

## VITA

Comment [DS1]:

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### Education:

A. B. **Oberlin College**, 1971: Psychology major with semester-hour equivalent of Spanish major

M. A. **The Ohio State University**, 1973: Social Psychology

Ph. D. **The Ohio State University**, 1979: Major – Social Psychology  
Minors – Statistics and Experimental Psychology

Advisor: Dr. Thomas M. Ostrom

### Honors:

**National Merit Scholarship**, Oberlin College, 1967-71

**National Defense Education Act (Title IV) Fellowship**,

The Ohio State University, 1971-74

**Norman and Louise Allhiser Award for Teaching Excellence**,

Carroll College, May 1992

## **Leadership Roles and Professional Societies:**

**Director of Institutional Research, Carroll College, January 1984-1990.**

My assignment here was to provide empirical answers to questions of interest to the President and Senior Staff Administrators. Major research efforts included coordination, data analysis, and interpretative reports of a Student Opinion Survey of all enrolled students every two years, development and validation of a step-wise multiple linear regression prediction formula for the Admission Office, and the evaluation of Carroll's retention programs. Other efforts included coordination of Carroll's participation in the Cooperative Institutional Research Program (CIRP) national survey of entering freshmen and the Higher Education Research Institute's (HERI) national survey of Faculty, and data-gathering support for the development of Carroll's Strategic Plan.

**Consultant for Institutional Research, 1990-1991; 1992- 1993**

**Carroll College Assembly President and Faculty President, 1999 - 2000;**  
2005-2007

**Partner in Schneider Consulting, 1991 to present**

**Chair, Department of Psychology 2002 – 2004**

**Editorial Board Member *PsycCRITIQUES*, 2005 – present.**

**American Psychological Association (APA), 1971 - present**

I am a member of Division 1 (General Psychology),

Division 2 (Teaching of Psychology), and

Division 8 (Personality and Social Psychology)

**American Association of University Professors 1978 - present**

**American Psychological Society, 1988 – present**

**External Recruitment Advisory Board, Medical College of Wisconsin**

**Graduate School of Biomedical Sciences, 2007 – present**

Invited Educational Community Blogger, Milwaukee-Journal Sentinel (JS Online), “Curious David”, 2007 - ? <http://blogs.jsonline.com/Simpson/>

### **Teaching Experience:**

**Assistant Professor of Psychology, Carroll College, 1978**

Since coming to Carroll I have taught Introductory Psychology, Statistics and Experimental Design, Social Psychology, Psychological Testing, Research Seminar, January Theme Courses (e.g. “Why War?”); Special Studies (e.g. “SPSS” and “Web-based Surveying”), First-Year Seminar (“The Psychology of Happiness”; and the January Common Course. In fall of 1988 as part of Dr. Lynne Bernier’s Educational Innovations Grant, I taught a special laboratory section of Political Science 201 (Political Science Research Methods) where I assisted instruction in the

use of SPSS, the Statistical Package for the Social Sciences software. I have also taught Introductory Psychology, Social Psychology, and Statistics and Experimental Design in Carroll's Evening School, have taught a Statistics course at the Medical College of Wisconsin nursing major program, team-taught a Clinical Research Methods class (with Dr. Jane Hopp) to Physical Therapy graduate students, and provided SPSS instruction to Education 603 Masters-level students. Fall 2008, I shall teach a first-year seminar entitled "Pioneering Web 2.0 Learning Tools."

**Associate Professor of Psychology**, Carroll College, 1984

**Professor of Psychology**, 1990 - present

**Research Experience:**

1971 - 78: Research collaboration with Dr. Thomas M. Ostrom. This research investigated anchoring effects upon judgments, contrast effects in impression formation, first impressions, and organizational processes that occur in memory as a function of learning information about persons.

December 1973 – June 1974: Research collaboration with Dr. Thomas M. Ostrom at the Department of Social Psychology, Bergen, Norway (impression formation)

1978 – present: After coming to Carroll, I completed my doctoral dissertation work and continued collaborative research related to my

dissertation with Dr. Thomas M. Ostrom (The Ohio State University) and Dr. John Pryor (The University of Notre Dame). I also spent several years developing data analysis and computer resources for the Psychology Department and serving as an informal consultant to students, faculty, staff, and administrators in the design, administering, and analysis of experiments and surveys. In 1983, my students and I began on a biennial basis to administer a Student Opinion Survey to all Carroll students, analyze the data, and communicate the results to Carroll Administrators. I also began a research program investigating incorporating online bibliographic searching techniques into the classroom. In 1985, I was granted a sabbatical leave for writing a statistics text for my class and a SPSSx manual for the College. During this sabbatical leave, I also extensively rewrote 80 BASIC compute statistics programs for use in my statistics class. During Fall of 1988, I rewrote these programs so that they would run on the College's new AT&T 3B2 mainframe computer and began incorporating my sabbatical and grant work in to my courses. During 1989, I continued developing considerable facility using a Macintosh II. Second semester 1990, I pilot tested my statistics book, my SPSSx manual, and a draft of my BASIC computer programs manual with students in my Statistics class and in my Research Seminar. I also began successfully using electronic mail to communicate

with colleagues at the University of Seattle and The Ohio State University and former students. Since 1990, my research interests have focused on the “Mozart effect,” computer-mediated communication on the Internet and web-based survey methodology. I am especially interested in actively involving students in my research and in investigating the usefulness of web 2.0 learning tools such as blogs, wikis, podcasts, etc..

**Familiarity with the following computer statistical packages:**

SPSS; SYSTAT; SUPERNOVA, Statview; Minitab

**Reviewer of manuscripts submitted for publication** to the following journals since coming to Carroll College:

Personality and Social Psychology Bulletin;

The Journal of Experimental Social Psychology;

Journal of Clinical and Social Psychology;

Teaching of Psychology (Computer Applications to Teaching)

PsycCRITIQUES (formerly Contemporary Psychology)

**Reviewer of manuscripts of textbooks submitted in manuscript form**

since coming to Carroll for Harper & Row (social psychology)

SPSS Inc. (statistics); John Wiley Co. (statistics);

American Psychological Association (online bibliographic searching)

Sage Publishers (statistics)

**Publications and Presentations:**

Simpson, D. D., Ostrom, T. M., & Sloan, L. R. (1983). Anchoring effects of trait range in impression formation. Bulletin of the Psychonomic Society, 2, 383-84.

Simpson, D. D. & Ostrom, T. M. (1975). The effect of snap and thoughtful judgments on person impressions. European Journal of Social Psychology, 5, 197-208.

Simpson, D. D. & Ostrom (1976). Contrast effects in impression formation. Paper presented by Ostrom at the XXIst International Congress of Psychology, July 1976, Paris, France.

Simpson, D. D. & Ostrom, T. M. (1976). Contrast effects in impression. Journal of Personality and Social Psychology, 34 625 -29.

Simpson, D. D. (1979). Four empirical investigations of organization of person information. Unpublished doctoral dissertation, The Ohio State University.

Pryor, J. B., Ostrom, T. M., & Simpson, D. D. (May 1979). The

organization of social information as assessed by free recall. Poster session presented at the Midwestern Psychological Association Convention, Chicago

Ostrom, T.M., Pryor, J.B., & Simpson, D. D. (1981). The organization of social information. In E. T. Higgins, C. P. Herman, & M. P. Zanna, (Eds.). Social Cognition: The Ontario symposium, Volume 1, Hillsdale, New Jersey: Lawrence Erlbaum Associates.

Pryor, J. B., Simpson, D. D., Mitchell, M. L., Ostrom, T. M., & Lydon, J. E. (1982). Structural selectivity in the retrieval of social information. Social Cognition, 1, 336-57.

Simpson, D. D. (September 1987). Online search skills crucial. American Psychological Association Monitor, P.50.

Simpson, D. D. (May 1990). A computer-skills tool kit for undergraduate researchers. Poster session paper presented at the Midwestern Psychological Association Convention, Chicago, Illinois, May 5, 1990.

Simpson, D. D. (May 1991). Moderator for Symposium "Undergraduate Research in Context," Midwestern Psychological Association Convention, Chicago, Illinois.



Simpson, D. D. (April 1992). "Discovering and Using Resources of the Electronic Community," Midwestern Psychological Association Convention, Chicago, Illinois.

Simpson, D. D. (1995). "Ability Tests: Design and Construction." Macgill's Survey of Social Sciences: Psychology.

Simpson, D. D. (2004). Bare-Bones Statistics: Whetting the Appetite or Malnourishing? *PsycCRITIQUES*, 49(3).

Simpson, D. D. (2004). Is There a Need for Yet Another SPSS Book? *PsycCRITIQUES*, 49(1).

Simpson, D. D. (2004). The Devil Is in the Details: What Social Psychology Can Tell Us About Good and Evil. *PsycCRITIQUES*, 49 (10).

Simpson, D. D. (2004). Counteracting Humpty Dumpty: Clarifying the Construct of Emotional Intelligence. *PsycCRITIQUES*, 49 (9).

Simpson, D. D. (2005). Beyond Shibboleths and political Correctness: Redirecting Research Toward Diversity in Advertising. *PsycCRITIQUES*, 50 (4).

Simpson, D. D. (2005). Ruminations About What Turns Us On. *PsycCRITIQUES*, 50 (8).

Simpson, D. D.; Braun, M.M. (2005). Progressing from Doing to

- Understanding Statistics. *PsycCRITIQUES*, 50 (17).
- Simpson, D. D. (2005). Using Social Psychology to Ameliorate the Human Condition: An Inspirational Student-Friendly Introduction and Guide. *PsycCRITIQUES*, 50 (19).
- Simpson, D. D. (2005). Rethinking the Root Causes of Human Behavior. *PsycCRITIQUES*, 50 (23).
- Simpson, D. D. (2005). The State of the Art and the Science of Persuasion. *PsycCRITIQUES*. 50, (28).
- Simpson, D. D. (2005). Much Ado About Something: What Is Requisite to Know about Research Design and Methodology? *PsycCRITIQUES*., 50, (32)
- Simpson, D. D. (2005). Riddles of Human Behavior: An Economist Models the Powers of Exuberant Intellectual Curiosity. *PsycCRITIQUES*.50, 36
- Simpson, D. D. (2005). A Rose by Any Other Name? Statistical Analysis for Communication Researchers. *PsycCRITIQUES*, **50** (42).
- Simpson, D. D. (2005). Words to the “Whys”: Sagacity Revisited. *PsycCRITIQUES*, **50** (51).
- Simpson, D. D. (2006). Something Old and Many Things New: Wedding Classic and Contemporary Social Cognition Research.

PsycCRITIQUES, **51** (21).

Simpson, D. D. & Robinson, W. J. (2006). Mindful Reflections: Influences, Impact, and New Directions of Howard Gardner. PsycCRITIQUES, **51** (46).

Simpson, D. D. (2007). Lessons Learned from a Reality TV Show? PsycCRITIQUES. 52 (1)

Simpson, D. D. (2007). Striving, Thriving, and Conniving to Become a Successful Scientist. PsycCRITIQUES, **52**, Release 33, Article 112.

Simpson, D. D. (2007). Best Practices in Need of Improvement: Developing Emotional Intelligence. PsycCRITIQUES, **52**, Release 44, Article 14.

Simpson, D. D. "Blog like Me? : (Mis)(Ad) Ventures into the Wild Web Frontier of Blogging." Celebrate Carroll Faculty Presentation, April 18, 2007, Carroll College (Wisconsin)

Simpson, D.D. (2008) Beholden to Beauty. PsycCRITIQUES.

Simpson, D. D. & Scheel, M. (In press). Whatever Happened to Baby Nim? PsycCRITIQUES

## **Research Grants:**

Simpson, D. D. (1983-84). STATCHOICE: An interactive, user-friendly BASIC computer program for assisting in the selection of the appropriate statistics. Carroll College Faculty Research Grant.

Simpson, D. D. (1984-85). STATTEACH: A computer-assisted tutorial in statistics. Carroll College Faculty Research Grant.

Simpson, D. D. and six Carroll College students (Spring, 1985). Incorporating DIALOG computer-based reference materials into a research seminar investigating subliminal perception. Carroll College Educational Innovations Grant.

Czypinski, K. S. & Simpson, D. D. (1986-87). Increasing the availability moreover, cost-effectiveness of online searching at Carroll College. Carroll College Educational Innovations Grant.

Simpson, D. D. (1987). A Carroll College SPSSx Primer. Carroll College Faculty Research Grant.

Simpson, D. D. (1987). All of the Above: Developing an Apple-based online tutorial for the introductory psychology course. Carroll College Faculty Research Grant.

Simpson, D. D. (1988). Can Carroll students' GRE aptitude test scores be

significantly, improved by a test preparation course? Carroll College Faculty Research Grant.

Simpson, D. D. & Brezgel, K. M. (1988). A computer-assisted auto-tutorial capstone course in psychology. Carroll College Educational Innovations Grant.

Simpson, D. D. (1991). The Faculty College (Spring, 1991). Supported by a grant from the John N. Bergstrom Endowment Fund, I created and led a course for nine faculty and administrators, which introduced them to computer applications (email, spread sheets, statistical analyses). This course was modeled after Richard Light's Harvard Assessment Programs. We used his book By Design: Planning Research in Higher Education.

Simpson, D. D., Bermant, R., Buraczewski, R, and Zoller, J. (1992). Scholarship revitalized: An introduction to the electronic community. Carroll College Educational Innovations Grant.

Simpson, D.D. (October 14, 2004) Recipient of WebSurveyor Academic Grant Program award through August 31, 2005 whereby an unlimited number of faculty and students can conduct an unlimited number of surveys over the Internet and intranet (renewable license valued at

\$250,000).

Simpson, D.D. (April 1, 2005). Recipient of two-year renewal of

WebSurveyor Academic Grant Program award.

Simpson, D. D. Pioneering Uses of WebSurveyor Academic Grant Software

with Carroll Students. Celebrate Carroll Presentation, April 22, 2005.