorch, E. P., Lorch, R. F., Jr., & Culatta, B. (1985). Distractibility and vocabulary deficits in children with spina bifida and hydrocephalus. *Developmental Medicine and Child Neurology, 27*, 713-720.

Lorch, R. F., Jr., & Lorch, E. P. (1985). Topic structure representation and text recall. *Journal of Educational Psychology, 78*, 137-148.

Lorch, R. F., Jr., Lorch, E. P., & Matthews, P. D.\* (1985). On-line processing of the topic structure of a text. *Journal of Memory and Language, 24*, 350-362.

Lorch, E. P., Anderson, D. R., & Well, A. D. (1984). Effects of irrelevant information on speeded classification: Interference is reduced by habituation. *Journal of Experimental Psychology: Human Perception and Performance, 10*, 850-864.

Anderson, D. R., & Lorch, E. P. (1983). Looking at television: Action or reaction? In J. Bryant & D. R. Anderson (Eds.), *Children's understanding of television: Research on attention and comprehension* (pp. 1-33). New York: Academic Press.

Anderson, D. R., Lorch, E. P., Field, D. E., & Sanders, J. (1981). The effects of TV program comprehensibility on preschool children's visual attention to television. *Child Development, 52*, 151-157.

Anderson, D. R., Lorch, E. P., Smith, R., Bradford, R., & Levin, S. R. (1981). The effects of peer presence on preschool children's television viewing behavior. *Developmental Psychology, 17*, 446-453.

Alwitt, L. F., Anderson, D. R., Lorch, E. P., & Levin, S. R. (1980). Preschool children's visual attention to attributes of television. *Human Communication Research, 7*, 52-67.

Well, A.D., Lorch, E. P., & Anderson, D. R. (1980). Developmental trends in distractibility: Is absolute or proportional decrement the appropriate measure of interference? *Journal of Experimental Child Psychology, 30*, 109-124.

Anderson, D. R., Alwitt, L. F., Lorch, E. P., & Levin, S. R. (1979). Watching children watch television. In G. Hale & M. Lewis (Eds.), *Attention and cognitive development* (pp. 331-362). New York: Plenum.

Lorch, E. P., Anderson, D. R., & Levin, S. R. (1979). The relationship of visual attention to children's comprehension of television. *Child Development, 50*, 722-727.

Anderson, D. R., Levin, S. R., & Lorch, E. P. (1977). The effects of TV program pacing on the behavior of preschool children. *AV Communication Review, 25*, 159-166.

#### Manuscripts Submitted/Under Revision

Lorch, E. P., Milich, R., Flake, R. A.\*, Ohlendorf, J.\*, & Little, S.\* A developmental examination of story recall and coherence among children with ADHD.

#### Manuscripts in Preparation

Freer, B. D.\*, Lorch, E. P., & Milich, R. The structure and coherence of storytelling in children with ADHD.

Lorch, E. P., Freer, B. D.\*, Hodell, E. C.\*, Dunlap, E. E.\*, Calderhead, W., & Lorch, R. F., Jr. Thinking aloud interferes with application of the Control of Variables strategy.

#### Selected Research Presentations

Dunlap, E., Lee, S., Freer, B., Hodell, E., Calderhead, W., Lorch, R. F., Jr., & Lorch, E. P. (2009, April). The effects of interactive vs. lecture teaching styles on learning core science skills. Presented at the biennial meeting of the Society for Research in Child Development, Denver.

Freer, B., Calderhead, W., Hodell, E., Dunlap, E., Lorch, E. P., & Lorch, R. F., Jr. (2009, April). Impact of negative vs. positive example instruction on 4<sup>th</sup> grade students' acquisition of the control of variables strategy. Presented at the biennial meeting of the Society for Research in Child Development, Denver.

Lorch, E. P., & Lorch, R. F., Jr. (2008, June). Direct instruction and hands-on activities in teaching the Control of Variables strategy. Presented at the annual Institute of Education Sciences Research Conference, Washington, DC.

Adams, Z. W., Milich, R., Fillmore, M. T., & Lorch, E. P. (2008, May). Examining visual and manual inhibitory processes across ADHD subtypes. Presented at the annual meeting of the Society for Prevention Research, San Francisco.

Bailey, U. L., Lorch, E. P., Milich, R., & Charnigo, R. (2008, April). Developmental changes in attention and comprehension among children with attention deficit hyperactivity disorder. Presented at the biennial meeting of the Conference on Human Development, Indianapolis.

Freer, B. D., Little, S., Metze, A., Milich, R., & Lorch, E. P. (2008, April). The effectiveness of formulating a story representation among children with ADHD and comparison children. Presented at the biennial meeting of the Conference on Human Development, Indianapolis.

Riley, E., Derefinko, K., Bailey, U., Lorch, E. P., & Milich, R. (2008, April). The effects of stimulant medication on online story narration in children with ADHD. Presented at the biennial meeting of the Conference on Human Development, Indianapolis.

Lorch, E. P., Freer, B. D., Hodell, E. C., Dunlap, E. E., Calderhead, W., & Lorch, R. F., Jr. (2008, March). Thinking aloud interferes with application of the Control of Variables strategy. Presented at the annual meeting of the American Educational Research Association, New York.

Lorch, R. F., Calderhead, W., Dunlap, E. E., Hodell, E. C., Freer, B. D., & Lorch, E. P. (2008, March). Teaching the Control of Variables strategy in 4<sup>th</sup> grade classrooms. Presented at the annual meeting of the American Educational Research Association, New York.

Milich, R., Fillmore, M., Lorch, E. P., Solanto, M., Gilbert, S. N., Raj, A., Zhu, J., Pope-Boyd, S., Stepak, B., Vail, L., & Newcom, J. H. (2007, June). Basic inhibitory deficits among subtypes of children with ADHD. Presented at the annual meeting of the International Society for Research in Child and Adolescent Psychopathology, London.

Lorch, E. P., Berthiaume, K. S., Milich, R., & Ables, A. (2007, April). Effects of a story-mapping intervention on story recall of children with ADHD. Presented at the biennial meeting of the Society for Research in Child Development, Boston.

Freer, B., Riley, E., Lorch, E. P., & Milich, R. (2007, April). Developmental changes in children's goal-based story representation. Presented at the biennial meeting of the Society for Research in Child Development, Boston.

Palmgreen, P., Lorch, E. P., Stephenson, M. T., Donohew, L., Hoyle, R. H., & Sweatt, S. (2005, December). Effect of the Office of National Drug Control Policy's marijuana initiative campaign on at-risk youth. Presented at the annual meeting of the American Public Health Association, Philadelphia, PA.

Acevedo-Polakovich, I. D., Lorch, E. P., Milich, R., & Ashby, R. (2005, August). Development in the television use of children with ADHD. Presented at the annual meeting of the American Psychological Association, Washington, DC.

Leonard, M. A., Lorch, E. P., Milich, R., & Hagans, N. (2005, August). Parent/child joint picture book reading among children with ADHD. Presented at the annual meeting of the American Psychological Association, Washington, DC.

Lorch, E. P. (2005, June). Panel member at the Carnegie Summit on Adolescents and Electronic Media, New York, NY.

Lorch, E. P., Milich, R., Berthiaume, K. S., & van den Broek, P. (2005, June). Story comprehension in children with ADHD: Research findings and treatment implications. Presented at the Society for the Scientific Study of Reading, Toronto, Ontario, Canada.

Lorch, E. P. (2005, May). Defining and measuring media exposure. Panel member at the Annenberg Institute on Youth and Media International Communication Association Pre-Conference, New York, NY.

Bailey, U. L., Lorch, E. P., Milich, R., Estis, M. F., & Colby, C. (2005, April). Developmental changes in attention and comprehension among children with ADHD and comparison children. Presented at the biennial meeting of the Society for Research in Child Development, Atlanta, GA.

Flake, R., Lorch, E. P., Milich, R., & Trauth, D. (2005, April). Free recall of televised stories in children with and without ADHD. Presented at the biennial meeting of the Society for Research in Child Development, Atlanta, GA.

Bailey, U. L., Lorch, E. P., Milich, R., Estis, M. F., & Colby, C. (2004, October). Predicting causal and factual recall in children with attention deficit hyperactivity disorder. Presented at the annual meeting of CHADD, Nashville, TN.

Leonard, M. A., Hagans, N., Milich, R., & Lorch, E. P. (2004, October). Parent-child joint picture book reading in children with ADHD. Presented at the annual meeting of CHADD, Nashville, TN.

Acevedo-Polakovich, I. D., Lorch, E. P., Milich, R., Meyer, K. (2003, August). Media use in ADHD and comparison children. Presented at the annual meeting of the American Psychological Association, Toronto, Ontario, Canada.

Estis, M. F., Southerland, R., Lorch, E. P., & Milich, R. (2003, August). Evaluation of story events by children with and without ADHD. Presented at the annual meeting of the American Psychological Association, Toronto, Ontario, Canada.

Flake, R. A., Lorch, E. P., Milich, R., Estis, M. F., & Colby, C. (2003, August). Differential impact of story structure on recall in ADHD children. Presented at the annual meeting of the American Psychological Association, Toronto, Ontario, Canada.

Estis, M. F., Lorch, E. P., Colby, C., & Acevedo, I. D. (2003, April). Effects of visual attention on comprehension of televised stories in children with ADHD and comparison children. Presented at the biennial meeting of the Society for Research in Child Development, Tampa, Florida.

Whirley, K. S., Lemberger, C. C., Ciaramboli, E. B., Estis, M., & Lorch, E. P. (2003, April). What's the story? Narrative recall in children with attention deficit hyperactivity disorder. Presented at the biennial meeting of the Society for Research in Child Development, Tampa, Florida.

Eastham, D. L., Miller, A. E. B., Whirley, K. S., Milich, R., Lorch, E. P., Bodner, A. C., & Lemberger, C. C. (2002, June). Differences in online story narration in children with or without ADHD. Presented at the Annual Convention of the American Psychological Society, New Orleans, Louisiana.

Flory, K., Milich, R., & Lorch, E.P. (2002, October). Why do children with ADHD struggle with reading achievement? An examination of the core deficits that may explain this difficulty. Presented at the Kansas Conference in Clinical Child and Adolescent Psychology, Lawrence, Kansas.

Whirley, K. S., Lemberger, C. C., Milich, R., Lorch, E. P., & Flory, K. (2002, October). Online Cognitive Engagement With Televised Stories of Children with ADHD. Presented at the Kansas Conference in Clinical Child and Adolescent Psychology. Lawrence, Kansas.

Milich, R., Lemberger, C., Renz, K., Eastham, D., Whirley, K., Balentine, A., Lorch, E., & Welsh, R. (2001, June). Cognitive engagement with televised stories in ADHD and comparison boys. Presented at the biennial meeting of ISRCAP, Vancouver, BC, CA.

Morgan, S. E., Palmgreen, P., Hoyle, R. H., & Lorch, E. P. (2001, May). Associations between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements. Paper presented to the International Communication Association, Washington, D. C.

Eastham, D., Lorch, E. P., Milich, R., & Lemberger, C. (2001, April). Attention patterns and comprehension of televised stories in children with ADHD and nonreferred children. Presented at the biennial meeting of the Society for Research in Child Development, Minneapolis, MN.

Lynch, J. S., Kremer, K. E., van den Broek, P. Lorch, E.P. & Wenner, J. A. (2001, April). The role of narrative comprehension in emerging literacy. Presented at the Annual Meeting of the American Education Research Association, Seattle, WA.

O'Neil, K., Lorch, E. P., & Eastham, D. (2001, April). Minneapolis. Study time and story recall by children with ADHD and nonreferred children. Presented at the biennial meeting of the Society for Research in Child Development, Minneapolis, MN.

Palmgreen, P., Donohew, L., Lorch, E. P., Hoyle, R. H., & Stephenson, M. T. (2000, May). Television campaigns and adolescent marijuana use: Tests of a sensation seeking strategy. Top Four Paper presented to the annual meeting of the International Communication Association, Acapulco, Mexico.

Stephenson, M. T., Lorch, E. P., Morgan, S. E., Palmgreen, P., Donohew, L., & Hoyle, R. H. (2000, May). Predictors of message recall from an anti-marijuana media campaign: Outcome research assessing the impact of targeting high sensation seekers. Presented at the annual meeting of the International Communication Association, Acapulco, Mexico.

Lemberger, C., Murphy, E., Lorch, E., Sanchez, R., Ritchey, K., & Hollis, C. (1999, April). Children's cognitive engagement with television as a function of the continuity of central and incidental content. Presented at the biennial meeting of the Society for Research in Child Development, Albuquerque, New Mexico.

Lorch, E. P. (1999, April). Discussant, Theoretical approaches to children's television viewing. Presented at the biennial meeting of the Society for Research in Child Development, Albuquerque, New Mexico.

Stephenson, M. T., Hoyle, R. H., Lorch, E. P., Donohew, L., Palmgreen, P., & Colon, S. (1998, November). Assessing the attitude salience hypothesis: Results from a drug prevention media campaign targeting adolescent marijuana use. Presented at the annual meeting of the National Communication Association, New York City, NY.

Stephenson, M. T., Hoyle, R. H., Palmgreen, P., Donohew, L., Lorch, E. P., & Colon, S. (1998, November). Preliminary results of an anti-marijuana media campaign targeting high sensation seeking adolescents. Presented at the annual meeting of the National Communication Association, New York City, NY.

Lorch, E. P., & Baer, S. (1997, April). Children's strategic adjustments in attention to and recall from television. Presented at the biennial meeting of the Society for Research in Child Development, Washington, DC.

Lorch, E. P., Milich, R., Sanchez, R. P., Murphy, E., Brooks, T., Diener, M. E., Welsh, R., & van den Broek, P. (1997, May). Strategic adjustments in television viewing and story recall by children with ADHD and comparison peers. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Lorch, E. P., Sanchez, R. P., van den Broek, P., & Murphy, E. (1997, April). Recall of television stories by young children with ADHD and comparison peers. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Murphy, E. L., & Lorch, E. P. (1997, May). Children's cognitive engagement with television. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Milich, R., Lorch, E. P., Sanchez, R. P., & Diener, M. B. (1996, January). The effects of thematic importance on story comprehension among children with ADHD. Presented at the annual meeting of the International Society for Research in Child and Adolescent Psychopathology, Santa Monica, CA.

Sanchez, R. P., Milich, R., & Lorch, E. P. (1996, June). Attention to and comprehension of televised stories by young children with ADHD. Presented at the annual meeting of the American Psychological Society, San Francisco, CA.

Lorch, E. P. (1995, March). Young children's perception of importance in televised stories. Presented at the biennial meeting of the Society for Research in Child Development, Indianapolis, IN.

Lorch, E. P., Milich, R., & Polley, R. (1995, March). Television story comprehension among ADHD boys. Presented at the biennial meeting of the Society for Research in Child Development, Indianapolis, IN.

Milich, R., & Lorch, E. (1995, May). ADHD and story comprehension. Presented at the International Conference on Research and Practice in Attention Deficit Disorders, Jerusalem, Israel.

Lorch, E. P. (1994, May). Television viewing and the cognitive processing of attention deficit hyperactivity disorder (ADHD) children. Invited address at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Lorch, E. P., & Milich, R. (1994, November). Gender comparisons on ADHD children's attention to and comprehension of television. Presented at the National Institute of Mental Health Conference on Sex Differences in ADHD, Bethesda, MD.

Palmgreen, P., Lorch, E., Donohew, L., Harrington, N., Dsilva, M., & Helm, D. (1993, May). Reaching at-risk populations in a mass media drug abuse prevention campaign: Sensation seeking as a targeting variable. Presented at the annual meeting of the International Communication Association, Washington, DC.

Lorch, E. P., Cox, S. K., Krane, K., Campbell, T., & Lorch, R. F., Jr. (1993, March). The effect of typographical signals on children's reading and memory. Presented at the biennial meeting of the Society for Research in Child Development, New Orleans, LA.

Milich, R., Lorch, E., Hooks, K., Hartung, C., Inman, E., Krane, K., Polley, R., Campbell, T., van den Broek, P., & Welsh, R. (1993, February). The use of television viewing methodology to understand the comprehension of ADHD boys. Presented at the annual meeting of the Society for Research in Child and Adolescent Psychopathology, Santa Fe, NM.

Lorch, R. F., Jr., Lorch, E. P., & Klusewitz, M. A. (1992, November). Typographical cuing effects on cued recall. Presented at the annual meeting of the Psychonomic Society, St. Louis, MO.

Lorch, E. P. (1992, November). Television and reading. Invited address at the conference "Television, Children, and Education," sponsored by the Annenberg School of Communication and the Annenberg Foundation.

Lorch, R. F., Jr., & Lorch, E. P. (1991, November). Organization signals affect text recall. Presented at the annual meeting of the Psychonomics Society, San Francisco, CA.

Lorch, E. P., Lorch, R. F., Jr., & Golding, J. M. (1991, November). Organizational signals and reading instructions affect text processing. Presented at the annual meeting of the Psychonomics Society, San Francisco, CA.

Lorch, E. P. (1991, October). Sensation seeking and the targeting of televised anti-drug messages. Invited address to the Kentucky Psychological Association, Louisville, KY.

Donohew, L., Palmgreen, P., & Lorch, E. P. (1991, August). Sensation seeking among youth: Ongoing research. Presented at the Governor's Conference on Alcohol and Other Drug Abuse, Louisville, KY.

Palmgreen, P., Lorch, E. P., Donohew, L., Helm, D. M., Baer, S. A., & Dsilva, M. U. (1991, May). Program context, sensation seeking, and attention to televised anti-drug public service announcements. Presented at the annual meeting of the International Communication Association, Chicago, IL.

Lorch, E. P., Milich, R., Hooks, K., Baer, S., Auter, P., & Welsh, R. (1991, April). Attention to and comprehension of television in ADHD and normal boys. Presented at the biennial meeting of the Society for Research in Child Development, Seattle, WA.

Cox, S. K., & Lorch, E. P. (1991, April). Task effects in on-line processing of the topic structure of a text by children and adults. Presented at the biennial meeting of the Society for Research in Child Development, Seattle, WA.

Lorch, R. F., Jr., Lorch, E. P., & Klusewitz, M. A. (1990, May). Readers' distinctions among reading tasks. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Lorch, R. F., Jr., & Lorch, E. P. (1990, November). Signaling effects on text recall. Presented at the annual meeting of the Psychonomic Society, New Orleans, LA.

Lorch, R. F., Jr., & Lorch, E. P. (1990, April). Organizational signals aid memory for text (sometimes). Presented at the annual meeting of the Kentucky Academy of Sciences, Highland Heights, KY.

Baer, S. A., & Lorch, E. P. (1990, March). Effects of importance on children's attention to television. Presented at the biennial meeting of the Southeastern Regional Conference on Human Development, Richmond, VA.

Lorch, E. P., Murphy, A., & Milich, R. (1989, April). Developmental trends in school age boys' attention to and comprehension of television. Presented at the biennial meeting of the Society for Research in Child Development, Kansas City, MO.

Landau, S., Milich, R., & Lorch, E. P. (1989, March). Television viewing of attention deficit disordered and normal boys. Presented at the annual meeting of the National Association of School Psychologists, Boston, MA.

Donohew, L., Palmgreen, P., Lorch, E. P., Rogus, M., Helm, D., & Grant, N. (1989, May). Sensation seeking and targeting of televised anti-drug PSAs. Presented at the annual meeting of the International Communication Association, San Francisco, CA.

Donohew, L., Palmgreen, P., & Lorch, E. P. (1989, April). Targeting sensation seekers and designing messages to reach them: An evaluation. Persuasive Communication and Drug Abuse Prevention Conference, Lexington, KY.

van den Broek, P., Lorch, E. P., & Thurlow, R. (1989, April). Effects of causal structure, story-grammar categories, and episodic level on children's and adults' memory for television stories. Presented at the biennial meeting of the Society for Research in Child Development, Kansas City, MO.

Milich, R., Lorch, E. P., Murphy, A., & Pelham, W. E., Jr. (1988, August). ADD and normal boys' attention to and comprehension of television. Presented at the annual meeting of the American Psychological Association, Atlanta, GA.

Lorch, E. P. (1988, July). Young children's attention to television. Presented at the annual meeting of the Association of Educational Journalism and Mass Communication, Portland, OR.

Lorch, E. P., Milich, R., Welsh, R., Yocum, M., Bluhm, C. A., & Klein, M. A. (1987, April). A comparison of the television viewing and comprehension of attention deficit disordered and normal boys. Presented at the biennial meeting of the Society for Research in Child Development, Baltimore, MD.

Lorch, E. P., & Bellack, D. R. (1987, April). Effects of importance on young children's memory for televised stories. Presented at the biennial meeting of the Society for Research in Child Development, Baltimore, MD.

### Technical Reports

Lorch, E. P., Anderson, D. R., & Levin, S. R. (1977). Children's comprehension of Sesame Street: The effects of attention. Technical report to the Children's Television Workshop.

Lorch, E. P., & Anderson, D. R. (1978). Paying attention to Sesame Street. Technical report to the Children's Television Workshop.

### Video Production

*Paying attention to "Sesame Street, 1979*, co-writer with Daniel Anderson and Peter Crown, video produced by Peter Crown presenting results from Lorch and Anderson technical report, distributed by Children's Television Workshop.

### EDITORIAL CONSULTING AND GRANT REVIEWS:

Editorial board

*Media Psychology*

Ad hoc reviewer

*Aggressive Behavior*

*Child Development*

*Communication Research*

*Communication Theory*

*Developmental Psychology*

*Health Education Research*

*Human Communication Research*

*Learning and Instruction*

*Journal of Applied Developmental Psychology*

*Journal of Communication*

*Journal of Educational Psychology*

*Journal of Experimental Child Psychology*

*Journal of Clinical and Child Psychology*

*Journal of Abnormal Child Psychology*

*Media Psychology*

*Children, Youth, and Environments*

*Pediatrics*

*Archives of Pediatrics and Adolescent Medicine*

Review panel member, Society for Research in Child Development

Ad hoc grant reviewer

National Science Foundation

National Institute on Drug Abuse

### SERVICE

University

University Senate, 2007-present  
Selection Committee, University Research Professors, 2004-2007  
Selection Committee, Tobacco and Health Research Award, 2004-2005  
Selection Committee, Frank Derbyshire Endowment Award, 2005  
Selection Committee, Graduate Fellowships, 2003  
College of Arts & Sciences Review Committee, 2004-2005  
Academic Area Advisory Committee, Social Sciences, 1999-2003  
Chair, Academic Area Advisory Committee, Social Sciences, 2001-2003  
Social Sciences Program Faculty, 1989-present  
University Research Advisory Committee, 1998-2001  
Lexington Campus Research Advisory Committee, 1998-2001  
Research Committee Grants, 2001  
Review Committee, Frank Derbyshire Research Professorship, 2002  
College of Arts and Science  
A & S Executive Committee, 2007  
Children at Risk Faculty Search Committee, Sociology, 2006-2007  
A& S Women Faculty Advisory Committee, 2006-present  
Dean's Advisory Committee, Natural Sciences, 2006-present  
College of Arts & Sciences Scholarship Committee, 2004  
Arts and Sciences College Council, 1998-2001  
Chair, Arts and Science College Council, 2000-2001  
Psychology Department  
Director of Experimental Training, 1999-present  
Personnel Committee, 1999-present  
Awards and Honors Committee, 1997-2003  
Children at Risk Faculty Search Committee, 2006-2008  
Community Education  
Talks to parent, church, and civic groups on:  
Story Comprehension and Children with ADHD  
Television and Children's Development  
Drug Abuse Prevention

#### TEACHING:

##### Graduate Level

Proseminar in Developmental Psychology  
Seminar in Perceptual and Attentional Development  
Seminar in Infant and Early Childhood Development  
Seminar in Cognitive Development  
Seminar in Cognitive Processing of Media

##### Undergraduate Level

Freshman Discovery Seminar: Television and Children  
Applications of Statistics in Psychology  
Processes of Development  
Advanced Topics in Developmental Psychology: TV and Development  
Advanced Topics in Developmental Psychology: Media and Children's Development

##### Teaching Materials

Lorch, E. P. & Lorch, R. F. Psychology 216 Supplement (statistics workbook, currently in 5th edition (5<sup>th</sup> edition 2000; 4<sup>th</sup> edition 1995; 3<sup>rd</sup> edition 1994; 2<sup>nd</sup> edition 1992; 1<sup>st</sup> edition 1990)).