

CURRICULUM VITAE**1. Personal Details**

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**2. Higher Education****Undergraduate and Graduate Studies**

<b>Period of Study</b>	<b>Name of Institution and Department</b>	<b>Degree</b>	<b>Year of Approval of Degree</b>
1992-2000	Hebrew University of Jerusalem, Psychology, Education	Ph.D.	2000
1989-1991	Hebrew University of Jerusalem, Psychology	M.A	1991
1986-1989	Hebrew University of Jerusalem, Psychology	B.A.	1989

**3. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Dates</b>	<b>Name of Institution and Department</b>	<b>Rank/Position</b>
November 2020 – present	Ruppin Academic Center, Behavioral Sciences Department	Professor
July 2012 – November 2020	Ruppin Academic Center, Behavioral Sciences Department	Associate Professor
July 2006 - July 2012	Ruppin Academic Center, Behavioral Sciences Department	Senior Lecturer
October 2001 - July 2006	Ruppin Academic Center, Behavioral Sciences Department, (tenured since April 2003).	Lecturer

#### **4. Offices in Academic Administration**

<b>Dates</b>	<b>Unit/Committee</b>	<b>Role/Position</b>
October 2017 - present	Faculty of Social & Community Sciences, Ruppin Academic Center	Dean
September 2020 - present	Excellence Committee, Ruppin Academic Center	Chair
February 2016 - February 2017	M.A. in Clinical Psychology, Ruppin Academic Center	Acting Program Chair
February 2016 - October 2017	M.A. in Clinical Gerontology Psychology, Ruppin Academic Center	Committee Member
January 2014 – October 2016	The Forum of Quantitative Research, Behavioral Sciences Department, Ruppin Academic Center	Chair
March 2012 - present	Appointment and Promotion Committee, School of Social and Community Sciences, Ruppin Academic Center	Committee Member
October 2010 - present	Admission committee, M.A. in Clinical Psychology, Ruppin Academic Center	Committee Member
October 2010 - October 2017	Teaching Committee, M.A. in Clinical Psychology, Ruppin Academic Center	Committee Member
February 2009 - September 2010	Excellence Committee, Ruppin Academic Center	Committee Member
February 2007- March 2013	Behavioral Sciences Department, Ruppin Academic Center	Department Chair
January 2006 - June 2006	The Academic Day committee, Ruppin Academic Center	Committee Member
October 2003 - February 2007	Psychology Studies, Behavioral Sciences Department, Ruppin Academic Center	Track Chair
February 2003 - March 2004	Teaching Quality Committee	Committee Member

October 2001 - present	Admission committee, Behavioral Sciences Department, Ruppin Academic Center	Committee Member
October 2001 - present	Teaching committee, Behavioral Sciences Department, Ruppin Academic Center	Committee Member

## **5. Scholarly Positions and Activities outside the Institution**

### **A. Membership in Professional/Scientific Societies**

1. 2023-present – Society for the Advancement of Behavioral Economics (SABE)
2. 2020-present – International Association for Research in Economic Psychology (IAREP)
3. 2017-present – Israeli Society for Cognitive Psychology – IS COP
4. 2017-present – European Society for Cognitive Psychology – ESCOP
5. 2017-present – European Association for Decision Making – EADM
6. 2006-2014 – Association for Psychological Science – APS
7. 2005-present – Society for Judgment and Decision Making – SJDM
8. 2004-present – The Israeli Psychometric Association – ISPA
9. 2003-2008 – American Psychological Association – APA
10. 1999-2010 – National Council for Measurement in Education – NCME
11. 1999-2010 – American Educational Research Association – AERA

### **B. Roles in Associations**

1. 2016-2019 – Chair of the Israeli Psychometric Association (ISPA).
1. 2009-2010 – Chair of the organizing committee of the Israeli Psychometric Association Annual Meeting.
2. 2008-2020 – Board member of the Israeli Psychometric Association (ISPA).
3. 2004-2016 – Member of the advisory committee of the Israeli Psychometric Association's newsletter.

### **C. Ad-Hoc Reviewer for Journals:**

1. Mar 2022 Applied Psychology: Health and Well-Being
2. Feb 2021 Journal of Behavioral Decision Making
3. Nov 2020 Transportation Research Part F: Psychology and Behaviour
4. Nov 2020 Journal of Experimental Psychology: Learning, Memory & Cognition
5. Oct 2020 Journal of Behavioral Decision Making
6. June 2020 Journal of Behavioral Decision Making
7. Apr 2020 Transportation Research Part F: Psychology and Behaviour
8. Mar 2020 The International Journal of Consumer Studies
9. Oct 2019 Journal of Behavioral Decision Making
10. Sep 2019 Journal of Experimental Psychology: Learning, Memory & Cognition
11. May 2019 Consciousness and Cognition
12. Jan 2019 Consciousness and Cognition
13. June 2018 Journal of Behavioral Decision Making

14. Aug 2017 Appetite
15. May 2017 Journal of Nonprofit and Public Sector Marketing
16. Apr 2017 Journal of Consumer Behaviour
17. Feb 2017 Journal of Consumer Behaviour
18. Dec 2016 PloS One
19. Dec 2016 Journal of Health Psychology and Behavioral Medicine
20. Sep 2016 Scientific Reports
21. Sep 2016 Journal of Medical Ethics
22. Aug 2016 Frontiers in Psychology
23. Jul 2016 Journal of Marketing Management
24. Jun 2016 Scientific Reports
25. Apr 2016 Social Justice Research
26. Aug 2015 Behavioural Neurology
27. Jul 2015 Moznei Mishpat [Hebrew]
28. Jul 2015 Organizational Behavior and Human Decision Processes
29. Jul 2015 Journal of Health Communication
30. Jul 2015 Social Justice Research
31. Nov 2014 Social Behavior and Personality: An International Journal
32. Nov 2014 European Journal of Marketing
33. Sep 2014 Journal of Health Psychology
34. Sep 2014 European Journal of Marketing
35. Aug 2014 Megamot (Hebrew)
36. Aug 2014 Journal of Marketing Management
37. Jun 2014 European Journal of Marketing
38. Jun 2014 Judgment and Decision Making
39. Feb 2014 International Journal of Testing
40. Feb 2014 Megamot (Hebrew)
41. Jan 2014 Journal of Health Psychology
42. Dec 2013 Laterality: Asymmetries of Body, Brain and Cognition
43. Dec 2013 Journal of Marketing Management
44. Dec 2013 European Journal of Marketing
45. Nov 2013 European Journal of Marketing
46. Jul 2013 Journal of Promotion Management
47. Jul 2013 Journal of Cross-Cultural Psychology
48. Jun 2013 Social Justice Research
49. Feb 2013 PloS One
50. Nov 2012 International Journal of Information Technology & Decision Making
51. Jun 2012 Journal of Online Learning and Teaching
52. May 2012 Social Justice Research
53. Nov 2011 Journal of Applied Social Psychology
54. Nov 2011 International Journal of Psychology
55. Oct 2011 Journal of Retailing and Consumer Services
56. Sep 2011 Journal of Marketing Management
57. Jul 2011 Journal of Consumer Behaviour
58. Jun 2011 Journal of Health Psychology
59. Apr 2011 Journal of Health Psychology
60. Sep 2008 Asia Pacific Journal of Marketing and Logistics

#### **D. Ad-Hoc Reviewer for Grant Proposals:**

1. May, 2019. The Lior Tzfat Center for Suicide and Mental Pain Studies, Ruppin Academic Center
2. March, 2012. Inter-college research authority – MOFET

3. March, 2010. German-Israeli Foundation for Scientific Research and Development
4. April, 2009. Israeli Ministry of Education – Chief Scientist office

### **E. Reviewer for Scientific Conferences:**

1. SPUDM 2023
2. Israeli Psychometric Association Annual Meeting, 2008-2020, annually

### **F. Reviewer for Awards in Scientific Conferences:**

1. Student Poster Award of the Society for Judgment and Decision Making Annual Conference, 2014-2021, annually
2. Israeli Psychometric Association prize for distinguished Thesis/Dissertation, 2011-2021, annually
3. Poster Award of the 2019 SPUDM Conference of the European Association for Making Decision
- 4.

## **6. Participation in Scholarly Conferences**

### **A. Active Participation, International Conferences**

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of Lecture/Discussion</b>	<b>Role</b>
August, 2023	SPUDM	Vienna	Base-rate information moderates attribute framing evaluations	Co-presenter
June, 2023	IAREP	Nice	How people judge fairness of allocating scarce health resources to COVID-19 patients? Effects of attribute framing and status-quo bias	Presenter
August, 2022	ESCOP	Lille	The effect of speed-accuracy trade-off on attribute-framing bias	Co-presenter
June, 2022	IAREP	Kristiansand	Paying more for saving less: Joint evaluation mode bias evaluations of efficiency upgrades	Presenter
December, 2020	SJDM	Online conference	When two wrongs make a right: The efficiency-consumption gap under separate vs. joint evaluations	Co-presenter
June, 2020*	BDRM	Barcelona	Paying more for saving less: Joint evaluation mode increases bias of efficiency upgrades	Co-presenter

March, 2020*	TeaP	Jena	Pay more to save less? Efficiency upgrades are more attractive when judged in joint vs. separate evaluation modes	Co-presenter
February, 2020	ISCOP	Akko	Framing fake news: Fuzzy-Trace Theory accounts for asymmetric attribute-framing bias in favorable and unfavorable outcomes	Co-presenter
February, 2020	ISCOP	Akko	Applying fuzzy-trace theory to attribute-framing bias: Gist and verbatim representations of quantitative information	Presenter
November, 2019	SJDM	Montreal	Framing fake news: Fuzzy-Trace Theory accounts for asymmetric attribute-framing bias in favorable and unfavorable outcomes	Presenter
August, 2019	SPUDM	Amsterdam	Cognitive Mechanisms Underlying Attribute Framing Bias: The Contribution of Attention Bias and Association Valence	Co-presenter
August, 2019	SPUDM	Amsterdam	Effects of task form on chosen heuristics: Evidence from energy and time-saving decisions	Presenter
June, 2019	Bounded Rationality in Choice Conference (BRIC)	Aarhus University, Denmark	The Moderating Role of Decisiveness in the Attraction Effect	Co-presenter
September, 2018	Conference on Decision Sciences	Konstanz	Cognitive Mechanisms Underlying Attribute Framing Bias: The Contribution of Attention Bias and Association Valence	Co-presenter
February, 2018	ISCOP	Akko	Dead or not alive: Can descriptors moderate the attentional bias underlying attribute framing effects?	Co-presenter
February, 2018	ISCOP	Akko	The attention account for attribute framing bias: Using explicit vs. implicit attention	Presenter

			shift to the other half of the glass	
November, 2017	SJDM	Vancouver	The attention and association accounts for attribute framing bias	Presenter
November, 2017	SJDM	Vancouver	Heterogeneity in attitudes toward nudges	Co-presenter
September, 2017	ESCOP	Potsdam	The role of attention in attribute-framing: Using priming to shift attention to the other half glass	Co-presenter
September, 2017	ESCOP	Potsdam	The inefficiency of efficiency measures	Presenter
September, 2017	International Association for Research in Economic Psychology	Tel-Aviv	Heterogeneity in attitudes toward nudges	Co-presenter
August, 2017	SPUDM	Haifa	The role of attention in attribute-framing: Using priming to shift attention to the other half glass	Presenter
December, 2016	Deliberative vs. Non-Deliberative Choice and Public Policy	Bar-Ilan University	The average fuel-efficiency fallacy: Overestimation of average fuel-efficiency and how it can lead to biased decisions	Presenter
November, 2016	SJDM	Boston	On the moderating role of numeracy in attribute-framing bias	Presenter
November, 2015	SJDM	Chicago	Looking at both sides of the coin: Mixed representation moderates attribute-framing bias in written and auditory messages	Presenter
November, 2015	SJDM	Chicago	Consumers' overestimation of average fuel-efficiency and how it can lead to biased car choices	Presenter
November, 2014	SJDM	Long Beach	The Groucho Marx effect - Prestigious groups'	Co-presenter

			judgments decline post-acceptance	
November, 2014	SJDM	Long Beach	Objective and not subjective numeracy moderates attribute-framing bias	Presenter
November, 2013	SJDM	Toronto	The Pearson correlation heuristic: Interpretations of the Pearson coefficient of correlation are optimistically biased	Presenter
November, 2013	SJDM	Toronto	Is a picture worth a thousand words? The interaction of visual display and attribute representation in attenuating framing bias	Presenter
May, 2013	APS	Washington D.C	Pace yourself: Improving time-saving judgment when increasing activity speed	Co-presenter
November, 2012	SJDM	Minneapolis	Perceived risk vs. construal level explanations for goal framing	Presenter
November, 2012	SJDM	Minneapolis	Pace yourself: Improving time-saving judgment when increasing activity speed	Co-presenter
November, 2011.	SJDM	Seattle	To get caught or to get away with it: Does framing affect unethical behavior?	Co-presenter
November, 2010	SJDM	St. Louis	All frames are not created equal: Fluency moderates framing effects	Presenter
November, 2010	SJDM	St. Louis	The effect of message framing on consumer behavior	Presenter
November, 2009	SJDM	Boston	Exploring the effect of explicit risk on unethical behavior	Presenter
November, 2009	SJDM	Boston	Educating drivers on the time saving bias reduces likelihood of speeding	Co-presenter
November, 2009	Society for Judgment and Decision Making (SJDM)	Boston	The effect of attribute framing on justice judgments	Presenter

June, 2009	ISSP World Congress of Sport Psychology	Marrakech, Morocco	The Sport Imagery Ability Measure (SIAM): Comparison of the visual analogue scale with a Likert scale in the Hebrew translation	Co-presenter
April, 2009	AERA	San-Diego	Unfair selection, fair prediction, and the top-down selection rule	Presenter
March, 2008	AERA	New-York	Differential weighting of items increases the effectiveness of intelligence tests' scores	Presenter
March, 2008	AERA	New-York	A congruent alternative to Cohen's d	Presenter
April, 2007	AERA	Chicago, Il	The Wisc-III is a different test for different age groups.	Presenter
April, 2007	AERA	Chicago, Il	The Wisc-III is a different test for different age groups.	Presenter
August, 2006	APA	New Orleans, LA	The effects of predictor-criterion distributional differences on selection bias	Presenter
August, 2006	APA	New Orleans, LA	The analogy between various definitions of fair test use	Presenter
August, 2006	APA	New Orleans, LA	The effect of response bias on internal reliability of questionnaires	Presenter
August, 2006	American Psychological Association (APA)	New Orleans, LA	Framing affects the perceived fairness of health care allocation	Presenter
April, 2005	AERA	Montréal, PQ	Between-group differences: Implications for bias in prediction and selection	Presenter
April, 1999	AERA	Montréal, PQ	Prediction bias and selection bias: A critical analysis.	Co-presenter
April, 1999	AERA	Montréal, PQ	The net effect of prediction bias on selection bias: Definition and measure	Co-presenter
April, 1995	American Educational Research Association (AERA)	San Francisco, CA	Unfairness in fixed quota selection: Definition in terms of error bias	Presenter

\* The conferences did not take place due to the covid-19 pandemic.

### **B. Active Participation, National Conferences**

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of Lecture/Discussion</b>	<b>Role</b>
February, 2023	ISPA	Jerusalem	Calibration of undergraduate Psychology students' scores in higher education institutions	Presenter
January, 2022	ISPA	Online conference	Testing & Society	Presenter
February, 2020	ISPA	Ramat Gan	The psychometric basis of the inefficiency of efficiency measures	Presenter
January, 2019	ISPA	Jerusalem	To fail or not to fail: License tests for lawyers	Co-presenter
January, 2019	ISPA	Jerusalem	The predictive validity of selection scores for undergraduate studies in non-university institutions	Presenter
July, 2018	The 3 <sup>rd</sup> Collier Conference on Behavioral Economics	Tel-Aviv	Are decisive consumers affected by the attraction effect	Co-presenter
May, 2018	The Israel Suicide Research Symposium: To understand in order to prevent	Ruppin Academic Center	The effect of the type of message about suicidal on the perceived severity of the phenomenon	Co-presenter
February, 2017	ISPA	Jerusalem	The effect of subjective vs. objective scores on between-group differences	Presenter
January, 2016	ISPA	Ramat-Gan	Predictive validity of Psychology graduate students' scores	Co-presenter
January, 2016	ISPA	Ramat-Gan	Are undergraduate Psychology students' scores calibrated between institutions?	Presenter
February, 2014	ISPA	Ramat-Gan	An optimism bias in judging The Pearson Correlation	Presenter
October, 2013	IAEA Conference	Tel-Aviv	The correlation heuristic: Perceptions of the Pearson	Presenter

			coefficient of correlation are optimistically biased	
February, 2013	ISPA	Jerusalem	To standardize or not scores of items in questionnaires and tests	Co-presenter
May-June, 2011	International Conference on Behavioral Decision Making	Herzliya	Estimating Time Savings: The Proportion and Percentage Heuristics and Need for Cognition	Co-presenter
May-June, 2011	International Conference on Behavioral Decision Making	Herzliya	The Effect of Message Framing on Price Deal Effectiveness Mediated by Perceived Monetary Gain	Presenter
May-June, 2011	International Conference on Behavioral Decision Making	Herzliya	The Effect of Attribute Framing on Perceived Fairness of Justice Principles	Presenter
February, 2009	ISPA	Jerusalem,	The effect of response scales on participants answers on self-administered questionnaires	Presenter
January, 2008	ISPA	Jerusalem	Perceived fairness of methods used for personnel selection and selection to higher education	Presenter
May, 2007	Development of Initiatives for Promoting Learning in Higher Education	Karmiel	Using online student teaching evaluation	Co-presenter
May, 2007	Development of Initiatives for Promoting Learning in Higher Education	Karmiel	The effectiveness of teaching quality improvement methods	Co-presenter
May, 2007	Israel Statistical Association	Shfayim	The heuristic nature of subjective variability judgments	Presenter
February, 2007	ISPA	Jerusalem	Subjective perceptions of variability	Presenter
February, 2006	Israeli Psychometric Association (ISPA)	Jerusalem	When high internal reliability measures are too high: The effect of response bias on internal reliability of self-reporting questionnaires	Presenter

February, 2001	“Fostering versus Discrimination”	Jerusalem	Are social groups discriminated against or favored in selection to educational institutions?	Co-presenter
July, 1997	Multiculturalism and Minority Groups: From Theory to Practice	Jerusalem	Discrimination against minority groups in personnel and educational selection: Can we mend an unintentional wrong	Presenter
February, 1995	Israeli Association for Research	Jerusalem	The selection method as a cause for discrimination in selection to educational institutions	Presenter
December, 1990	Israeli Conference of Judgment and Decision Making	Beer-Sheva	The disjunction fallacy in probability judgment	Co-presenter

### **C. Organization of Conferences or Sessions**

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of conference/role at conference/comments</b>	<b>Role</b>
February, 2020	ISCOP	Akko	Biases in judgment and decision making: Theoretical advances	Organizer
February, 2018	ISCOP	Akko	The role of attention in judgment and decision biases	Organizer
February, 2009	ISPA	Jerusalem	Session chair of critical analysis of null hypothesis significance testing	Session chair

### **7. Invited lectures \ Colloquium Talks**

<b>Date</b>	<b>Place of Lecture</b>	<b>Name of Forum</b>	<b>Presentation/comments</b>
March, 2019	IDC, Israel	Social Psychology Seminar	The inefficiency of efficiency measures
April, 2018	RAC, Israel	Clinical MA Program Research Seminar	The inefficiency of efficiency measures
February, 2018	RAC, Israel	Beyond the Horizon: Academy	The psychological basis of judgment and decision making

		Meets the Community (2)	
May, 2017	RAC, Israel	Beyond the Horizon: Academy Meets the Community	Don't let them fool you: Biases in judgment and decision making
December, 2016	Bar-Ilan University, Israel	Deliberative vs. Non-deliberative Choice and Public Policy	The average fuel-efficiency fallacy: Overestimation of average fuel-efficiency and how it can lead to biased decisions
December, 2016	RAC, Israel	Business Administration Department Research Seminar	The average fuel-efficiency fallacy: Overestimation of average fuel-efficiency and how it can lead to biased decisions
March, 2016	Ramat Gan, Israel	College of Law & Business Seminar	The inefficiency of efficiency measures
February, 2016	RAC, Israel	Clinical MA Program Research Seminar	The linearity fallacy in judgment and decision making of efficiency measures
May, 2015	Tel-Aviv University	The Social Psychology Research Seminar	The linearity fallacy in judgment and decision making of derived measures
November, 2013	RAC, Israel	BSD Research Seminar	Is a picture worth a thousand words? The interaction of visual display and attribute representation in attenuating framing bias
November, 2013	RAC, Israel	Clinical MA Program Research Seminar	The linearity fallacy in judgments of derived measures
June, 2013	Carnegie Mellon University, Pittsburgh, Pennsylvania	The CyLab Usable Privacy and Security Laboratory (CUPS) Research Seminar	The illusion of linearity in non-linear relationships
May, 2013	RAC, Israel	BSD Research Seminar	To end life or not to prolong life: The effect of message framing on attitudes toward euthanasia

March, 2013	RAC, Israel	Clinical MA Program Research Seminar	Pace Yourself: Improving time-saving judgment when increasing activity speed
October, 2012	RAC, Israel	BSD Research Seminar	Improving time estimation judgments using pace-meter
March, 2012	RAC, Israel	BSD Research Seminar	Individual differences in susceptibility to attribute and message framing
March, 2012	RAC, Israel	Clinical MA Program Research Seminar	Individual differences in susceptibility to attribute and message framing
November, 2010	RAC, Israel	Clinical MA Program Research Seminar	Attribute framing and message framing
June, 2010	RAC, Israel	BSD Research Seminar	The effect of message framing on consumer behavior
February, 2007	RAC, Israel	Economics Department Research Seminar	The effect of framing on attitudes toward distributive justice principles
November, 2006	RAC, Israel	BSD Research Seminar	Subjective perceptions of variability
May, 2006	RAC, Israel	BSD Research Seminar	Response bias as a potential source of inflation in paper-and-pencil questionnaire reliability
January, 2005	RAC, Israel	Behavioral Sciences Department (BSD) Research Seminar	The effects of framing and anchoring on attitudes toward distributive justice principles

## **8. Research Grants**

### **A. Grants Awarded**

<b>Role in Research</b>	<b>Co-Researchers</b>	<b>Topic</b>	<b>Funded by/ Amount</b>	<b>Year</b>
Co-PI	Eyal Peer, Ariel Tikotsky	Israeli public attitudes regarding the use of nudges as a tool for public policy	\$3,000	2016
PI	Gil Goldzweig, Tamar Kennet-	The predictive validity of selection tools for	\$13,000	2016

	Cohen, Yonatan Saar	undergraduate studies in non-university institutions		
PI	--	Attitudes of immigrants and majority groups' members toward affirmative action programs promoting immigrants in Israel (paper #33)	The Institute for Immigration and Integration, RAC; \$5000	March 2006 - March 2007
PI	--	The effect of framing on distributive justice values (papers #10,12,15,16,18)	The Israel Foundations Trustees 2004-2006 grant for researchers in social sciences; \$24,000	Nov. 2004 - Nov. 2006

### **B. Submission of Research Proposals – Pending**

<b>Role in Research</b>	<b>Co-Researchers</b>	<b>Topic</b>	<b>Funded by</b>	<b>Year</b>

### **C. Submission of Research Proposals – Not Funded**

<b>Role in Research</b>	<b>Co-Researchers</b>	<b>Topic</b>	<b>Funded by</b>	<b>Year</b>
PI	Eyal Peer	Whose bias is it? Diagnosing individual differences in non-normative strategies for energy and time savings decisions	The Israel Foundations Trustees; \$85,000	2018
PI	Hamutal Kreiner, Irwin P. Levin, Todd McElroy, Gary J. Gaeth, Christopher A. Dickenson	Are all attribute frames created equal? Uncovering the theoretical foundations and important applications of attribute framing	BSF; \$229,537	2013
Co-PI	Eyal Peer	Overcoming the illusion of linearity: Explaining and correcting faulty linear judgments	ISF; 129,870NIS	2013
PI	Eyal Peer, Tova Rosenbloom	Reducing the intention to speed by improving drivers' estimations of journey time and driving speed	Or Yarok, 99,391 NIS	2012
PI	--	Effect of Message Framing on Consumer Behavior	ISF; \$13,516	2011

		Moderated by Consumer Involvement and Mediated by Perceived Gain		
PI	--	The Effect of Framing on Promoting Safe Driving Behaviors	Israel Road Safety Authority, 238,883 NIS	2009
PI	--	Individual differences in rational and heuristic thinking	ISF; \$19,780	2006
PI	--	The Effect of Anchoring on Attitudes toward affirmative action	The Israel Foundations Trustees; \$24,453	2006

## **9. Scholarships, Awards and Prizes**

1. 2016 – Ruppin Academic Center Excellence in Teaching and Research Award.
2. 2015 – Ruppin Academic Center Excellence in Teaching and Research Award.
3. 2014 – Ruppin Academic Center Excellence in Teaching and Research Award.
4. 2013 – Ruppin Academic Center Excellence in Teaching and Research Award.
5. 2012 – The paper "To end life or not to prolong life: The effect of message framing on attitudes toward euthanasia" was selected as one of the nine most-read articles of more than 40 peer-reviewed journals in Psychology, Counseling, and related fields, published by SAGE (the announcement was published in SAGE's Psychology and Counseling Newsletter, September, 2012).
6. 2012 – Ruppin Academic Center Special Dedication and Investment Award.
7. 2008 – Ruppin Academic Center Excellence in Research Award.
8. 2006 – Ruppin Academic Center Excellence in Research Award.
9. 2006 – Ruppin Academic Center Excellence in Teaching Award.

## **10. Teaching**

### **A. Courses Taught in Recent Years**

<b>Year</b>	<b>Name of Course</b>	<b>Type of Course</b>	<b>Degree</b>	<b>Number of students</b>
2013 - 2019	Judgment and Decision Making	Lecture	B.A.	50
2011-2014	The Psychometric rationale of Psychological Testing	Lecture	M.A	25
2006 - 2018	Judgment and Decision Making	Seminar	B.A.	25
2004 - present	Descriptive Statistics	Introduction Course (Mandatory)	B.A.	60-80
2003 - 2015	Research Methods in Social Sciences – Practice	Introduction Course (Mandatory)	B.A.	60-80

2003 - present	Research Methods in Social Sciences – Theory	Introduction Course (Mandatory)	B.A.	60-80
2001 - 2017	Test Theory	Lecture	B.A	50

## **B. Supervision of Graduate Students**

### **Ph.D. Students**

<b>Name of student</b>	<b>Title of Thesis</b>	<b>Degree</b>	<b>Date of Completion / In progress</b>	<b>Co-Supervisor</b>
Eyal Peer	Cognitive heuristics and biases in driving behavior: The time-saving bias and speeding	Ph.D.	2011	Prof. Elisha Babad

### **M.A. Students**

<b>Name of student</b>	<b>Title of Thesis</b>	<b>Degree</b>	<b>Date of Completion / In progress</b>	<b>Co-Supervisor</b>
Dorin Segal	Applying fuzzy-trace theory to explain differences between young and elderly in attribute framing effect and magnitude sensitivity	M.A.	In progress	
Guy Zevilsky	Attribute framing and fuzzy-trace theory	M.A.	2022	
Niv Shleider Teretz	The relationship between attribute framing bias and anxiety	M.A.	2020	
Tomer Savir	Can an availability heuristic manipulation influence the assessment of a traumatic event recurrence?	M.A.	2018	Prof. Eitan Bachar
Noam Ben Shmuel	Hyperbolic discounting and obesity	M.A.	2018	Dr. Lilac Lev Ari
Eyal Shahor	Cohort differences in superstitious beliefs	M.A.	2017	Dr. Shahar Ayal
Elad Morad	The effect of framing on attitudes toward elderly suicide among elderlies	M.A.	2017	Dr. Yossi Levi Belz
Shiran Chalawi	The moderating role of numeracy and graph-literacy on attribute framing bias among teachers	M.A.	2016	Dr. Hamutal Kreiner
Masha Reznikov	The effect of positive and negative affect on goal framing bias	M.A.	2016	Dr. Eyal Peer
Noa Gavish	The influence of issue Involvement and processing fluency on attenuating attribute framing bias	M.A.	2015	Dr. Hamutal Kreiner

Chlomi Chalutzi	The Bright side of Depression: The Impact of Depression on Egocentricity in Advice-Based Decisions	M.A.	2015	--
Itai Ziv	Cultural differences in diseases risk perceptions and the effects of framing and involvement on behavioral intentions and prevention of diseases	M.A.	2015	--
Roi Gur	An optimism bias in judging the Pearson correlation	M.A.	2013	--
Lital Shaul-Negev	The effect of framing on the willingness to perform BRCA genetic test and its relation with anxiety and self-risk perception	M.A.	2013	--
Liron Tzuberi	To standardize or not: On the advantages of standardizing items when calculating index scores	M.A.	2013	Prof. Elisha Babad
Michal Oren-Saad	Affirmative action towards different target groups: the attitudes of Ethiopian immigrants, immigrants from the former Commonwealth and Israeli veterans	M.A.	2010	Dr. Keren Or-Hen

## **11. Professional Experience**

1. 2004 – Ministry of Education, Department of Gifted and Excellent Students – Referee of proposals for administrating tests for diagnosing and selecting gifted and excellent students.
2. 2001-2003 – Psychometric consulting for developing Karni Institute’s tests for diagnosing and selecting gifted and excellent students for enrichments programs.
3. 1999-2003 – Ministry of Education – Researcher in the Department of Evaluation and Measurement.
4. 1995-1996 –Methodological and psychometric consultations for translation and standardization of the Hebrew version of the Wechsler Intelligence Test for Children – WISC-R 95.

## **Publications**

*Note:* The order of the listed authors for joint publications appears according to their relative contribution.

### **A. Ph.D. Dissertation.**

The top down selection rule as an additional cause of selection bias. Approved 2000, 129 pages, in English, Hebrew University of Jerusalem, Supervisor Professor Sorel Cahan, publications #1, 4.

## **B. Articles in Refereed Journals**

### **Published**

1. Barokas, G., & **Gamliel, E.** (2023). The Moderating role of decisiveness in the attraction effect. *The BE Journal of Economic Analysis & Policy*, 23(4), 1001-1016. [doi: 10.1515/bejeap-2023-0104](https://doi.org/10.1515/bejeap-2023-0104)
2. Kreiner, H., & **Gamliel, E.** (2023). The effect of speed-accuracy trade-off on attribute-framing bias. *Journal of Experimental Psychology: Learning, Memory, and Cognition*. 49(6), 926–940. (Q1; IF=2.83) [doi:10.1037/xlm0001209](https://doi.org/10.1037/xlm0001209)
3. Kreiner, H., & **Gamliel, E.** (2022). Framing fake news: Fuzzy-trace theory accounts for asymmetric attribute-framing bias in favorable and unfavorable outcomes. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 48(2), 187-198 doi:10.1037/xlm0000994 (Q1; IF=2.83)
4. **Gamliel, E.**, & Peer, E. (2021). When two wrongs make a right: The efficiency-consumption gap under separate vs. joint evaluations. *Judgment & Decision Making*, 16(1), 94-113.
5. Levi-Belz, Y., & **Gamliel, E.** (2020). The effect of relative vs. absolute quantitative messages regarding suicide on the perceived severity of the phenomenon. *OMEGA - Journal of Death and Dying*, 81(4) 592–606. doi:10.1177/0030222818791715 (Q2; IF=1.13)
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  12. Herstein, R., Gilboa, S., **Gamliel, E.**, Berger, R., & Ali, A. (2018). The role of private label brands in enhancing service satisfaction in the hotel industry: Comparing luxury and boutique hotels. *Services Marketing Quarterly*, 39(2), 140-155. doi:10.1080/15332969.2018.1437250 (Q2; IF=0.74)
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39. **Gamliel, E.** (2010). Message framing of products causes a preference shift in consumers' choices. *Journal of Consumer Behaviour*, *9*(4), 303-315. doi:10.1002/cb.319 (Q2; IF=1.66)
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**Accepted for Publication**

N/A

**C. Articles or Chapters in Scientific Books**

1. Gamliel, E. (2004). Public attitudes towards affirmative action. In A. Maor (Ed). *Affirmative Action and Equal Representation in Israel* (pp. 63-81). Tel Aviv: Ramot – Tel Aviv University. [Hebrew]

**D. Other Scientific Publications****Book Reviews**

1. **Gamliel, E.** (2010). Ethics in research – review of edited book by R. Landau and G. Shefler. *Megamot*, 47(2), 383-386.14. [Hebrew]

**Abstracts**

1. **Gamliel, E.** First among equals? Cohen's d vs. other standardized measures for group difference. The Israeli Psychometric Association Newsletter, #11, October 2011. [Hebrew]
2. **Gamliel, E.** Response bias as a possible cause for inflation in the reliability of "paper and pencil" self-administered questionnaires. The Israeli Psychometric Association Newsletter, #11, October 2011. [Hebrew]
3. **Gamliel, E.** The effect of framing on applicants' attitudes toward personnel selection methods. The Israeli Psychometric Association Newsletter, #9, October 2010. [Hebrew]
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**Scientific Reports**

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12. Cahan, S., & **Gamliel, E.** (1994). Methodological problems in selection to universities. Opinion paper. Jerusalem, School of Education: The NCJW institute. [Hebrew]

### **E. Other Publications**

1. **Gamliel, E.**, Goldschmidt, H., & Goldzweig, G. The bureau's tests have not become more difficult -- the students' level dropped. *The Marker*, 24.1.2019. [Hebrew]
2. **Gamliel, E.**, & Levi Belz Y. The presidents of the colleges are alienated from institutions they head. *The Marker*, 18.11.2018. [Hebrew]
3. **Gamliel, E.** The hybrid revolution begins in the IDF. *The Marker*, 28.3.2018. [Hebrew]
4. **Gamliel, E.** Salary raises increase socio-economic gaps. *Haaretz*, 11.12.2012. [Hebrew]
5. **Gamliel, E.** Unfair selection. *Haaretz*, 16.11.2004. [Hebrew]
6. **Gamliel, E.** The academy's new clothes. *Haaretz*, 4.3.2003. [Hebrew]

### **F. Submitted Publications**

#### **Articles submitted to refereed journals**

1. Kreiner, H., & Gamliel, E. The moderating role of base-rate information on attribute framing evaluations. Submitted to *Journal of Experimental Psychology: Learning, Memory, and Cognition*,

#### **Articles in preparation**

1. Pe'er, E., Barokas, G., & **Gamliel, E.** Framing and status quo effects interaction affecting attitudes toward scarce health resource allocation.

### **G. Summary of my Activities and Future Plans**

My research interests following my doctoral dissertation were in the field of Psychological and Educational Measurement and Judgment and Decision Making. The latter interest led to a research proposal I submitted in 2004 to the Israel Foundation Trustees' grant contest, which was open to all Social Sciences academics at the rank of "Lecture" in Israel. The grant I won was on the topic "The effect of framing on distributive justice values". This grant resulted in several papers on attribute framing, and I gradually developed an interest in other types of framing: goal framing, and message framing. I collaborated with several colleagues on various applications of these types of framing effects in the domain of social psychology and consumer behavior, as well as examining

several potential moderators of the attribute framing bias (e.g., Big-5 personality characteristics and numeracy). Following a research proposal to the BSF (which was not funded), Dr. Hamutal Kreiner and I implemented insights we gained to learn more about the cognitive and affective basis of the various types of framing, mainly attribute framing. For this aim, we used several novel manipulations of the presentation mode of the quantitative information (i.e., numerical, verbal, graphical, and auditory), manipulations of the polarization level of the quantitative information, and manipulation of outcome vs. descriptor. The novel manipulations assisted us in applying Fuzzy-Trace theory to the context of attribute framing.

I am also collaborating in the past 15 years with Eyal Peer, who was a student of mine. Eyal and I collaborated on several research projects related to attribute framing. And recently we collaborate on biases that result from the use of efficiency measures. We provided a new conceptualization of the previously known phenomena of "time saving bias", "the MPG illusion", and the "average speed illusion" as specific cases of a more general bias that results from the use of efficiency measures. We offered a novel theoretical explanation for the biases, and completed the previously known three biases with a fourth one: "The average fuel efficiency fallacy". We further showed that the heuristic thinking people use when confronted with efficiency measures is affected by the complexity of the cognitive load required: in less cognitively load scenarios people might use a more complex heuristic thinking, and in a more cognitively load scenario, people might use a less complex heuristic. Recently, we further examined the possibility of diagnosing individual differences in non-normative strategies for energy and time savings decisions, as well as the possibility of personalizing nudges for them. This examination might provide insights to help us devise "choice architecture" tools to try and reduce this bias, consistent with the "nudge" literature.