

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.

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.

Honors and Activities

- 2007-2009 Voting Member, Risk Communication Advisory Committee, Food and Drug Administration
- 2007 Society of Medical Decision Making, co-taught course, “Improving Patient Decision Making”
- 2007 External Scientific Advisory Committee. Duke University, Comprehensive Cancer Center
- 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
- 2006-2007 External Advisory Board. The Iowa Cancer and Aging Program.
- 2006 Program Chair, Society for Judgment and Decision Making annual conference
- 2004-2007 Program Committee, Society for Judgment and Decision Making
- 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.

Editorial Activities

- 2007-2010 Editorial Board, *Medical Decision Making*
- 2004-2006 Guest Editor, *Journal of Behavioral Decision Making*, Special issue on the role of affect in decision making
- 2004-2005 Guest Editor, *Health Psychology*, Special issue on basic and applied decision making in cancer control

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.
- Peters, E., Diefenbach, M., Hess, T.M., & Västfjäll, D. (**in press**). Age differences in dual information processing: Implications for cancer decision making. Cancer.

2007

- Bateman, I. A., Dent, S., Peters, E., Slovic, P., & Starmer, C. (2007). The affect heuristic and the attractiveness of simple gambles. Journal of Behavioral Decision Making, 20, 365-380.

- 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.M., 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.

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.

Peters, E. (in press). Number processing in decision making. In S. Slovic and P. Slovic (Eds.), Numbers and Nerves.

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.