

CURRICULUM VITAE

Paul D. Windschitl

March, 2017

Office Address: Department of Psychological and Brain Sciences
University of Iowa
Iowa City, IA 52242
Phone: (319) 335-2435
E-mail Address: paul-windschitl@uiowa.edu
Website: <https://psychology.uiowa.edu/people/paul-windschitl>

EDUCATION:

Ph.D., Social Psychology, 1996; Iowa State University, 1993-1996
M.S., Social Psychology, 1993; Iowa State University, 1991-1993
B.A., Psychology, 1991; Creighton University, 1988-1991

ACADEMIC AND PROFESSIONAL EXPERIENCE:

Associate Chair, 2011-present, Dept. of Psychology, University of Iowa
Coordinator of Social Psychology Graduate Training, 2003-2012, Dept. of Psychology,
University of Iowa
Professor of Psychology, 2009-present, Dept. of Psychology, University of Iowa
Associate Professor of Psychology, 2003-2009, Dept. of Psychology, University of Iowa
Assistant Professor of Psychology, 1997-2003, Dept. of Psychology, University of Iowa
Postdoctoral Researcher and Instructor, 1996-1997, Dept. of Psychology, Iowa State University
Graduate Research Assistant, 1991-1996, Dept. of Psychology, Iowa State University

AWARDS, HONORS, SPECIAL RECOGNITIONS:

Elected Member of Society of Experimental Social Psychology, 2006
University of Iowa Old Gold Summer Fellowship, 1998, 2000
Iowa State University Research Excellence Award, 1996
Department of Psychology Research Excellence Award, Iowa State University, 1995
Iowa Psychological Association Student Research Award, 1995
Premium for Academic Excellence Award, Iowa State University, 1991-1993
Summa Cum Laude Graduate, Creighton University, 1991
Outstanding Senior Psychology Major, Creighton University, 1991

PROFESSIONAL ORGANIZATIONS:

American Psychological Society
Society of Experimental Social Psychology
Society for Personality and Social Psychology
Society for Judgment and Decision Making

SCHOLARSHIP

- Windschitl, P.D., Smith, A. R., Scherer, A. M., & Suls, J. (in press). Risk it? Direct and collateral impacts of peers' verbal expressions about hazard likelihoods. *Thinking and Reasoning*.
- O'Rourke Stuart, J., Windschitl, P. D., Smith, A. R., & Scherer, A. M. (2017). Behaving optimistically: How the (un)desirability of an outcome can bias people's preparations for it. *Journal of Behavioral Decision Making*, 30, 54-69.
- Scherer, A. M., Bruchman, K., Windschitl, P. D., Rose, J. P., Smith A. R., Koestner, B., Snetselaar, L., & Suls, J. (2016). Sources of bias in people's social-comparative estimates of food consumption. *Journal of Experimental Psychology: Applied*, 22, 173-183.
- Windschitl, P. D., & O'Rourke, J. L. (2015). *Optimism Biases: Type and Causes*. In Gideon Keren & George Wu (Eds.) *Handbook of Judgment and Decision Making*. Blackwell Publishing.
- Smith, A. R., & Windschitl, P. D. (2015). Resisting anchoring effects: The roles of metric and mapping knowledge. *Memory and Cognition*, 43, 1071-1084.
- Scherer, A. M., Windschitl, P. D., & Graham, J. (2015). An ideological house of mirrors: Political stereotypes as exaggerations of motivated social cognition differences. *Social Psychology and Personality Science*, 6, 201-209.
- Suls, J., Rose, J. P., Windschitl, P. D., & Smith, A. R. (2013). Optimism following a tornado disaster. *Personality and Social Psychology Bulletin*, 39, 691-702.
- Windschitl, P. D., Bruchmann, K., Scherer, A. M., & McEvoy, S. D. (2013). Egocentrism in judging the effectiveness of treatments. *Basic and Applied Social Psychology*, 35, 325-333.
- Windschitl, P. D., Scherer, A. M., Smith, A. R., & Rose, J. P. (2013). Why so confident? The influence of outcome desirability on selective exposure and likelihood judgment. *Organizational Behavior and Human Decision Processes*, 120, 73-86.
- Smith, A. R., Windschitl, P. D., & Bruchman, K. (2013). Knowledge matters: Anchoring effects are moderated by knowledge level. *European Journal of Social Psychology*, 43, 97-108.
- Scherer, A. M., Windschitl, P. D., & Smith A., R. (2013). Hope to be right: Biased information seeking following arbitrary and informed predictions. *Journal of Experimental Social Psychology*, 49, 106-112.
- Bruchmann, K., Suls, J., Lee, S., Rose, J., Krizan, Z., & Windschitl, P. D. (2013) Searching for the limits and explanations of the non-selective superiority bias. *Social Psychological and Personality Science*. 4, 124-130.
- Scherer, A. M., Windschitl, P. D., O'Rourke, J., & Smith A. R. (2012). Hoping for more: The influence of outcome desirability on information seeking and predictions about relative quantities. *Cognition*, 125, 113-117.

- Caplan, D. J., Vela, K. C., Trope, M., Walton, R. E., & Windschitl, P. D. (2012). Patient Preferences Regarding 1-Visit Versus 2-Visit Endodontic Treatment. *Journal of Endodontics*, *38*, 1322-1325.
- Rose, J. P., Windschitl, P. D., & Smith, A. R. (2012). Debiasing egocentrism and optimism biases in repeated competitions. *Judgment & Decision Making*, *7*, 761- 767.
- Zikmund-Fisher, B. J., Windschitl, P. D., Exe, N., and Ubel, P. A. (2011) "I'll do what they did": Social norm information and cancer treatment decisions. *Patient Education and Counseling*, *85*, 225-229.
- Smith, A. R., & Windschitl, P. D. (2011). Biased calculations: Numeric anchors influence answers to math equations. *Judgment and Decision Making*, *6*, 139-146.
- Rose, J. P., Suls, J., and Windschitl, P. D. (2011). When and why people are comparatively optimistic about future health risks: The role of direct and indirect comparison measures *Psychology, Health & Medicine*, *16*, 475-483.
- Rose, J. P., Windschitl, P. D., & Jenson, M. E. (2011). The joint influence of consensus information and situational information on trait inferences for targets and populations. *Social Cognition*, *29*, 147-165.
- Windschitl, P. D., Smith, A. R., Rose, J. P., & Krizan, Z. (2010). The desirability bias in predictions: Going optimistic without leaving realism. *Organizational Behavior and Human Decision Making*, *111*, 33-47.
- Krizan, Z., & Windschitl, P. D. (2009). Wishful thinking about the future: Does desire bias optimism? *Social and Personality Psychology Compass*, *3*, 227-243.
- Chambers, J. R., & Windschitl, P. D. (2009). Evaluating one performance among others: The influence of rank and degree of exposure to comparison referents. *Personality and Social Psychology Bulletin*, *35*, 776-792.
- Windschitl, P. D., Rose, J. P., Stalkfleet, M., & Smith, A. R. (2008). Are people excessive or judicious in their egocentrism? A modeling approach to understanding bias and accuracy in people's optimism. *Journal of Personality and Social Psychology*, *95*, 252-273.
- Rose, J.P., Endo, Y., Windschitl, P.D., Suls, J. (2008). Cultural differences in unrealistic optimism and pessimism: The role of egocentrism and direct vs. indirect comparison measures. *Personality and Social Psychology Bulletin*, *34*, 1236-1248.
- Chambers, J. R., Epley, N., Savitsky, K., Windschitl, P. D. (2008). Knowing too much: Using private knowledge to predict how one is viewed by others. *Psychological Science*, *19*, 542-548.
- Rose, J. P. & Windschitl, P. D. (2008). How egocentrism and optimism change in response to feedback in repeated competitions. *Organizational Behavior and Human Decision Processes*, *105*, 201-220.
- Hofmann, W., & Windschitl, P. D. (2008). Judging a group from sampling members: How the subdivision of a minority affects its perceived size and influence. *Journal of Social Psychology*, *148*, 91-104.

- Kruger, J., Windschitl, P. D., Burrus, J., Fessel, F., & Chambers, J. R. (2008). On the rational side of egocentrism in social comparisons. *Journal of Experimental Social Psychology, 44*, 220-232.
- Windschitl, P. D., Conybeare, D., & Krizan, Z. (2008). Direct-comparison judgments: When and why above- and below-average effects reverse. *Journal of Experimental Psychology: General, 137*, 182-200.
- Krizan, Z., & Windschitl, P. D. (2007). The influence of outcome desirability on optimism. *Psychological Bulletin, 133*, 95-121.
- Krizan, Z., & Windschitl, P. D. (2007). Team allegiance can lead to both optimistic and pessimistic predictions. *Journal of Experimental Social Psychology, 43*, 327-333.
- Windschitl, P. D., & Krizan, Z. (2005). Contingent approaches to making likelihood judgments about polychotomous cases: The influence of task factors. *Journal of Behavioral Decision Making, 18*, 281-303.
- Chambers, J. R., & Windschitl, P. D. (2004). Biases in social comparative judgments: The role of nonmotivated factors in above-average and comparative-optimism effects. *Psychological Bulletin, 130*, 813-838.
- Windschitl, P. D., & Chambers, J. R. (2004). The dud-alternative effect in likelihood judgment. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 30*, 198-215.
- Windschitl, P. D., Kruger, J., & Simms, E. N. (2003). The influence of egocentrism and focalism on people's optimism in competitions: When what affects us equally affects me more. *Journal of Personality and Social Psychology, 85*, 389-408.
- Chambers, J. R., Windschitl, P. D., & Suls, J. (2003). Egocentrism, event frequency, and comparative optimism: When what happens frequently is "more likely to happen to me." *Personality and Social Psychology Bulletin, 29*, 1343-1356.
- Flugstad, A., & Windschitl, P. D. (2003). The influence of reasons on interpretations of probability forecasts. *Journal of Behavioral Decision Making, 16*, 107-126.
- Windschitl, P. D., Young, M. E., & Jenson, M. E. (2002). Likelihood judgment based on previously observed outcomes: The alternative outcomes effect in a learning paradigm. *Memory and Cognition, 30*, 469-477.
- Windschitl, P. D., Martin, R., & Flugstad, A. R. (2002). Context and the interpretation of likelihood information: The role of intergroup comparisons on perceived vulnerability. *Journal of Personality and Social Psychology, 82*, 742-755.
- Windschitl, P. D. (2002). Judging the accuracy of a likelihood judgment: The case of smoking risk. *Journal of Behavioral Decision Making, 15*, 19-35.
- Windschitl, P. D., & Young, M. E. (2001). The influence of alternative outcomes on gut-level perceptions of certainty. *Organizational Behavior and Human Decision Processes, 85*,

109-134.

Windschitl, P. D. (2000). The binary additivity of subjective probability does not indicate the binary complementarity of perceived certainty. *Organizational Behavior and Human Decision Processes*, *81*, 195-225.

Windschitl, P. D., & Weber, E. U. (1999). The interpretation of "likely" depends on the context, but "70%" is 70%--right?: The influence of associative processes on perceived certainty. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *25*, 1514-1533.

Wells, G. L., & Windschitl, P. D. (1999). Stimulus sampling and social psychological experimentation. *Personality and Social Psychology Bulletin*, *25*, 1115-1125.

Windschitl, P. D., & Wells, G. L. (1998). The alternative-outcomes effect. *Journal of Personality and Social Psychology*, *75*, 1411-1423.

Windschitl, P. D., & Wells, G. L. (1997). Behavioral consensus information affects people's inferences about population traits. *Personality and Social Psychology Bulletin*, *23*, 148-156.

Windschitl, P. D., & Wells, G. L. (1996). Measuring psychological uncertainty: Verbal versus numeric methods. *Journal of Experimental Psychology: Applied*, *2*, 343-364.

Windschitl, P. D. (1996). Memory for faces: Evidence of retrieval-based impairment. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *22*, 1101-1122.

Windschitl, P. D., & Wells, G. L. (1996). Base rates do not constrain non-probability judgments. *Behavioral and Brain Sciences*, *19*, 40-41.

Seelau, E. P., Seelau, S. M., Wells, G. L., & Windschitl, P. D. (1995). Counterfactual constraints. In N. Roese & J. Olson (Eds.), *What might have been: The social psychology of counterfactual thinking*. (pp. 57-79). Hillsdale, NJ: Lawrence Erlbaum.

Wells, G. L., Luus, C. A. E., & Windschitl, P. D. (1994). Maximizing the utility of eyewitness identification evidence. *Current Directions in Psychological Science*, *3*, 194-197.

Wells, G. L., & Windschitl, P. D. (1993). What's in a question? [Review of the book *Questions About Questions*]. *Contemporary Psychology*, *38*, 383-385.

Belli, R. F., Windschitl, P. D., McCarthy, T. T., & Winfrey, S. E. (1992). Detecting memory impairment with a modified test procedure: Manipulating retention interval with centrally presented event items. *Journal of Experimental Psychology: Learning, Memory, & Cognition*, *18*, 356-367.

RESEARCH SUPPORT:

Principal Investigator, *Joint Influences on Perceived Vulnerability and Behavior*. National Science Foundation, 2010-2014 (extended to 2016), \$587,431.

Subaward PI, (Peter Ubel as PI from University of Michigan), Identifying and reducing cognitive biases created by decision aids. National Cancer Institute, 2010, \$17,599.

Principal Investigator, *The Influence of Outcome Desirability on Optimism*. National Science Foundation, 2007-2009, \$174,467.

Co-investigator (Jerry Suls as PI), *Vulnerability Beliefs and Actions Following a Tornado Disaster*. National Science Foundation, 2006-2007, \$96,741

Principal Investigator, *Exploring the Links Between Probability Judgments and Comparative Judgments [and the Biases the Influence Them]*. National Science Foundation, 2003-2006, \$203,197.

Principal Investigator, *Processes Mediating Judgments of Likelihood*. National Science Foundation, 2000-2003, \$178,664.

Old Gold Summer Fellowships, University of Iowa, Summers 1998 & 2000.

TEACHING AND STUDENT SUPERVISION**COURSES TAUGHT:**

PSY:2501 Introduction to Social Psychology

PSY:3570 Social Cognition

PSY:3580 Judgment and Decision Making

PSY:4020 Laboratory in Psychology

PSY:6510 Advanced Social Cognition

PSY:7150 Current Topics: Social Judgment and Decisions Processes

PSY:7150 Current Topics: Judgment and Decisions Processes

PSY:7510 Social Psychology Seminar

PSY:3994, PSY:3995, PSY:7110, PSY:7130 (individual instruction and research courses)

PH.D. DISSERTATION SUPERVISION:

Jillian O'Rourke Stuart (Aug, 2016)
 Aaron Scherer (*May, 2014*)
 Andrew Smith (July, 2011)
 Jason Rose (July, 2009)
 Zlatan Krizan (June, 2007)
 Mary Jenson (May, 2006)
 John Chambers (January, 2005)
 Mollie Marti (Summer, 1999)

PH.D. COMMITTEE SERVICE:

Kelsy Theim (Clark and Neel, 2016)
 Gaurav Jain (Nayakankuppam, prospectus 2016)
 Jodie Smith (Treat, prospectus 2016)
 Marianne Rizk (Treat, prospectus 2015)
 Jon Barch (Kathy Schuh, 2015)
 Jenny (Jinfeng) Jiao (Cole & Gaeth, 2015)
 Abigail Evans (Clark, 2014)
 Elaine Bossard (Levin, 2014)
 Jooyoung Park (Hedgcock; 2014)
 Jinfeng Jiao (Cole & Gaeth, prospectus meeting in 2013)
 Jenny Fang Chi Lu (Nayakankuppam, 2013)
 Katy Bruchmann (Suls; 2013)
 Yun Lee (Cole & Wang; 2012)
 Tana Luger (Suls, 2012)
 Bradley Taber-Thomas (Tranel, 2011)
 Jon Barch (Lohman; prospectus meeting in 2010)
 Jayati Sinha (Nayakankuppam, 2009)
 Joshua Weller (Levin, 2007)
 Arul Mishra (Nayakankuppam, 2007)
 Himanshu Mishra (Nayakankuppam, 2006)
 Shanhong Luo (Klohn; 2006)
 Stephenie Hart (Levin; Summer 2005)
 Daniel Heller (Watson; Summer 2003)
 Katherine Lemos (Baron; Summer 2002)
 Dean Yoshizumi (Levin; Summer 2002)
 Judy Schriber (Levin & Gaeth, 2002)
 Carolyn Bonifield (Cole; Spring 2002)
 Leda Kanellakos (Lovaglia; Spring 2002)
 Brian Pauwels (Harvey; Fall 2001)
 Bradley Olson (Baron; Fall 2000)
 Julia Omarzu (Harvey; Spring 1999)
 Eric Miller (Harvey; Summer 1999)
 Vickie Phillips (Spalding; Summer 1999)

UNDEGRADUATE HONORS RESEARCH PROJECT SUPERVISION:

Ashley Jennings (2016-2017)
 Mengzhu Fu (2015-2016)
 Yingyi Chang (2015-2016)
 Shuqi Li (2012-2014)
 Samuel (Glenn) Baker (Fall 2012-Spring 2013)
 Samantha Cooper (Fall, 2012)
 Shad Shadwilliam (Fall, 2011)
 Michael Leytem (Fall 2008-Fall 2009)
 Andrew Mickunas (Spring 2009)
 Lisa Ohkawa (Fall 2005-Spring 2006)
 Amanda Johnston (Fall 2004-Spring 2005)
 Michael Stalkfleet (Fall 2004- Spring 2005)
 Sean McEvoy (Fall 2002-Spring 2004)
 Kendall Richardson (Fall 2002, Spring 2003)
 Chris Reid (Fall, 1999)

SERVICE**DEPARTMENT SERVICE**

Associate Chair of the Department, 2011-present
 Committee for Undergraduate Studies, 2011-present
 Committee for Graduate Studies, 2015-present
 New Building Committee, 2010-present
 Tenure, Promotion, & Annual Review Committees, 2004-present
 Research Participation Pool Committee, 2008-present
 Extended Faculty Advisory Committee, 2011-present
 Department Restructuring Committee, Summer 2015
 Research Participation Pool Committee Chair, Spring 2015
 Member of Social Psychology Faculty Search Committee, 2012-2013
 Faculty Advisory Committee, 2007-2011
 Coordinator of the Social Psychology Area, 2003-2012
 Committee for Graduate Studies, 2003-2012
 Chair of Personality and Social Psychology Faculty Search Committee, 07-08; 08-09; 09-10; 10-11
 Research Participation Pool Committee Chair, 2010-2012
 Psychology Department Colloquium Coordinator, 2006-2010
 Assisted in organizing Psychology/Sociology Social Psychology Brown Bag Series 2006-2008
 Departmental Diversity Committee, 2005-2006
 Brown Bag Coordinator, 2002-2006
 Group Testing Coordinator, Fall 2005
 Chair of Research Participation Pool Committee, 2004
 Chair of Personality and Social Psychology Faculty Search Committee, 2004-2005
 Personality and Social Psychology Faculty Search Committee, 2003-2006

Faculty Advisory Committee, 2001-2004
 Cognition and Perception Faculty Search Committee, 2002-2003
 Technical Support Search Committee, 2002
 Reading Group Coordinator, Summer 2000
 Committee for Revision of Promotion and Tenure Procedures, 1998-2000
 Human Subjects Research Review Committee, 1998-1999

COLLEGE/UNIVERSITY

Assistant Professor Mentor for related departments (2015-present)
 Faculty Senate Member, University of Iowa, 2014-present
 Promotion & Tenure Committees in Sociology Department, 2015
 Presenter at a Meeting of the Iowa Student Psychology Association, March 2014
 Presenter at a Meeting of the Iowa Student Psychology Association, March 2012
 Faculty Assembly, Alternate Unit Representative, 2000-2006
 Virtual Classroom Committee, 2002-2004
 University Honors Program Review Committee, 2003
 Participant in Conversation on Key Knowledge and Skills for University Success, 2001

PROFESSIONAL SERVICE

Associate Editor:

Management Science, 2012-present

Editorial Boards:

Blackwell's Social and Personality Psychology Compass, 2007-present

Journal of Behavioral Decision Making, 2002-present

Psychological Science, 2009-2011

Journal of Experimental Psychology: Learning, Memory, and Cognition, 2003-2006.

Ad Hoc Reviewer:

Aggressive Behavior

Annals of Behavioral Medicine

Applied Cognitive Psychology

Basic and Applied Social Psychology

Cognition

Emotion

European Journal of Social Psychology

Health Psychology

Journal of Behavioral Medicine

Journal of Experimental Psychology: Applied

Journal of Experimental Psychology: General

Journal of Experimental Psychology: Learning, Memory, and Cognition

Journal of Experimental Social Psychology

Journal of Personality and Social Psychology

Law and Human Behavior

Medical Decision Making
Memory and Cognition
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin
Personality and Social Psychology Review
Psychonomic Bulletin and Review
Psychological Science
Psychology and Health
Risk Analysis
Quarterly Journal of Experimental Psychology
Self and Identity
Social Cognition
Technological Forecasting and Social Change

Committee Member & Reviewer for the Hillel Einhorn New Investigator Award (2012-2015)

External Reviewer for Promotion/Tenure Cases (2010, 2012, 2013, 2014)

Proposal Reviewer for National Science Foundation, 2000, 2001, 2002, 2004, 2005, 2008, 2009, 2010, 2013, 2014, 2015

Panelist for National Science Foundation's Social Psychology Program, 2009-2012

Proposal Reviewer for Israel Science Foundation, 2013

Review Panelist for National Science Foundation's Human and Social Dynamics Competition, 2007

Judge for Student-Poster Competitions, Society for Judgment & Decision Making, 2001-03, 05-06

Expert Item Rater for a National Research Service Award Research, 2008