

CURRENT POSITION

Research Specialist

UCLA Center for Health Services and Society

2014-present

EDUCATION

PhD - Anthropology UCLA

Dissertation: [*Household Diversification and Children's Economic Socialization: An Examination of In-Home Businesses among Urban Mexican Families*](#)

MA - Anthropology
UCLA

Thesis: *Negotiating Assessments and Social Change in Zinacantec Youth Co*

BA - Cognitive Science
UC Berkeley

emphasis in Computational Modeling; minor in Anthropology

RESEARCH INTERESTS: Child/adolescent language & skill socialization; communicative practices and cultural disparities in health care and mental health; emerging mobile & digital health technology & new media; women's home entrepreneurship; gender identity; gossip; discourse & narrative analysis. **Geographic Regions:** Los Angeles, U.S.A.; Chiapas Mexico; Zinacantán (Maya); Internet communities. **Languages:** English (native); Spanish (fluent); Certified as Spanish/English volunteer medical interpreter for UCLA Health

RESEARCH EXPERIENCE

Conducted ongoing ethnographic research in Chiapas, Mexico from 2004 through 2009 and in the U.S.A. from 2013 to present. Methodologies include video and audio recordings, person-centered interviews, focus groups, time allocation coding, Internet and media analysis; discourse/conversation analysis; narrative analysis.

As Principal Investigator:

- ~ Study of how women artist-entrepreneurs balance responsibility, creativity, and motherhood (USA; Internet communities) *UCLA Center for the Study of Women. 2013-2014.*
- ~ Study of urban mothers' household economic decision-making and child language socialization in family home businesses (Chiapas, Mexico) *UCLA Anthropology. 2007-2012; doctoral research.*
- ~ Study of recruitment and networking among independent catalog cosmetics vendors (Chiapas, Mexico) *UCLA Anthropology. 2009; doctoral research.*
- ~ Study of Mayan adolescent girls and the role of gossip in gender socialization (Chiapas, Mexico) *UCLA Anthropology. 2004-2007; Master's research*

Collaborative Research:

California State Evaluation and Learning Support (Cal SEALS) for SB 82 Triage Grants (*PI: Dr. Bonnie Zima; qualitative lead Dr. Corey O'Malley; contracted by the California MHSOAC*) Contracted evaluation to implementation of California state legislation SB-82/833 Child Crisis Intervention and School-County Collaborative Triage programs. Project was updated to include an examination of program responsiveness and innovation following the onset of the COVID-19 pandemic.

- ~ **Qualitative Researcher / Data Analyst** (2021-present); Currently creating case study reports of selected school mental wellness programs based on interview and survey data collected from 2019-2023.

Collaborative Research (continued):

Mobile Health for Mental Health (MH2) Pilot Research (*PI: Dr. Bonnie Zima*) Interdisciplinary project examining the effects of mobile technology on doctor-family interaction in child ADHD care and pilot-testing a mobile health phone app.

- ~ **Qualitative Researcher** (*2014-present*): Conducted discourse analysis of video-recorded doctor-parent-child interactions during pediatric ADHD clinical appointments. Translated and adapted the mobile app and relevant research materials into Spanish. Collaborated on database and literature searches for a review of mobile technologies in mental health care
- ~ **Project Manager** (*2015-2020*): Managed day-to-day and long-term research activities such as: data collection scheduling, timelines & scope, and coordinating with community research sites. Collaborated with PIs to develop project roadmaps and milestones. Maintained compliance with research & participant protection protocols for UCLA IRB, Los Angeles DMH, and HIPPA, including writing amendments and follow-up reports. Served as point of contact for clients, internal research team, and external stakeholder partners

MHSA Outcome Measure Project: Reporting on Outcome Measures that Matter for Communities (*PIs: Dr. Sheryl Kataoka, Dr. Bonnie Zima; contracted by the California Mental Health Services Oversight & Accountability Commission*) Contracted evaluation to identify gather, develop, and disseminate key county-level metrics of the seven negative domains of mental health challenges and unmet needs listed in the California Mental Health Services Act.

- ~ **Lead Qualitative Researcher** (*2018-2020*): Developed and carried out a qualitative study component consisting of interviews, focus groups, and public engagement observations. Collaborated on mixed-methods data analysis and writing and editing public reports and data fact sheets. Created a community partner advisory board. Coordinated and ran meetings to explain the project to interested parties.
- ~ **Interim Project Manager** (*Aug-Dec 2018*): Prior to hiring the full-time project manager, coordinated with research team, clients and advisory board members, scheduled meetings, assisted in developing work plans and project summaries, and other miscellaneous duties.

Quality Evaluation of the Mental Health Services Act in Los Angeles (*PIs: Dr. Nicole Eberhart RAND; Dr. Sheryl Kataoka UCLA; contracted by the Los Angeles County Dept of Mental Health*) Mixed methods quality of care evaluation conducted in collaboration with RAND researchers.

- ~ **Researcher** (*2018*): Conducted person-centered phone interviews with adult patients enrolled in Full Service Partnership (FSP) programs in Los Angeles. Qualitatively analyzed data for common themes and key points of concern. Coordinated electronic data storage and liaised with contracted transcription service.

Recommended Child Mental Health Clinical Outcomes Measures for Statewide Use in Medicaid-funded Outpatient Programs (*PI: Dr. Nadereh Pourat; contracted by the California Dept of Health Care Services*) Multistage study to research and design a toolkit to measure treatment outcomes for children in outpatient mental health care, as part of California's Outcomes Measurement and Quality Improvement System.

- ~ **Researcher** (*2015-16*): Conducted systematic literature reviews synthesizing peer-reviewed validity and reliability tests of 10 outcome measurement tools & prepared a handbook for client and subject matter experts. Assisted in running a modified Delphi panel; conducted qualitative discourse analysis of panel discussion to supplement quantitative rankings. Assisted in writing reports.

UCLA Center on the Everyday Lives of Families (*PI: Dr. Elinor Ochs*) In-depth ethnographic study of work and caregiving practices among dual-income Los Angeles families.

- ~ **Data Analyst / Graduate Research Assistant** (*2004*): Designed & implemented data-sorting scripts in Filemaker Pro; conducted data collection (primarily time-allocation sampling).

UNIVERSITY TEACHING EXPERIENCE

- Lecturer:** *UCLA: Anthropology/Applied Linguistics* 2012-2015
 Anthropology 33: Culture and Communication (introductory course)
 Anthropology 147: Special Topics: Language and Work (upper division seminar)
 Applied Linguistics 30W: Language and Social Interaction (introductory course)
 Applied Linguistics C275: Critical Approaches to Multilingualism (graduate seminar)
- Summer Instructor:** *UCLA: Anthropology* 2010
 Anthropology 33: Culture and Communication (introductory course)
 Anthropology 149B: Language and Gender in Society (upper division course)
- Teaching Assistant:** *UCLA: Anthropology* 2006-2010
 Anthropology 7: Human Evolution (supervised by Dr. J. Silk (2006))
 Anthropology 33: Culture and Communication
 (supervised by Dr. A. Duranti (2007), Dr. O. Solomon (2007), Dr. S. Wertheim (2008; 2010))
 Anthropology 140: Language in Culture (supervised by Dr. M. Goodwin (2007))

OTHER ACADEMIC POSITIONS

- Digital Media Lab Coordinator/Liaison** Aug 2010-June 2012
Anthropology/Sociology Digital Media Lab; UCLA: Computer and media lab for sociolinguistic faculty and graduate student researchers in Anthropology & Sociology.
 Set up the new lab & coordinated its day-to-day use. Researched and tested new software. Advised faculty and grad students on video field equipment, secure data storage, & data analysis software. Trained students in Conversation Analysis transcription and relevant software. Provided various technical assistance for faculty including digitizing audio, video, and photographic data, assisting with visuals for presentations, and updating faculty webpages. Video-recorded and video-edited conference presentations and faculty lectures. Assisted the Social Sciences Digital Projects Director with other online education projects.
- Conference Webmaster/Co-Webmaster** alternate years 2004-2010
UCLA CLIC/UCSB LISO Graduate Student Associations
 Webmaster for the CLIC/LISO annual conference during the years it was held at UCLA (alternate years were organized and hosted at UCSB).

Selected Software & Tech Skills:

- Data Analysis:* Filemaker Pro, InqScribe, Excel, Redcap, Stata.
Management & Remote Co-working: Zoom, Slack, Discord, Monday, Smartsheet.
Presentations: Keynote, Powerpoint.
Video & Graphics: video recording of natural conversation-in-interaction; media digitizing and conversion; Final Cut Pro, iMovie, Filmora, Adobe Creative Suite, Weebly.
Programming languages: Perl, Common LiSP; PHP, HTML.

PUBLICATIONS & PRESENTATIONS

JOURNAL ARTICLES

- Martí, F. A., Pourat, N., Lee, C., & Zima, B. T. (2022). [Overview of ten child mental health clinical outcome measures: Testing of psychometric properties with diverse client populations in the U. S.](#) *Administration and Policy in Mental Health & Mental Health Services Research*, 49, 197-225.
- Zima, B. T., Martí, F. A., Lee, C. E., & Pourat, N. (2019). [Selection of a child clinical outcome measure for statewide use in publicly funded outpatient mental health programs.](#) *Psychiatric Services*, 70(5), 381-388.

- Ashwood, J. S., Kataoka, S., Eberhart, N., Bromley, E., Zima, B., Baseman, L., **Martí, A.**, Kofner, A., Tang, L., Azhar, G., Chamberlin, M., Erikson, B., Choi, K., Zhang, L., Miranda, J., & Bumam, M. A. (2018). [Evaluation of the Mental Health Services Act in Los Angeles County: Implementation and outcomes for key programs](#). *Rand Health Quarterly*, 8(1), 2.
- Mikesell, L. M., **Martí, F. A.**, Guzmán, J. R., McCreary, M., & Zima, B. (2018). [Affordances of mHealth technology and the structuring of clinic communication](#). *Journal of Applied Communication Research*, 46(3), 323-347.
- Archangeli, C., **Martí, F. A.**, Wobga-Pasiah, E., & Zima, B. T. (2017). [Mobile health interventions for psychiatric conditions in children: A scoping review](#). In Health Information Technology for Child and Adolescent Psychiatry [Special Issue]. *Child and Adolescent Psychiatric Clinics of North America* 26(1): 13-31.
- Martí, F. A.** (2013). [The logic of \(mis\)behavior: Peer socialization through assessments among Zinacantec youth](#). *Journal of Latin American and Caribbean Anthropology*, 18(3), 465-484.
- Maynard, A. E., Greenfield, P. M., & **Martí, F. A.** (2010). [Las implicaciones del comercio y la urbanización para el aprendizaje cotidiano: Una familia Zinacanteca a través del tiempo y la distancia \(F.A. Martí, Trans.\)](#). *Anuario de Estudios Indígenas, XIV*, 317-344.
- Greenfield, P. M., Maynard, A. E., & **Martí, F. A.** (2009). [Implications of Commerce and Urbanization for the Learning Environments of Everyday Life: A Zinacantec Maya Family Across Time and Space](#). *Journal of Cross-Cultural Psychology*, 40(6): 935-952.

BOOK CHAPTERS

- Martí, F. A.**, & Zima, B. T. (2021). Communicating with parents about psychotropic medication treatment. In M. O'Reilly & J. N. Lester (Eds.), [Improving communication in mental health settings: Evidence-based recommendations from practitioner-led research](#) (pp. 106-124). New York: Routledge.
- Mikesell, L., **Martí, F. A.**, Guzmán, J. R., McCreary, M., & Zima, B. T. (2020). Attending to parent and child rights to make medication decisions during pediatric psychiatry visits. In C. Lindholm, M. Stevanovic, & E. Weiste (Eds.), [Joint decision making in mental health: An interactional approach](#) (pp. 69-95). Cham, Switzerland: Palgrave Macmillan.

CONTRACTED REPORTS

California Mental Health Services Oversight & Accountability Commission (MHSOAC):

Selected Reports:

- Martí FA**, Tran MT, Padilla-Frausto DI, Legha RK, Kataoka SH, & Zima BT. (2019) *MHSOAC Community Wellness Project: Public Engagement Observations Report II*. Prepared for: Mental Health Services Oversight and Accountability Commission, June 28, 2019.
- Martí FA**, Tran MT, Padilla-Frausto DI, Legha RK, Kataoka SH, & Zima BT. (2019) *MHSOAC Community Wellness Project: Public Engagement Observations Report (Preliminary Results)*. Prepared for: Mental Health Services Oversight and Accountability Commission, March 28, 2019.
- Zima BT*, Kataoka SH, Bromley E, **Martí FA**, & Padilla-Frausto I. (2018) [MHSOAC Outcomes Project: Reporting on Outcomes that Matter for Communities: Work Plan](#). Prepared for: Mental Health Services Oversight and Accountability Commission, September 28, 2018. * Drs. Zima and Kataoka are Co-PIs and share first authorship.

Selected Data Briefs and Fact Sheets:

- Martí FA**, Tran MT, Wright BM, Padilla-Frausto DI, Zima BT, & Kataoka SH. (2020) *Monitoring Disparities of the California Mental Health Services Act (MHSA) Outcomes*. MHSA Community Wellness and Outcomes Project Data Brief & Fact Sheet.

Martí FA, Tran MT, Wright BM, Padilla-Frausto DI, Zima BT, & Kataoka SH. (2020) *Disparities in the Mental Health Services Act (MHSA) Outcomes in California: What Publicly Available Data Can Tell Us*. MHSA Community Wellness and Outcomes Project Data Brief & Fact Sheet.

Wright BM, **Martí FA**, Tran MT, Padilla-Frausto DI, Kataoka SH, & Zima BT. (2020) *Prolonged Suffering in California: Adults with Serious Psychological Distress and Unmet Need*. MHSA Community Wellness and Outcomes Project Data Brief Series. Prepared for the Mental Health Services Oversight and Accountability Commission. June 30, 2020.

Los Angeles County Dept of Mental Health (DMH), collaboration with RAND Corporation:

Ashwood, J. S., Kataoka, S., Eberhart, N., Bromley, E., Zima, B., Baseman, L., **Martí, F. A.**, Kofner, A., Tang, L., Azhar, G. S., Chamberlin, M., Erikson, B., Choi, K., Zhang, L., Miranda, J., & Burnam, M. A. (2018). [*Evaluation of the Mental Health Services Act in Los Angeles County: Implementation and outcomes for key programs*](#). Santa Monica, CA: RAND Corporation.

California Dept. of Health Care Services (CA DHCS):

Pourat, N., Zima, B. T., **Martí, F. A.**, & Lee, C. (2016). [*California child mental health performance outcomes system: Recommendation report*](#). Los Angeles, CA: UCLA Center for Health Policy Research. Prepared for the California Dept of Health Care Services.

All progress reports coauthored with C. Lee, B.T. Zima and N. Pourat:

2016 Aug Modified Delphi Panel Summary Report.

2016 May Standardized Outcome Measures: Basic Information, Literature Scan, Psychometric Properties.

2016 Apr National Review of Tools

2016 Mar County & Provider Survey Results

FIRST-AUTHOR PRESENTATIONS & POSTERS

Martí, F.A., Patel, A., & Zima, B.T. (2021, Apr 29). *Building good communication between practitioners and patients*. Workshop for DMH Learning Lab: Bringing Science into Practice, Los Angeles, CA.

Martí, F. A., Guzmán, J., McCreary, M., & Zima, B. T. (2017, Apr 1). *Taking mHealth in new and anthropological directions: The interdisciplinary development of the Salud Móvil para Salud Mental (Mobile Health for Mental Health) phone app*. Paper presented at Society for Applied Anthropology, Santa Fe, NM.

Martí, F. A., McCreary, M., Lee, J., Wobga-Pasiah, E., Archangeli, C., & Zima, B. T. (2016, May 24). *Parent-provider communication patterns with limited English proficiency (LEP) Latino parents during mHealth-supported ADHD treatment*. Poster presented at UCLA Center of Excellence Stakeholders' Meeting, Los Angeles, CA.

Martí, F. A., Mikesell, L. M., Guzmán, J. R., McCreary, M., & Zima, B. T. (2015, Nov 21). *Bridging perspectives through shared decision-making in pediatric ADHD: How mobile health technology mediates evidence-based logical discourse between parents and psychiatrists*. Poster presented at American Anthropological Association Annual Meeting, Denver, CO.

Martí, F. A. (2015, Jul 2). *Micro-entrepreneurship as a safety net for economic uncertainty for Mexican and US Mothers*. Paper accepted at Society for the Advancement of Socio-Economics, London, UK.

Martí, F. A. (2015, Jul 31). *Children's development of economic identity and responsibility through home abarrotes in urban Chiapas*. Paper presented at the invited symposium *Culture, Learning, and Cognitive Development in Chiapas, Mexico* (P. Greenfield, Chair) at the International Association of Cross-Cultural Psychology at the International Association of Cross-Cultural Psychology, San Cristobal de las Casas, Chiapas, Mexico.

- Martí, F. A.** (2015, Mar 28). *Small children as store experts: Developing personal identity and responsibility through in-home abarrotes in Chiapas, Mexico*. Paper presented at Society for Latin American and Caribbean Anthropology, Oaxaca, Mexico.
- Martí, F. A.** (2014, Mar 20). *From Mother to Artist to Entrepreneur: Building Incomes and Identities through Selling Handmade Goods Online*. Paper presented at Society for Applied Anthropology, Albuquerque NM.
- Martí, F. A.** (2011, Nov 19). *Quieren comprar! (They want to buy): Children's participation in and socialization around family home businesses in urban Chiapas, Mexico*. Poster presented at American Anthropological Association Annual Meeting, Montreal QC, Canada.
- Martí, F. A.** (2011, Feb 18). *The logic of proper behavior: Peer construction of moral norms among Zinacantec Maya young women*. Paper presented at Society for Anthropological Sciences, Charleston, SC.
- Martí, F. A.** (2009, Dec 4). *Gossip and the logical construction of identity Among Zinacantec Maya adolescents*. Paper presented at American Anthropological Association Annual Meeting, Philadelphia, PA.
- Martí, F. A.** (2008, Apr 4). *"Mi ja' chak'au? Do you want it like that?": Peer socialization of economic and moral norms among Zinacantec Maya women*. Poster presented at Society for Economic Anthropology, Cincinnati OH.
- Martí, F. A.** (2007, Nov 27). *Negotiation of social change among Zinacantec Youth*. Paper presented at UCLA Center for Culture Brain and Development, Fall Forum, Los Angeles, CA.
- Martí, F. A.** (2007, Oct 31). *Negotiation of assessments among Zinacantec Maya adolescents*. Paper presented at UCLA Dept of Anthropology Discourse Lab, Los Angeles, CA.

SUPPORTING-AUTHOR PRESENTATIONS & POSTERS

- Pourat, N., Lee, C., **Martí, F. A.**, & Zima, B. T. (2018, Jul 30). *Selection of a child clinical outcome measure for statewide use using a modified Delphi panel approach*. Poster presented at the 4th Annual World Congress of Pediatrics, Fukuoka, Japan.
- Zima, B., **Martí, F. A.**, McCreary, M., Williams, K., Patel, A., Alfaro, N., Ho, B.-J., Zhang, L., & Tang, L. (2018, Feb 26). *Feasibility and acceptability of MH2™ Mobile Health for Mental Health to optimize early stimulant medication treatment*. Poster presented at World Psychiatric Association Thematic Congress, Melbourne, Australia.
- Zima, B. T., **Martí, F. A.**, McCreary, M., Alfaro, N., Williams, K., Patel, A., Ho, B.-J., Zhang, L., & Tang, L. (2017, Oct 28). *Feasibility of a web-based app to optimize early stimulant medication treatment*. Poster presented at AACAP, Washington DC.
- Paschall, E., **Martí, F. A.**, Cheung, Y., Yazdani, S., Chung, P., Williams, K., Patel, A., Ho, B.-J., McCreary, M., & Zima, B. (2017, Oct 23). *Mobile Health for Mental Health (MH2™): Using technology to improve delivery of mental health care*. Poster presented at AACAP Systems of Care Special Session, Washington DC.
- Mikesell, L. M., **Martí, F. A.**, Guzmán, J., & Zima, B. (2016, Nov 12). *'I don't know what to say': Scaffolding children's reporting of medication experiences during ADHD medication titration clinic visits*. Paper presented at National Communication Association, Philadelphia, PA. Retrieved from
- Zima, B. T., **Martí, F. A.**, McCreary, M., Pasiyah, E., Archangeli, C., & Patel, A. (2016, Oct 27). *MH2/SM2: An mHealth intervention to optimize early stimulant medication treatment*. Paper presented at Annual Meeting of the American Academy of Child and Adolescent Psychiatry, New York, NY.
- Mikesell, L. M., Guzmán, J. R., **Martí, F. A.**, & Zima, B. T. (2015, Oct 16). *(Un)anticipated psychiatrist communication practices using mHealth technology during early stimulant medication titration for children*

with ADHD. Paper presented at Language and Social Interaction Working Group; Teachers College Columbia University, New York.

Zima, B. T., Martí, F. A., Mikesell, L., Guzmán, J. R., Bussing, R., Jung, T., & McCreary, M. (2015, Oct 31). *Mobile health intervention to optimize early stimulant medication treatment: Influence on parent-psychiatrist communication*. Paper presented at Academy of Child and Adolescent Psychiatry Annual Meeting, San Antonio, TX.

Guzmán, J. R., Martí, F. A., Mikesell, L. M., Bromley, E., & Zima, B. T. (2015, Apr 10). *Speaking of symptoms and side effects: The role of mobile health technology in discussions between pediatric psychiatrists and patient families* Paper accepted at Society for Psychological Anthropology, Boston.

PROFESSIONAL SERVICE & AFFILIATIONS

Journal Peer Reviewer: Journal of Child & Family Studies (2019-present); Healthcare (2021); Academic Pediatrics (2017); Ethnicity & Disease (2017); Journal of Clinical Child & Adolescent Psychology (2017).

Conference Service:

2017 Panel Chair for “Directions in Health and Community Research”;
Society for Applied Anthropology Annual Conference; Santa Fe NM
2014 Panel Discussant for “Feminine Foodways”; Thinking Gender Annual Conference; UCLA
2013 Conference Abstract Reviewer for UCSB Language, Interaction & Social Organization
2009-12 Conference Co-Webmaster for UCLA Center for Language, Interaction & Culture GSA
2005-08 Conference Webmaster for UCLA Center for Language, Interaction & Culture GSA

Other Professional Service:

2005-06 Secretary for UCLA Anthropology Graduate Student Association
2004-06 Youth Mentor for UCLA CHAMPS (Casa Heiwa & Angelina Mentorship Program)

FELLOWSHIPS, GRANTS & AWARDS

FELLOW POSITIONS

2012-14 Research Scholar *with* UCLA Center for the Study of Women
2004-12 Predoctoral Fellow *with* FPR-UCLA Center for Culture, Brain, & Development

FELLOWSHIPS & GRANTS

2016-17 UCLA Rapid Research Advances for Progress in Disparities (RRAPID) Mental Health Award
Spring 2015 UCLA Non-Senate Faculty Professional Development Award
Spring 2014 UCLA Center for the Study of Women Tillie Olsen Travel Grant
2011-12 FPR-UCLA Center for Culture, Brain & Development Dissertation Year Fellowship
2009 FPR-UCLA Center for Culture, Brain & Development Research Grant
Summer 2008 UCLA Dept of Anthropology Summer Fieldwork Grant
Summer 2008 UCLA International Studies Fieldwork Fellowship
Summer 2006 UCLA Graduate Research Summer Mentorship
2005-06 FPR-UCLA Center for Culture, Brain & Development Pre-doctoral Fellowship
Summer 2005 FPR-UCLA Center for Culture, Brain & Development Research Seed Grant
2004-05 UCLA Anthropology Departmental Fellowship
Summer 2004 UCLA Foreign Language & Area Studies Summer Fellowship for the study of Tzotzil

HONORS AND AWARDS

2005 Honorable Mention: NSF Graduate Research Fellowship Program
1999 Society for Economic Anthropology President’s Award