

BARBARA N. FLAGG

Multimedia Research

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BIOGRAPHICAL SKETCH

Dr. Flagg's consulting group, **Multimedia Research**, specializes in front-end, formative and summative evaluations of technology-based educational products. Clients include television stations, radio producers, filmmakers, software companies, museums and universities. Recent projects include evaluations of public television and radio series and websites for children and adults, giant screen and planetarium films, and after-school and museum outreach materials.

Dr. Barbara N. Flagg served until 1990 on the faculty at Harvard University's Graduate School of Education, where she taught for ten years about design and evaluation of educational technologies. Her doctoral degree was received from Harvard University in Human Development, and her academic research focused on how children attend to and learn from media. She is the author of an award-winning textbook, *Formative Evaluation for Educational Technologies*.

EDUCATION

Ed.D. Human Development Harvard University, Graduate School of Education
B.A. Psychology Mount Holyoke College

POSITIONS

- Director, Multimedia Research (1989-present) National consultants in front-end analysis, formative and summative evaluations of educational products in formal or informal settings
- Assistant Professor, Harvard Graduate School of Education (1980-90)
- Reviewer, National Science Foundation (1989-2002)
- Consulting Journal Editor, "Educational Technology Research and Development" (1989-2003)
- Director, Harvard Eye Movement Laboratory (1974-88)

RADIO PROGRAM EVALUATIONS BY MULTIMEDIA RESEARCH

Formative Evaluations

American Association for the Advancement of Science (AAAS): Pilot children's science radio programs, Finished radio programs, *Kinetic City Super Crew* ; Format testing of science drop-ins for teens on commercial radio, *Sonic Boom*

Earth & Sky: Pilot science radio programs for children, *Kids' Earth & Sky*

Samanna Productions: Pilot science radio program for adults, *The Cutting Edge*

SoundVision Productions: Pre-production assessment of show concept and planned programs
Science and the Human Quest for Meaning

WNYC: *Radio Lab* formative evaluation of series

Summative Evaluations

AAAS: Science radio series for children, *Kinetic City Super Crew*

Earth & Sky: Adult science radio series (over three years) *Earth & Sky*; “*Earth & Sky*: Edge of Discovery” programming (over three years); *Earth & Sky*: Nanotechnology series; *Earth & Sky*: NOAA series [current]; *Earth & Sky*: NASA series [current];

National Public Radio, Samanna Productions: Adult science radio series (over three years) *Talk of the Nation: Science Friday* and Public Understanding of Science programming (over three years)

BOOKS PUBLISHED

Flagg, B.N. (1990). Formative evaluation for educational technologies. Mahwah, NJ: Lawrence Erlbaum Associates. Received 1991 AECT Award for Outstanding Book in Instructional Development. Available via www.amazon.com or directly through www.erlbaum.com.

ARTICLES and PRESENTATIONS RELATED TO RADIO

Flagg, B. N. (2008). Evaluating mass media. In A. J. Friedman (Ed.), Framework for Evaluating Impacts of Informal Science Education Projects (pp. 56-64). Report from a National Science Foundation Workshop available at www.insci.org.

Flagg, B. N. (2005). Can 90 seconds of science make a difference? The Informal Learning Review, 75 (2-3), 22-23.

Flagg, B. N. (2005, Feb.) “Mass media and public understanding of current science research.” AAAS annual meeting, Washington, DC. Focused on *Earth & Sky*.

Flagg, B.N. (2003, July). Listening to the public. Third Annual Japan/US Conference on the Public Understanding of Research, Museum of Emerging Science and Technology, Tokyo, Japan.

Flagg, B. N. (2000). Impact of *Science Friday* on public radio member listeners. The Informal Learning Review. September/October issue.

Flagg, B. N. (1998, May). Presenter/Panel member at National Science Board Field Hearing: Enriching Lives through Informal Education. Los Angeles, CA.

Flagg, B. N. (1994). Learning science from children's radio: Summative evaluation of *Kinetic City Super Crew*. Educational Technology Research and Development, 42(3), 29-43.

Flagg, B. N. (1994, Feb.). Evaluation in the development of a children's radio series, *Kinetic City Super Crew*. Paper presented at the meeting of the American Association for the Advancement of Science, San Francisco, CA.

INFORMATION ABOUT OTHER MEDIA PROJECTS AVAILABLE UPON REQUEST