

JAMES R. FRIEDRICH

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Education

- 1984 Ph.D. in Social Psychology - University of Michigan, Ann Arbor
- 1981 M.A. in Psychology - University of Michigan
 M.A. in Education (Counseling) - University of Michigan
- 1978 B.A. in Psychology - Oberlin College
 secondary emphasis: Education/Teaching Certification

Awards

- Danforth Foundation Fellow ('78-'82) - doctoral fellowship support for careers in college teaching.
- Faculty Merit Designation for excellence in teaching and research, Willamette University, 1996.
- Lawrence Cress Award for excellence in faculty scholarship, Willamette University, 2001.

Faculty Positions

- 1992 – present Professor (1998-)/Associate Professor of Psychology, Willamette University, Salem, OR
 (Department Chair, 2002-2005)
- 1991 – 1992 Visiting Faculty in Psychology, Hobart and William Smith Colleges, Geneva, NY
- 1986 - 1991 Associate (1989-)/Assistant Professor of Psychology, Univ. of Puget Sound, Tacoma, WA
- 1982 - 1986 Assistant Professor of Psychology, Mount Saint Mary's College, Emmitsburg, MD

Courses Taught

- | | |
|-----------------------------------|---------------------------------|
| Social Psychology | Statistics |
| Social Cognition | Research Methods and Analysis |
| Judgment and Decision Making | Advanced Statistics and Design |
| Personnel & Industrial Psychology | Psychological Measurement |
| Introductory Psychology | Internship / Thesis Supervision |
| First Year College Colloquium | |
| (multiple offerings and topics) | |

Research Interests

Judgment and decision making; social inference processes; attitude formation and change; psychology and public policy; statistics instruction; educational applications

Peer-Reviewed Articles (student coauthors underlined)

- Friedrich, J., & McGuire, A. (in press). Individual differences in reasoning style as a moderator of the Identifiable Victim Effect. *Social Influence*.
- Friedrich, J., & Dood, T. L. (2009). How many casualties are too many? Proportional reasoning in the valuation of military and civilian lives. *Journal of Applied Social Psychology*, 39, 2541-2569.
- Hermann, A. D., Lucas, G. M., & Friedrich, J. (2008). Individual differences in perceived esteem across cultures. *Self and Identity*, 7, 151-167.
- Friedrich, J., Lucas, G., & Hodell, E. (2005). Proportional reasoning, framing effects, and affirmative action: Is six of one really half a dozen of another in college admissions? *Organizational Behavior and Human Decision Processes*, 98, 195-215.
- Friedrich, J. (2005) Naturalistic fallacy errors in lay interpretations of psychological science: Data and reflections on the Rind, Tromovitch, and Bauserman (1998) controversy. *Basic & Applied Social Psychology*, 27, 59-70.
- Lucas, G. M., & Friedrich, J. (2005). Individual differences in workplace deviance and integrity as predictors of academic dishonesty. *Ethics & Behavior*, 15, 15-35.
- Friedrich, J., & Camac, M. K. (2003). Psychologist as scientist or intuitive judge?: Assessing student perceptions and associated reasoning strategies. *Representative Research in Social Psychology*, 27, 1-10.
- Friedrich, J., Buday, E., & Kerr, D. (2000). Statistical training in psychology: A national survey and commentary on undergraduate programs. *Teaching of Psychology*, 27, 248-257.
- Friedrich, J., Barnes, P., Chapin, K., Dawson, I., Garst, V., & Kerr, D. (1999). Psychophysical numbing: When lives are valued less as the lives at risk increase. *Journal of Consumer Psychology*, 8, 277-299.
- Friedrich, J., & Douglass, D. (1998). Ethics and the persuasive enterprise of teaching psychology. *American Psychologist*, 53, 549-562.
- Friedrich, J., & Smith, P. (1998). The suppressive influence of weak arguments in mixed-quality messages: An exploration of mechanisms via argument rating, pretesting, and order effects. *Basic & Applied Social Psychology*, 20, 293-304.
- Fetherstonhaugh, D., Slovic, P., Johnson, S., & Friedrich, J. (1997). Insensitivity to the value of human life: A study of psychophysical numbing. *Journal of Risk and Uncertainty*, 14, 283-300.
[** Also adapted as a chapter in *The psychology of peacekeeping*, 1998, H. J. Langholtz, Ed., Westport, CT: Praeger Publishers.]
- Friedrich, J., Fetherstonhaugh, D., Casey, S., & Gallagher, D. (1996). Argument integration and attitude change: Suppression effects in the integration of one-sided arguments that vary in persuasiveness. *Personality and Social Psychology Bulletin*, 22, 179-191.
- Friedrich, J. (1996). Assessing students' perception of psychology as a science: Validation of a self-report measure. *Teaching of Psychology*, 23, 6-13.

- Friedrich, J. (1996). On seeing oneself as less self-serving than others: The ultimate self-serving bias? *Teaching of Psychology*, 23, 107-109. [** Also reprinted in M. E. Ware & D. E. Johnson, (Eds.) (2000) *Handbook of demonstrations and activities in the teaching of psychology*, Vol. 3 (2nd ed), and in R. A. Griggs, (Ed.) (2002). *Handbook for Teaching Introductory Psychology*, Vol. 3 (with Emphasis on Assessment). Mahwah, NJ: Lawrence Earlbaum.]
- Friedrich, J. (1993). Primary error detection and minimization (PEDMIN) strategies in social cognition: A reinterpretation of confirmation bias phenomena. *Psychological Review*, 100, 298-319.
- Friedrich, J., & Verive, J. (1991). Validating attitude measures in counseling research: An attitude-argument consistency approach. *Journal of Counseling Psychology*, 38, 227-235.
- Friedrich, J. (1990). Learning to view psychology as a science: Self persuasion through writing. *Teaching of Psychology*, 17, 23-27.
- Friedrich, J., Kierniesky, N., & Cardon, L. (1989). Drawing moral inferences from descriptive science: The impact of attitudes on naturalistic fallacy errors. *Personality and Social Psychology Bulletin*, 15, 414-425.
- Friedrich, J. (1988). The influence of locus of control on students' aspirations, expectations, and information preferences for summer work. *Journal of College Student Development*, 29, 335-33.
- Friedrich, J. (1987). Perceived control and decision making in a job hunting context. *Basic & Applied Social Psychology*, 8, 163-176.

Peer-Reviewed Commentaries

- Friedrich, J. (2004). The "bias" bias in social psychology: Adaptive when and how? (comment) *Behavioral and Brain Sciences*, 27, 335-336.
- Friedrich, J. (2000). Fleshing out a dual-system solution. (comment) *Behavioral and Brain Sciences*, 23, 671-672.
- Friedrich, J. (2000). The road to reform: Of editors and educators. (comment) *American Psychologist*, 55, 961.
- Friedrich, J. (1998) Teaching evaluations: Concerns for psychologists? (comment) *American Psychologist* 53, 1226-1227.
- Douglass, D., & Friedrich, J. (1998). Ethics, the classroom, and instructional communication: An interview with Jo Sprague. *Journal of the Northwest Communication Association*, 26(2), 1-24.
- Friedrich, J. (1997). Is real self-deception really all that biased? (comment) *Behavioral and Brain Sciences*, 20, 113-114.

Manuscripts Under Review

- Friedrich, J. Naturalistic fallacy errors and behavioral science news : The effects of editorial content and cautions on readers' moral inferences.

Manuscripts In Preparation

Friedrich, J. Taking the “confidence” out of confidence interval interpretation.

Friedrich, J. Development and validation of a Brief Mathematics Self Doubt Scale.

Conference Presentations (*student coauthors underlined*)

McGuire, A., & Friedrich, J. (2010). Analytical processing dispositions and vulnerability to identifiable victim effects. Judgment & Decision Making Pre-conference, Society for Personality and Social Psychology (SPSP) Convention, Las Vegas, NV.

McGuire, A., & Friedrich, J. (2009). Analytical-intuitive processing differences and vulnerability to identifiable victim effects. Western Psychological Association Convention (WPA), Portland, OR.

Friedrich, J. (2007) On helping identified victims more than statistical victims: Dual process moderators and theory testing. 19th Annual Social Psychology Winter Conference (Univ. of Utah), Park City, UT.

Friedrich, J. (2006). As others see us: Moral inferences in lay perceptions of social psychologists and their work. 18th Annual Social Psychology Winter Conference (Univ. of Utah), Park City, UT.

Friedrich, J., Dood, T., & Oshiro, J. (2005). Valuing military and civilian lives: Proportional reasoning and terror management. Western Psychological Association Convention (WPA), Portland, OR.

Friedrich, J., Lucas, G., & Hodell, E. (2005) Proportional reasoning, framing effects, and policy support: Is six of one really half a dozen of another in college admissions? 17th Annual Social Psychology Winter Conference (Univ. of Utah), Park City, UT.

Friedrich, J., Lucas, G., & Hodell, E. (2004) Percentage versus frequency data and support for race-conscious university admissions. SPSP Convention, Austin, TX.

Long, K., & Friedrich, J. (2004) Presenting frequency data in Bayesian tasks: Does everybody benefit? SPSP Convention, Austin, TX.

Friedrich, J. (2003). Naturalistic fallacy errors in lay perceptions of psychological research. SPSP Convention, Burbank, CA.

Friedrich, J., Hodell, E., Logan, J., Swanson, K. (2002). Proportional reasoning and support for race-conscious college admissions. Western Psychological Association (WPA) Convention, Irvine, CA.

Friedrich, J. (2002). Commentary on Mele’s *Self Deception Unmasked*. (an invited talk for an “Author Meets Critics” session) American Philosophical Association – Pacific Division Convention, Seattle, WA.

Friedrich, J. (2001). A national survey of goals in undergraduate statistical instruction. WPA Convention, Maui, HA.

Friedrich, J., Fetherstonhaugh, D., & Slovic, P. (2000). Psychophysical numbing: Preferences and framing effects in a health care context. SPSP Convention, Nashville, TN.

Conference Presentations *(continued)*

- Camac, M., & Friedrich, J. (2000). Student perceptions of psychologists' preference for statistical vs anecdotal evidence. WPA Convention, Portland, OR.
- Friedrich, J., & Kerr, D. (1998). A national survey of statistics instruction in undergraduate psychology programs. American Psychological Association (APA) Convention, San Francisco, CA.
- Friedrich, J., & Smith, P. (1997). When weak arguments undermine strong ones: Direct, not contextual, mechanisms of dissuasion. American Psychological Society (APS) Convention, Washington, DC.
- Friedrich, J., Barnes, P., Chapin, K., Dawson, I., Garst, V., & Kerr, D. (1997) Psychophysical numbing: When lives are valued less as lives at risk increase. APS Convention, Washington, DC.
- Fetherstonhaugh, D., Slovic, P., Johnson, S., Friedrich, J. (1996). Insensitivity to the value of human life: A study of psychophysical numbing. Society for Judgment and Decision Making Convention, Chicago, IL.
- Friedrich, J. (1995). Teaching as persuasion: Altering students' views on scientific psychology. APA Convention, New York, NY.
- Friedrich, J. (1995). Argument integration and the process of belief updating. WPA Convention, Los Angeles, CA.
- Friedrich, J. (1995). A path analytic investigation of the causal assumptions underlying dual process models of persuasion. WPA Convention, Los Angeles, CA.
- Fetherstonhaugh, D., Slovic, P., Johnson, S., & Friedrich, J. (1995). Psychophysically scaling human life: The "drop in the bucket effect. WPA Convention, Los Angeles, CA.
- Friedrich, J. (1994). The adaptive nature of intuitive strategies for covariation detection. 19th Annual Interdisciplinary Conference (Cognitive Science), Jackson Hole, WY.
- Friedrich, J., Casey, S., Fetherstonhaugh, D. (1993). An Elaboration Likelihood Model analysis of argument integration effects. WPA Convention, Phoenix, AZ.
- Friedrich, J., Manis, M., Nelson, T., & Shedler, J. (1993) Attitudes and the integration of arguments that vary in persuasiveness. WPA Convention, Phoenix, AZ.
- Friedrich, J. (1991). A Primary Error Detection analysis of confirmation bias phenomena. WPA convention, Burlingame, CA.
- Friedrich, J., & Northrup, A. (1990). Attitudes and study outcomes as determinants of naturalistic fallacy errors. WPA Convention, Los Angeles, CA.
- Friedrich, J., Anton, B.S., Mueller, J.V., Washburn, S., Brown, H. & Davis, C. (1989). Spatial abilities as predictors of success in organic chemistry. National Academy of Neuropsychologists Convention, Washington, DC.
- Friedrich, J., & Verive, J. (1989). An Elaboration Likelihood Model approach to attitude scale validation. WPA Convention, Reno, NV.

Friedrich, J., Kierniesky, N., & Cardon, L. (1988). The naturalistic fallacy: On drawing moral prescriptions from descriptive science. WPA Convention, Burlingame, CA.

Friedrich, J. (1986). Teaching students to view psychology as a science: A self-perception and self-persuasion approach. Eastern Psychological Association (EPA) Convention, New York, NY.

Friedrich, J. (1985). A perceived control analysis of decision making applied to students' summer job search activity. EPA convention, Boston, MA.

Professional Service

Ad Hoc Journal/Text Reviewer:

- *Organizational Behavior and Human Decision Processes* (2009-10, 2005-06, 2003)
- *Teaching of Psychology* (2008-20010)
- *American Journal of Psychology* (2010)
- *Journal of Personality and Social Psychology* (2008, 2007)
- *Acta Psychologica* (2007)
- *Statistics for Psychology, 4th ed* (Prentice-Hall) by Aron, Aron, & Coups (2006)
- *Basic and Applied Social Psychology* (2006, 2005)
- *IEEE Transactions on Systems, Man, and Cybernetics* (2006, 2005)
- *Journal of Experimental Social Psychology* (2005)
- *CogSci Conference Proceedings* (2005)
- *British Journal of Social Psychology* (2003)
- *Social Cognition* (2002)
- *Personality and Social Psychology Bulletin* (2001, 1997, 1993)
- *Medical Decision Making* (2001)
- *STAND! Reader in Social Psychology* (Coursewise Pub., 1999)
- *Willamette Law Review* (1996)
- *Psychology: Themes and Variations* (Brooks/Cole) (1994)
- *Psychological Review* (1993)
- *Psychology: Science, behavior, and life* (Holt) (1991)
- *Social psychology and its applications* (Harper & Row) (1988)

Ad Hoc Grant Reviewer: National Science Foundation

- Social Psychology Program (2005, 1994)
- Decision, Risk, & Management Science Program (2000, 1999, 1994)

Panelist/reviewer for NSF Graduate Fellowship competition (2000, 1998)

Professional Associations (Memberships)

American Psychological Association

Division 2: Teaching of Psychology

Division 5: Evaluation, Measurement, and Statistics

Division 8: Society for Personality and Social Psychology

American Psychological Society

Society for Judgment and Decision Making

Research Consultant

Data analyst for NSF/CCLI grant: Promoting Science Literacy Through Neuroscience Laboratory Exercises. Mark Stewart (PI) and Stasinios Stavrianeas (Co-PI). (2008-2010)

Insight Worldwide, Salem, OR: Researcher and data analyst for a company doing integrity testing for employment screening. (2003-2005)

Willamette University Hewlett Grant: data analyst for educational outcome/evaluation study on biodiversity instruction (1999-00). Principle Investigators: S. Kephart & N. Perigo, Biology Dept.

FIPSE Grant: data analyst for a study on tutoring programs for legal research and writing (1996-97). Principle Investigator — S. Jacobson, Willamette University School of Law.

Reduction Of Intoxicated Driving (RID) Program, Salem OR: Prepared proposals for outcome evaluation study, submitted to the Oregon Office of Alcohol and Drug Abuse Programs for review (1994-96).

Willamette University Institutional Service

Re-accreditation Task Force (S'09--)

Academic Council (F'08--)

University Fringe Benefit Committee (S'07)

Faculty Admissions Committee (chair F'04 to S'06)

University Registrar Search Committee Chair (F'05)

Psychology Department Chair (F'02 to S'05)

Ad Hoc Committee on Sophomore Transition

Task Force on Student Course Evaluations

Dean's Budget Advisory Committee

WU Faculty Athletic Representative to NCAA

Instructor for Faculty (Hewlett) Workshops on Statistical Software

Admissions and Academic Status Committee

Hiring/Search Committees for Admissions and for MAT Program

Representative/Presenter for Admissions (Preview Days, College Fairs)

Task Force on Student Recruitment and Retention

Task Force on Assessment and Committee on General Education Assessment

Cognitive Science Study & Curriculum Group

Coordinator for 7-College Consortium Meeting (Cognitive Science-11/96)

Education Council (for the Master of Arts in Teaching Program)

Writing Center Assistant (volunteer)