# Stephen B. Blessing

#### Curriculum Vita

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#### Education

Ph.D. Carnegie Mellon University

Summer 1996 Psychology

Advisor: John R. Anderson

Committee: Jill Larkin, Herbert A. Simon

M.S. Carnegie Mellon University

Spring 1994 Psychology

Advisor: John R. Anderson

Committee: Jill Larkin, Herbert A. Simon

B.S. University of Illinois—Urbana–Champaign

Spring 1992 Psychology (with Honors)

Advisor: Brian H. Ross Minor: Computer Science

## **Employment History**

- Janet R. Matthews, Ph.D. Endowed Chair in Psychology, Psychology Department, University of Tampa, (starting Aug. 2023)
- Full Professor, Psychology Department, University of Tampa, 2015 2023
- Associate Professor, Psychology Department, University of Tampa, 2009 2015
- Assistant Professor, Psychology Department, University of Tampa, 2004 2009
- Cognitive Scientist, Carnegie Learning, Inc., 1999 2004
- Assistant Professor, Psychology Department, University of Florida, 1996 1999

## **Teaching Experience**

Applied Cognitive Psychology Cognitive Psychology Cognition of Game Playing General Psychology Statistics and Research Methods I and II Sensation and Perception Thinking

#### **Research Interests**

Pedagogical use of AI technologies
Intelligent tutoring
Authoring systems
Cognitive modeling
Learning and memory

## **Other Experience**

- Chair of University of Tampa IRB (2009-present)
- Consulting editor, *Teaching of Psychology*, (2020-present)
- Co-organizer, International Workshop on Authoring Simulation and Game-Based Intelligent Tutoring (2011)
- Co-organizer, workshop in Artificial Intelligence in Informal Learning, Artificial Intelligence in Education conference (2019).
- Program committee, International Intelligent Tutoring Systems conference (2012, 2014, 2016)
- Program committee, International Artificial Intelligence in Education conference (2011)
- Program committee, International Cognitive Science conference (2010-2017)
- Program committee, International Annual FLAIRS conference (ITS special track, 2008-2012)
- Chair of University of Tampa Honors committee, 2007-2009
- Guest editor, *The International Journal for Artificial Intelligence in Education*, special issue on authoring tools for intelligent tutors.
- Intern, Apple Computer Inc. (Manager: James C. Spohrer), Summer 1994

#### Honors, Awards, and Grants

- Faculty International Professional Development Travel Grant, 2023 [\$4,390]
- Excellence in Academic Advising award, 2018, 2023
- I Think I Know What You Know: Examining Theory of Mind, University of Tampa RISE Grant, 2020 [\$6,831, co-PI]
- Award for Outstanding Undergraduate Research, College of Social Science, Mathematics, and Education, 2019
- Game Playing and Decision Making: How Content, Personality, and Strategy Interact, University of Tampa RISE Grant, 2018 [\$2,231, PI]
- J. Richard Piper Award for Outstanding Service to the College of Social Science, Mathematics, and Education, 2017

- Not in Kansas Anymore: Effects from a Special Traveling Children's Museum Exhibit, University of Tampa Dana Grant, 2015 [\$5,321, Co-PI]
- Personalizing and Advancing Explore It!, University of Tampa Dana Grant, 2013
   [\$3,379, Co-PI]
- Explore It! An Intelligent Assistive Device for Navigating the Glazer Children's Museum, University of Tampa Dana and Delo Grants, 2012 [\$4,250, Co-PI]
- Developing an Intelligent Tutor for Statistics, University of Tampa Board of Fellows Grant, 2010 [\$1,000, PI]
- University of Tampa Sabbatical: Fall 2010, Fall 2017
- The Vanderbilt-Northwestern-Texas-Harvard/MIT (VaNTH) Engineering Research Center for Bioengineering Educational Technologies. National Science Foundation SBIR Phase IIR, 2007-2008. [\$200,000, consultant]
- Developing a Cost-Effective Method for Creating Cognitive Models for Cognitive Tutors. National Science Foundation SBIR Phase II, 2006-2007. [\$500,000; subawardee]
- Developing a Cost-Effective Method for Creating Cognitive Models for Cognitive Tutors. National Science Foundation SBIR Phase I, 2005. [\$100,000; consultant]
- Authoring tools for cognitive models. National Science Foundation SBIR Phase I, 2004. [\$100,000; co-PI]
- Developing a methodology for understanding how professional development translates into classroom practice. Department of Education SBIR Phase I, 2002. [\$75,000; senior personnel]
- Psi Chi Outstanding Instructor, University of Florida, Spring 1999

#### **Published Works** (see <a href="http://utweb.ut.edu/sblessing/">http://utweb.ut.edu/sblessing/</a> for pdfs)

Refereed Journals

- Blessing, S. B. (1997). A programming by demonstration authoring tool for model-tracing tutors. *The International Journal for Artificial Intelligence in Education*, 8, 233–261. [reprinted in T. Murray, S. Blessing, & S. Ainsworth, 2003, *Authoring Tools for Advanced Technology Educational Software*, Dordrecht, The Netherlands: Kluwer Academic Publishers.] http://dx.doi.org/10.1007/978-94-017-0819-7
- Blessing, S. B. & Anderson, J. R. (1996). How people learn to skip steps. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 22, 576-598. [reprinted in T. Polk & C. Seifert, 2002, *Cognitive Modeling*, Cambridge, MA: MIT Press.] http://dx.doi.org/10.1037/0278-7393.22.3.576
- Blessing, S. B. & Blessing, J. S. (2010). PsychBusters: A means of fostering critical thinking in the introductory course. *Teaching of Psychology*, *37*(3), 178-182. http://dx.doi.org/10.1080/00986283.2010.488540
- Blessing, S. B. & Blessing, J. S. (2015). Using a movie as a capstone activity for the introductory course. *Teaching of Psychology*, 42, 51-55. <a href="http://dx.doi.org/10.1177/0098628314562678">http://dx.doi.org/10.1177/0098628314562678</a>

- Blessing, S. B. & Ross, B. H. (1996). Content effects in problem categorization and problem solving. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 22, 792-810. http://dx.doi.org/10.1037//0278-7393.22.3.792
- Blessing, S. B., Blessing, J. S. & Fleck, B. K. B. (2012). Using twitter to reinforce classroom concepts. *Teaching of Psychology*, *39*(4), 268-271. http://dx.doi.org/10.1177/0098628312461484
- Blessing, S.B., Devasani, S., Gilbert, S., & Sinapov, J. (2015) Using conceptgrid as an easy authoring technique to check natural language responses. *International Journal of Learning Technologies*, 10, 50-70. http://dx.doi.org/10.1504/IJLT.2015.069449
- Blessing, S. B., Gilbert, S., Ourada, S., & Ritter, S. (2009). Authoring model-tracing cognitive tutors. *The International Journal for Artificial Intelligence in Education*, 19, 189-210.
- Gilbert, S., Blessing, S.B., & Guo, E. (2015). Authoring effective embedded tutors: An overview of the extensible problem specific tutor (xpst) system. *International Journal of Artificial Intelligence in Education*, 25, 428-454. http://dx.doi.org/10.1007/s40593-015-0045-0
- Ritter, S. & Blessing, S. B. (1998). Authoring tools for component-based learning environments. *Journal of the Learning Sciences*, 7(1), 107–131. http://dx.doi.org/10.1207/s15327809jls0701\_4

**Books** 

Murray, T., Blessing, S., Ainsworth, S. (Eds.) (2003). *Authoring Tools for Advanced Technology Educational Software*. Dordrecht, The Netherlands: Kluwer Academic Publishers.

#### **Book Chapters**

- Blessing, S.B., Fleck, B., & Hussey, H.D. (2018). A survey of effective blogging practices. In R. J. Harnish, K. R. Bridges, D. N. Sattler, M. L. Signorella, & M. Munson (Eds.). *The Use of Technology in Teaching and Learning*. Retrieved from the Society for the Teaching of Psychology web site: <a href="http://teachpsych.org/ebooks/">http://teachpsych.org/ebooks/</a>
- Blessing, S.B., Gilbert, S.B., & Ritter, S (2023). Authoring tools to build AIED systems. In B. du Boulay, T. Mitrovic, & K. Yacef (Eds.) *Handbook of Artificial Intelligence in Education* (pp. 273-285). Edward Elgar Publishing.
- Blessing, S.B., Aleven, V., Gilbert, S., Heffernan, N.T., Matsuda, N. & Mitrovic, A. (2015). Authoring example-based tutors for procedural tasks. In R. Sottilare, A. Graesser, X. Hu, & K. Brawner (Eds) *Design recommendations for intelligent tutoring systems: Volume 3 authoring tools & expert modeling techniques* (pp. 71 93). Orlando, FL: U.S. Army Research Laboratory.
- Gilbert, S. & Blessing, S.B. (2015). Invisible intelligent authoring tools. In R. Sottilare, A. Graesser, X. Hu, & K. Brawner (Eds) *Design recommendations for intelligent tutoring systems: Volume 3 authoring tools & expert modeling techniques* (pp. 293 301). Orlando, FL: U.S. Army Research Laboratory.

- Blessing, S. B. (1995). ITS authoring tools: The next generation. In J. Greer (Ed.), *Proceedings* of AI-ED 95-7th World Conference on Artificial Intelligence and Education (p. 567). Charlottesville, VA: Association for the Advancement of Computing in Education.
- Blessing, S. B., & Dronek, P. (2006). The effect of einstellung on compositional processes. In R. Sun & N. Miyake (Eds.), *Proceedings of the Twenty–eighth Annual Conference of the Cognitive Science Society* (p. 2444), Vancouver, British Columbia, Canada. Mahwah, NJ: Erlbaum.
- Blessing, S. B., & Gilbert, S. (2008). Evaluating an authoring tool for model-tracing intelligent tutoring systems. In *Proceedings of the ITS 2008 Conference* (p. 204-215), Montreal, Quebec. Berlin: Springer-Verlag. <a href="http://dx.doi.org/10.1007/978-3-540-69132-7">http://dx.doi.org/10.1007/978-3-540-69132-7</a> 25
- Blessing, S. B. & Ross, B. H. (1994). Problem content affects the categorization and solutions of problems. In A. Ram and K. Eiselt (Eds.), *Proceedings of the Sixteenth Annual Conference of the Cognitive Science Society* (pp. 51-55), Atlanta, GA. Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.
- Blessing, S., & Svetlik, M. (2007). How the statistical structure of the environment affects perception of the müller-lyer illusion. In D. S. McNamara & J. G. Trafton (Eds.), *Proceedings of the Twenty–ninth Annual Conference of the Cognitive Science Society* (pp. 827-832), Nashville, TN. Austin, TX: Cognitive Science Society.
- Blessing, S. B., Devasani, S., & Gilbert, S. (2011). Evaluation of webxpst: A browser-based authoring tool for problem-specific tutors. In G. Biswas, S. Bull & J. Kay (Eds.), *Proceedings of the Fifteenth International Artificial Intelligence in Education Conference* (pp. 423-425), Auckland, NZ. Berlin, Germany: Springer. <a href="http://dx.doi.org/10.1007/978-3-642-21869-9">http://dx.doi.org/10.1007/978-3-642-21869-9</a> 57
- Blessing, S. B., Devasani, S., & Gilbert, S. (2012). Evaluation of conceptgrid: An authoring system for natural language responses. In *Proceedings of the Twenty-fifth International FLAIRS Conference* (pp. 426-431), Marco Island, FL. AAAI Press.
- Blessing, S. B., Gilbert, S, & Ritter, S. (2006). Developing an authoring system for cognitive models within commercial-quality ITSs. In *Proceedings of the Nineteenth International FLAIRS Conference* (pp. 423-425), Melbourne, FL. AAAI Press.
- Blessing, S. B., Gilbert, S. B., Blankenship, L. A., & Sanghvi, B. (2009). From sdk to xpst: A new way to overlay a tutor on existing software. In *Proceedings of the Twenty-second International FLAIRS Conference* (pp. 466-467), Sanibel Island, FL. AAAI Press.
- Blessing, S.B., Skowronek, J.S., & Quintana, A. (2013). ExploreIT! An adaptive tutor in an informal learning environment. In H.C. Lane, K. Yacef, J. Mostow, P. Pavlik (Eds.), *Proceedings of the Sixteenth International Artificial Intelligence in Education Conference* (pp. 607-610), Memphis, TN. Berlin, Germany: Springer. <a href="http://dx.doi.org/10.1007/978-3-642-39112-5\_70">http://dx.doi.org/10.1007/978-3-642-39112-5\_70</a>
- Blessing, S., Gilbert, S., Ourada, S., & Ritter, S. (2007). Lowering the bar for creating model-tracing intelligent tutoring systems. In R. Luckin, K. Koedinger, & J. Greer (Eds.), *Proceedings of the 13th International Conference on Artificial Intelligence in Education* (pp. 443-450), Marina del Rey, CA. Amsterdam, Netherlands: IOS Press.

- Devasani, S., Gilbert, S., & Blessing, S. B. (2012). Evaluation of two intelligent tutoring system authoring tool paradigms: Graphical user interface-based and text-based. *Proceedings of the 21st Conference on Behavior Representation in Modeling and Simulation* (pp. 54-61), Amelia Island, FL.
- Devasani, S., Aist, G., Blessing, S. B., & Gilbert, S. (2011). Lattice-based approach to building templates for natural language understanding in intelligent tutoring systems. In G. Biswas, S. Bull & J. Kay (Eds.), *Proceedings of the Fifteenth International Artificial Intelligence in Education Conference* (pp. 47-54), Auckland, NZ. Berlin, Germany: Springer. <a href="http://dx.doi.org/10.1007/978-3-642-21869-9">http://dx.doi.org/10.1007/978-3-642-21869-9</a> 9
- Gilbert, S. B., Blessing, S. B., & Blankenship, E. (2009). The accidental tutor: Overlaying an intelligent tutor on an existing user interface. In *CHI '09 Extended Abstracts on Human Factors in Computing Systems*. http://dx.doi.org/10.1145/1520340.1520707
- Gilbert, S., Blessing, S. B., & Kodavali, S. (2009). The Extensible Problem-specific tutor (xpst): Evaluation of an api for tutoring on existing interfaces. In V. Dimitrova et al. (Eds.), *Proceedings of the 14th International Conference on Artificial Intelligence in Education* (pp. 707-709), Brighton, UK. Amsterdam, Netherlands: IOS Press.
- Gilbert, S., Devasani, S., Kodavali, S., & Blessing, S. B. (2011). Easy authoring of intelligent tutoring systems for synthetic environments. *Proceedings of the 20th Conference on Behavior Representation in Modeling and Simulation* (pp. 192-199), Sundance, UT.
- Gunzelmann, G., & Blessing, S. B. (2000). Why are some problems easy? New insights into the Tower of Hanoi. In L. R. Gleitman and A. K. Joshi (Eds.), *Proceedings of the Twenty-Second Annual Conference of the Cognitive Science Society* (p. 1029). Mahwah: NJ: Lawrence Erlbaum Associates.
- Hategekimana, C., Gilbert, S. & Blessing, S. (2008). Effectiveness of using an intelligent tutoring system to train users on off-the-shelf software. In K. McFerrin et al. (Eds.), *Proceedings of Society for Information Technology and Teacher Education International Conference 2008* (pp. 414-419), Las Vegas, NV. Chesapeake, VA: AACE.
- Haverty, L., & Blessing, S. (2007). What did that \$2.5 million dollar ad buy us? Cognitive science goes to the super bowl. In D. S. McNamara & J. G. Trafton (Eds.), *Proceedings of the Twenty–ninth Annual Conference of the Cognitive Science Society* (pp. 347-352), Nashville, TN. Austin, TX: Cognitive Science Society.
- Kodavali, S., Gilbert, S., Blessing, S. B. (2010) Expansion of the xPST framework to enable non-programmers to create intelligent tutoring systems in 3D game environments. In V. Aleven, J. Kay, & J. Mostow (Eds.), *Proceedings of the 10th International Conference on Intelligent Tutoring Systems* (pp. 365-367), Pittsburgh, PA. Berlin, Germany: Spring. http://dx.doi.org/10.1007/978-3-642-13437-1 72
- Ritter, S. & Blessing, S. B. (1995). Controlling content: Towards a domain-general authoring framework for intelligent tutors. In N. Major, T. Murray, and C. Bloom (Eds.), *Workshop on Authoring Shells for Intelligent Tutoring Systems* (pp. 78-81). Charlottesville, VA: Association for the Advancement of Computing in Education.
- Ritter, S. & Blessing, S. B. (1996). A programming-by-demonstration tool for retargeting instructional systems. In D. C. Edelson & E. A. Domeshek (Eds.), *Proceedings of the*

- Second International Conference on the Learning Sciences (pp. 292-299). Charlottesville, VA: Association for the Advancement of Computing in Education.
- Ritter, S., & Blessing, S. B., Wheeler, L. (2003). User modeling and problem-space representation in the tutor runtime engine. In P. Brusilovsky, A. T. Corbett, & F. de Rosis (Eds.), *User Modeling 2003* (pp. 333-336), Johnstown, PA. Berlin: Springer-Verlag. <a href="http://dx.doi.org/10.1007/3-540-44963-9-45">http://dx.doi.org/10.1007/3-540-44963-9-45</a>
- Roselli, R.J., Gilbert, S., Howard, L., Blessing, S. B., Raut, A., & Pandian, P. (2008). Integration of an intelligent tutoring system with a web-based authoring system to develop online homework assignments with formative feedback. In *Proceedings of 115th Annual American Society for Engineering Education Conference (ASEE 2008)*.

## Technical Reports

Blessing, S. B. (1999). The cognitive tutor: Successful application of cognitive science. Carnegie Learning whitepaper. [retrievable from <a href="http://www.carnegielearning.com/approach\_whitepapers.cfm">http://www.carnegielearning.com/approach\_whitepapers.cfm</a>]

#### **Presentations**

- Barakat, K., Carrilo, A., Ropel, D., Blessing, S., & Skowronek, J. (February, 2016). Not in Kansas anymore: Effects from a special traveling children's museum exhibit. Poster presented at the 6th Florida Undergraduate Research Conference (FURC), Tampa, FL.
- Blessing, S. B. (April, 2004). A case study using cognitive psychology to design cognitive tutor curricula. Presentation at the NCTM National Conference, Philadelphia, PA.
- Blessing, S. B. (April, 2005). Cognitive tutors: A successful application of cognitive science. University of Tampa Honors Symposium presentation, Tampa, FL.
- Blessing, S. B. (November, 2007). What cognitive psychology can tell us about learning, memory, and super bowl commercials. University of Tampa Honors Symposium presentation, Tampa, FL.
- Blessing, S. B. (February, 2011). Cognitive diy: Creating an intelligent tutor in 3 easy steps. University of Tampa Faculty Colloquium presentation, Tampa, FL.
- Blessing, S. B. (June, 2014). Authoring in the Extensible Problem Specific Tutor (xPST). Presentation at the ARL-IIS Advisory Board Meeting, Pittsburgh, PA.
- Blessing, S. B. (January, 2018). Shall we play a game? Using games to teach psychological phenomenon. Participant Idea Exchange at the 40th Annual National Institute on the Teaching of Psychology (NITOP) Conference, St. Petersburg, FL
- Blessing, S. B. (June, 2018). The Cognition of Game Design. Invited presentation at the Tabletop Network conference, Salt Lake City, UT.
- Blessing, S.B. (March, 2020). Cognitive psychology and game playing. Invited presentation at the Advanced Manufacturing & Robotics Center (AMRoC) Fab Lab First Fridays talk series.
- Blessing, S. B. & Gilbert, S. (June, 2014). Demonstration of the Extensible Problem-Specific Tutor (xPST). Paper presented at the Intelligent Tutoring System Authoring Tools:

- Harvesting the Current Crop and Planting Seeds for the Future Workshop at the Twelfth International Conference on Intelligent Tutoring Systems, Honolulu, HI.
- Blessing, S. B., Blessing, J. S., & Fleck, B. K. B. (January, 2010). Twittering through psychology: Using social networking for out-of-class instruction. Poster presented at the 32nd Annual National Institute on the Teaching of Psychology (NITOP) Conference, St. Petersburg, FL
- Blessing, S., Weiss, J., Garrett, M, Mather, S. (January, 2007). Exam Q&A: Effective review software made easy. Poster presented at the 29th Annual National Institute on the Teaching of Psychology (NITOP) Conference, St. Petersburg, FL.
- Caban, C., Coppola, D., Blessing, S., & Skowronek, J. (February, 2018). ExploreIT: Creating a Smartphone App to Engage Visitors at a Children's Museum. Poster presented at the 8th Florida Undergraduate Research Conference (FURC), Tampa, FL.
- Dadhwal, K., Odgaard, E. C., & Blessing, S. B. (March, 2018). What would you do? How we make moral decisions. Poster presented at the 2018 Meeting of the Southeast Psychological Association, Charleston, SC.
- Devasani, S., Gilbert, S., Shetty, S., Ramaswami, N., & Blessing, S. B. (June, 2011). Authoring intelligent tutoring systems for 3d game environments. Paper presented at the First Workshop on Authoring Simulation and Game-based Intelligent Tutoring at the Fifteenth International Artificial Intelligence in Education Conference, Auckland, New Zealand.
- Donohoe, C., Rhein, D., & Blessing, S. B. (March, 2011). Field trip! What fourth-graders learn while visiting a history museum. Poster presented at the 57th Annual Southeast Psychological Association Conference, Jacksonville, FL.
- Gunzelmann, G. & Blessing, S. B. (1998). A tale of three isomorphs: Transfer in the tower of hanoi. Poster presented at the 11th Annual Florida Cognition Conference, Gainesville, FL.
- Gutierrez, S., & Blessing, S. B. (March, 2008). Effects of mood on the occurrence of the false memory effect. Poster presented at the 2008 Meeting of the Southeast Psychological Association, Charlotte, NC.
- Maass, J. K., & Blessing, S. B. (April, 2011). Xstat: An intelligent homework helper for students. Poster presented at the 2011 Georgia Undergraduate Research in Psychology Conference, Kennesaw, GA.
- Rodriguez, A. & Blessing, S. (February, 2022). Do face masks affect our ability to perceive speech in normal or noisy conditions? Poster presented the Florida Undergraduate Research Conference (FURC) 2022, Orlando, FL.
- Sakosky, E., Blessing, S., & Engelstein, G. (February, 2019). Fighting fire v. hunting treasure: Examining how context affects decision making. Poster presented at the 9th Florida Undergraduate Research Conference (FURC), Tampa, FL.
- Skowronek, J.S., Blessing, S.B., & Falwell, K. (October, 2016). ExploreIT: Using an iPad app to enhance engagement, satisfaction, and learning at a children's museum. Poster presented at the 2016 SRCD Special Topic Meeting: Technology and Media in Children's Development.

Skowronek, J.S., Blessing, S.B., & Quintana, A.A. (March, 2013). Explore IT: A pilot study of an interactive app for parent-child exploration in a children's museum. Poster presented at the 2013 Society for Research in Child Development Biennial Meeting, Seattle, WA.

#### In The News

- Anderson, M. K. (2001). 'Aaron': Art from the machine. *Wired*. May 12, 2001. [retrievable from http://www.wired.com/culture/lifestyle/news/2001/05/43685]
- Belcher, W. (2008). Tampa professor studies what makes ads like 'Magic Fridge' memorable. *Tampa Tribune*. Feb. 3, 2008.
- Castle, C. (2007). Ongoing Research. Museum Education Monitor. June 2007.
- Castle, C. (2006). Ongoing Research. Museum Education Monitor. October 2006.
- Engelstein, G. (Host). (2019, November 24). *The Incan Gold experiment*. [Audio podcast]. Retrieved from http://ludology.libsyn.com/gametek-2135-the-incan-gold-experiment
- Freakonomics (2009). Why it's good to get your commercial banned from the super bowl. *The New York Times*. Feb. 1, 2009. [retrievable from <a href="http://freakonomics.blogs.nytimes.com/2009/02/01/are-superbowl-commercials-better-when-theyre-banned/">http://freakonomics.blogs.nytimes.com/2009/02/01/are-superbowl-commercials-better-when-theyre-banned/</a>]
- Poltilove, J. (2012). App designed to enhance children's museum tours. *The Tampa Tribune*, July 4, 2012. [retrievable from <a href="http://www2.tbo.com/news/breaking-news/2012/jul/04/stnewso3-app-designed-to-enhance-childrens-museum--ar-423043/">http://www2.tbo.com/news/breaking-news/2012/jul/04/stnewso3-app-designed-to-enhance-childrens-museum--ar-423043/</a>]
- Traphagen, M. (2008). 'Wining' trumps screaming in analysis of super bowl ads. *Miller-McCune*. Feb. 6, 2008. [retrievable from http://miller-mccune.com/main/article/159]
- Vasquez, D. (2008). A downside to funny Super Bowl ads: Consumers often forget the advertiser behind them. *Media Life Research*. Jan. 30, 2008. [retrievable from <a href="http://www.medialife">http://www.medialife</a> magazine.com/artman2/publish/Research 25/A downside to funny Super Bowl ads.asp

#### **Professional Affiliations**

- Cognitive Science Society
- Society for Artificial Intelligence in Education
- Society for the Teaching of Psychology

## **Professional Consulting**

- Ad hoc Reviewer: International Journal of AI in Education (2003, 2006-2010, 2013, 2016-2017, 2019-2023); Topics in Cognitive Science (2010); IEEE Learning Technology (2009, 2016); Interactive Learning Environments (2006); Journal of Experimental Psychology: Learning, Memory, and Cognition (1998, 2023); Memory & Cognition (1997); Cognitive Systems Review (2013); Teaching of Psychology (2013-2020); Computers and Education (2016, 2020)
- Conference Reviewer: International Artificial Intelligence in Education Conference (2009, 2011, 2023), International Cognitive Science Conference (2004-2018),

International Intelligent Tutoring Systems Conference (2002, 2010, 2012, 2014, 2016). FLAIRS (2008-2012)

- Book/Chapter review: McGraw-Hill (2008-2011, 2017), Wadsworth (2007), Oxford University Press (2011), Psychology Press (2013)
- Consultancies: McGraw-Hill (2008-2010, 2022), Cengage (2009-2010)