Vita May, 2017

DEBRA LIEBERMAN, Ph.D.

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Research areas

Processes of learning and behavior change with digital media, games

Behavioral health and health communication

Evidence-based design and evaluation of digital media and games for motivation, learning, health, climate awareness, civic engagement

Media and children

Education

Ph.D. Stanford University, Stanford, CA. Communication Research, 1986.

Ed.M. Harvard Graduate School of Education, Cambridge, MA. Media and Learning, 1974.

B.A. Swarthmore College, Swarthmore, PA. Psychology major, 1973.
Junior year abroad, 1971-1972, Madrid University, Spain.

Scholarship awards

Rodriguez Fellowship Award, Stanford University, 1982 – support for Ph.D. work at Stanford.

Tyson Fellowship Achievement Award, Swarthmore College, 1973 – support for future graduate study.

American Field Service International Scholarship, 1968 – AFS high school exchange student to Japan.

Academic positions

Director, Center for Digital Games Research, University of California, Santa Barbara, CA, 2013-present.

Director, Health Games Research national program, University of California, Santa Barbara, CA, funded by the Robert Wood Johnson Foundation, 2007-2013.

Media Researcher – University of California, Santa Barbara, CA, Institute for Social, Behavioral, and Economic Research, 1999-present.

Lecturer – University of California, Santa Barbara, CA, Department of Communication, 2002-2016.

Visiting Lecturer – Stanford University, Stanford, CA, Department of Communication, 1984-1986, 1996-1998.

Visiting Lecturer – Santa Clara University, Santa Clara, CA, Department of Communication, 1993.

Visiting Lecturer – Menlo College, Atherton, CA, Department of Communication, 1991.

Assistant Professor – Indiana University, Bloomington, IN, Department of Telecommunications, 1986-1988.

Teaching Assistant, Research Assistant – Stanford University, Stanford, CA, Department of Communication, 1982-1986.

Visiting Lecturer – Alaska Pacific University, Kodiak, AK, School of Education, 1981.

Media industry and research positions

Consultant – media research, design, and evaluation, Palo Alto, CA and Santa Barbara, CA, 1981-present.

Work with producers of media and games to improve user engagement and motivation, and to research, develop, and evaluate media and technologies for learning, health behavior change, and entertainment.

Conduct user testing to improve media usability and outcomes in an iterative process of testing and redesign; develop product concepts and goals; review/revise media scripts and game designs; conduct outcome studies to evaluate media effectiveness and identify principles of media design. Provide design recommendations for the content, interface, interaction design, user experience, educational effectiveness, and behavioral goals of interactive media for children, adolescents, and adults. Advise on the needs, interests, and abilities of target populations and review content to assure it meets those needs; design algorithms and flow charts for content tailoring and content leveling; contribute to marketing and strategic planning. Write white papers and literature reviews relevant to client's products.

Clients have included Abt Associates, Adidas, Apple Computer, Broderbund, Caresoft, Centers for Disease Control and Prevention (CDC), Disney, Extempo Systems, Galaxy Classroom, Hewlett-Packard, HopeLab, Knowledge Adventure, Kaiser Permanente, The Learning Company, Microsoft, National Cancer Institute (NCI), National Human Genome Research Institute (NHGRI), National Institute on Drug Abuse (NIDA), Paramount Interactive, PBS, Philips Medical Systems, Pixar, Pro-Change, Riverdeep, Salus Media, Sitio Saludable, Sproutel, SRI International, Talkway, T/Maker, UNICEF Kid Power, US Department of Health and Human Services (HHS), US Office of Disease Prevention and Health Promotion (ODPHP), WebTV, WestEd, WGBH TV, White House Office of Science and Technology Policy (OSTP), XEODesign, Zowie Intertainment, and others.

Vice President of Research – Click Health, Inc., Mountain View, CA, 1993-1999.

Was responsible for the research, design, educational quality, and behavior change effectiveness of Nintendo video games for chronic disease self-management and health behavior change. Developed the games' instructional design and behavioral health strategies based on theory and research in the social sciences, particularly health communication, interactive media instructional design, and human-computer interaction. Wrote successful grant proposals to healthcare providers, pharmaceutical companies, foundations, and the National Institutes of Health and served as principal investigator for nationwide clinical trials of health video games. (Company name was Raya Systems originally, and later Click Health.)

Project Manager – Computer Curriculum Corporation, Sunnyvale, CA, 1991-1993.

Contributed to the research and design of interactive instructional software and a learning management system for SuccessMaker networked learning software, grades K-8.

Director of Education Systems – InterPractice Systems, Inc., San Francisco, CA, 1988-1991.

Designed, produced, and evaluated an online system for consumer health education, symptom analysis, and triage, to facilitate communication between patients and health care providers. Worked with health plans and medical specialists to develop and implement the system. Conducted a 200-family online trial of the system (in pre-web browser era) with health plan members and physicians.

Researcher – Far West Laboratory for Educational Research and Development, San Francisco, CA, 1979-1982.

Conducted research, developed curricula, and trained teachers for educational technology projects, including *Critical Television Viewing Skills* project that developed media literacy curriculum materials for high school students and trained educators nationwide; *Programming in the Arts* project that evaluated effects of PBS performing arts broadcasts on audiences, broadcasters, and performing arts organizations; and *MultiCultural Children's Television* project that increased positive portrayals of diverse U.S. cultures in commercial children's television broadcasts.

Director, Job Search Program – Bay Area Urban League, Berkeley, CA, 1977-1978.

Managed the program; provided counseling to job-seekers;; taught job search skills workshops.

Production Assistant – WGBH New Television Workshop, Boston, MA, 1974-1976.

Operated camera and video synthesizer, and edited video for PBS series, *Video: The New Wave*.

Research Associate – Harvard University, Cambridge, MA, 1974-1975.

Conducted field tests of episodes and rewrote scripts for three PBS children's educational television series under a grant to Harvard and *Sesame Street* from the Corporation for Public Broadcasting.

Principal investigator

Lieberman, D.A. (2012-2015). Scientific Leadership to Advance the Research and Design of Health Games. This grant continued UCSB's scientific leadership work for three additional years after the conclusion of six years of funding for the Health Games Research national program. The grant supported our work to advocate for the rigorous research and evidence-based design of health games. We gathered and disseminated resources to serve health games researchers and developers; created new resources; maintained and expanded the extensive online searchable Health Games Database we developed that contains information about health games and related publications and organizations; conducted studies of health games; gave presentations at conferences and professional meetings; and worked to advance the field. Funding source: Robert Wood Johnson Foundation.

Lieberman, D.A. (2010-2015). Lifestyle Improvement Game to Delay Alzheimer's Onset and Support Treatment. This grant supported research and development of a social network, health promotion materials, goal-setting and self-tracking, and brain games, aimed at improving healthy lifestyle behaviors that are known to help maintain cognitive skills and delay the onset of Alzheimer's disease. Novel use of avatars provided feedback on individuals' self-tracking and progress toward personal lifestyle goals. A randomized controlled outcome study assessed uses and effects, and the influence of social comparison in motivating healthy lifestyle change. Funding source: Alzheimer's Association and Intel, with partnership contributions from Mindbloom, Digifit, and Lumosity.com.

Lieberman, D.A. (2007-2013). Health Games Research, National Program Office at UCSB. A six-year grant from the Robert Wood Johnson Foundation supported a national program at UCSB, called Health Games Research, established to advance the research, design, and effectiveness of games for health. We wrote calls for proposals (2007 and 2008), convened a national advisory board, and oversaw the review process to select research grant proposals to fund. We awarded $4 million to 21 research projects nationwide in universities and medical centers; provided assistance to the 21 research projects; conducted studies of video game uses and effects; and provided scientific leadership, advocacy, and resources to the health games field. Funding source: Robert Wood Johnson Foundation. .

Lieberman, D.A. (2007). Narrative and Nurturing in a Health Video Game: A Comparative Study of Video Game Features. This randomized controlled trial of the cancer education video game, *Re-Mission*, identified how healthy players cognitively and emotionally processed narrative features in the game in ways that improved their cancer prevention behaviors. Funding source: HopeLab.

Lieberman, D.A. (2005). Effects of a Cancer Education Video Game on the Cancer-Related Knowledge, Attitudes, and Prevention Behaviors of Healthy Young Adults. The aim of this study was to identify how healthy young adults were influenced by *Re-Mission*, a cancer education game that was designed to improve the treatment adherence of young adults who have cancer. The study hypothesized and found that this game changed healthy young adult players' knowledge and attitudes about cancer and their intentions to improve their prevention behaviors. Funding source: HopeLab.

Lieberman, D.A. (1995-1997). Using a Video Game to Teach Children About Asthma – Phase II. This grant supported the design, development, and randomized clinical trial outcomes research of an asthma self-management video game on the Super Nintendo video game platform for asthmatic children and adolescents ages 7 to 16. Studies found that the game reduced players' asthma-related emergency and urgent care visits by 40 percent. Funding source: National Institute of Allergy and Infectious Diseases (NIAID).

Lieberman, D.A. (1995-1996). Diabetes Home Data Manager. This grant funded the design, implementation, and field testing in clinical settings of a telemedicine system that linked diabetic patients with their clinic online. Patients downloaded data into the system and clinicians and case managers communicated with the patients online. Funding source: National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK).

Lieberman, D.A. (1994-1996). Computer Game for Diabetes Education – Phase II. This grant supported the design, development, and six-month randomized controlled trial outcome study of a type 1 diabetes self-management video game on the Super Nintendo video game platform for diabetic children and adolescents ages 7 to 16. The randomized controlled trial found that the game reduced players' diabetes-related emergency and urgent care visits by 77 percent in six months. Funding source: National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK).

Lieberman, D.A. (1994-1995). Using a Video Game to Teach Children About Asthma – Phase I. This grant supported the design, development, and field testing of a prototype of an asthma self-management video game for children and adolescents ages 7 to 16. Funding source: National Institute of Allergy and Infectious Diseases (NIAID).

Advisory roles and editorial boards (recent, selected)

2017 (forthcoming). Advisor to an industry consortium, led by Johnson & Johnson, working on childhood obesity prevention, with a focus on psychosocial and lifestyle aspects of obesity and methods for improving health behaviors, including the use of digital games and social networks.

2015-present. Advisor to the US Fund for UNICEF to evaluate their Kid Power program in public schools and for families. In these popular and successful programs, children wear activity-tracking wrist bands (Kid Power Bands) and their steps earn packets of nutritious food for malnourished children worldwide.

2015-present. Advisor to the VERITAS project that creates digital media to help interviewers detect lying and deception.

2014-present. Advisor to the national organization Games for Change on a project funded by the Packard and Gates Foundations to identify assessment methods and key effects of video games for social impact.

2013-present. Advisor to the American Academy of Pediatrics (AAP) Committee on Children and Media to develop programs and policies related to children's use of digital media and games.

2013-present. Advisor to the AARP on the use of media and digital games to improve retired adults' health, healthy lifestyle, financial planning, personal resilience, and ability to prevent and respond effectively to life crises.

2013-present. Advisor to the NSF-funded video game development project called Hard Fun Learning Mathematics: An Action Game to Stimulate Number Sense, directed by Professor Daphne Bavelier of the University of Rochester in collaboration with the Joan Ganz Cooney Center at Sesame Workshop and E-Line Media.

2012-present. Member of the Academic Consortium on Games for Impact that advises the White House Office of Science and Technology Policy and other government agencies on the use of digital media and games for learning, health, and science engagement.

2012-present. Advisor to Pro-Change, a company led by Professor James Prochaska of the University of Rhode Island, to integrate principles of health game design into their health interventions based on Prochaska's Stages of Change (Transtheoretical) behavior change audience segmentation model.

2011-present. Associate Editor, *Games for Health Journal: Research, Development, and Clinical Applications.*

2003-present. Editorial Board member, *Games & Culture: A Journal of Interactive Media.*

2002-present. Editorial board member, *Computers in Entertainment*.

2016. Advisor to SAGE Publishing, to help integrate interactive learning activities into online textbooks.

2015-2016. Advisor to LumiKids, a former subsidiary of Lumosity.com that produced games for young children to improve their cognitive, lingustic, learning, socio-emotional, and motor skills,

2015-2016. Advisor to the National Center for Ecological Analysis and Synthesis (NCEAS) and Science for Nature and People (SNAP) to help develop climate change video games.

2014-2016. Advisor to Sproutel, a company that develops interactive plush toys and digital media for young children to help them manage chronic conditions such as diabetes, asthma, and allergies.

2013-2015. Advisor to the AARP on the use of media and digital games to improve retired adults' health, healthy lifestyle, financial planning, personal resilience, and ability to prevent and respond effectively to life crises.

2013-2015. Advisory Board Member, Aspen Institute, *Initiative on Sports and Technology*, to identify ways to use media and game technologies to improve young people's involvement in physical activity and team sports.

2013-2014. Advisor to the NSF-funded video game development project called *Hard Fun Learning Mathematics: An Action Game to Stimulate Number Sense*, directed by Professor Daphne Bavelier of the University of Rochester in collaboration with the Joan Ganz Cooney Center at Sesame Workshop and E-Line Media.

2012-2015. Advisor to Sitio Saludable, a former Spanish-language media company that sought funding to develop a telenovela (soap opera) and digital media and games designed to improve the health literacy and health behaviors of Latinos in the US.

2005-2013. Advisory Board member for Hollywood, Health, and Society, an organization at USC's Annenberg School for Communication and funded by federal health agencies and the Gates Foundation to provide accurate health information to TV, film, and interactive media writers who include health information and dramatic health-related stories in their scripts.

2012. Guest Co-Editor for a special issue, called Serious Games for Diabetes, Obesity, and Healthy Lifestyle, *Journal of Diabetes Science and Technology*, July 2012.

2010-2011. Planning Committee member and research lead for conference sponsored by the American Heart Association and Nintendo of America, called *The Power of Play: Innovations in Getting Active*, San Francisco, January 2011.

2004-2011. Educational Consultant for weekly series of online interactive learning games and activities for children ages 3-5, featuring Disney characters, called *Playhouse Disney Preschool Time Online*.

2010. Program Committee for *Meaningful Play Conference*, East Lansing, MI, 2011.

2009. Guest Co-Editor for a special journal issue, called Digital Media Technologies and Child Development, in *Computers and the Schools*.

2006-2009, Jury member for the *Everett Rogers Prize*, awarded annually to an outstanding scholar in the field of entertainment-education.

2004-2007. Executive Team member for a project at Abt Associates funded by the U.S. Office of Disease Prevention and Health Promotion (ODPHP), entitled *Prevention Content for ODPHP Websites and Print Materials*.

Publications: Journal articles and book chapters (selected)

Lieberman, D.A. (2015). Using digital games to promote health behavior change. Chapter in S. Sundar (Ed.). The Handbook of the Psychology of Communication Technology. Malden, MA: Wiley Blackwell.

Lieberman, D.A., Biely, E., Thai, C.L., & Peinado, S. (2014). Transfer of learning from video game play to the classroom. Chapter in F. Blumberg (Ed.), Learning by Playing: Video Gaming in Education. New York: Oxford University Press, pp. 189-203.

Ferguson, B., Tarini, P., Lieberman, D., Gazzaley, A., Anderson-Hanley, C., Gay, G., Chambers, J.C., Sawyer, B., & Bryant, B. (2013). Funding for health games research after the Robert Wood Johnson Foundation Pioneer Portfolio. Games for Health Journal: Research, Development, and Clinical Applications 2(1), 13-17.

Baranowski, T., Lieberman, D., Buday, R., Peng, W., Zimmerli, L., Weiderhold, B., & Kato, P.M. (2013). Videogame mechanics in games for health. Games for Health Journal: Research, Development, and Clinical Applications 2(4), 194-204.

Lieberman, D.A. (2013). Designing digital games, social networks, and mobile technologies to motivate and support health behavior change. Chapter in R.E. Rice & C.K. Atkin (Eds.), Public communication campaigns (4th Edition). Thousand Oaks, CA: Sage Publications, pp. 273-287.

Ferguson, B., Baranowski, T., Bingham, P., Lieberman, D., Medina, E., Schell, J. & Yohannan, S. (2012). Health games come of age: An expert panel discussion. Games for Health Journal: Research, Development, and Clinical Applications 1(1), 11-17.

Ferguson, B. & Lieberman, D.A. (2012). In the beginning…An interview with Debra Lieberman, Ph.D., University of California, Santa Barbara. Games for Health Journal: Research, Development, and Clinical Applications 1(2), 87-89.

Lieberman, D.A. (2012). Digital games for health behavior change: Research, design, and future directions. Chapter in S.M. Noar & N.G. Harrington (Eds.), eHealth applications: Promising strategies for behavior change. New York: Routledge, pp. 110-127.

Lieberman, D.A. (2012). Video games for diabetes self-management: Examples and design strategies. Journal of Diabetes Science and Technology, 6(4), 802-806.

Lieberman, D.A., Chamberlin, B., Medina, E. Jr., Franklin, B.A., McHugh Sanner, B.M., & Vafiadis, D.K. (2011). The Power of Play: Innovations in Getting Active Summit 2011: A science panel proceedings report from the American Heart Association. Circulation, 123(21), 2507-2516.

Ferguson, B., Baranowski, T., Bingham, P., Lieberman, D., Media, E., Schell, J., & Yohannan, S. (2011). Why games for health now? Games for Health Journal: Research, Development, and Clinical Applications 1(1), 1-3.

Mayer, R.E. & Lieberman, D.A. (2011). Conducting scientific research on learning and health behavior change with computer-based health games. Educational Technology, 51(5), 3-14.

Lieberman, D.A. (2009). Designing serious games for learning and health in informal and formal settings. Chapter in U. Ritterfeld, M. Cody, & P. Vorderer (Eds.), Serious games: Mechanisms and effects. New York: Routledge, pp. 117-130.

Lieberman, D.A., Bates, C.H., & So, J. (2009). Young children's learning with digital media. Computers in the Schools, 26(4), 271-283.

Lieberman, D.A., Fisk, M.C., & Biely, E. (2009). Digital games for young children ages three to six: From research to design. Computers in the Schools, 26(4), 299-313.

Lieberman, D.A. (2006). What can we learn from playing interactive games? Chapter in P. Vorderer & J. Bryant (Eds.), Playing video games: Motives, responses, and consequences. Mahwah, NJ: Lawrence Erlbaum Associates, pp. 379-397.

Lieberman, D.A. (2003). Exploring interactivity. Chapter in B. Dervin & S.H. Chaffee (Eds.), Communication, a different kind of horse race: Essays honoring Richard F. Carter. NY: Hampton Press.

Lieberman, D.A. (2003). Children and video games: A guide for parents. Washington, DC: U.S. Dept of Health and Human Services.

Lieberman, D.A. (2003). Review of current of research on electronic games. Chapter in Effects of electronic interactive games. Los Angeles, CA: Mediascope.

Chaffee, S.H. & Lieberman, D.A. (2001). The challenge of writing the literature review: Synthesizing research for theory and practice. In A. Alexander & W.J. Potter (Eds.), How to publish your communication research: An insider's guide. Thousand Oaks, CA: Sage Publications, pp. 23-46.

Lieberman, D.A. (2001). Impacts of media violence on children and youth. Interactions: SIGCHI Bulletin, 5.

Lieberman, D.A. (2001). Management of chronic pediatric diseases with interactive health games: Theory and research findings. Journal of Ambulatory Care Management, 24(1), 26-38.

Lieberman, D.A. (2001). Using interactive media in communication campaigns for children and adolescents. Chapter in R. Rice & C. Atkin (Eds.), Public communication campaigns, 3rd edition. Newbury Park, CA: Sage Publications, pp. 373-388.

Lieberman, D.A. (1999). The researcher's role in the design of children's media and technology. Chapter in A. Druin (Ed.), The design of children's technology. San Francisco: Morgan Kaufmann Publishers, pp. 73-97.

Izenberg, N. & Lieberman, D.A. (1998, July). The web, communication trends, and children's health, Part 5: Encouraging positive and safe Internet use. Clinical Pediatrics, 37(7), 397-408.

Izenberg, N. & Lieberman, D.A. (1998, June). The web, communication trends, and children's health, Part 4: How children use the web. Clinical Pediatrics, 37(6), 335-344.

Izenberg, N. & Lieberman, D.A. (1998, May). The web, communication trends, and children's health, Part 3: The web and health consumers. Clinical Pediatrics, 37(5), 275-285.

Izenberg, N. & Lieberman, D.A. (1998, April). The web, communication trends, and children's health, Part 2: The web and the practice of pediatrics. Clinical Pediatrics, 37(4), 215-221.

Izenberg, N. & Lieberman, D.A. (1998, March). The web, communication trends, and children's health, Part 1: Development and technology of the Internet and web. Clinical Pediatrics, 37(3), 153-157.

Brown, S.J., Lieberman, D.A., Gemeny, B.A., Fan, Y.C., Wilson, D.M., & Pasta, D.J. (1997). Educational video game for juvenile diabetes: Results of a controlled trial. Medical Informatics, 22(1), 77-89.

Also published in J.H. van Bemmel & A.T. McCray (Eds.) (1998). Yearbook of Medical Informatics 1998. Stuttgart: Schattauer Publishers, pp.490-502.

Lieberman, D.A. (1997). Interactive video games for health promotion: Effects on knowledge, self-efficacy, social support, and health. Chapter in R.L. Street, W.R. Gold, & T. Manning (Eds.), Health promotion and interactive technology: Theoretical applications and future directions. Mahwah, NJ: Lawrence Erlbaum Associates, pp. 103-120.

Lieberman, D.A. & Brown, S.J. (1995). Designing interactive video games for children's health education. Chapter in K. Morgan, R.M. Satava, H.B. Sieburg, R. Mattheus, and J.P. Christensen (Eds.), Interactive technology and the new paradigm for healthcare. Amsterdam: IOS Press, pp. 201-210.

Lieberman, D.A. (1992). The computer's potential role in health education. Health Communication, 4(3), 211-225.

Lieberman, D.A. & Linn, M.C. (1991). Learning to learn revisited: Computers and the development of self-directed learning skills. Journal of Research on Computing in Education, 23(3), 373-395.

Lieberman, D.A., Chaffee, S.H., & Roberts, D.F. (1988). Computers, mass media, and schooling: Functional equivalence in uses of new media. Social Science Computer Review, 6(2), 224-241.

Krendl, K.A. & Lieberman, D.A. (1988). Computers and learning: A review of recent research. Journal of Educational Computing Research, 4(4), 367-389.

Chen, M., Lieberman, D., & Paisley, W. (1985). Microworlds of research. Chapter in M. Chen & W. Paisley (Eds.), Children and microcomputers: Research on the newest medium. Beverly Hills, CA: Sage Publications, pp.276-296.

Lieberman, D. (1985). Research on children and microcomputers: A review of utilization and effects studies. Chapter in M. Chen & W. Paisley (Eds.), Children and microcomputers: Research on the newest medium. Beverly Hills, CA: Sage Publications, pp. 59-83.

Lieberman, D. (1982). Interactive videodisc: Talking back to television. Educational Technology, 1(3), 8-16.

Lieberman, D.A (1982). Federally funded television programming in the commercial marketplace. Television and Children, 5(3), 28-35.

Lieberman, D. (1980). A new high school curriculum: Critical television viewing skills. National Association of Secondary School Principals Bulletin, 64(2), 11-25.

Research reports (selected)

Lieberman, D.A., Biely, E., Fisk, M.C., DeMartino, C.H., So, J., Thai, C.L., Peinado, S., Prestin, A., & Bondad-Brown, B.A. (2015). Playful nation: Two surveys of video game play in the United States, 2010 and 2013, ages 1 to 93. Report for the Robert Wood Johnson Foundation, Princeton, NJ. 78 pages.

Lieberman, D.A. & Biely, E. (2015). Outcome study: Lifestyle improvement intervention to enhance healthy adults' cognitive health and delay Alzheimer's onset. Report for the Alzheimer's Association. 27 pages.

Lieberman, D.A. (2010). Designing Games for the *Apps for Healthy Kids* Competition. Game design strategies to use in the *Apps for Healthy Kids* game design challenge, web materials sponsored and posted online by First Lady Michelle Obama's Let's Move! campaign, Washington, DC. 4 pages.

Lieberman, D.A. & Donner, A. (2008). Using Electronic Games to Empower Healthy Lifestyles, Prevention and Self-Care: Theory and Research Findings. Report for Physic Ventures, 117 pages.

Lieberman, D.A. (2007). Children's active learning with interactive video. Report for Funrise Toy Corporation, Los Angeles. 8 pages.

Lieberman, D.A. (2006). Evidence-based strategies for improving health behaviors via interactive television. Report for Philips Medical Systems, Andover, MA. 15 pages.

Lieberman, D., Lloyd-Kolkin, D., Kreuter, M., & Eng, T. (2005). Design and effectiveness of prevention content online: Current research findings. Report for the U.S. Office of Disease Prevention and Health Promotion, Department of Health and Human Services, Washington, DC. 75 pages.

Lieberman, D.A. (2005). Appeal, perceived quality, and potential use of alcohol information web pages targeted to UCSB undergraduates: A comparative evaluation. Randomized, controlled experiment conducted for UCSB Student Health Services, Santa Barbara, CA. 48 pages.

Lieberman, D.A. (2004). Instructional design document for *Playhouse Disney Preschool Time Online*. Developed for the Disney Internet Group to support the design of online interactive learning activities for young children. Walt Disney Company, Burbank, CA. 36 pages.

Lieberman, D.A. (2003). Using adventure game formats in educational software: Effects on children's motivation and learning. Report for software publisher Riverdeep - The Learning Company, Novato, CA. 27 pages.

Lieberman, D.A (2000). Pilot study of the *Lifestyles* online weight management program with employees at GTE in Atlanta: Usage, satisfaction, social support, and health outcomes. Conducted for Salus Media, Carpinteria, CA. 55 pages.

Lieberman, D.A. (2000). Pilot study of the *Lifestyles* online stress management program with employees at TRW in Los Angeles: Usage, satisfaction, behavior change, work productivity, and health outcomes. Conducted for Salus Media, Carpinteria, CA. 43 pages.

Lieberman, D.A. (2000). *Lifestyles* usability report. Study conducted for Salus Media, Carpinteria, CA. 21 pages.

Lieberman, D.A. (1999) Review of *Lifestyles* prototype and recommendations for redesign. Report for Salus Media, Carpinteria, CA. 27 pages

Lieberman, D.A. (1998). Users' comprehension, enjoyment, trust, and interactions with Max, a conversational online character and web site guide. Study conducted for Extempo Systems, San Jose, CA. 15 pages.

Lieberman, D.A. (1997). Appeal, ease of use, and perceived usefulness of three interfaces displaying television programming and related web content on one screen. Study conducted for WebTV, Palo Alto, CA. 12 pages. (This is one of 19 usability studies conducted by Lieberman for WebTV to test its interface elements, software and technology features, and interactive entertainment formats.)

Lieberman, D.A. (1995). Japanese computer users' responses to the U.S. version of the Macintosh operating system: Results of focus groups, interviews, and surveys conducted in Japan. Study conducted for Apple Computer, Cupertino, CA. 110 pages.

Lieberman, D.A. (1995). Usability findings and design recommendations for Macintosh assistance tools. Conducted for Apple Computer, Cupertino, CA. 12 pages. (This is one of 26 field studies and in-house usability studies conducted by Lieberman for Apple in 1995, focusing on operating system features, the design of educational software, and the interface for interactive TV.)

Lieberman, D.A. (1995). User requirements report: Needs and preferences of students, teachers, and school administrators for school-based online learning software. Study conducted for Apple Computer, Cupertino, CA. 220 pages.

Lieberman, D.A. (1995). Three studies of an asthma self-management video game. Studies conducted with funding from the National Institute of Asthma and Infectious Diseases. 35 pages.

Lieberman, D.A. (1994). Effects of a smoking prevention video game on children and their parents. Study conducted for the State of California Tobacco Prevention Program. 18 pages.

Lieberman, D.A. (1993). Children's interactive media use, format and content preferences, and learning styles. Report for Paramount Interactive, to help them develop a children's software series. Paramount Interactive, Palo Alto, CA. 76 pages.

Lieberman, D.A. (1993). Protocol for a nationwide field evaluation of the *Galaxy Classroom* satellite-delivered K-8 curriculum. Report for *Galaxy Classroom* in collaboration with Far West Laboratory for Educational Research and Development, San Francisco, CA. 40 pages.

Lieberman, D.A. (1993). Design recommendations for CCC's *Choosing Success*, an interactive learning program with games and simulations to teach life skills and social problem-solving skills to at-risk teens. Field test findings and instructional design ideas for Computer Curriculum Corporation, Sunnyvale, CA. 131 pages.

Russell, S.B. & Lieberman, D.A. (1989). Perceptions of racial discrimination and inequality among Stanford faculty and staff. Survey conducted for Stanford University in collaboration with SRI International, Menlo Park, CA. 42 pages.

Russell, S.B. & Lieberman, D.A. (1989). Perceptions of racial discrimination and inequality among Stanford undergraduate and graduate students. Survey conducted for Stanford University in collaboration with SRI International, Menlo Park, CA. 37 pages.

Russell, S.B. & Lieberman, D.A. (1989). Projected attendance at Giants games if a ballpark were built in Santa Clara County: Results of a representative sample survey of Bay Area baseball fans. Survey conducted for the San Francisco Giants when they were considering a move to Santa Clara County, in collaboration with SRI International, Menlo Park, CA. 68 pages.

Lieberman, D.A. (1987). Current research on computers and learning. Literature review conducted for Apple Computer, Cupertino, CA. 130 pages.

Lieberman, D.A. (1986). Reading, television, and computers: Children's patterns of media use and academic achievement. Doctoral dissertation. Department of Communication, Stanford University. 140 pp.

Price, V., Ritchie, D., Roberts, D.F., & Lieberman, D.A. (1986). The Stanford Reading and Television Study: A progress report. Report for the Markle Foundation. 23 pages.

Rockman, S. & Lieberman, D.A. (1985). Impacts of computer gifts to California schools. Survey of 500 public schools, sponsored by the state of California, to assess benefits and drawbacks of computer hardware gifts to schools from computer manufacturers. 85 pages.

Shapiro, K.A, Lloyd-Kolkin, D.B., & Lieberman, D.A (1980). Federal funding for PBS programming in the performing arts: An impact evaluation. Research funded by the National Endowment for the Arts, Washington, DC. 146 pages.

Conference presentations, webinars, and other talks (selected)

Lieberman, D.A., Hawkins, T., & Schooler, J. (2016). Digital Games Designed to Improve Mindfulness and Social-Emotional Health. Panel hosted by the Center for Digital Games Research, UC Santa Barbara, Santa Barbara, CA.

Lieberman, D.A. (2015). Consulting for Industry Clients Successfully and Effectively as Games Researchers. Webinar hosted by the Center for Digital Games Research, UC Santa Barbara, Santa Barbara, CA.

Lieberman, D.A. (2015). How Digital Games Can Motivate and Support Learning and Behavior Change. Presentation at Gaming the Future of Climate Change, a workshop at the National Center for Ecological Analysis and Synthesis, Santa Barbara.

Lieberman, D.A. (2015). UNICEF Kid Power: Getting Active and Saving Lives. Panel introduction at US Fund for UNICEF Annual Meeting, New York.

Lieberman, D.A. (2015). Health Impacts of Digital Media. Keynote presentation at Growing Up Digital, a research symposium of the American Academy of Pediatrics, Chicago.

Lieberman, D.A. (2015). Health Games: Innovation or Fad? Panel presentation at the annual meeting of the Association of Health Care Journalists, Santa Clara, CA.

Lieberman, D.A. (2015). Research on Health Games: Current Progress and Future Aims for the Field. Webinar hosted by the Center for Digital Games Research, UC Santa Barbara, Santa Barbara, CA.

Lieberman, D.A. (2015). Digital Health: Hype or Hope? Panel presentation at MIT Enterprise Forum, Santa Barbara, CA.

Lieberman, D.A. (2015). Radio interview with Randi Zuckerberg about the Center for Digital Games Research on her SiriusXM program, Dot Complicated.

Lieberman, D.A. (2015). Health Communication: Health Games. Video interview of Debra Lieberman about her research and about the Center for Digital Games Research, for SAGE Publications academic video series, Media and Communication Research in Practice.

Lieberman, D.A. (2015). Digital Games for Health: Research, Design, and Implementation. Presentation at Games Workshop, UC Irvine School of Medicine and UC Irvine Research Institute in Virtual Environments and Computer Games, Irvine, CA.

Lieberman, D.A. & Biely, E. (2014). Using Spatial Experience in Digital Games to Support Learning and Health Behavior Change. Presentation at ThinkSpatial, a forum on spatial thinking at the UCSB Center for Spatial Studies, Santa Barbara, CA.

Lieberman, D.A. (2014). Designing Media and Games to Motivate Behavior Change. Invited presentation at the NSF-funded Symposium on Impact-Based Research, at the Center for Games and Impact, Arizona State University, Tempe, AZ.

Lieberman, D.A. (2014). Video Games: Powerful Environments for Health Behavior Change. Invited keynote speaker at Got Game? Serious Fun for Serious Health, a forum for program officers at the National Institutes of Health, Bethesda, MD.

Lieberman, D.A. (2013). Can Playing Video Games Improve Children's Health? Invited featured speaker at the annual meeting of the American Academy of Pediatrics, Orlando, FL.

Lieberman, D.A. (2013). Game Changer: Using Digital Games to Motivate Patient Behavior Change and Support Clinical Care. Invited speaker at Health 2.0: Digital Technology in Clinical Care, sponsored by the New York Academy of Sciences, New York, NY.

Lieberman, D.A. (2013). Video Game Play and Cognitive Skills: From Research to Clinical Practice. Presentation at the annual Brain Waves Research Symposium sponsored by the Alzheimer's Association California Central Chapter, Santa Barbara, CA.

Lieberman, D.A. (2013). Using Emotion, Social Interaction, Self-Awareness, and Cognitive Challenge in the Design of Games to Boost the Brain. Invited speaker at the annual meeting of ESCoNS (Entertainment Software and Cognitive Neurotherapeutics Society), Los Angeles, CA.

Lieberman, D.A. (2013). Video Games for Health Behavior Change. Invited speaker at quarterly meeting of the Trusteeship of Southern California, Santa Barbara, CA.

Lieberman, D.A. (2013). Your Avatar Can Make the Future Real. Presentation at the annual Games for Health Conference, Boston, MA.

Lieberman, D.A. (2013). Research on Games for Health: Trends, Innovations, and Standout Studies. Presentation at the annual Games for Health Conference, Boston, MA.

Lieberman, D.A. (2013). Five Ways Video Games Can Improve Our Health. Invited speaker at the monthly meeting of the Santa Barbara Usability Professionals Group, Santa Barbara, CA.

Lieberman, D.A. (2013). Opportunities in Corporate Wellness and Healthcare. Invited panel speaker and panel member at meeting of MIT Enterprise Forum Central Coast, Santa Barbara, CA.

Lieberman, D.A. (2012). Using Video Games and Entertainment-Education to Improve Health Behaviors and Outcomes. Invited speaker at Nova Southeastern University Medical Center, Fort Lauderdale, FL

Lieberman, D.A. (2012). Designing Video Games for Cognitive Health: Evidence-Based Design Strategies. Invited speaker at White House meeting on cognitive health and games. Washington, DC.

Lieberman, D.A., Biely, E., Nijem, R., & Delcor, M. (2012). Current Research on Games for Managing Chronic Conditions. Presented at the annual meeting of the Games for Health Conference, Boston.

Lieberman, D.A., Biely, E., Peinado, S., & Thai, C.L. (2012). Health Games Research National Program: Discoveries and Game Design Principles from Our Grantees' Research. Presented at the annual meeting of the Games for Health Conference, Boston.

Lieberman, D.A. & Biely, E. (2012). Using Social Media, Avatars, and Games to Improve Lifestyle Behaviors and Cognitive Health. Presentation at the annual Brain Waves Research Symposium sponsored by the Alzheimer's Association California Central Chapter, Santa Barbara, CA.

Lieberman, D.A. (2012). Using Digital Games and Game Technologies to Promote Fitness. Invited speaker at a conference called Best Practices in Fitness Promotion, sponsored by the Santa Barbara County Department of Public Health, Santa Barbara, CA.

Lieberman, D.A. & Biely, E. (2011). Lifestyle Improvement Game Pilot Study Results. Presented at the annual grantee meeting of the Everyday Technologies and Alzheimer's Care (ETAC) program, sponsored by the Alzheimer's Association and Intel, Toronto, Canada.

Lieberman, D.A. (2011). Active Games: Current Research and Future Directions. Invited speaker at the symposium called Power of Play: Innovations in Getting Active, sponsored by the American Heart Association and Nintendo of America, San Francisco.

Lieberman, D.A. (2011). Games as Life Changers. Invited speaker at the annual Transform Conference, Mayo Clinic, Rochester, MN.

Lieberman, D.A. (2011). Evolution of Gaming and Its Effects on Health and Wellness. Invited speaker at the annual mHealth Summit, Washington, DC.

Lieberman, D.A., Peinado, S., Rodriguez, K., & Biely, E. (2011). The Psychology of Avatars: A Roundup of Research & Design Ideas. Presented at the annual meeting of the Games for Health Conference, Boston.

Lieberman, D.A. (2011). When it Comes to Behavior Change, Not All Fun and Games Are Created Equal. Invited speaker at the annual Sustainable Brands conference, Monterey, CA.

Lieberman, D.A. (2011). Using the Body to Display Health Data in Digital Games for Health. Invited speaker at SciFoo, sponsored by O'Reilly Media and Google, Mountain View, CA.

Lieberman, D.A. (2010). Can Playing Digital Games Improve Our Health? Invited speaker at TEDxAmericanRiviera, Santa Barbara, CA.

Lieberman, D.A. (2010). Motivations and Rewards in Serious Games: Impacts on Player Engagement, Learning, and Behavior Change. Presented at the biannual Meaningful Play conference, East Lansing, MI.

Lieberman, D.A. (2010). Health Games: New Developments in Research and Design. Invited speaker at Teachers College, Columbia University, New York, NY.

Lieberman, D.A. (2010). Health Games Research National Program. Presentation at SciFoo conference, sponsored by O'Reilly Media and Google, Mountain View, CA.

Lieberman, D.A. (2010). How Can Video Games Improve Science and Health? Presentation at SciFoo, sponsored by O'Reilly Media and Google, Mountain View, CA.

Lieberman, D.A. (2010). Kids, Games, and Interactivity. Presented to producers of children's learning gmaes and social networks, Walt Disney Company, Burbank, CA.

Lieberman, D.A. (2010). Nutrition Games: Current Practices and Future Directions. Presented (via Skype video) at a symposium on the design and implementation of nutrition video games, sponsored by the Games for Health Initiative, Portland, ME.

Lieberman, D.A. (2010). Beyond "Catch the Fruit:" An Overview of Current Nutrition Games. Presented at the annual meeting of the Games for Health Conference, Boston.

Lieberman, D.A. (2010). Health Games: From Research to Design. Invited speaker at the annual Kentucky Conference on Health Communication, University of Kentucky, Lexington, KY.

Lieberman, D.A. (2010). Ten Ways Playing Video Games Can Improve Our Health. Presentation sponsored by the Carsey-Wolf Center for Film, Television, and New Media, UC Santa Barbara, Santa Barbara, CA.

Lieberman, D.A. (2010). How Digital Games Improve Health Behaviors and Outcomes: Research Evidence on Effectiveness. Invited speaker at the National Institutes of Health, Rockville, MD.

Lieberman, D.A. (2010). Using Digital Games to Improve Health Outcomes: Advancing the Field. Invited speaker at the US Office of Disease Prevention and Health Promotion, Rockville, MD.

Lieberman, D.A. (2010). Digital Media for Learning and Health Behavior Change. Invited speaker at the conference, Digital Media & Communication Technologies in Adolescent Drug Abuse Treatment, sponsored by the National Institute on Drug Abuse (NIDA), Rockville, MD.

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Lieberman, D.A. (2010). Designing Mobile Games and Apps to Improve Health. Invited speaker at Nokia Research Center, Palo Alto, CA..

Lieberman, D.A. (2009). Lifestyle Improvement Game to Delay Alzheimer's Onset and Support Treatment. Presentation. Presented at the annual grantee meeting of the Everyday Technologies and Alzheimer's Care (ETAC) program, sponsored by the Alzheimer's Association and Intel, Portland, OR.

Lieberman, D.A. (2009). Game Changer: Investing in Digital Play to Advance Children's Learning and Health. Panel presentation at a symposium and congressional summit sponsored by the Joan Ganz Cooney Center at Sesame Workshop, Washington D.C.

Lieberman, D.A. (2009). Interactive Games to Promote Behavior Change. Invited presentation sponsored by the Center for Information Technology and Society, UC Santa Barbara, Santa Barbara, CA,

Lieberman, D.A. (2009). Narratives in New Media: Recent Research Findings. Invited speaker (via Skype video) at the Power of Narratives conference, Centers for Disease Control and Prevention (CDC), Atlanta.

Lieberman, D.A. (2009). The Coming Age of Sensor-Based Health Games. Presented at the annual meeting of the Games for Health Conference, Boston.

Lieberman, D.A. (2009). Digital Games for Health and Learning. Invited speaker at the annual Healthy Kids Healthy Schools Summit, Houston, TX.

Prestin, A., So, J., Anderson, G., Kang, P. & Lieberman, D.A. (2008). When Someone Close to You Has Had Cancer: Prior Experience and Effects of a Cancer Education Video Game. Presented at the annual meeting of the National Communication Association, San Diego.

Lieberman, D.A. (2008). Games and Health Care Improvement: Current Trends. Invited speaker at Summit for Behavioral Telehealth, sponsored by Harvard Medical School, Boston.

Lieberman, D.A. & Bergeron, B. (2008). Games, Simulations, and Social Media in Behavioral Health and Disease Management. Co-directed a multi-session post-summit workshop at the annual Summit for Behavioral Telehealth, Boston.

Anderson, G., Kang, P., & Lieberman, D.A. (May 2008). Playing a Health Video Game: Impacts of Social Interaction and Gender on Health Outcomes. Paper presented at the annual meeting of the International Communication Association, Montreal.

Lieberman, D.A. (2008). Using Interactive Games to Improve Health Knowledge, Skills, and Behaviors. Invited speaker at the annual Dust or Magic: Children's New Media Design Institute Conference, Lambertville, NJ.

Lieberman, D.A. (2008). Impacts of Narrative, Nurturing, and Game-Play on Health Related Outcomes in an Action-Adventure Health Game. Presented at the Meaningful Play conference, East Lansing, MI. (Top 3 paper award.)

Lieberman, D.A. (2008). Using Interactive Media to Engage Children and Teens in Health Messages. Invited speaker at the National Human Genome Research Institute (NHGRI), Bethesda, MD.

Lieberman, D.A. (August 2008). Health Games That Work: Examples of Well Designed Health Games and Related Research Findings. Presentation at the CDC's national conference on Health Communication, Media, and Marketing, Atlanta.

Lieberman, D.A. (2008). Effects of Narrative, Nurturing, and Game Play in an Action-Adventure Health Game. Presented at the annual meeting of the Games for Health Conference, Baltimore.

Lieberman, D.A. (2008). What Do Children Learn When Playing Video Games?. Invited speaker at the annual meeting of the American Psychological Association, Boston.

Lieberman, D.A. (2008). The Power of Narrative in New Media. Invited speaker (via Skype video) at the Power of Narratives conference, sponsored by the Centers for Disease Control and Prevention (CDC), Atlanta.

Lieberman, D.A. (2008). Health eGames for Preventing and Managing Disease: What the Research Says. Invited speaker at the annual meeting of Physic Ventures, San Francisco.

Lieberman, D.A. (2008). Interactive Games for Pediatric Health Education and Behavior Change.. Invited speaker at the annual meeting of the Health Care Education Association, Tempe, AZ.

Lieberman, D.A. (2008). Games, Consumer Engagement, and Outcomes. Invited speaker at the Health eGames Conference for senior managers at Johnson & Johnson, Philadelphia. Also conference organizer, moderator.

Lieberman, D.A. (2007). The Science Behind eGames. Co-chair and keynote speaker for a two-day invited conference, CDC's Strategic Look at eGames, sponsored by the National Center for Health Marketing, Centers for Disease Control and Prevention, Atlanta.

Lieberman, D.A. (2007). Designing Interactive Games for Health Promotion: How, Why, and What the Research Says. Invited speaker for a special meeting of program directors from many centers at the Centers for Disease Control and Prevention, Atlanta.

Lieberman, D.A. (2007). Using Interactive Media to Promote Health Behavior Change: Evidence-Based Methods. Keynote speaker at the annual Summit on Behavioral Telehealth, a conference sponsored by Harvard Medical School and other medical organizations, Boston, MA.

Lieberman, D.A. (2007). Research Models for the Study of Serious Games. Invited speaker at Serious Games: Learning, Development and Change, conference sponsored by the Annenberg School for Communication, University of Southern California, Los Angeles.

Prestin, A. & Lieberman, D.A. (2007). Playing the Dance Dance Revolution Video Game: A Uses and Gratifications Perspective. Poster presented at Serious Games: Learning, Development and Change, conference sponsored by the Annenberg School for Communication, University of Southern California, Los Angeles

Lieberman, D.A. & Perry, J. (2006). Interactive Media and Behavioral Health: Strategies for Improving Patients' Diabetes Self-Management. Webcast at the annual meeting of the Diabetes Management Leadership Forum, Denver.

Lieberman, DA. (2006). What Children Learn from Playing Interactive Games. Invited speaker at the annual Dust or Magic: Children's New Media Design Institute Conference, Lambertville, NJ.

Lieberman, D.A. (2006). Re-Mission as an Intervention for Healthy Lifestyles: Impacts of a Cancer Video Game on Healthy Young Adults. Annual meeting of the Games for Health conference, Baltimore.

Lieberman, D.A. (2006) Increasing Health Behavior Change with Interactive Media. Invited speaker at the annual meeting of the Diabetes Disease Management Symposium, Chicago.

Lieberman, D.A. (2006). Computers and Your Child. Satellite media tour, in which I was interviewed from a TV studio in Los Angeles, via satellite, answering questions about research on children and computers, in my role as Educational Consultant for Playhouse Disney Preschool Time Online. I was interviewed by 19 morning TV shows, such as At Home Live, a show that appears in cities across the US; Good Day Colorado, Denver; Morning News, Baltimore; Newswatch, Houston; AM News, Indianapolis; My TV, Boston; Education Notebook, Hartford, CT; News 10 Good Morning, Sacramento; Fox in the Morning, San Diego.

Lieberman, D.A. (2006). Preschool-Age Children and Computers: Guidelines for Parents. Phone interviews with radio stations about children's appropriate use of computers, in my role as Educational Consultant for Playhouse Disney Preschool Time Online. Interviewed by 12 radio programs such as The Frank Truatt Show, New York; The Morning Show, Boston; and Southern California Morning News, Los Angeles.

Lieberman, D.A. (2006). Research Overview: DDR and Other Exergames. Conference on Games for Health, funded by the Robert Wood Johnson Foundation and held at the University of Southern California, Los Angeles.

Lieberman, D.A. (2006). Generation M: Teens and Their Media. Invited speaker to parents at Santa Barbara Middle School, Santa Barbara, CA, about teens, media use, and social networking.

Lieberman, D.A. (2006). Research Methods and Measures in Games for Health. Research Conference on Games for Health, University of Southern California, Los Angeles.

Lieberman, D.A. (2006). Media in a Democratic Society: Media Literacy. I was interviewed about effects of media on children and how to develop children's media literacy skills, as the guest in a half-hour TV program. Interviewed by Bill Cirone, Santa Barbara County Superintendent of Schools.

Lieberman, D.A. (2005). Using Video Games to Improve Health Behaviors. Invited speaker at Challenges and Opportunities in Game-Based Learning, hosted by National Academy of Science, Washington DC.

Lieberman, D.A. (2005). Dance Dance Revolution; The Most Researched Serious Game Ever. Why, and What Have We Learned? Invited speaker at the annual Serious Games Summit, Washington, DC.

Lieberman, D.A. (2005). Using the Re-Mission Video Game to Improve Cancer Prevention in Healthy Young Adults. Invited speaker at HopeLab-sponsored meeting, Serious Games Summit, Washington DC.

Lieberman, D.A. (2004). From Games to Behavior Change. Panelist and presenter in the session, How Can Games Shape Behavior? Invited speaker at the annual Serious Games Summit, Washington, DC.

Lieberman, D.A. (2004). Using Theory and Research to Design Interactive Games for Health Behavior Change. Invited speaker at the first annual Games for Health conference, Madison, WI.

Lieberman, D.A. (2003). Using Online and Interactive Media to Promote Health Behavior Change: Theory and Practice. Presented at International Communication Association annual meeting, San Diego.

Lieberman, D.A., Lingsweiler, R.W., Yao, M.Z., & Chesler, Z.D (2003). Effects of User Control and Perceived Message Tailoring on Users' Responses to a Health Web Site. Paper presented at the International Communication Association annual meeting, San Diego.

Lieberman, D.A. (2003). Using Video Games to Improve Health Behaviors. Presentation to Virtual Learning in Health Communication conference, Annenberg School, University of Southern California, Los Angeles.

Lieberman, D.A. (2002). Diabetes Self-Management Video Game: Theory-Based Design and Results of a Clinical Trial. Presentation to the clinical research staff and administrators of the Sansum Medical Research Foundation, Santa Barbara, CA.

Lieberman, D.A. (2002). Creating Interactive Video Games that Improve Young People's Health Behaviors. Presentation at the UCSB Center for Information Technology and Society, UC Santa Barbara.

Lieberman, D.A. (2001). Online Behavior Change and Disease Management: A Research Dialogue**,** Washington DC. Sponsored by the National Cancer Institute and the Robert Wood Johnson Foundation to discuss best practices in the design and evaluation of online health behavior change messages.

Lieberman, D.A. (1999). Invited participant in The Future of Disease Management: Weaving Disease Management into the Fabric of Patient Care, San Diego, CA. Sponsored by the Institute for the Future to discuss how interactive technology can help improve the practice of disease management.

Lieberman, D.A. (1999). Invited participant in Children and Interactive Media: Setting a National Research Agenda, University of Texas, Austin, TX. Sponsored by the Markle Foundation to discuss current progress and future directions in the study of children and interactive media.

Lieberman, D.A. (1998). Invited participant in Ensuring a Quality Media Culture for Children in the Digital Age, Washington, DC. Sponsored by the Center for Media Education (CME) to discuss potential effects of digital media on children, policy and product design implications, and directions for future research.

Lieberman, D.A. (1998). Invited participant, White House Summit on Digital Media for Children, Los Angeles. Sponsored by the U.S. government to discuss research and policy related to children and digital media.

Lieberman, D.A. (1998). Health Education Video Games for Children and Adolescents: Theory, Design, and Research Findings. Annual meeting of the International Communication Association, Jerusalem.

Lieberman, D.A. (1998). Designing Interactive Media for Children. Annual meeting, CHI'98, Los Angeles.

Lieberman, D.A. (1998). Smart Toys for Children: Friend or Foe? Annual meeting, CHI'98, Los Angeles.

Lieberman, D.A. (1998). Effects of Video Games on Children: What the Research Tells Us. Annual meeting of the Computer Game Developers' Conference, Long Beach, CA.

Lieberman, D.A. (1997). Using a Video Game to Improve Adolescents' Diabetes Selfcare: Effects on Selfcare Behaviors, Blood Glucose Control, and Urgent Care Visits. Annual meeting of the Society for Adolescent Medicine, San Francisco.

Lieberman, D.A. (1995). Effects of Interactive Games About Asthma and Diabetes on Young People's Selfcare Behaviors and Health Outcomes. Annual meeting of the American Academy of Pediatrics, San Francisco.

Lieberman, D.A. (1995). From Theory to Design to Evaluation: Developing Effective Multimedia for Children. Annual meeting of the Computer Game Developers Association, Santa Clara, CA.

Lieberman, D.A. & Brown, S.J. (1994). Integrating Health Promotion Theory into Health Education Video Games for Children. Annual meeting of the American Academy of Pediatrics, Dallas.

Lieberman, D.A. & Linn, M.C. (1989). Computers and Self-Directed Learning. Annual meeting of the International Communication Association, San Francisco. Top Three Paper Award.

Lieberman, D.A. & Venkatesh, M. (1988). Computerizing Communication: Unique Features of New Media. Annual meeting of the International Communication Association., New Orleans.

Lieberman, D.A. (1987). Effects of Interactive Media on Informal Learning. Annual meeting of the American Society for Information Science, Boston.

Lieberman, D.A. (1986). Interactivity: A Concept for Communication Research. Annual meeting of the International Communication Association, Chicago.

Lieberman, D.A. (1986). Children's Use of Computers for Fantasy Play and Task-Oriented Work. Annual meeting of the American Educational Research Association, San Francisco.

Lieberman, D.A. (1985). Directions for Research on Children and Microcomputers. Annual meeting of the International Communication Association, Honolulu.

Lieberman, D.A. (1979-81). Television and Learning: How to Integrate Media Literacy and Critical Viewing Skills into the High School Curriculum. Sixteen conference presentations at annual meetings of organizations including American Association of School Administrators; National Association of School Librarians; National Association of Secondary School Principals; National Catholic Education Association; National Council for the Social Studies; National Council of Teachers of English.

Software projects (selected)

Cognitive Health Group – Principal Investigator on a grant from the Alzheimer's Association and Intel, 2010-2015.

Developed online interactive resources to maintain and enhance healthy adults' cognitive health and delay Alzheimer's onset, and conducted a behavioral outcome study. The intervention, called the *Cognitive Health Group*, was a web destination designed to improve users' lifestyle behaviors in five key areas known to delay the onset of Alzheimer's disease: physical activity, healthy eating, stress management, mentally challenging activities, and social engagement. Online interactive materials provided health information from leading medical experts, news articles, brain training games, motivating stories and photos to inspire healthy habits, tools for setting personal lifestyle goals and tracking weekly progress, a visual display of individual and group weekly progress toward lifestyle goals, and the opportunity to join a private Facebook group focused on cognitive health. Study participants were welcome to use the materials as much or as little as they wished for eight weeks, and 82 percent of the 124 participants visited the site more than once. They averaged 3.2 visits per week and 17 minutes per visit, spending 7.3 hours per person, on average, during the eight-week period. They rated the quality, usability, and usefulness of the Cognitive Health Group materials highly and they improved in several lifestyle behaviors from pretest to posttest, demonstrating, for example, an increase in weekly vigorous physical activity, a decrease in daily servings of of fatty foods, and an increase in the number of personal, supportive conversations with close friends and family per week. The study found that an online intervention such as the Cognitive Health Group, made available for voluntary use with no required use, can be engaging, motivating, informative, and effective in improving users' healthy lifestyle habits in areas known to support cognitive health.

Playhouse Disney Preschool Time Online – Educational Consultant, Disney, Burbank, CA, 2004-2011.

Responsible for the instructional design, educational content, and age-appropriateness of an extensive preschool learning program streamed to the home via broadband Internet. The learning activities included playful interactive stories, games, adventures, and creativity tools that helped young children develop Kindergarten readiness skills. Developed a real-time reporting system to show parents which skills their child used each week. Production of new content ended in 2011.

Motiva – Behavioral Health Consultant, Philips Health Care, Andover, MA, 2006-2010.

Contributed to the design of features, activities, games, and content for an interactive television-based telehealth system linking home to clinic, to provide patient management, communication with clinic-based case manager and physician, health education materials, home monitoring, and self-tracking.

Prototype for online delivery of health information – Research Consultant on a grant from the US Office of Disease Prevention and Health Promotion (ODPHP), Washington DC, 2004-2007.

Contributed to the research and development of an online system that delivered tailored and individualized health education and prevention information to health consumers online.

Escape from Obeez City – Research and Design Consultant, Big Red Frog, Sydney, Australia, 2005-2006.

Advised on the design of an interactive game that motivates children ages 6 to 12 to improve nutrition and physical activity and advised on the design of an online Parents' Guide.

LifeStyles – Research and Design Consultant, Salus Media, Carpinteria, CA, 1999-2001.

Conducted usability studies, recommended design revisions, and conducted large-scale pilot studies for online interactive health media targeted to employees in large companies.

JumpStart Baby and JumpStart Toddler CD-ROMs – Educational Consultant, Knowledge Adventure, Los Angeles, CA, 1998-1999.

Helped improve age appropriateness, educational impact, and parent-child interactions with software.

Zowie Playzones – Research and Design Consultant, Zowie Intertainment, San Mateo, CA, 1997-1998.

Conducted user testing and parent focus groups for "smart toys" called Playzones that used children's movement of toy figures as the computer interface for digital games and activities.

Jeopardy Online Multiplayer Game – Research Consultant, XEODesign, Oakland, CA, 1998.

Developed the research protocol, analyzed research data, and recommended revisions.

Web TV – User Testing and Design Consultant, Palo Alto, CA, 1997-1998.

Conducted usability studies and made design recommendations for interactive television interfaces that blended cable TV programming and web access on a TV screen.

Talkway – Research and Design Consultant, Palo Alto, CA, 1997.

Conducted focus groups and usability studies to improve the design and functionality of a site linking users to online discussion groups and related information.

Toy Story Activity Center CD-ROM – Educational Consultant, Pixar, Richmond, CA, 1995-1996.

Contributed to product design, educational content and activities, age appropriateness, and interface.

My Very First Software CD-ROM series – Educational Consultant, T/Maker, Mountain View, CA, 1995-1996.

Responsible for kids' educational content, interface, activity design, and age appropriateness.

Bronkie the Bronchiasaurus – VP of Research, Raya Systems, Mountain View, CA, published in 1995.

Integrated principles of digital learning and behavior change into the design and evaluation of a Super Nintendo video game made to improve young people's asthma self-management behaviors and health outcomes. Randomized controlled trials found a 40-percent reduction in players' asthma-related urgent care and emergency room visits.

Packy & Marlon – VP of Research, Raya Systems, Mountain View, CA, published in 1994.

Integrated principles of digital learning and behavior change into the design and evaluation of a Super Nintendo video game made to improve young people's type 1 diabetes self-management behaviors and health outcomes. A randomized controlled trial found a 77-percent reduction in players' diabetes-related urgent care and emergency room visits.

Diabetes Home Data Manager – VP of Research, Raya Systems, Mountain View, CA, tested 1994-1995.

Contributed to the research and development of a device linked to the home phone that allowed diabetic patients to download blood glucose meter data and answer questions about their well-being and allowed physicians and case managers to display and analyze patients' downloaded data on their computer and communicate with patients conveniently. Prototype for the Health Buddy system.

Choosing Success CD-ROM series – Research and Design Consultant, Computer Curriculum Corporation, Sunnyvale, CA, published in 1993.

Conducted field studies and focus groups with students from inner-city high schools, to develop an interactive learning program with games and simulations to teach life skills and social problem-solving skills to at-risk teens.

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CCC Management System – Project Manager, Computer Curriculum Corporation, Sunnyvale, CA, 1991-1993.

Directed the design of an educational management system for K-8 students, teachers, and administrators to use with CCC's integrated interactive learning system.

TESS Online Health System – Director of Education Systems, InterPractice Systems, San Francisco, CA, 1988-1991.

Directed the design and development of an online consumer health education, symptom analysis, and triage system, which was integrated into an electronic medical record system for members of health plans and clinics.