

## DAVID SCOTT MARCH

*curriculum vitae*

Updated Spring 2021

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Department of Psychology, Florida State University, Tallahassee, FL 32304

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### PROFESSIONAL PREPARATION

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- 2019**      **Ph.D., Social Psychology**  
University of Tennessee  
Dissertation: *On the Prioritized Processing of Threat in a Dual Implicit Process Model*
- 2012**      **M.A., Experimental Psychology**  
Texas State University  
Thesis: *Implicit and Explicit Bias against Hispanics*
- 2004**      **B.S., Psychology**  
Florida State University

### PROFESSIONAL EXPERIENCE

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**2019 – Current**      Assistant Professor, Department of Psychology, Florida State University

### PUBLICATIONS IN REFEREED JOURNALS

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#### PEER-REVIEWED ARTICLES

**March, D. S.**, Gaertner, L., & Olson, M. A. (In press). Danger or Dislike: Distinguishing threat from valence as sources of automatic anti-Black bias. *Journal of Personality and Social Psychology*.

**March, D. S.**, & Gaertner, L. (In press). A Method for Estimating the Time of Initiating Correct Categorization in Mouse-Tracking. *Behavior Research Methods*.

Olson, M. A., McNulty, J. K., **March, D. S.**, Joiner, T. E., Rogers, M. L., Hicks, L. L. (In press) A Dual-Process Conceptualization of the Interpersonal Theory of Suicide. *Psychological Review*.

Coles, N. A., **March, D. S.**, Marmolejo-Ramos, F. [and 30 others] (in-principle acceptance). The Many Smiles Collaboration: A multi-lab test of the facial feedback hypothesis. *Nature Human Behaviour*

Schmidt, N. B., Martin, A. D., Allan, N. P., Mathes, B. M., Saulnier, K. G., & **March, D. S.** (2021). Actual versus perceived infection rates of COVID-19: Impact on distress, behavior, and

disability. *Journal of Psychiatric Research*, 137, 525-533.

**March, D. S.,** Olson, M., A., & Gaertner, L. (2020). Lions, and Tigers, and Implicit Measures, Oh My! Implicit Assessment and the Valence vs. Threat Distinction. *Social Cognition*, 38, 154-164.

Fritzlen, K., Phillips, J., **March, D. S.** & Olson, M. (2020). I know (what) you are, but what am I? The effect of recategorization threat and perceived immutability on prejudice. *Personality and Social Psychology Bulletin*, 46, 94-108.

**March, D. S.,** Olson, M. A., & Gaertner, L. (2019). On logical and mathematical boxes: Does the attitudinal entropy framework expand our understanding of attitudes? *Psychological Inquiry*, 4, 196-199.

**March, D. S.,** Olson, M. A., & Fazio, R. H. (2018). The Implicit Misattribution Model of evaluative conditioning. *Social Psychological Bulletin*, 13, 1-25.

**March, D. S.,** Gaertner, L., & Olson, M. A. (2018). On the prioritized processing of threat in a Dual Implicit Process model of evaluation. *Psychological Inquiry*, 29, 1-13. (**Target Article**)

**March, D. S.,** Gaertner, L., & Olson, M. A. (2018). Clarifying the explanatory scope of the Dual Implicit Process model. *Psychological Inquiry*, 29, 38-43.

**March, D. S.,** Gaertner, L., & Olson, M. A. (2017). In harm's way: On preferential response to threatening stimuli. *Personality and Social Psychology Bulletin*, 43, 1519-1529. (**Awarded the Student Publication Prize by the Society for Personality and Social Psychology**)

Salvatore, J. F., Meltzer, A. L., **March, D. S.,** & Gaertner, L. (2017). Strangers with benefits: Attraction to outgroup men increases as fertility increases across the menstrual cycle. *Personality and Social Psychology Bulletin*, 43, 204-217.

**March, D. S.,** Kendrick, R., Fritzlen, K., & Olson, M. A. (2016). News media depictions of Obama influence automatic evaluative associations: Implications for the Obama Effect. *Social Cognition*, 34, 504-522.

**March, D. S.** & Graham, R. (2015). Exploring implicit ingroup and outgroup bias toward Hispanics. *Group Processes and Intergroup Relations*, 18, 89-103.

#### **PEER-REVIEWED ENTRIES IN PROCEEDINGS**

Wooley, B. E., & **March, D. S.** (2016). Unique object characteristics differentially affect visual attention during viewing of dynamic stimuli: The influence of location and luminosity. *Proceedings of the International Conference on Universal Access in Human-Computer Interaction*. Eye Tracking: Methods, Techniques, and Best Practices, 481-492.

Wooley, B. E., & **March, D. S.** (2014). Exploring the influence of audio in directing visual attention during dynamic content. *Proceedings of the Symposium on Eye Tracking*

*Research and Applications*, 187-190.

## INVITED REVISIONS

Maranges, H. M., Reynolds, T. A., **March, D. S.**, Baumeister, R. F., & Conway, P. J. (invited revision). Self-control as the moral dilemma muscle: Trait self-control predicts both deontological and utilitarian moral judgments. *Journal of Personality and Social Psychology*.

Olson, M. A., **March, D. S.**, Kendrick, R. V., & Christen, E. (invited revision). Downstream Consequences of Implicitly-Formed Attitudes: Implications for Information Processing and Attitude Strength. *Social Cognition*.

Kievit, D. L., LaCosse, J., Mallinas, S. R., **March, D. S.**, Kunstman, J. W., Zabel, K. L., Olson, M. A., & Plant, E. A. (invited revision). Changes in nonprejudiced motivations track shifts in the U.S. sociopolitical climate.

## UNDER REVIEW

**March, D. S.**, Gaertner, L., & Olson, M. A. (under review). On the Automatic Nature of Threat: Physiological and Perceptual Responses to Subliminal Survival Threats. *Affective Science*.

Maranges, H. M., Dieciuc, M. A., Vonasch, A. J., Taylor, M., & **March, D. S.** (under review). Trait self-control predicts moral decision making through lower automatic temptation. *Psychological Science*.

*Add Vinny Paper*

## IN PREP/WORKING PAPERS

**March, D. S.**, & Gaertner, L. (in prep). Ignorance is Bliss: On Measuring the Awareness of Subliminally Presented Objects.

Wu, C., Liu, Q., **March D. S.**, Hicks, L. L., McNulty J. K. (in prep). The Role of Face Masks on Automatic Attitudes of Strangers.

Olson, M.A., **March, D., S.**, & Kendrick, R. V. (in prep). CS-US Awareness in Evaluative Conditioning: Multiple Roles for Multiple Processes.

## PROFESSIONAL PRESENTATIONS

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### INVITED TALKS

**March, D. S.** (2020) *Danger or Dislike: Distinguishing threat from valence as sources of automatic anti-Black prejudice*, University of Florida Brownbag, Gainesville, FL.

### ORAL PRESENTATIONS

**March, D. S.** (June 2021). *On the Automatic Nature of Threat: Physiological and Perceptual Responses to Subliminal Survival-Threat*. Annual Meeting of the Society Human Behavior and Evolutionary Science. Virtual.

**March, D. S.** (April 2021). *On the Automatic Nature of Threat: Physiological and Perceptual Responses to Subliminal Survival-Threat*. Annual Meeting of the Society for Affective Sciences. Virtual.

**March, D. S.** (February 2021). *On the Automatic Nature of Threat: Physiological and Perceptual Responses to Subliminal Survival-Threat*. Annual Meeting of the Society for Personality and Social Psychology. Virtual.

**March, D. S.** (November 2020). *Awareness of Subliminally Presented Objects “Varies” Depending on how its Measured*. Psychonomic Society 61st Annual Meeting. Virtual.

Coles, N. A., **March, D. S.**, Marmolejo-Ramos, F. [and 32 others] (September 2020). *The Many Smiles Collaboration: A multi-lab adversarial test of the facial feedback hypothesis*. Psychological Science Accelerator Virtual Conference.

Coles, N. A., **March, D. S.**, Marmolejo-Ramos, F. [and 32 others] (October 2019). *The Many Smiles Collaboration: A multi-lab adversarial test of the facial feedback hypothesis*. Annual Meeting of the Society of Southeastern Social Psychologists, Johnson City, TN.

Olson, M. A., **March, D., S.,** & Gaertner, L. (October 2018). *A Dual Implicit Process Model of Evaluation*. Presented in D. Amodio & M. Ferguson (symposium chairs), *Beyond dual-process: New multi process accounts of attitudes, impressions, and behavior*. A symposium at the annual meeting of the Society of Experimental Social Psychology, Seattle, WA.

**March, D. S.,** Gaertner, L., & Olson, M. (July 2018). *On the Prioritized Processing of Threat in a Dual Implicit Process Model of Evaluation*. Ohio State University Symposium on Social Psychology: Cognitive and Metacognitive Processes in Attitude Formation, Change, and Strength, Columbus, OH.

Olson, M. A., **March, D. S.,** Fritzlen, K., & Phillips, J. (July 2018). *Implicit and Explicit Attitude Change as a Function of Categorization Threat and Essentialist Beliefs*. Ohio State University Symposium on Social Psychology: Cognitive and Metacognitive Processes in Attitude Formation, Change, and Strength, Columbus, OH.

**March, D. S.,** Gaertner, L., & Olson, M. A. (April 2017). *Carving negativity at its joints: Distinguishing threat from negativity*. Annual meeting of the Midwestern Psychological Association, Chicago, IL. (**Graduate Student Paper Award**)

**March, D. S.,** Gaertner, L., & Olson, M. (November 2016). *Carving negativity at its joints: Distinguishing threat from negativity*. Presented in J. Larsen (symposium chair), *Beyond*

*good vs. bad in affective processing*. Annual meeting of the Society of Southeastern Social Psychologists, Asheville, NC.

Olson, M., Kendrick, R., & **March, D.** (September 2015). *Incidental exposure to news media depictions of Barack Obama: Impact on automatic evaluative associations*. Annual meeting of the Society of Experimental Social Psychology, Denver, CO.

## CONFERENCE POSTERS

^award winning

**March, D. S.**, Gaertner, L., & Olson, M. (April 2020). Testing a distinction between the threat and valence processing of suboptimal stimuli. Poster presented at the annual meeting of the Society for Affective Science, San Francisco, CA. [Cancelled]

**March, D. S.**, Gaertner, L., & Olson, M. (February 2020). Distinguishing Threat from Valence as a (dys)Functional Source of Prejudice toward Black Americans. Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Coles, N. A., **March, D., S.**, Marmolejo-Ramos, F. [and 32 others] (2019). The Many Smiles Collaboration: A multi-lab adversarial test of the facial feedback hypothesis. Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Coles, N. A., **March, D., S.**, Marmolejo-Ramos, F., Strack, F., Ellsworth, P., & Gaertner, L. (October 2019). *The Many Smiles Collaboration: A multi-lab adversarial test of the facial feedback hypothesis*. Presented at the annual meeting of the Society for Southeastern Social Psychologists, Johnson City, TN.

Coles, N. A., **March, D. S.**, Marmolejo-Ramos, F. [and 32 others] (Sept 2019). *The Many Smiles Collaboration: A multi-lab adversarial test of the facial feedback hypothesis*. Meta-Science 2019, Stanford, CA.

**March, D. S.**, Gaertner, L., & Olson, M. (February 2019). *Using Skin Conductance to Test the Dual Implicit Process Model's (DIPM) Distinction between Threat and Valence Processing*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Portland, OR.

^**March, D. S.**, Gaertner, L., & Olson, M. (March 2018). *Implicit prejudice from the perspective of the Dual Implicit Process model*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA. (**Graduate Poster Award Finalist**)

Fritzlen, K., Phillips, J., **March, D. S.**, & Olson, M. (March 2018). *The effects of perceived similarity and perceived group immutability on implicit and explicit prejudice*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

^**March, D. S.**, Gaertner, L., & Olson, M. (November 2017). *Implicit prejudice from the perspective of the Dual Implicit Process model*. Poster presented at the annual meeting of

the Society of Southeastern Social Psychologists, Atlantic Beach, FL. (**Graduate Poster Award Finalist**)

^Fritzlen, K., Phillips, J., **March, D. S.**, & Olson, M. (November 2017). *The effects of perceived similarity and perceived group immutability on implicit and explicit prejudice*. Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Atlantic Beach, FL. (**Graduate Poster Award Finalist**)

^**March, D. S.**, Gaertner, L., & Olson, M. (January 2017). *Carving negativity at its joints: Distinguishing threat from negativity*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX. (**Best Poster Award, International Social Cognition Network**)

^**March, D. S.**, Gaertner, L., & Olson, M. (January 2016). *Threat, not negativity, drives attention: An initial test of the Dual Implicit Process (DIP) model*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA. (**Runner-up, Graduate Poster Award**)

**March, D. S.**, Fritzlen, K. A., Kendrick, R., & Olson, M. A. (January 2016). *News media depictions of Obama influence automatic evaluative associations: Implications for the Obama Effect*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

^**March, D. S.**, Gaertner, L., & Olson, M. (October 2015). *Differentiating threat from mere negativity: Testing the Dual Implicit Process (DIP) model*. Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Winston-Salem, NC. (**First place, Graduate Poster Award**)

**March, D. S.**, Fritzlen, K. A., Kendrick, R., & Olson, M. A. (October 2015). *Exploring how news media influence automatic evaluative associations toward Obama*. Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Winston-Salem, NC.

**March, D.** & Graham, R. (April 2013). *Differential response patterns on indirect measures of implicit bias*. Poster presented at the annual meeting of the Cognitive Neuroscience Society, San Francisco, CA.

**March, D.** & Graham, R. (Sept 2012). *Implicit and explicit measures of bias against Hispanics*. Poster presented at the annual meeting of the Society for Psychophysiological Research, New Orleans, LA.

## **REFERRED CONFERENCE PAPERS**

Wooley, B. E. & **March, D. S.** (July 2016). *Unique object characteristics differentially affect visual attention during viewing of dynamic stimuli: The influence of location and luminosity*. Talk presented at the Eye-Tracking thematic area of the Human-Computer Interaction Institute Conference, Toronto.

Wooley, B. & **March, D.** (March 2014). *Exploring the influence of audio in directing visual attention during dynamic content*. Talk presented at the Proceedings of the ACM Symposium on Eye-Tracking Research and Applications, Safety Harbor, FL.

### MENTORED PRESENTATIONS

\* my graduate student; § graduate student; # undergraduate; ^ award winning

\*^Olivett, V., Schettino, L., **March, D.S.** (February 2021). Effects of police officer primes on implicit evaluation. Poster presentation at the 2021 Society of Personality and Social Psychology Annual Convention. Virtual. (**Graduate Poster Award Winner**)

§Wu, C., Liu, Q., **March D. S.**, Hicks, L. L., McNulty J. K. (February 2021). *Does Wearing a Mask Activate Thoughts of Violence and Contamination in Perceivers?* Poster presentation at the Society for Personality and Social Psychology Annual Convention. Virtual.

\*Olivett, V., Schettino, L., **March, D. S.** (October 2020). Civilians' implicit evaluations of the police. Poster presented at the 2020 Society of Southeastern Social Psychologists. Virtual.

#^Smith, A., **March, D. S.**, Larsen, J., & Coles, N. (April 2020). Sulk 'til you hulk: An examination of the effects of angry facial expression poses on emotional experience. 2020 Society for Affective Science Conference, San Francisco, CA. [Cancelled]

#Smith, March, D. S. , Larsen J. , & **Coles, N.** (April 2019). *Sulk 'til you hulk: An examination of the effects of angry facial expression poses on emotional experience*. Exhibition of Undergraduate Research and Creative Achievement, Knoxville, TN.

#^Frolich, B., Coles, N A., **March, D. S.**, & Larsen, J. (October 2019). *Sulk 'til you hulk: An examination of the effects of angry facial expression poses on emotional experience*. Presented at the annual meeting of the Society for Southeastern Social Psychologists, Johnson City, TN.

#Zayas, E., **March, D. S.**, & Olson, M. A. (April 2018). *The harmful effect of gender priming on quantitative problem solving in women*. Poster to be presented at the annual Exhibition of Undergraduate Research and Creative Achievement, University of Tennessee.

#Kievet, D. L., Olson, M. A., Zabel, K. L., & **March, D. S.** (March 2018). *Declining trends in motivation to control prejudiced reactions*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

#^Kievet, D. L., Olson, M. A., Zabel, K. L., & **March, D. S.** (November 2017). *Motivation to avoid racial prejudice declined from 2009-2017*. Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Atlantic Beach, FL. (**Undergraduate Poster Award Finalist**)

#^McCurry, S., **March, D.** (March 2017). *Implicit attitudes toward Hispanics: In- and out-group bias*. Poster presented at 3<sup>rd</sup> Annual Women in STEM Research Symposium, University of Tennessee. (**1<sup>st</sup> Place, Undergraduate Poster Award**)

## **HONORS, AWARDS, AND PRIZES**

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- 2019** Student Publication Prize for best paper in 2017, Society for Personality and Social Psychology
- 2018** Outstanding Research Award, Society for Personality and Social Psychology
- 2018** Travel Award, Society for Personality and Social Psychology
- 2017** American Psychological Foundation/Council of Graduate Departments of Psychology (APF/COGDOP), Graduate Research Scholarship
- 2017** Summer Institute in Social and Personality Psychology (SISPP)
- 2017** Graduate Student Paper Award, Midwestern Psychological Association
- 2017** Best Poster Award, International Social Cognition Network (ISCON)
- 2016** Graduate Student Poster Award, Runner-up, Society for Personality and Social Psychology
- 2015** Graduate Student Poster Award, First place, Society of Southeastern Social Psychologists
- 2015** National Science Foundation Graduate Research Fellowship, Honorable Mention

## **GRANTS AND FUNDING**

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### **AD HOC REVIEWER FOR PROFESSIONAL JOURNALS**

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*Basic and Applied Social Psychology, Current Psychology, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, Social Cognition, Social Psychological Bulletin, Social Psychology*

### **ADDITIONAL SERVICE TO MY DISCIPLINE**

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- 2019 Ad hoc reviewer, *National Science Foundation*

### **CURRENT GRADUATE STUDENTS**

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- 2020 – Current Olivett, Vinny  
2021 – Current Lesick, Tara

### **FORMER GRADUATE STUDENTS**

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### **DOCTORAL COMMITTEE CHAIRED**

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### **DOCTORAL COMMITTEE MEMBER**

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Jordan Turner (doctoral candidate)  
Kristina Chamberlin (doctoral candidate)  
Michael Dieciuc (2020)

### **PROFESSIONAL TRAININGS**

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- 2019 Introduction to Multilevel Modeling, *Curran and Bauer Analytics*  
 2017 Summer Institute in Social and Personality Psychology, *University of Southern California*  
 Course 1: Neural Network Modeling (Stephen Read, PhD)  
 Course 2: Intensive Longitudinal Data Analysis (Niall Bolger, PhD)  
 Workshop: Self-Report Measures (Arthur Stone, PhD)  
 2013 Facial Action Coding System Workshop (Erika Rosenberg, PhD), *Virginia Commonwealth University*  
 2012 Practicum in Teaching Psychology, *Texas State University San Marcos*  
 2012 Conducting Effective Research Workshop, *Texas State University at San Marcos*  
 2011 Write Winning Grants Workshop, *Texas State University at San Marcos*

## **GRADUATE AND UNDERGRADUATE TEACHING**

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### ***As an Assistant Professor at Florida State University***

- 2020 Social Psychology, SOC3006

### ***As a Graduate Student at Other Institutions***

#### **Instructor of Record**

- 2017-2018 Social Psychology, University of Tennessee

#### **Lab Instructor**

- 2016-2017 Introduction to Psychology, University of Tennessee

#### **Teaching Assistant**

- 2015-2017 Social Psychology, University of Tennessee  
 2015-2017 Research Methods, University of Tennessee  
 2014 Learning and Thinking, University of Tennessee  
 2011-2012 Brain and Behavior, Texas State University  
 2010-2012 Experimental and Research Methods, Texas State University  
 2010 Introduction to Statistics, Texas State University

## **OTHER SERVICE AND INVOLVEMENT**

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### **2017-2018**

- Diversity Counsel, Student Representative for Social Psychology, *Psychology Department, University of Tennessee*
- Graduate Student Senate, Student Senator for Experimental Psychology, *University of Tennessee*
- Poster Judge, Women in STEM Research Symposium, *University of Tennessee*
- Poster Judge, Exhibition of Undergraduate Research and Creative Achievement, *University of Tennessee*

### **2016-2017**

- Poster Judge, Exhibition of Undergraduate Research and Creative Achievement, *University of Tennessee*
- Executive Board Member, Psychology Graduate Student Association, *University of Tennessee*
- Event Organizer, Panel discussion on prejudice, *Graduate Students for Social Justice, University of Tennessee*

## **SERVICE TO THE DEPARTMENT OF PSYCHOLOGY, FLORIDA STATE UNIVERSITY**

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**2020-2021** Elections Committee Member

## **SERVICE TO THE COLLEGE OF ARTS AND SCIENCES, FLORIDA STATE UNIVERSITY**

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## **UNIVERSITY AWARDS AND FUNDING**

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*Received as an Assistant Professor at Florida State University*

**2020** First Year Assistant Professor Award (\$20,000)

*Received as a Graduate Student at the University of Tennessee*

**2019** College of Arts and Sciences Dissertation Fellowship (\$8,000)

**2018** Yates Graduate Dissertation Fellowship (\$10,000)

**2017** Student/Faculty Research Award from the College of Arts & Sciences (\$2,000)

**2016** Thomas Graduate Research Fellowship from the College of Arts & Sciences (\$10,000)

## **PROFESSIONAL AFFILIATIONS**

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Midwestern Psychological Association (2016 to present)

American Psychological Association (2015 to 2017)

Association for Psychological Science (2015 to 2017)

Society for Personality and Social Psychology (2014 to present)

Cognitive Neuroscience Society (2012 to 2014)

Society for Psychophysiological Research (2011 to 2014)

Psychonomic Society (2020 to present)

Society for Affective Science (2020 to present)

## **REFERENCES**

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Lowell Gaertner, Ph.D.  
Professor  
Department of Psychology  
University of Tennessee  
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Michael Olson, Ph.D.  
Professor  
Department of Psychology  
University of Tennessee  
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865-974-8264

Ashby Plant, Ph.D.  
Professor  
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Florida State University  
[plant@psy.fsu.edu](mailto:plant@psy.fsu.edu)  
850-644-5533