

Curriculum Vitae

Bruce A. Watkins
Department of Sports Management and Communication
Division of Kinesiology
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Education

B.A. (1972) Psychology/Sociology, St. Cloud (MN) State University
M.A. (1977) Experimental Psychology, University of Kansas
Ph.D. (1979) Developmental Psychology, University of Kansas

Professional organizations

American Psychological Association
International Communication Association
Society for Research in Child Development

Professional experience

1987 - present Associate Professor of Sports Management and Communication
(Assistant 1987-1989), The University of Michigan

1999-2000 Senior Fulbright Scholar, Faculty of Mass Communication,
Universiti Teknologi MARA, Shah Alam, Malaysia

1998 (Fall) Interim Director, Division of Kinesiology, University of Michigan

1993-1994 Visiting Associate Professor of Psychology, Indiana University -
Institut Teknologi MARA Joint Program, Shah Alam, Selangor,
Malaysia

1984 - 1985 Society for Research in Child Development Congressional Science
Fellow, U.S. House of Representatives Subcommittee on
Telecommunications, Consumer Protection and Finance

1980 - 1984,
1985 - 1986 Assistant Professor, Department of Communication,
The University of Michigan

Books

Rowland, W.D. & Watkins, B. (Eds.). (1984). Interpreting television: Current research perspectives. Beverly Hills: Sage.

Publications (primary author)

- Watkins, B. (2007). Public policy issues in intercollegiate sports. Submitted for publication.
- Watkins, B. (Spring, 2001). Review of Intercollegiate athletics and the American university (by James Duderstadt). Michigan Alumnus, 42-43.
- Watkins, B. (1999, December). Looking at public broadcasting. Sasaran, 37(2), 13-15.
- Watkins, B. (1998, Spring/Summer). A brief history of tennis at the University of Michigan, 1881-1998. Movement. Ann Arbor: University of Michigan.
- Watkins, B. (1992). Youth beliefs about health and physical activity. Journal of Applied Developmental Psychology, 13, 257-269.
- Watkins, B. (1991). Practical applications of communication. In B. L. Parkhouse (Ed.), The management of sport: Its foundation and application, pp. 264-291. St. Louis: C.V. Mosby.
- Watkins, B. (1991). Theoretical foundations of communication. In B. L. Parkhouse (Ed.), The management of sport: Its foundation and application, pp. 107-134. St. Louis: C.V. Mosby.
- Watkins, B. (1988). Children's representations of television and real-life stories. Communication Research, 15, 159-184.
- Watkins, B. (1988, March 17). Testimony submitted for the record on behalf of the American Psychological Association in H.R. 3966, The Children's Television Practices Act of 1988. Hearings before the U.S. Congress, House of Representatives, Subcommittee on Telecommunications and Finance, Washington, D.C.
- Watkins, B. (1987). Improving educational and informational television for children: When the marketplace fails. Yale Law and Policy Review, 5, 345-381.
- Watkins, B. (1985). Television viewing as a dominant activity: A suggestion for a developmental theory of television effects. Critical Studies in Mass Communication, 2(4), 323-337.
- Watkins, B., & Brimm, D. (1985). The diffusion and evaluation of microcomputers in home and schools. In M. Chen & W. Paisley (Eds.), Children and microcomputers (pp. 129-150). Beverly Hills: Sage.
- Watkins, B., Calvert, S., Huston-Stein, A., & Wright, J. (1980). Children's attention to and recall of television material: Effects of presentation method and verbal labeling. Developmental Psychology, 16, 672-674.
- Watkins, B., Cowan, M., & Davis, W. (1975). Differential diagnosis imbalance as a race-related phenomenon. Journal of Clinical Psychology, 31, 267-268.
- Watkins, B., Garcia, A., & Turek, E. (1994). The relation between self efficacy and sport performance: Evidence from a sample of youth baseball players. Journal of Applied Sport Psychology, 6, 21-31.
- Watkins, B., Huston-Stein, A., & Wright, J. (1981). The effects of planned television programming. In E. Palmer and A. Dorr (Eds.), Children and the faces of television: Teaching, violence, & selling (pp. 49-69). New York: Academic Press.
- Watkins, B., Lichtenstein, R., Vest, D., & Thomas, J.W. (1992). HMO advertising and enrollee health status: Marketing Medicare plans to seniors. Health Communication, 4, 303-322.

- Watkins, B., & Montgomery, A. (1989). Conceptions of athletic excellence among children and adolescents. Child Development, 6, 1362-1372.
- Watkins, B., Neighbors, H., Sellers, R., & George, T. (1995, March). Athletic performance, academic achievement, and life satisfaction during high school and university years: A pilot study of male and female student-athletes Report to the National Collegiate Athletic Association. Ann Arbor: Department of Sports Management and Communication, The University of Michigan.
- Watkins, B., Perloff, L., Wortman, C., & Johnston, J. (1981). Using television to promote mental health among school children: Mental health themes in commercial programming. Report to the Corporation for Public Broadcasting. Washington, DC.
- Watkins, B., & Schadler, M. (1980). The effectiveness of strategy use in young children's spatial memory: Implications for verbal memory tasks. Journal of Genetic Psychology, 137, 109-117.

Publications (secondary author)

- Calvert, S., Huston, A., Watkins, B., & Wright, J. (1982). The relation between selective attention to television form and children's comprehension of content. Child Development, 53, 601-610.
- Cowan, M., Watkins, B., & Davis, W. (1975). Level of education, diagnosis, and race-related differences in MMPI performance. Journal of Clinical Psychology, 31, 442-444.
- Huston-Stein, A., Fox, S., Greer, D., Watkins, B., & Whitaker, J. (1981). The effects of action and violence in television programs on social behavior and imaginative play of preschool children. Genetic Psychology, 138, 183-191.
- Huston, A., & Watkins, B. (1980). Prosocial television ten years later: A review of current knowledge and future directions for research. In J. Wright and A. Huston (Eds.), Children and television. Lexington, Mass.: Ginn, 1980.
- Huston, A., Watkins, B., & Kunkel, D. (1989). Public policy and children's television. American Psychologist, 44, 424-433.
- Huston, A., Wright, J., Wartella, E., Rice, M., Watkins, B., & Potts, R. (1981). Communicating more than content: Formal features of children's television programs. Journal of Communication, 31, 32-48.
- Krendl, K., & Watkins, B. (1983). Understanding television: An exploratory inquiry into the reconstruction of narrative content. Educational Communication and Technology, 31, 201-212.
- Kunkel, D., & Watkins, B. (1987). The evolution of children's television regulatory policy. Journal of Broadcasting and Electronic Media, 31, 367-389.
- Kunkel, D., & Watkins, B. (1985). Children and television: A short regulative and legislative history. Society for Research in Child Development Washington Report, 1(4), 1-8.
- Lichtenstein, R., Thomas, J.W., Watkins, B., Puto, C., Lepkowski, J., Adams-Watson, J., Simone, B., & Vest, D. (1992). HMO marketing and selection bias: Are TEFRA HMOs skimming? Medical Care, 30, 329-346.
- Passini, F., Watson, C., Dehnel, L., Herder, J., & Watkins, B. (1977). Alpha-wave biofeedback training therapy in alcoholics. Journal of Clinical Psychology, 33, 292-299.
- Passini, F., Watson, C., Dehnel, L., & Watkins, B. (1974). Application of biofeedback techniques to the treatment of problem drinkers. Proceedings of the Fourth Annual Alcoholism Conference of the NIAA, 102-111.
- Rowland, W., & Watkins, B. (1984). Beyond mass culture and normal science in television research. In W.D. Rowland & B. Watkins (Eds.), Interpreting television: Current research perspectives (pp. 11-36). Beverly Hills: Sage.

Vivian, J., & Watkins, B. (1993, April). What it takes to run a successful ice arena: A survey of opinions from Canadian and U.S. arena managers. Recreation Canada, 51(1), 36-38.

In preparation

Watkins, B. Public policy issues in professional sport.

Watkins, B. Those who have served: A complete history of tennis in Ann Arbor, 1881 to present. In preparation -- a manuscript on the history of tennis in Ann Arbor, focusing particularly on the Ann Arbor City Tournament (1919-present) and tennis at the University of Michigan (1881 - present).

Book reviews

Watkins, B. (Spring, 2001). Review of Intercollegiate athletics and the American university (by James Duderstadt). Michigan Alumnus.

Watkins, B. (1992). Children and television: What's new here (a review of Judith Van Evra's Television and child development). Contemporary Psychology, 37, 573-574

Watkins, B. (1991). Review of Identity in adolescence: The balance between self and other. Child Development Abstracts & Bibliography, 65, 91-92.

Watkins, B. (1991). Television's psychological effects: A critical look, a critical lack. (Review of The psychology of television, by J. Condry). Contemporary Psychology, 36, 215-217.

Watkins, B. (1989). Review of Sports for sale (D. Klatell & N. Marcus) and Television and national sport (J. Chandler). Journal of Communication, 39(4), 71-76.

Watkins, B. (1986). Review of Misregulating television: Network dominance and the FCC (S. Besen, et al.). Journal of Communication, 36, 169-171.

Watkins, B. (1985). Learning from television: Some unanswered questions. Contemporary Psychology, 3, 133-134.

Watkins, B. (1984). Review of Images of life on children's television (F.E. Barcus). Contemporary Sociology, 13, 449-450.

Watkins, B. (1984). Review of Rx television: Enhancing the preventive impact of TV (J. Sprafkin, et al.). Journal of Communication, 34, 186-187.

Watkins, B. (1984). Review of Children and the formal features of television (M. Meyer). Journal of Communication, 34, 208-210.

Watkins, B. (1984). Review of Art, mind, and brain (H. Gardner). Journal of Communication, 34, 214-216.

Watkins, B. (1983). Review of TV and teens: Experts look at the issues (Action for Children's Television). Journal of Communication, 33, 64-66.

Watkins, B. (1982). Review of Mindstorms: Children, computers, and powerful ideas (S. Papert). Journal of Communication, 32, 191-193.

Watkins, B. (1981). Studying symbol systems: Review of Interaction of media, cognition, and learning (G. Salomon). Journal of Communication, 31, 216-218.

Presentations

- Calvert, S., Huston, A., Watkins, B., & Wright, J. (1981, April). The effects of selective attention to television forms on children's comprehension of content. Presented to the Biennial Meeting of the Society for Research in Child Development, Boston.
- Calvert, S., Watkins, B., Huston-Stein, A., & Wright, J. (1979, March). The role of content type and feature salience to children's understanding of prosocial television. Presented to the Biennial Meeting of the Society for Research in Child Development, San Francisco.
- Calvert, S., Wright, J., Huston-Stein, A., & Watkins, B. (1980, March). Children's selective attention to television forms: Effects of salient and informative production features as functions of age and viewing experience. Presented to the Biennial Meeting of the Southwestern Society for Research in Human Development, Lawrence, KS.
- Cojuc, J-R., & Watkins, B. (1982, April). Children's perceptions of television effects: The cognitive vs. behavioral impact. Presented to the Biennial Meeting of the Southeastern Society for Research in Human Development, Baltimore.
- Feig, E., & Watkins, B. (1983, May). Developing and analyzing qualitative measures for children's media narratives. Presented to the Annual Meeting of the International Communication Association, Dallas.
- Graf, J., & Watkins, B. (2003). Parental health indices show some relationship to children's health and fitness levels. Presented at the Annual Meeting of the American College of Sports Medicine, San Francisco.
- Huston-Stein, A., Fox, S., Greer, D., Watkins, B., & Whitaker, J. (1978, April). The effects of action and violence in television on young children's social behavior and imaginative play. Presented to the Biennial Meeting of the Southwestern Society for Research in Human Development, Dallas.
- Kunkel, D., & Watkins, B. (1986, May). Children's television regulatory policy: Where we are and how we got there. Presented to the Annual Meeting of the International Communication Association, Chicago.
- Kwiatek, K., & Watkins, B. (1982, April). Systematic processing of television content: Effects of interactive control and perception of the situation. Presented to the Annual Meeting of the Association for Education in Journalism, Athens, OH.
- Lichtenstein, R., Thomas, J.W., Lepkowski, J., Vest, D., Adams-Watson, J., Puto, C., Watkins, B., & Simone, B. (1989, June). Marketing strategies and risk selection in Medicare HMOs. Presented to the Annual Conference of the Association for Health Services Research, Chicago.
- Luker, R., & Watkins, B. (1982, October). Growing up on television: Theoretical considerations of adolescent media effects. Invited presentation to the First Biennial Conference on Adolescent Research, University of Arizona, Tucson.
- Luker, R., & Watkins, B. (1983, May). The neglected viewer: Television and adolescent development. Presented to the Annual Meeting of the International Communication Association, Dallas.
- Mills, S., & Watkins, B. (1982, November). Parents' perception of television's effects and its relationship to televiewing restrictions. Presented to the Annual Meeting of the Midwest Association for Public Opinion Research, Chicago.
- Watkins, B. (1980, May). Television research as superstition. Invited presentation to the West Coast Critical Communication Conference, San Diego.
- Watkins, B. (1981, August). Class news in an elementary school: Effect of task perception on performance. Presented to the Annual Meeting of the International Society for the Study of Behavioral Development, Toronto.

- Watkins, B. (1983, April). Schema elements in children's real-life and television stories: Content and structure. Presented to the Biennial Meeting of the Society for Research in Child Development, Detroit.
- Watkins B. (1983, August). Real or staged? Television comedy, Andy Kaufman, and attribution theory. Presented to the Annual Meeting of the American Psychological Association, Anaheim.
- Watkins, B. (1984, April). Television and children: Public policy and the creative community. Presented to the Annual Meeting of the American Educational Research Association, New Orleans.
- Watkins, B. (1984, May). Television viewing as a dominant activity of childhood: A suggestion for a developmental effects theory. Presented to the Annual Meeting of the International Communication Association, San Francisco.
- Watkins, B. (1987, May). Respondent on ICA panel: From program sponsor to creator - the changing role of toy manufacturers in children's television. The Annual Meeting of the International Communication Association, Montreal.
- Watkins, B. (1988, November). The early influence of sports programming on Congressional regulation of television: The case of pay TV. Presented to the Annual Meeting of the North American Society for the Sociology of Sport, Cincinnati.
- Watkins, B. (1989, April). Public policy and child development research. Invited discussion presentation to the Biennial Meeting of the Society for Research in Child Development, Kansas City.
- Watkins, B. (1989, April). The development of conceptions of excellent athletic ability. Presented to the Biennial Meeting of the Society for Research in Child Development, Kansas City.
- Watkins, B. (1995, March). Conceptions of athletic excellence: Some cross-cultural differences between Malaysian and U.S. youth samples. Presented at the Annual Kinday conference, Division of Kinesiology, The University of Michigan, Ann Arbor.
- Watkins, B. (1996, February). Making health messages more appealing: Club Connect. Presented at the Annual Kinday conference, Division of Kinesiology, The University of Michigan, Ann Arbor.
- Watkins, B. (1996, June). Communication for ice arena managers. Presented to the First Annual School for Ice Arena Managers, Sports Facilities Research Laboratory, The University of Michigan, Ann Arbor, MI.
- Watkins, B. (1999, December). Public policy and television for children in the U.S. and Malaysia: An overview of findings and suggestions for research. Presented at university-wide colloquium, Universiti Teknologi Mara, Shah Alam, Malaysia.
- Watkins, B. (2002, July). Media entertainment and reality: A framework and introduction. Session chair remarks presented at the Annual Meeting of the International Communication Association, Seoul, Korea.
- Watkins, B. (2004, May 29) Synthesis and commentary: Bridging publics across national borders. Comments presented at the Annual Meeting of the International Communication Association, New Orleans, La.
- Watkins, B., & Brimm, D. (1985, May). The diffusion and evaluation of microcomputers in home and schools. Paper presented to the Annual Meeting of the International Communication Association, Honolulu.
- Watkins, B., Cojuc, J-R., & Mills, S. (1982, May). Children write about television and real life: The relationship of prime-time televiewing and traditional achievement measures to narrative form and content. Presented to the Biennial Meeting of the Southwestern Society for Research in Human Development, Galveston.
- Watkins, B., Cojuc, J-R., Mills, S., Kwiatek, K.K., & Tan, C.W.Z. (1982, May). Schema structure and content: The effects of television on children's cognitive representations.

Presented to the Biennial Meeting of the International Communication Association, Boston.

- Watkins, B., Fox, S., Greer, D., & Huston, A. (1978, April). Young children's attention to television: What recruits it and what maintains it? Presented to the Biennial Meeting of the Southwestern Society for Research in Human Development, Dallas.
- Watkins, B., Lichtenstein, R., & Vest, D. (1988, June). Media marketing of Health Maintenance Organizations to senior citizens: Content strategies and their relationships to health status of enrollees. Presented to the Annual meeting of the International Communication Association, New Orleans.
- Watkins, B., Perloff, L., & Wortman, C. (1982, May). Mental health themes in commercial programming. Presented to the Biennial Meeting of the Southwestern Society for Research in Human Development, Galveston.
- Watkins, B., & Schadler, M. (1976, March). The development of strategy use in spatial memory. Presented to the Biennial Meeting of the Southeastern Society for Research in Human Development, Nashville.
- Watkins, B., Wright, J., & Huston-Stein, A. (1978, September). Active vs. passive television viewing: A model for the development of information processing in children. Presented to the Annual Meeting of the American Psychological Association, Toronto.
- Wright, J., Calvert, S., Huston-Stein, A., & Watkins, B. (1980, May). Children's selective attention to television forms: Effects of salient and informative production features as functions of age and viewing experience. Presented to the Annual Meeting of the International Communication Association, Acapulco.
- Wright, J., Huston-Stein, A., Potts, R., Rice, M., Calvert, S., Greer, D., Watkins, B., Thissen, D., & Zapata, L. (1980, March). Formal features of children's TV programs as predictors of viewership by age and sex: A tale of three cities. Presented to the Biennial Meeting of the Southwestern Society for Research in Human Development, Lawrence, KS.
- Yakut, C., Foss, M., Brown, S., Aldridge, J., Ulrich, D., Watkins, B., & Worryingham, C. (2003). Effect of sequential versus simultaneous practice on learning a multi-component visual-motor task. In Medicine and Science in Sports and Exercise, 35(5), Supplement. (Abstract).

Research grants and fellowships

- 1980 Primary Investigator - Fantasy from reality: Studies of the cognitive impact of television (Spencer Foundation, Chicago, \$90,800 for 2 years).
- 1982-1984 Faculty sponsor & investigator - Bush Foundation grant to explore policy solutions to improving television for children (budget of @ \$8,000 administered through the Department of Psychology).
- 1983 Primary Investigator - Cabling of Oakland County (co-recipient, \$30,000, from the Howard R. Marsh Center for Communication Studies and the Horace Rackham School of Graduate Studies, for investigating the impact of cable television).
- 1984-1985 Congressional Science Fellow - Society for Research in Child Development (one-year fellowship to work in the area of public policy and child development; served as policy analyst with the U.S. House of Representatives Subcommittee on Telecommunications, Consumer Protection and Finance).

- 1987 Investigator - project examining media marketing strategies and selective enrollments based on health risk factors by a national sample of Health Maintenance Organizations (@ \$350,000, funded by Health Care Finance Administration, U.S. Department of Health and Human Services, Washington, D.C.).
- 1988 Primary investigator - Children's conceptions of athletic excellence (Horace Rackham School of Graduate Studies, \$6060).
- 1992-1993 Primary investigator - Athletic performance, academic achievement, and life satisfaction during high school and university years: A pilot study of male and female student athletes (University of Michigan, Office of the Vice President for Research, \$25,000; National Collegiate Athletic Association, \$19,347)
- 1990-1997 Investigator - Production and testing of CLUB CONNECT, a Public Broadcasting series for adolescents, created by WTVS, Detroit
- 1999-2000 Fulbright Senior Scholar Fellowship, for teaching and research in Malaysia and Southeast Asia

Journal consultant and manuscript reviewer

American Journal of Sociology

Child Development

Communication Research

Contemporary Psychology

Critical Studies in Mass Communication

Human Communication Research

International Communication Association (Annual Meeting)

Journal of Applied Developmental Psychology

Journal of Broadcasting and Electronic Media

Journal of Communication

Journal of Experimental Child Psychology

Journal of Moral Education

Journal of Research in Personality

Recent Departmental, Divisional, University service

Primary advisor, Jason Scibek (Ph.D. student), 2003-2005.
Member, University of Michigan Faculty Senate Assembly, 1991-1993; 2000-2006
Member, Grievance Review Board, Horace Rackham School of Graduate Studies, UM, 2000-2003-2005
Member, University Library Council, 2004-2007
Member, Rackham Predoctoral Fellowships Committee, 2004-2005
Member, Executive Committee, Division of Kinesiology, 1990-1992; 1995-1997; 1998-1999; 2000-2002, 2003-2004, 2006, 2007-2009
Chair, Graduate Committee, Division of Kinesiology, 1994-1997; 2001-2006
Chair, Search Committee, Department of Sports Management and Communication, 2000-2001; 2001-2002, 2004
Interim Director, Division of Kinesiology, September, 1998-January, 1999
Associate Dean, Division of Kinesiology (Research and Scholarly Activities), 1996-1999
Chair, Learning Environment Committee, Division of Kinesiology, 1996-1997
Chair, Search Committee, Division of Kinesiology, 1996-1997
Chair, K-Quality Committee on revising the doctoral program, 1995-1996
Member, SACUA Tenure Committee, May 1995-1997; Chair, 1995-1996
Member, Faculty Perspectives Page Editorial Advisory Board, UM Faculty Senate Assembly Committee, 1994-1995.

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