

Curriculum Vitae ELLEN M. PETERS

Decision Research
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Education

University of Oregon, Eugene, OR. Advisor: Paul Slovic, Ph.D.
1998 Ph.D. Psychology, Judgment and Decision Making.
1994 M.S. Psychology, Judgment and Decision Making.

University of Pennsylvania, Philadelphia, PA.
Magna cum laude, Dual Degree Management & Technology Program.
1989 B.S. Economics. The Wharton School of Business, Marketing.
1989 B.S.E. Systems Engineering. Minor: Chemical Engineering.

Professional Experience

Decision Research, Eugene, OR.

2006-present Senior Research Scientist.
1998-2006 Research Scientist.
1999-present Principal Investigator.

National Cancer Institute, Bethesda, MD.

2005 Moderator. Numeracy and Health workshop
2003-2004 Visiting Scientist. Assisted NCI in its efforts to advance the science of human decision making processes as it applies to cancer control

The University of Oregon, Eugene, OR.

2002-2007 Executive Committee. Institute of Cognitive and Decision Sciences.
1999-present Courtesy Research Associate. Psychology Department.
1994-present Advisor. Supervised research of undergraduate, Master's, and Ph.D. students.
1994-present Teaching. Judgment and Decision Making, Motivation and Emotion.
2006-present Guest Lecturer. Judgment and Decision Making, Marketing Seminar

Spectra-Physics Scanning Solutions, Eugene, OR.

1990-1992 Product Marketing Specialist. Managed handheld scanner product lines.

The Procter & Gamble Company, Cincinnati, OH.

1989-1990 Product Development Engineer.
Summer, 1988 Systems Analyst.
Summer, 1987 Product Development Engineer.

Fields of Specialization

Judgment and Decision Making, Affect, Emotion, Dual processes, Numeracy, Age Differences, Risk Perception, Health and Health Policy Applications

Memberships

Society for Judgment and Decision Making, Society for Personality and Social Psychology, American Psychological Association, European Association for Decision Making, Institute of Cognitive and Decision Sciences, Society for Medical Decision Making.

Grants

- 2006 PI on grant from the Lewis Neuroimaging Center at the University of Oregon ('Numeracy, decision making, and the distance effect', \$7,500)
- 2005-2008 PI on grant from the National Science Foundation ('Numeracy and affect in judgment and decision making', \$343,891)
- 2005 Co-PI on grant from the National Science Foundation ('Affect, risk, and the tsunami disaster', Västfjäll, PI, \$99,691)
- 2004-2008 PI on grant from the National Science Foundation ('Age differences in dual processes and decision making', \$450,000)
- 2003-2004 PI on contract from the Boston Medical Center ('Developing a decision aid for colorectal cancer screening options', \$10,296)
- 2003-2004 PI on contract from the National Cancer Institute ('Advancing the science of human decision making processes as it applies to cancer control', \$24,700)
- 2003-2005 PI on grant from the Department of Defense through Duke University (#DAMD17-03-1-0382, \$53,000)
- 2002-2004 Co-PI on grant from the National Science Foundation ('The interaction of affect and deliberation in decision making', Slovic, PI, \$243,115)
- 2002-2003 PI on grant from the National Institute on Aging ('Age, Affect, Deliberation, and Personality in Choices,' 1 R03 AG21308-01, \$85,039)
- 2002 PI on grant from AARP ('Information processing in consumer directed health plans,' #1003817-OC-000, \$3,520)
- 2001-2003 PI on grant from the National Science Foundation ('Dissociating affect and deliberation in choice processes,' SES-0111941, \$141,586)
- 2001-2003 PI on grant from the Agency for Healthcare Research and Quality ('How do consumers view the risks of medical errors?' 1 R03 HS11500-01, \$100,000)
- 1999-2002 PI on grant from the National Science Foundation ('Choice and the development of affect,' SES-9975347, \$176,235)
- 1998 Graduate Student Research Award, University of Oregon
- 1996-1998 Awarded University scholarships, University of Oregon
- 1995-1997 National Institute of Mental Health – Emotion Research Training Grant
- 1994-1997 Awarded departmental travel and research grants, University of Oregon
- 1996 University Club Scholarship Finalist
- 1995 American Assn. of University Women – Ola Love Fellowship Recipient
- 1993-1994 Mensa Educational Foundation – Regional Scholarship Award

Honors and Activities

- 2007-2007 Public Health Working Group, Society for Medical Decision Making.
2007 Invited Fellow, Summer Institute in Cognitive Neuroscience, issues in Social Neuroscience and Neuroeconomics and Decision Making, Santa Barbara, CA
2007 Abstract reviewer, Medical Decision Making conference
2007 Jane Beattie Scientific Recognition Award, Honorable Mention, European Association for Decision Making.
2007 Best Paper over the Last Three Years Award in Risk Analysis
2006-present External Advisory Board. The Iowa Cancer and Aging Program.
2006 Program Chair, Society for Judgment and Decision Making annual conference
2004-2006 Guest Editor, Journal of Behavioral Decision Making, Special issue on the role of affect in decision making
2004-2007 Program Committee, Society for Judgment and Decision Making
2004-2005 Guest Editor, Health Psychology, Special issue on basic and applied decision making in cancer control
2003 Best Paper Award, Society for Risk Analysis annual conference
2002 Fellow, Max Planck Summer Institute on Bounded Rationality and Emotion
2002 Best poster award, Max Planck Institute on Bounded Rationality and Emotion
2002-2006 Executive Committee, Institute of Cognitive and Decision Sciences, University of Oregon
2000 Fellow, National Institute on Aging – Summer Institute on Aging Research
1999 De Finetti Research Paper Award runner-up, European Association for Decision Making.
1997-1998 Member, Graduate Education Committee, University of Oregon
1996-1997 Member, Search committee for Personality faculty member, University of Oregon
1994-1995 Graduate Student Representative – Faculty meetings, University of Oregon
1995 Member, Centennial Committee, University of Oregon

Editorial Board

- 2007-2010 *Medical Decision Making*

Journal and Grant Reviewing

Acta Psychologica; Biological Psychology; British Journal of Applied Developmental Psychology; British Journal of Social Psychology; Health Psychology; Journal of Applied Social Psychology; Journal of Behavioral Decision Making; Journal of Child Psychology and Psychiatry; Journal of Communication; Journal of Gerontology: Psychological Sciences; Journal of Health Communication; Journal of Planning Education and Research; Journal of Public Policy and Marketing; Journal of Social Psychology; Management Science; Medical Decision Making; National Institutes of Health; National Science Foundation; Organizational Behavior and Human Decision Performance; Personality and Social Psychology Bulletin; Psychology & Aging; Psychological Science; Risk Analysis; Risk Decision and Policy.

Peer-Reviewed Publications

In Press

- Barnato, A., Collins, E.D., Llewellyn-Thomas, H., Peters, E., & Siminoff, L. (**in press**). Communication and Decision Making in Cancer Care: Setting Research Priorities for Decision Support / Patients Decision Aids. Medical Decision Making.
- Bateman, I. A., Dent, S., Peters, E., Slovic, P., & Starmer, C. (**in press**). The affect heuristic and the attractiveness of simple gambles. Journal of Behavioral Decision Making.

2007

- Hibbard, J.H., Peters, E., Dixon, A., & Tusler, M. (2007). Consumer competencies and the use of comparative quality information: It isn't just about literacy. Medical Care Research & Review, 64(4), 379-394.
- Moser, R.P., McCaul, K., Peters, E., Nelson, W., & Marcus, S. (2007). Associations of perceived risk and worry with cancer health-protective actions: Data from the Health Interview National Trends Survey (HINTS). Journal of Health Psychology, 12(1), 53-65.
- Peters, E., Dieckmann, N., Dixon, A., Hibbard, J.H., & Mertz, C.K. (2007). Less is more in presenting quality information to consumers. Medical Care Research & Review, 64(2), 169-190.
- Peters, E., Hess, T., Västfjäll, D., & Auman, C. (2007). Adult age differences in dual information processes: Implications for the role of affective and deliberative processes in older adults' decision making. Perspectives on Psychological Science, 2(1), 1-23.
- Peters, E., Hibbard, J.H., Slovic, P., & Dieckmann, N.F. (2007). Numeracy skill and the communication, comprehension, and use of risk and benefit information. Health Affairs, 26(3), 741-748.
- Peters, E., Romer, D., Slovic, P., Jamieson, K.H., Wharfield, L., Mertz, C.K., & Carpenter, S. (2007). The impact and acceptability of Canadian-style cigarette warning labels among U.S. smokers and nonsmokers. Nicotine & Tobacco Research, 9(4), 473-481.
- Peters, E. & Slovic, P. (2007). Affective asynchrony and the measurement of the affective attitude component. Cognition and Emotion, 21, 300-329.
- Slovic, P., Peters, E., Grana, J., Berger, S., & Dieck, G. (2007). Risk perception of prescription drugs: Results of a national survey. Drug Information Journal, 41, 81-100.
- Stockard, J., O'Brien, R.M., & Peters, E. (2007). The use of mixed models in a modified Iowa Gambling Task and a prisoner's dilemma game. Judgment and Decision Making, 2, 9-22. Retrieved April 12, 2007, from <http://journal.sjdm.org/jdm06150.pdf>

2006

- Peters, E., Lipkus, I., & Diefenbach, M. (2006). The functions of affect in health communication and in the construction of health preferences. Journal of Communication, 56, S140-S162.
- Peters, E., McCaul, K.D., Stefanek, M., & Nelson, W. (2006). Understanding cancer risk perceptions: Contributions from judgment and decision-making research. Annals of Behavioral Medicine, 31(1), 45-52.
- Peters, E., Slovic, P., Hibbard, J.H., & Tusler, M. (2006) Why worry? Worry, risk perceptions, and willingness to act to reduce medical errors. Health Psychology, 25(2), 144-152.

Peters, E., Västfjäll, D., Slovic, P., Mertz, C.K., Mazzocco, K., & Dickert, S. (2006). Numeracy and decision making. Psychological Science, 17(5), 408-414.

Slovic, P., & Peters, E. (2006). Risk perception and affect. Current Directions in Psychological Science, 15(6), 322-325.

2005

Hibbard, J.H., Peters, E., Slovic, P., & Tusler, M. (2005). Can patients be part of the solution? Views on their role in preventing medical errors. Medical Care Research and Review, 62(5), 601-616.

Peters, E., & Västfjäll, D. (2005). Affective processes in decision making by older adults. In National Research Council (Ed.), Papers from the workshop on decision making by older adults. Washington, DC: National Academy of Sciences. Retrieved July 26, 2007, from http://www7.nationalacademies.org/csbd/peters_paper.pdf.

Slovic, P., Peters, E., Finucane, M.L., & MacGregor, D.G. (2005). Affect, risk, and decision making. Health Psychology, 24, S35-S40.

Yoon, C., Laurent, G., Fung, H. H., Gonzalez, R. Gutchess, A. H., Hedden, T., Lambert-Pandraud, R., Mather, M., Park, D. C., Peters, E., & Skurnik, I. (2005). Cognition, persuasion and decision making in older consumers. Marketing Letters, 16(3/4), 429-441.

2004

Peters, E., Burraston, B., & Mertz, C.K. (2004). An emotion-based model of stigma susceptibility: Appraisals, affective reactivity, and worldviews in the generation of a stigma response. Risk Analysis, 24, 1349-1367. [Selected as best paper at 2003 annual Risk Analysis conference]

Slovic, P., Finucane, M. L., Peters, E., & MacGregor, D. G. (2004). Risk as analysis and risk as feelings: Some thoughts about affect, reason, risk, and rationality. Risk Analysis, 24, 311-322. [Selected as 2007 best paper over the last three years in Risk Analysis]

2003

Hibbard, J.H. & Peters, E. (2003). Supporting informed consumer health care choices: Data presentation approaches that facilitate the use of information in choice. Annual Review of Public Health, 24, 413-433.

Peters, E., Slovic, P., & Gregory, R. (2003). The role of affect in the WTA/WTP disparity. Journal of Behavioral Decision Making, 16, 309-330.

2002

Finucane, M. L., Slovic, P., Hibbard, J.H., Peters, E., Mertz, C. K. & MacGregor, D.G. (2002). Aging and decision making competence: An analysis of comprehension and consistency skills in older versus younger adults considering health-plan options. Journal of Behavioral Decision Making, 15, 141-164.

Hibbard, J.H., Slovic, P., Peters, E., & Finucane, M. L. (2002). Strategies for reporting health plan performance information to consumers: Evidence from controlled studies. Health Services Research, 37, 2, 291-313.

Slovic, P., Finucane, M.L., Peters, E., MacGregor, D.G. (2002). Rational actors or rational fools: Implications of the affect heuristic for behavioral economics. Journal of Socio-Economics, 31(4), 329-342.

2001

Hibbard, J.H., Peters, E., Slovic, P., Finucane, M. L., & Tusler, M. (2001). Making health care report cards easier to use. Joint Commission Journal on Quality Improvement, 27(11), 591-604.

Hibbard, J.H., Slovic, P., Peters, E., Finucane, M. L., & Tusler, M. (2001). Is the informed-choice policy approach appropriate for Medicare beneficiaries? Health Affairs, 20(3), 199-203.

2000

Peters, E. & Rothbart, M. (2000). Typicality can create, eliminate, and reverse the dilution effect. Personality and Social Psychology Bulletin, 26, 177-187.

Peters, E. & Slovic, P. (2000). The springs of action: Affective and analytical information processing in choice. Personality and Social Psychology Bulletin, 26(12), 1465-1475.

1998

Flynn, J., Peters, E., Slovic, P., & Mertz, C.K. (1998). Risk, media, and stigma at Rocky Flats. Risk Analysis, 18(6), 715-727.

Reprinted as: Flynn, J., Peters, E., Slovic, P., & Mertz, C.K. (2001). Risk, media, and stigma at Rocky Flats. In J. Flynn, P. Slovic, and H. Kunreuther (Eds.), Risk, media, and stigma: Understanding public challenges to modern science and technology. (pp.309-327) London: Earthscan Publications Ltd.

Peters, E.M. (1998). The springs of action: Affective and analytical information processing in choice. Doctoral dissertation in the Psychology Department. University of Oregon, Eugene, OR.

Slovic, P. & Peters, E. (1998). The importance of worldviews in risk perception. Risk, Decision, and Policy, 3(2), 165-170.

1996

Peters, E. & Slovic, P. (1996). The role of affect and worldviews as orienting dispositions in the perception and acceptance of nuclear power. Journal of Applied Social Psychology, 26(16), 1427-1453.

Non-Peer-Reviewed Publications

In Press

Peters, E. (in press). Numeracy and the perception and communication of risk. In W. T. Tucker, S. Ferson, A. Sinkel, T. F. Long, D. Slavin, & P. Wright (Eds.), Strategies for risk communication: Evolution, evidence, experience. New York: The New York Academy of Sciences. Expected publication, September 2007.

Peters, E. (**in press**). Preferred data visualization techniques may not lead to comprehension and use of hazard information: Commentary on Pang (in press). In Risk Assessment, Modeling and Decision Support: Strategic Directions. Heidelberg, Germany: Springer-Verlag GmbH. Expected publication, Summer 2007.

2007

2006

Peters, E. (2006). Numbers are just numbers. In K. W. Schaie & L. L. Carstensen (Eds.) Social Structures, Aging and Self-Regulation in the Elderly. (pp. 175-188). New York: Springer Publishing Co.

Peters, E. (2006). The functions of affect in the construction of preferences. In S. Lichtenstein & P. Slovic (Eds.), The construction of preference. (pp. 454-463). New York: Cambridge University Press.

Peters, E., Västfjäll, D., Gärling, T., & Slovic, P. (2006). Affect and decision making: A “hot” topic. Journal of Behavioral Decision Making, 19(2), 79-85.

2005

McCaul, K.D., Peters, E., Nelson, W., & Stefanek, M., (2005). Linking decision-making research and cancer prevention and control: Important themes. Health Psychology, 24, S106-S110.

Nelson, W., Stefanek, M., Peters, E., & McCaul, K.D. (2005). Basic and applied decision making in cancer control. Health Psychology, 24, S3-S8.

2003

Finucane, M. L., Peters, E., & Slovic, P. (2003). Judgment and decision making: The dance of affect and reason. In Schneider, S. L. & Shanteau, J. (Eds.), Emerging Perspectives on Decision Research (pp 327-364). New York: Cambridge University Press.

Hibbard, J.H., Dubow, J. D., & Peters, E. (2003, May). Decision making in consumer-directed health plans (#2003-05). Washington, DC: AARP.

2002

Slovic, P., Finucane, M. L., Peters, E., & MacGregor, D.G. (2002). The affect heuristic. In T. Gilovich, D. Griffin, and D. Kahneman (Eds.), Heuristics and biases: The psychology of intuitive judgment (vol. 2) (pp. 397-420). New York: Cambridge University Press.

Reprinted as: Slovic, P., Finucane, M. L., Peters, E., & MacGregor, D.G. (2007). The affect heuristic. European Journal of Operational Research, 177(3), 1333-1352.

2000

Peters, E., Finucane, M. L., MacGregor, D. G., & Slovic, P. (2000). The bearable lightness of aging: Judgment and decision processes in older adults. In National Research Council, P. C. Stern & L. L. Carstensen (Eds.), The aging mind: Opportunities in cognitive research (Appendix C, pp. 144-165). Washington, DC: National Academy.

1998

Slovic, P., MacGregor, D., & Peters, E. (1998). Imagery, affect, and decision making. Report No. 98-1. Eugene, OR: Decision Research.

1995

Peters, E., Flynn, J., & Slovic, P. (1995). Monitoring affect and images for the Yucca Mountain socioeconomic impact assessment. Technical report for funding agency.

Papers and Chapters In Review

Cole, C., Laurent, G., Drolet, A., Ebert, J., Gutchess, A., Lambert-Pandraud, R., Mullet, E., Norton, M.I., Peters, E. (**in review**). Decision making and brand choice by older consumers.

Dickert, S. & Peters, E. (**in review**). Thinking harder and choosing worse: Some evidence for the roles of deliberation and affect in repeated choices.

Diefenbach, M.A., Miller, S.M., Porter, M., Peters, E., Stefanek, M., & Leventhal, H. (**in review**). Affect and screening for cancer: A self-regulation perspective. Handbook of Emotion.

Lipkus, I.M. & Peters, E. (**in review**). Why is numeracy important to risk communication and medical decision-making? Theoretical and practical insights

Nelson, W., Reyna, V.F., Fagerlin, A., Lipkus, I., & Peters, E. (**in review**). Clinical implications of numeracy: Theory and practice

Peters, E., Dieckmann, N., Västfjäll, D., Mertz, C.K., Slovic, P., & Hibbard, J. (**in review**). Bringing meaning to numbers: The functions of affect in choice.

Peters, E. & Diefenbach, M. (**in review**). Age differences in dual information processing: Implications for cancer decision making.

Peters, E., Västfjäll, D., Slovic, P., & Mertz, C.K. (**in review**). Drawing meaning from numbers: Intuitive number sense influences decision making.

Västfjäll, D., Peters, E., & Slovic, P. (**in review**). Affect, risk perception and future optimism after the tsunami disaster

Papers in Preparation or in Process

Mazzocco, K., Peters, E., Bonini, N., Slovic, P., & Cherubini, P. (**in preparation**). How priming analytical versus emotional thinking influences choice processes.

Peters, E. (**in process**). Age differences in two gambling tasks.

Peters, E., Fagerlin, A., Hibbard, J.H., Mertz, C.K., & Slovic, P. (**in preparation**). Screening patients and consumers for numeracy.

Peters, E. & Tusler, M. (**in process**). An improved short numeracy scale.

Sagara, N. & Peters, E. (**in preparation**). Affect, affective precision, and a primacy effect in stock choices.

Rubaltelli, E., Savadori, L., Rumiati, R., Peters, E., & Slovic, P. (**in preparation**). Affect and anchoring: Asymmetric influence on heuristic reasoning

Ellen M. Peters

Västfjäll, D., Peters, E., & Slovic, P. (**in preparation**). Incidental and integral affect in judgment and choice.

Västfjäll, D., Peters, E., & Starmer, C. (**in preparation**). Feeling your way to the right price.

Invited Talks

2007

The 7th Invitational Choice Symposium, Wharton School of Business, University of Pennsylvania

American Psychological Society, Invited Symposium

National Press Club, Press briefing for *Health Affairs*, Washington DC

Society of Behavioral Medicine, Cancer Special Interest Group

University of Iowa, Psychology Department

Columbia University, Center for the Decision Sciences, Multidisciplinary approaches to human decision making colloquium, New York

2006

University of Trento, Department of Cognitive Sciences and Education, Italy

University of Padova, Department of Developmental and Social Psychology and Department of General Psychology, Interdepartmental Center for Cognitive Science (CISC), Italy
Strategies for Risk Communication: Evolution, Evidence, and Experience, Montauk, Long Island, New York

Society of Actuaries Health/Pension Spring Meeting

Strategic Directions for Risk Modeling and Decision Support Workshop, Boulder, Colorado

National Institute on Aging, Decision Making and Aging Work Group, Bethesda, MD

University of Pennsylvania, Wharton School of Business, Decision Processes Colloquium

Rutgers University, Cognitive Science Colloquium

Mount Sinai School of Medicine, Department of Oncological Sciences

University of Oregon, Personality and Social Psychology Brownbag

National Institute on Aging, the University of California Berkeley Center for the Economics and Demographics of Aging (CEDA) and the Stanford Center on Longevity (SCL), MIND
THE GAP! Behavioral Perspectives on the Medicare Part D, Market for Prescription Drug Insurance

2005

Harvard School of Public Health

Society of Actuaries Health/Pension Spring Meeting

Society for Medical Decision Making, Plenary Panel, Translating Research into Practice: Setting a Research Agenda for Clinical Decision Tools in Cancer Prevention, Early Detection, and Treatment

Society for Medical Decision Making, Preconference on Psychology in Medical Decision Making

American Society for Human Genetics

University of Iowa, Aging, Decision Making, and Cancer conference, Keynote Address

University of Iowa, Aging, Decision Making, and Cancer conference

National Academies of Science, Workshop on older adult decision making

Rand Corporation, Health and Retirement Survey: Internet Interviewing Project

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2004

Penn State Social Structure Conference 2004: Social Structures, Aging and Self-Regulation in the Elderly.

University of Michigan, Health and Retirement Survey: Internet Interviewing Project

National Institute for Aging, Workshop on Decision Making and Aging

The 6th CU-Boulder Invitational Choice Symposium

2003

Integrating Message Effects and Behavior Change Theories Workshop, Annenberg School for Communication and the National Cancer Institute

National Cancer Institute

National Cancer Institute

2002

University of Chicago, Graduate School of Business

National Institute for Aging, Workshop on Quantitative Reasoning

1997

Risk, Media, and Stigma conference, University of Pennsylvania

Talks

2007

American Association for the Advancement of Science, San Francisco, CA

Society of Behavioral Medicine, Washington, DC

2006

Annual research meeting, Academy Health, Seattle, Washington.

2005

Biannual meeting of Subjective Probability, Utility, and Decision Making (SPUDM20), Stockholm, Sweden.

Annual meeting of the Society of Judgment and Decision Making.

2004

Annual meeting of the Society of Judgment and Decision Making.

Personality and Social Psychology brownbag, Department of Psychology, University of Oregon.

Annual meeting of the Association for Consumer Research

2003

Annual meeting of the Society for Risk Analysis. Received Best Paper award.

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Biannual meeting of Subjective Probability, Utility, and Decision Making (SPUDM19). Co-organized symposium on anticipatory and anticipated affect with Tommy Garling of Gothenburg University.

2002

Annual meeting of the Society for Judgment and Decision Making.

Minnesota Conference on Neuroeconomics, University of Minnesota, Carlson School of Management

2001

Annual meeting of the Society for Judgment and Decision Making.

Annual meeting of the American Psychological Association.

2000

Annual meeting of the Society of Judgment and Decision Making.

1998

Annual meeting of the Society of Judgment and Decision Making.

Poster Presentations

2006

Annual meeting of the Society for Medical Decision Making.

2002

Max Planck Summer Institute on Bounded Rationality and Emotion. Received Best Poster award.

2001

Annual meeting of the Society of Personality and Social Psychology.

1999

Annual meeting of the Society of Judgment and Decision Making.

1997

Annual meeting of the Society of Judgment and Decision Making.

1995

Annual meeting of the Society of Judgment and Decision Making.

1994

Annual meeting of the Society of Judgment and Decision Making.

