HEIDI J. FIGUEROA SARRIERA

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WEBSITES, PORTFOLIOS, PROFILES

- https://uprrp.academia.edu/Heidi_Figueroa_Sarriera
- https://www.researchgate.net/profile/Heidi-Figueroa-Sarriera

PROFESSIONAL SUMMARY

Committed and engaging professor bringing outstanding teaching and expertise in Community Social Psychology. Gifted in engagement and guidance of students with over thirty years in postsecondary education. Offers over thirty years of teaching experience supporting students, developing instructional plans, organizing and grading exams, and students' research projects. Commended for sustaining an effective learning environment through prepared classes and relevant assignments and consistently achieving classroom management and academic goals. I developed a variety of research projects on digital technology and its socio-cultural impact, opening new approaches to research and methodological innovation.

SKILLS

- WebCT, MOODLE
- Mentor Graduate Students
- Debate Facilitation
- Positive Reinforcement Strategies
- Instructional Design
- Classroom Lectures
- Technology-Based Learning Tools
- Qualitative Research Methodology

ACCOMPLISHMENTS

- In my career, I have had the opportunity to conduct research in the field of digital technology and its impact on our everyday lives and subjectivity.
- Alongside this, I have taught various courses on social psychology and research methodology, both in-person and online.
- My experience in online instructional design and teaching has allowed me to develop effective and engaging educational content.

- I am proud to have served as the general coordinator of the Community Social Psychology Area at the University of Puerto Rico, Río Piedras Campus, for over two decades. I guided curricular revision, student counseling, and academic development.
- As a consultant, I have helped individuals and organizations improve their academic development and online teaching strategies.
- I have a research trajectory on digital technology, everyday life, and subjectivity.

CURRENT RESEARCH

I am the principal investigator in research titled *Perceived time vs. Real-time in everyday smartphone usage*. The specific applications studied are Facebook, Instagram, WhatsApp, and Twitter. This is interdisciplinary research with colleagues from psychology and computer sciences, funded by FIPI-UPR (Institutional Research Funding of the University of Puerto Rico)

EDUCATION

Ph.D: Community Social Psychology Psychology, 05/1991
University of Puerto Rico - Río Piedras Campus, University of Puerto Rico

M.A.: Community Social Psychology Psychology Graduate, 05/1987
University of Puerto Rico - Río Piedras Campus, University of Puerto Rico

CERTIFICATIONS

Designing a Learning Virtual Environment, 2019

WORK HISTORY

Assistant Professor, 07/1989 - 06/1995
Cayey University College, University of Puerto Rico – Cayey, Puerto Rico
- Evaluated and supervised student activities and performance levels to provide reports on academic progress.
- Helped struggling students by providing support outside of classrooms and consistently checking in on progress.
- Applied innovative teaching methods to encourage student learning objectives.
- Built strong rapport with students through class discussions and academic counseling.
- Created materials and exercises to illustrate the application of course concepts.
- Revised course objectives, course materials, instructional and assessment strategies for Psychology courses.

Professor, 07/1995 - 06/2021
University of Puerto Rico – Río Piedras Campus

- Researched and selected course texts and supplemental learning materials.
- Instructed and evaluated students in the classroom in alignment with the college mission by incorporating innovative teaching and learning strategies.
- Encouraged class discussions by building discussions into lessons, actively soliciting input, asking open-ended questions, and using techniques to track student participation and critical thinking.
- Developed a diversified course curriculum to meet regulatory standards and support learning objectives.
- Created a dynamic learning environment that valued instructor and student interaction.
- Demonstrated strong interpersonal and communication skills, resulting in clear subject-matter discussions with students.
- Used a variety of learning modalities and support materials to facilitate the learning process and accentuate presentations.
- Identified student research opportunities, assisting with gathering data and drawing conclusions for projects.
- Created syllabus and instructional plans for each class session by stated course objectives.
- Created materials and exercises to illustrate the application of course concepts.
- Created a positive and safe learning environment for students by setting and enforcing classroom code of conduct.
- Guided students in researching, structuring, and presenting debate cases.
- Used different learning modes and types of technology to engage students in achieving learning outcomes.
- Conducted ongoing program assessment, enrollment, and retention tracking.
- Established and maintained an inclusive, collegial, and collaborative culture within the classroom.
- Evaluated courses and programs in Community Social Psychology.
- Supported multidisciplinary research teams focused on scholarly publication.
- Designed and implemented various educational activities and programs to meet student needs.
- Applied innovative teaching methods to encourage student learning objectives.
- Reviewed program materials and coordinated updates to keep department materials relevant and accurate.
- Evaluated and supervised student activities and performance levels to provide reports on academic progress.
- Incorporated instructional technologies in course delivery for both face-to-face and online instruction.
- Created a positive and safe learning environment for students by setting and enforcing the classroom code of conduct.
- Guided students in researching, structuring, and presenting debate cases.

CONSULTING EXPERIENCE

Universidad Carlos Albizu (Albizu University), https://universidadalbizu.com/ , 2022 to present.

- Digital Psychology curriculum development

Rubberband LLP, https://rubberbandpr.com/, 2011-2016.

- Research-based design
- Qualitative research methods

Centennial de Puerto Rico, 2004

- Design of online training modules for customer service and telemarketing.

COBIMET, Metropolitan Libraries Consortium, 2003-2004.

- External project evaluation.

K- Management, Co., 2004

- Content production for online office training modules.

VISITING PROFESSOR

Seminar Post-identidades contemporánea en la Era Digital [*Contemporary Post-identities in the Digital Era*]. Universidad Pontificia Bolivariana, Medellín, Colombia, 25 de abril 2019.

Graduate course, *Tecnologías de Visualización e investigación neuropsicológica: un estudio de caso sobre el imaginario corporal* [*Visual Technologies and Neuropsychology Research: A Case Study About the Imaginary Body*], Universitat Oberta de Catalunya, UOC, July 19, 2012.

Seminar, *Formas de representación de las mujeres en publicidad de telefonía* [*Social Representations of Women in Telecommunication Advertising*], Interdiscplinary Internet Research Institute (IN3), Universitat Oberta de Catalunya, UOC, Barcelona, Spain, July 12, 2012.

Seminar, *Controversias entorno la noción de cuerpo: antiguas y nuevas fronteras corporales desde la escena posthumanista* [*Controversies on the Concept of Body: Old and New Corporeal Bounderies from the Posthumanist Scene*], Unversitat Autónoma de Barcelona, Barcelona, Spain, October and November, 2009.

My bibliography includes books, journal articles, edited volumes, anthology chapters, and reviews. Selected items of the last ten years:

- Figueroa Sarriera, H. J. (2022). Tecnología digital y educación superior en el contexto de la pandemia [Digital Technology and Higher Education in the Pandemic Context]. *Teknokultura. Revista de Cultura Digital y Movimientos Sociales*, 19 (2), 197-204. http://dx.doi.org/10.5209/TEKN.79126

- Figueroa Sarriera, Heidi (2021). La figura del cyborg para una agenda de investigación psicosocial [Cyborg imaginary for a psychosocial research agenda]. *Nómadas*. 55 (julio- diciembre de 2021). https://dx.doi.org/10.30578/nomadas.n55a10

- Figueroa Sarriera, Heidi (2019). Smartphone encarnado: semiótica para una prótesis digital. *Revista deSignis*, 30, 63-76. https://www.designisfels.net/capitulo/i30-06-smartphone-encarnado-semiotica-para-una-protesis-digital/

- Gray, C. H., Figueroa-Sarriera H. & Mentor S. (Eds.) (2021). *Living as a Cyborg*. Routledge.

- Figueroa Sarriera, Heidi J. (2017). *Imaginarios de sujetos en la era digital: Proyectos (post) identitarios* [*Subject Imaginaries in the Digital Age: Post-identity Projects*]. Editorial CIESPAL

- Figueroa, H. & González, B. (2017). Emerging Technologies: Challenges and Opportunities for Community Psychology. In M. Bond, C. Keys & I Serrano-García (Eds.) *Handbook of Community Psychology*. American Psychological Association.

- Figueroa, H. & Gray, C.H. (2016). *Teknokultura. Revista de Cultura Digital y Movimientos Sociales*. Visiones Tecnológicas Iberoamericanas Vol 13, No 1. http://revistas.ucm.es/index.php/TEKN/issue/view/2943/showToc

- Figueroa Sarriera, Heidi (July 1, 2015). Aprender en tiempos del multitasking [Multitasking and Learning] *Diálogo Digital*, http://dialogoupr.com/noticia/upr/aprender-en-tiempos-del-multitasking/

- Figueroa Sarriera, Heidi (June 2, 2015). El cuerpo, los toques y el espacio multimediático [Embodiment, touching and multimedia space.] *Diálogo Digital*. http://dialogoupr.com/noticia/puertorico/el-cuerpo-los-toques-y-el-espacio-multimediatico/

- Figueroa Sarriera, Heidi J., Gordo Ángel & De Rivera, Javier (Comp.) (2014). *Teknokultura entre dos siglos. Tecnociencia, arte y cultura.* [*Technoculture Between Two Centuries: Technoscience, Art, and Culture*]. Editorial Catarata.

- Figueroa Sarriera, Heidi (2013). Tecnologías de visualización en la investigación neuropsicológica: un estudio de caso sobre imaginario corporal [Technologies of Visualization in Neuropsychology Research: A Case Study of Imaginary Embodiment], *Athenea Digital. Revista de pensamiento e investigación social*. Universidad Autónoma de Barcelona. 13 (3) 3-20. http://atheneadigital.net/article/view/v13-n3-figuero.

- Figueroa Sarriera, Heidi (2013). El cuerpo del domus entre dos siglos desde el discurso tecno-psicológico [The body in the *domus* between two centuries in technopsychology discourses] *Nómadas.*

Revista del Instituto de Estudios Sociales Contemporáneos, Universidad Central, Bogotá. 38, 31-48. http://www.ucentral.edu.co/images/stories/iesco/revista_nomadas/38/38_2f_el_cuerpo_del_domus.pdf

- Figueroa Sarriera, Heidi J. & Vale Nieves, Otomíe (eds.) (2013) *Diálogos aumentados: error y errancia en la investigación y la creación* [*Augmented Dialogues: Error and Errancy in Creativity Research*], San Juan, PR: Publicaciones Gaviota, ISBN: 9781-61505-094-9.

- Capdevilla, Rose, Montenegro, Marisela y Figueroa Sarriera, Heidi (eds.). (September, 2012). *Feminism and Psychologies in the Latin American Context. Feminism & Psychology: Special Feature.* ISSN 1461-7161.

- Figueroa Sarriera, Heidi (2012). Telefonía móvil e imagen publicitaria: Razr 2, mujeres y vida cotidiana [Mobile Phones and Advertisement: Razr2, Women and Everyday Life.] In Jen Concha Mateos Martín, Javier Herrero, Alberto Ardévol Abreu, Samuel Toledano Buendía y Ciro Herández (eds.). *Proceedings of the IV Congress of Latina International: Communication, control and resistances*. La Laguna Tenerife, December, 4,5 & 7, 2012. Retrieved from http://www.revistalatinacs.org/12SLCS/2012_actas/008_Figueroa.pdf

- Figueroa Sarriera, Heidi (June 28, 2012). El password nuestro de cada día [Our Everyday Life Password] *80 Grados*, http://www.80grados.net/el-password-nuestro-de-cada-dia/

- Figueroa Sarriera, Heidi J. (2012). El celular como prótesis móvil en la vida cotidiana de mujeres jóvenes adultas.[The Cellular as a Mobile Prosthesis in Young Adult Women's Everyday Life]. In Souza, María Dolores; Cabello, Patricio & del Valle, Carlos (Eds.). *Medios, edades y cultura*. Ediciones Universidad de La Frontera/CNTV.

CONFERENCE PAPERS (LAST 10 YEARS)

- *Perspectivas de la Psicología en la Era Digital* [*Psychology Perspective in the Digital Age*]. Inaugural Conference at Universidad Carlos Albizu, San Juan, Puerto Rico, January 10, 2023.

- *El Teléfono Inteligente en la Construcción de la Vida Cotidiana y la Subjetividad* [*Smartphone and the Construction of Subjectivity and Everyday Life*]. Cátedra Mercedes Rodrigo XVI Psicología 4.0. Asociación Colombiana de Facultades de Psicología, ASCOFAPSI, March 20, 2021.

- *La educación en tiempos de pandemia: hibridez y virtualidad de lo social 2.0.*[*Education inTimes of Pandemic: Hibridity and Virtuality of the Social 2.0*]. Closing Conference, Annual Meeting of ASCOFAPSI (Asociación Colombiana de Facultades de Psicología), March, 19, 2021.

- *El imaginario Cyborg: ¿Qué dice a la Psicología?* [*The Cyborg imaginary: What does it say to Psychology?*]. Conference presented at the XII Social Psychology International Seminar, Medellín, Colombia, April, 26, 2019.

- *Tecnología digital como objeto y como herramienta para la investigación psicosocial* [*Digital technology as an object and as a tool for psychosocial research*]. Subjetividades, Nuevas Tecnología y

Globalización. Conference presented at the XII Social Psychology International Seminar, Medellín, Colombia, April 27, 2019.

- *Smart phone use: The role of paradox in the production of everyday life.* Paper delivered at Society for Social Studies of Science Annual Meeting, New Orleans, September 4-7, 2019.

- *Smart phones: Semiosis y cognición* [*Smart phones: Semiosis and cognition*]. Paper delivered at the IX Congreso de la Federación Latinoamericana de Semiótica Visual: Perspectivas Latinoamericanas, February 6-9, 2019, Zacatecas, México.

- *Smart phones como aparato cognitivo/social: paradojas relacionales* [*Smart phones as a cognitive/social apparatus: paradoxes*]. Paper delivered at the 8va Conferencia Latinoamericana y Caribeña de Ciencias Sociales, "Las Luchas por la Igualdad, la Justicia Social y la Democracia en un Mundo Turbulento", November 22-23, 2018, Buenos Aires, Argentina.

- *Tecnopolítica: apuntes de una agenda de investigación* [*Technopolitics: notes on a research*]. Grupo Tecnopolítica, GT-CLACSO. International Congress Movi.Net, Sevilla, España, 25- 27 de octubre, 2017.

- *Technological systems possibilities: Against a Frankesteinian Fate.* Conference presented at Common Action Forum (CAF) The Limits of Inequality: seeking a sustainable society. Madrid, España, November 3-5, 2017.

- *Smartphones and temporalities in everyday life: A research agenda.* Conference presented at the Discourse Unit Global Seminar. University of Manchester, UK, June 29-30, 2017.

- *Controversias en torno a los procesos de atención en ambientes multimediáticos* [*Attentional Processes Controversies in Multimedia Environments*], Panel on Emergent Technologies and the Learning Process: Some reflections from the educational and psychosocial fields. XIII Puertorican Education Research Congress. University of Puerto Rico, Rio Piedras Campus, March 11-13, 2015.

- *El Cuerpo en la investigación cualitativa con métodos* audiovisuales [*Audiovisual Methods and the Body in Qualitative Research*], Tenth International Congress of Qualitative Inquiry University of Illinois, Urbana-Champaign, May 21-24, 2014.

- *Redes sociales: Una agenda de investigación para la* Psicología [*Social Media: A Psychology Research Agenda*], Keynote Speaker, Psi Chi Psychology Conference, Mayaguez University Campus, University of Puerto Rico, February 17, 2014.

- *Tecnologías de visualización e imaginario corporal en el discurso neurpsicológico contemporáneo* [*Visualization Technologies and Imaginary Body in Contemporary Neuropsychology Discourse*], VI Congress of Science, Arts and Humanities. Science and Technologies in Corporeal Practices. The Body Decoded. Universidad Autónoma de México, Xochimilco, Mexico, October 28-31, 2013.

- *Diálogos aumentados: ¿Tres formatos, un libro?* [*Augmented Dialogs: Three formats, one book?*], XII Puertorican Education Research Congress. University of Puerto Rico, Rio Piedras Campus, Panel Controversies in Scholarly Work and Publishing in the Context of Crisis. College of Education, Río Piedras Campus, University of Puerto Rico, March 7, 2013.

- *Entorno domótico, corporalidad y subjetividad en el siglo XXI* [*Domotic Environment, Embodiment and Subjectivity in the 21th Century*], IX National Colloquium on Women. Cayey University College, University of Puerto Rico, March 6, 2013.
- *El cuerpo intervenido versus el cuerpo expansivo en el debate tecnocultural* [*The Intervened Body Versus the Expansive Body in the Technocultural Debate*], II Critical Social Psychology congress, Discourse, Materiality and Power. Universitat Autonóma de Barelona, Barcelona, Spain. February 6-8, 2013.

ACADEMIC JOURNALS

- Scientific Board, *ARISTEO, Revista de Aplicaciones e Investigación en Psicología del Trabajo y de las Organizaciones* [*ARISTEO, Journal of Research and Applications in Work and Organizational Psychology*], Buenos Aires University, Argentina.
- Consultative Board, *Revista Perspectivas en Psicología* [*Perspective in Psychology Journal*], University of Manizales, Colombia.
- Consultative Board, *Revista de Ciencias Humanas de la Universidad Tecnológica de Pereira*, [*Journal of Human Sciences of the Technology University of Pereira*], Colombia.
- International Editorial Board of *International Journal of Critical Psychology*. Publishers, Lawrence & Wishart, London, UK
- Editorial Board, *Teknokultura. Online Journal of Digital Culture and Social Movements*. University Complutense of Madrid, Spain, http://revistas.ucm.es/index.php/TEKN
- Editorial Council *Revista Disertaciones* [*Dissertations Journal*], University of Rosario / University of Los Andes / University Complutense of Madrid. http://erevistas.saber.ula.ve/index.php
- International Scientific Council, *Chasqui, Revista Latinoamericana de Comunicación* [*Chasqui. Latinamerican Journal of Communication*]. Higher Educational Center for Latinamerican Communication Studies, CIESPAL
- Consultative Board, *Athenea Digital. Revista de Pensamiento e Investigación Social* [*Digital Athena: Journal of Social Thought and Research*], Universitat Autónoma de Barcelona, Spain, http://psicologiasocial.uab.es/athenea/index.php/atheneaDigital/index
- Editorial Board, *Vectors, Journal of Culture and Technology in a Dynamic Vernacular*, University of Southern California, Annenberg Center for Communication, Editorial board, Vectors, http://www.vectorsjournal.org/

Languages

Spanish: Native language

French: A2

Elementary

English: C1

Advanced

Affiliations

American Psychological Association (APA)

The Society for Social Studies of Science (4S)

Internet Society of Puerto Rico (ISPR)