

CURRICULUM VITAE**Douglas Harold Wedell****EDUCATIONAL HISTORY:**

<u>College/University</u>	<u>Major</u>	<u>Dates</u>	<u>Degree</u>
University of California, Los Angeles	Cognitive Psychology	1981-1984	Ph.D.
University of California Los Angeles	Cognitive Psychology	1980-1981	M.A.
University of Illinois Urbana-Champaign	Psychology/ Philosophy	1975-1979	B.S.

EMPLOYMENT HISTORY:

<u>Dates</u>	<u>Firm/Institution</u>	<u>Rank/Position</u>
1/15 – Present	University of South Carolina	Director, Institute for Mind and Brain
7/14 – 8/17	University of South Carolina	Department Chair
8/12 – 6/14	University of South Carolina	Interim Department Chair
8/01 – Present	University of South Carolina	Professor
8/00 – 7/06 1/09 – 7/09	University of South Carolina	Graduate Director, Experimental Psychology Program
8/95 – 8/01	University of South Carolina	Associate Professor
8/89 - 8/95	University of South Carolina	Assistant Professor
6/87 - 8/89	University of Illinois	Visiting Assistant Professor
8/86 - 8/88	University of Illinois	Postdoctoral Fellow
1/86 - 6/86	University of California Los Angeles	Research Associate
9/84 - 6/85	University of California Los Angeles	Visiting Lecturer
9/84 - 12/85	University of California Los Angeles (Extension)	Instructor

SCHOLARLY AND PROFESSIONAL PUBLICATIONS

- Wedell, D. H., & Parducci, A. (1985). Category and stimulus effects: A process model for contextual memory in judgment. In G. d'Ydewalle (Ed.), *Cognition, information processing, and motivation* (pp. 55-70). New York: North Holland.
- Parducci, A., & Wedell, D. H. (1986). The category effect with rating scales: Number of categories, number of stimuli, and method of presentation. *Journal of Experimental Psychology: Human Perception and Performance*, *12*, 496-516.
- Wedell, D. H., Parducci, A., & Geiselman, R. E. (1987). A formal analysis of ratings of physical attractiveness: Successive contrast and simultaneous assimilation. *Journal of Experimental Social Psychology*, *23*, 230-249.
- Wedell, D. H., & Parducci, A. (1988). The category effect in social judgment: Experimental ratings of happiness. *Journal of Personality and Social Psychology*, *55*, 341-356.
- Smith, R. H., Diener, E., & Wedell, D. H. (1989). Intrapersonal and social comparison determinants of happiness: A range-frequency analysis. *Journal of Personality and Social Psychology*, *56*, 317-325.
- Parducci, A., & Wedell, D. H. (1990). The context for evaluative judgments: Psychophysics and beyond. In H. G. Giessler (Ed.) *Psychophysical Exploration of Mental Structures*. (pp. 94-103) New York: Hogrefe & Huber.
- Wedell, D. H. (1990). Methods for determining the locus of context effects in judgment. In J. -P. Caverni, J. -M. Fabre, & M. Gonzalez (Eds.), *Cognitive Biases*. (pp. 285-302) New York: North Holland.
- Wedell, D. H., Parducci, A., & Roman, D. (1989). Student perceptions of fair grading: A range-frequency analysis. *American Journal of Psychology*, *102*, 233- 248.
- Wedell, D. H., & Böckenholt, U. (1990). Moderation of preference reversals in the long run. *Journal of Experimental Psychology: Human Perception and Performance*, *16*, 429-438.
- Wedell, D. H., Parducci, A., & Lane, M. (1990). Reducing the dependence of clinical judgment on the immediate context: Effects of number of categories and type of anchors. *Journal of Personality and Social Psychology*, *58*, 319-329.
- Lambert, A. J., & Wedell, D. H. (1991). The self and social judgment: The effects of affective reaction and "own position" on judgments of unambiguous and ambiguous information about others. *Journal of Personality and Social Psychology*, *61*, 884-897.
- Wedell, D. H. (1991). Distinguishing among models of contextually induced preference reversals. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *17*, 767-778.
- Roberts, J. S. & Wedell, D. H. (1994) Context effects on similarity judgments of multidimensional stimuli: Inferring the structure of the emotion space. *Journal of Experimental Social Psychology*, *30*, 1-38.
- Wedell, D. H. (1994). Contextual contrast in evaluative judgments: Test of pre- versus post-integration models of contrast. *Journal of Personality and Social Psychology*, *66*, 1007-1019.

- Wedell, D. H., & Böckenholt, U. (1994). Contemplating single versus multiple encounters of a risky prospect. *American Journal of Psychology*, *107*, 499-518.
- Wedell, D. H. (1995). Contrast effects in paired comparisons: Evidence for both stimulus and response based processes. *Journal of Experimental Psychology: Human Perception and Performance*, *21*, 1158-1173.
- Wedell, D. H. (1996). A constructive-associative model of the contextual dependence of unidimensional similarity. *Journal of Experimental Psychology: Human Perception and Performance*, *22*, 634-661.
- Wedell, D. H., & Pettibone, J. C. (1996). Using judgments to understand decoy effects in choice. *Organizational Behavior and Human Decision Processes*, *67*, 326-344.
- Wedell, D. H., & Senter, S. M. (1997). Looking and weighting in judgment and choice. *Organizational Behavior and Human Decision Processes*, *70*, 41-64.
- Wedell, D. H. (1997). Another look at reasons for choosing and rejecting. *Memory and Cognition*, *25*, 873-887.
- Wedell, D. H. (1998). Testing models of tradeoff contrast in pairwise choice. *Journal of Experimental Psychology: Human Perception and Performance*, *24*, 49-65.
- Roberts, J. S., Laughlin, J. E., & Wedell, D. H. (1999). Validity issues in the Likert and Thurstone approaches to attitude measurement. *Educational and Psychological Measurement*, *59*, 211-233.
- Senter, S. M., & Wedell, D. H. (1999). Information presentation constraints and the adaptive decision maker hypothesis. *Journal of Experimental Psychology: Learning, Memory and Cognition*, *25*, 428-446.
- Wedell, D. H., & Pettibone, J. C. (1999). Preference and the contextual basis of ideals in judgment and choice. *Journal of Experimental Psychology: General*, *128*, 346-361.
- Pettibone, J. C., & Wedell, D. H. (2000). Examining models of non-dominated decoy effects across judgment and choice. *Organizational Behavior and Human Decision Processes*, *81*, 300-328.
- Wedell, D. H., & Parducci, A. (2000). Social Comparisons: Lessons from basic research in judgment. In J. Suls and L. Wheeler (Eds.) *Handbook of social comparison: Theory and research* (pp. 223-252) New York: Kluwer Academic.
- Niedrich, R. W., Sharma, S., & Wedell, D. H. (2001). Reference price and price perceptions: A comparison of alternative models. *Journal of Consumer Research*, *28*, 339-354.
- O'Reilly, D. M., Leitch, R. A., Wedell, D. H. (2004). The effects of immediate context on auditors judgments of loan quality. *Auditing: A Journal of Practice and Theory*, *23*, 89-105.
- Fitting, S., Wedell, D. H., & Allen, G. L. (2005). Memory for spatial location: Influences of environmental cues and task field rotation. In A. G. Cohn & D. M. Mark (Eds.). *Spatial information theory: International Conference, COSIT 2005* (pp. 459-474). Berlin: Springer-Verlag.
- Haun, D. B. M., Allen, G. L., Wedell, D. H. (2005). Bias in spatial memory: a categorical endorsement, *Acta Psychologica*, *118*, 149-170.

- Wedell, D. H., Santoyo, E. M., & Pettibone, J. C. (2005). The thick and the thin of it: Contextual effects in body perception. *Basic and Applied Social Psychology*, *27*, 213-227.
- Fitting, S., Wedell, D. H., & Allen, G. L. (2007). Memory for Spatial Location: Cue Effects as a Function of Field Rotation. *Memory and Cognition*, *35*, 1641-1658.
- Fitting, S., Allen, G. L., & Wedell, D. H. (2007). Remembering Places in Space: A Human Analog Study of the Morris Water Maze. In T. Barkowsky, M. Knauff, G. Ligozat, & D. R. Montello (Eds.), *Spatial cognition V: Reasoning, Action, Interaction*, LNAI 4387 (pp. 59 -75). Berlin: Springer-Verlag.
- Hicklin, S. K., & Wedell, D. H. (2007). Learning group differences: Implications for contrast and assimilation in stereotyping. *Social Cognition*, *25*, 410-454.
- Pettibone, J. C., & Wedell, D. H. (2007). Testing alternative explanations of phantom decoy effects. *Journal of Behavioral Decision Making*, *20*, 323-341.
- Pettibone, J. C., & Wedell, D. H. (2007). Of gnomes and leprechauns: The recruitment of recent and categorical contexts in social judgment. *Acta Psychologica*, *125*, 361-389.
- Wedell, D. H., Fitting, S., & Allen, G. L. (2007). Shape effects on memory for location. *Psychonomic Bulletin and Review*, *14*, 681-686.
- Wedell, D. H., Hicklin, S. K., & Smarandescu, L. O. (2007). Contrasting models of assimilation and contrast. In D. A. Stapel and J. Suls (Eds), *Assimilation and contrast in social psychology* (pp. 45-74), New York: Psychology Press.
- Fitting, S., Wedell, D. H., & Allen, G.L. (2008). Cue usage in memory for location when orientation is fixed. *Memory and Cognition*, *36*, 1196-1216.
- Fitting, S., Wedell, D. H., & Allen, G.L. (2008). External cue effects on memory for spatial location within a rotated task field. *Spatial Cognition and Computing*, *8*, 219-251.
- Wedell, D. H. (2008). A similarity-based range-frequency model for two category rating data. *Psychonomic Bulletin and Review*, *15*, 638-643.
- Wedell, D. H., & Moro, R. (2008). Testing boundary conditions for the conjunction fallacy: Effects of response mode, conceptual focus and problem type. *Cognition*, *107*, 105-136.
- Fitting, S., Wedell, D. H., & Allen, G.L. (2009). Cue effects on memory for location when navigating spatial displays. *Cognitive Science*, *33*, 1267-1300.
- Hutcheson, A. T., & Wedell, D. H. (2009) Moderating the route angularity effect in a virtual environment: Support for a dual memory representation. *Memory and Cognition*, *37*, 514-521.
- Wedell, D. H. (2009). Conjunction probability error. In M. W. Kattan (Ed.) *Encyclopedia of medical decision making* (pp. 184-188). Beverly Hills: Sage.
- Wedell, D. H. (2011). Evaluations of single- and repeated-play gambles. *Wiley Encyclopedia of Operations Research and Management Science*.
- Wedell, D. H. (2011). Probabilistic reasoning in prediction and diagnosis: Effects of problem type, response mode, and individual differences. *Journal of Behavioral Decision Making*, *24*, 157-179.

- Baucom, L. B., Wedell, D. H., Wang, J., Blitzer, D. N., & Shinkareva, S. V. (2012). Decoding the neural representation of affective states. *Neuroimage*, *59*, 718-727.
- Hutcheson, A. T., & Wedell, D. H. (2012). From maps to navigation: The role of cues in finding locations in a virtual environment. *Memory & Cognition*, *40*, 946-957.
- Long, R. F., Huebner, S. H., Wedell, D. H., & Hills, K. J. (2012). Measuring school-related subjective well-being in adolescents. *American Journal of Orthopsychiatry*, *82*, 50-60.
- Rashotte, M. A., & Wedell, D. H. (2012). Context effects on tempo and pleasantness judgments for Beatles songs. *Attention, Perception, & Psychophysics*, *74*, 575- 599.
- Shinkareva, S. V., Wang, J., & Wedell, D. H. (2013). Examining similarity structure: Multidimensional scaling and related approaches in neuroimaging. *Computational and Mathematical Methods in Medicine*, vol. 2013, Article ID 796183, 9 pages. doi:10.1155/2013/796183.
- Smarandescu, L., Rose, R., & Wedell, D. H. (2013). Priming a cross-category brand alliance: The moderating role of attribute knowledge and need for cognition. *Psychology and Marketing*, *30*, 133-147.
- Choplin, J. M., & Wedell, D. H. (2014). How many calories were in those hamburgers again? Distribution density biases recall of attribute values. *Judgment and Decision Making*, *9*, 243-258.
- Shinkareva, S.V., Wang, J., Kim, J., Facciani, M.J., Baucom, L.B., & Wedell, D.H. (2014). Representations of modality specific affective processing for visual and auditory stimuli derived from fMRI data. *Human Brain Mapping*, *35*, 3558-3568.
- Rashotte, M. A., & Wedell, D. H. (2014). Testing the absolute tempo hypothesis: Context effects for familiar and unfamiliar Songs. *Memory & Cognition*, *42*, 1302- 1314.
- Wedell, D. H., & Hutcheson, A. T. (2014). Spatial memory: From theory to application. In T. J. Perfect and D. S. Lindsay (Eds.), *Handbook of applied memory* (pp. 76-91). Thousand Oaks, CA: Sage.
- Watanabe, H., Fitting, S., Hussain, M., Kononenko, O., Iatsyshyna, A., Yoshitake, T., Kehr, J., Alkass, K., Drid, H., Wadensten, H., Andren, P., Nylander, I., Wedell, D., Krishtal, O., Hauser, K., Nyberg, F., Karpyak, V., Yakovleva, T., & Bakalkin, G. (2015). Asymmetry of endogenous opioid system in the human anterior cingulate: A putative molecular basis for lateralization of emotions and pain. *Cerebral Cortex*, *25*(1), 97-108, first published online August 19, 2013 doi:10.1093/cercor/bht204.
- Wedell, D. H. (2015). Multialternative choice models. In G. Wu and G. Keren (Eds.) *The Wiley handbook of judgment and decision making: Volume 1* (pp 117-140), Oxford, UK: Wiley-Blackwell.
- Kim, J., & Wedell, D. H. (2016). Comparison of physiological responses to affect eliciting pictures and music. *International Journal of Psychophysiology*, *101*, 9-17.
- Kim, J., Wang, J., Wedell, D. H., & Shinkareva, S. V. (2016). Identifying core affect in individuals from fMRI responses to dynamic naturalistic audiovisual stimuli. *PLoS ONE*, *11*(9), e0161589. Doi:10.1371/ journal.pone.0161589.
- Kim, J., Shinkareva, S. V., & Wedell, D. H. (2017). Representations of modality-general valence for videos and music derived from fMRI data. *Neuroimage*, *148*, 42-54.

Gao, C., Wedell, D. H., Kim, J., Weber, C. E., & Shinkareva, S. V. (2017). Modelling audiovisual integration of affect from videos and music. *Cognition and Emotion*, DOI: 10.1080/02699931.2017.1320979, 1-14.

Kim, J., Strohbach, C., & Wedell, D. H. (in press). Effects of manipulating the tempo of popular songs on behavioral and physiological responses. *Psychology of Music*, __, __-__.

OTHER SCHOLARLY ACTIVITIES

Book Reviews:

Wedell (1993). Pursuing Fechner's Enterprise, *Contemporary Psychology*, **38**, 930-931.

Wedell (1997). The pursuit of Happiness, *Contemporary Psychology*, **42**, 406-407.

Papers Presented at Professional Meetings:

Parducci, A., & Wedell, D. H. (August, 1984). *Category scales and memory: The number of categories and stimuli*. Paper presented at the XXIII International Congress of Psychology, Acapulco, Mexico.

Jones, L.E., & Wedell, D. H. (July, 1987). *Contextual effects in multidimensional scaling: Variations in the stimulus densities*. Paper presented at the Fifth Annual European Meeting of the Psychometric Society, Enchede, Netherlands.

Wedell, D. H. (July, 1988). *Commentary on John Payne: Adaptation and adaptiveness in human judgment and decision making*. Presented at the Illinois Interdisciplinary Workshop on Decision Making, Champaign, Illinois.

Wedell, D. H. (May, 1989). *Contrasting theories of assimilation and contrast*. Paper presented at the meeting of the Midwest Psychological Association, Chicago, Illinois.

Lambert, A. J., & Wedell, D. H. (May, 1990). *The role of temporal distance and evaluative consistency in impression formation: A gain and loss approach*. Paper presented at the May meeting of the Midwest Psychological Association, Chicago, Illinois.

Lambert, A. J., & Wedell, D. H. (May, 1990). *The role of the self in judgments of other persons and behaviors*. Paper presented at the May meeting of the Midwest Psychological Association, Chicago, Illinois.

Wedell, D. H. (May, 1990). *Modeling individual differences in reasoning strategies in a juror decision making task*. Paper presented at the meeting of the Midwest Psychological Association, Chicago, Illinois.

Wedell, D. H., & Lambert, A. J. (May, 1990). *Evidence for positivity weighting in judgments of satisfaction*. Paper presented at the meeting of the Midwest Psychological Association, Chicago, Illinois.

Wedell, D. H. (November, 1990). *The contextual dependence of unidimensional similarity structures*. Presented at the 31st Annual Meeting of the Psychonomic Society, New Orleans.

Wedell, D. H. (November, 1990). *Effects of contextual densities on pairwise similarity: A model and some evidence*. Presented at the meeting of the North Carolina Cognition Group, Raleigh, North Carolina.

Wedell, D. H. (May, 1991). *Distinguishing between distributional and direct difference models of single stimulus contrast effects*. Paper presented at the meeting of the Midwest Psychological Association, Chicago, Illinois.

Wedell, D. H. (May, 1991). *Determining conditions for context-induced preference reversals in social judgment*. Paper presented at the meeting of the Midwest Psychological Association, Chicago, Illinois.

Wedell, D. H., & Böckenholt, U. (November, 1991). *Evaluating Single and Multiple Play Gambles*. Paper presented at the 32nd Annual Meeting of the Psychonomic Society, San Francisco, California.

Wedell, D. H. (October, 1992). *How context affects social preferences*. Paper presented at the meeting

- of the Society for Experimental Social Psychology, San Antonio, Texas.
- Wedell, D. H., & Roberts, J. S. (November, 1992). *Contextual effects on judgments of multidimensional similarity*. Paper presented at the 33rd Annual Meeting of the Psychonomic Society, St. Louis, Missouri.
- Wedell, D. H. (April, 1993). *Effects of manipulating contextual primes within a judgment session on person impressions*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D. H. (November, 1993). *Effects of different types of decoys on choice*. Paper presented at the 34th Annual Meeting of the Psychonomic Society, Washington, D.C.
- Wedell, D. H., & Morris, R. K. (November, 1994). *Eye movements and framing effects in choice*. Paper presented at the 35th Annual Meeting of the Psychonomic Society, St. Louis, Missouri.
- Wedell, D. H., & Morris, R. K., & Fleming, M. S. (February, 1995). *Using eye movements to test theories of framing effects*. Paper presented at the Meeting of the North Carolina Cognition Group, Raleigh, North Carolina
- Wedell, D. H. (May, 1995). *Contrast effects in paired comparisons: A test of three models*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D. H. (November, 1995). *Contextual determinants of the choice process*. Paper presented at the meeting of the Society for Judgment and Decision Making, Los Angeles, California.
- Senter, S. M., & Wedell, D. H. (February, 1996). *The effects of information presentation constraints on multiattribute choice*. Poster presented at the annual meeting of the North Carolina Cognition Group, Greensboro, North Carolina.
- Pettibone, J. C., & Wedell, D. H. (February, 1996). *Using judgments to test explanations of the asymmetrical dominance effect in choice*. Poster presented at the annual meeting of the North Carolina Cognition Group, Greensboro, North Carolina.
- Wedell, D. H. (May, 1996). *Context effects in rule based categorization*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D. H., & Senter, S. M. (November, 1996). *Looking and weighting in judgment and choice*. Paper presented at the 37th Annual Meeting of the Psychonomic Society, Chicago, Illinois.
- Pettibone, J. C., & Wedell, D. H. (November, 1996). *Using judgments to understand decoy effects in choice*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Chicago, Illinois.
- Senter, S. M., & Wedell, D. H. (November, 1996). *Effects of information presentation constraints on choice*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Chicago, Illinois.
- Roberts, R. S., Laughlin, J. E., & Wedell, D. H. (March, 1997). Comparative validity of the Likert and Thurstone approaches to attitude measurement. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago, Illinois.
- Pettibone, J. C., & Wedell, D. H. (May, 1997). *Using judgments to test explanations of the compromise decoy in choice*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Senter, S. M., & Wedell, D. H. (May, 1997). *Effects of information presentation constraints on choice*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D. H., Pettibone, J. C., & Senter, S. M. (November 1997). *Context effects on ideal point preferences*. Paper presented at the 38th Annual Meeting of the Psychonomic Society, Philadelphia, Pennsylvania.
- Pettibone, J. C., & Wedell, D. H. (November 1997). *Contextual sensitivity of ideal point preferences*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Philadelphia, Pennsylvania.
- Senter, S. M., & Wedell, D. H. (November 1997). *Information presentation constraints and judgment accuracy*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Philadelphia, Pennsylvania.
- Pettibone, J. C., & Wedell, D. H. (February 1998). *Phantom Decoys: The effect of unavailable alternatives on choice*. Poster presented at the meeting of the North Carolina Cognition Group, Duke University, North Carolina.

- Senter, S. M., & Wedell, D. H. (February 1998). *A further examination of the adaptive decision maker hypothesis*. Poster presented at the meeting of the North Carolina Cognition Group, Duke University, North Carolina.
- Roberts, J. S., Wedell, D. H., & Laughlin, J. E. (April 1998). *Heightened sensitivity of Likert attitude scales to restriction of sample range*. Paper presented at the 1998 American Educational Research Association Annual Meeting, San Diego, California.
- Pettibone, J. C., & Wedell, D. H. (May 1998). *The contextual bases of ideals in judgment and choice*. Paper presented at the 70th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Senter, S. M., & Wedell, D. H. (May 1998). *Judging by alternatives or by dimensions: Evidence for different strategies*. Paper presented at the 70th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D. H. & Senter, S. M. (November 1998). *The nature of adaptive decision making under presentation constraints*. Paper presented at the 39th Annual Meeting of the Psychonomic Society, Dallas, Texas.
- Pettibone, J. C., & Wedell, D. H. (November 1998). *Now you see it, now you don't: The effect of unavailable choices on choice and judgment*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Dallas, Texas.
- Senter, S. M., & Wedell, D. H. (November 1998). *Adaptation of decision making under feedback or memory load*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Dallas, Texas.
- Pettibone, J. C., & Wedell, D. H. (November 1999). *Using multiple judgments and process tracing techniques to examine cognitive models of decoy effects*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Los Angeles, California.
- Pettibone, J. C., & Wedell, D. H. (November 1999). *The role of categorization in determining context effects in judgment*. Poster presented at the 40th Annual Meeting of the Psychonomic Society, Los Angeles, California.
- Senter, S. M., & Wedell, D. H. (November 1999). *What processes are we tracing? The role of memory representation in decision making*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Los Angeles, California.
- Senter, S. M., & Wedell, D. H. (November 1999). *Memory representation in multiattribute choice*. Poster presented at the 40th Annual Meeting of the Psychonomic Society, Los Angeles, California.
- Senter, S. M., & Wedell, D. H. (May, 2000). *Does familiarity breed contempt? The effects of outcome feedback on multiattribute choice as a function of familiarity*. Paper presented at the 72nd Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D. H. (November, 2000). *A range-frequency prototype model of judgment and discrimination*. Paper presented at the 41th Annual Meeting of the Psychonomic Society, New Orleans, Louisiana.
- Pettibone, J. C., & Wedell, D. H. (November, 2000). *Multiple pathways for contextual recruitment in social judgment*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, November, 2000.
- Wedell, D. H., & Kruschke, J. K. (November, 2001). *Consequences of Competitive Learning on Preference*. Paper presented at the 42th Annual Meeting of the Psychonomic Society, Orlando, Florida.
- Wedell, D. H. (November, 2002). *The Influence of Positive Affect on Category Learning*. Paper presented at the 43rd Annual Meeting of the Psychonomic Society, Kansas City, Missouri.

- Pettibone, J.C., Wedell, D. H., & Zeitlin, D. (November, 2002). *Testing the similarity substitution hypothesis for the phantom decoy effect*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Kansas City, Missouri.
- Wedell, D. H. (November, 2003). *Reducing contextual bias in performance appraisal*. Paper presented at the 44th Annual Meeting of the Psychonomic Society, Vancouver, Canada.
- Karpick, S. M. & Wedell, D. H. (May 2004). *Category effects on descriptive and attitudinal judgment*. Paper presented at the 76th Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Ferris, M. J. & Wedell, D. H. (May 2004). *Working memory as a mediator of ability to maintain judgment standards?* Paper presented at the 76th Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wedell, D.H. (July, 2004). *Implications of different approaches to modeling intransitive choice*. Paper presented at the Annual Meeting of the Mathematical Psychology Society, Ann Arbor, Michigan.
- Wedell, D. H., Pettibone, J. C., & Karpick, S. M. (November 2004). *The role of categorical context in dominance and ideal-point based judgment*. Paper presented at the 45th Annual Meeting of the Psychonomic Society, Minneapolis, Minnesota.
- Wedell, D. H. (November 2005). *Modeling individual choice patterns of individuals*. Paper presented at the 46th Annual Meeting of the Psychonomic Society, Toronto, Canada.
- Fitting, S., Wedell, D. H., & Allen, G. L. (September 2005). *Memory for spatial location: Influences of environmental cues and task field rotation*. Paper presented at the Conference on Spatial Information Theory (COSIT 2005), Ellicottville, New York.
- Smarandescu, L. O., Rose, R. L., & Wedell, D. H. (November 2005). *Two peas in a pod: Attribute mutability in across-category product associations*. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making.
- Wedell, D. H., & Ferris, M. J. (February 2006). *The role of working memory in judgment and choice*. Invited paper presented at the annual meeting of the North Carolina Cognition Group, Greensboro, North Carolina.
- Fitting, S., Allen, G. L., & Wedell, D. H. (February 2006). *Modeling spatial memory for location in static and dynamic environments*. Paper presented at the annual meeting of the North Carolina Cognition Group, Greensboro, North Carolina.
- Karpick, S. M., & Wedell, D. H. (May 2006). *Pot of Gold: Leprechauns and gnomes as categorical context eliciting contrast and assimilation*. Poster presented at the annual meeting of the Midwest Psychological Association, Chicago, Illinois.
- Fitting, S., Allen, G.L., & Wedell, D. H. (September 2006). *Remembering places in space: A human analog study of the Morris water maze*. Paper presented at the International conference on Spatial Cognition, Berlin: Springer-Verlag
- Wedell, D. H., Fitting, S., & Allen, G. L. (November 2006). *Memory for location: Influence of surrounding shape on spatial categories*. Paper presented at the 47th annual meeting of the Psychonomic Society, Houston, Texas.
- Fitting, S., Wedell, D. H., & Allen, G. L. (November 2006). *The role of external cues in memory for location in a fixed orientation environment*. Poster presented at the 47th annual meeting of the Psychonomic Society, Houston, Texas.
- Wedell, D. H. & Moro, R (November 2007). *Exploring Boundary Conditions for the Conjunction Fallacy in Probabilistic Reasoning*. Paper presented at the 48th annual meeting of the Psychonomic Society, Long Beach California.
- Fitting, S., Wedell, D. H., & Allen, G. L. (November 2007). *Cue Effects on Memory for Location when Navigating Spatial Displays*. Poster presented at the 48th annual meeting of the Psychonomic Society, Long Beach, California.

- Hutcheson, A. T., Wedell, D. H., & Clement, D. E. (November 2007). *Route Angularity Effects on Distance Estimation in a Virtual Environment*. Poster presented at the 48th annual meeting of the Psychonomic Society, Long Beach California.
- Anderson, Jessica J., Wedell, Douglas H., & Hicklin, Susanne K. (March 2008). *Attachment Style and Memory for Attachment Related Words*. Poster presented at the annual meeting of the Southeastern Psychological Association, Charlotte, North Carolina.
- Wedell, Douglas H. (November 2008). *Examining differences between prediction and diagnosis for conjoined events*. Paper presented at the 49th annual meeting of the Psychonomic Society, Chicago, Illinois.
- Wedell, Douglas H., & Fitting, Sylvia (November 2009). *Modeling context dependent choice in individuals*. Paper presented at the 50th annual meeting of the Psychonomic Society, Boston, Massachusetts.
- Rashotte, M. & Wedell, D. H. (April, 2010). *Relativism of Music Aesthetics: Contextual Shifts in Preferred Tempo*. Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Smarandescu, L., Rose, R., & Wedell, D. (March 2010). *Attribute inferences in cross-category advertising alliances*. Paper presented at the American Academy of Advertising Conference, Minneapolis, Minnesota.
- Smarandescu, L., Rose, R., & Wedell, D. (June 2010). *Brand Alliances as Vehicles for New Brand Positioning: An Attribute Inference Model*. Paper presented at the 2nd International Workshop on Entrepreneurship, Cartagena, Spain.
- Wedell, D. H. (September 2010). *Triggering Different Contextual Valuation Processes*. Paper presented at the Relativity of Value Conference, Sponsored by University College London, September 9-10, 2010, London England.
- Hutcheson, A. T., & Wedell, D. H. (November, 2010) *Cue-Based Bias for Location Estimates on Maps or in Virtual Environments*. Poster presented at the 51st annual meeting of the Psychonomic Society, St. Louis, Missouri.
- Rashotte, M. A., & Wedell, D. H. (February, 2011). *Context Effects on Tempo Preference for Familiar Songs*. Paper presented at the annual meeting of the North Carolina Cognition Group, Greensboro, North Carolina.
- Smarandescu, L., Rose, R., & Wedell, D. (October, 2011). *Contrast and Assimilation in Response to a Brand Association Prime: The Case of Crosscategory Brand Alliances*. Paper presented at the 39th annual North American Conference of the Association for Consumer Research, St. Louis, Missouri.
- Wedell, D. H., & Hutcheson, A. T. (November, 2011). *Effects of Shifting Point of View on Memory for Location*. Paper presented at the 52nd Annual Meeting of the Psychonomic Society, Seattle, Washington.
- Rashotte, M. A., & Wedell, D. H. (February, 2012). *The effects of familiarity and context on memory for popular music*. Paper presented at the annual meeting of the North Carolina Cognition Group, Chapel Hill, North Carolina.
- Shinkareva, S.V. Wang, J., Kim, AJ., Facciani, M., Baucom, L., & Wedell, D. H. (June, 2012). *Decoding Valence across Picture and Sound Stimuli from fMRI Data*. In *Proceedings of the Human Brain Mapping International Conference (Beijing, China)*.
- Wedell, D. H., & Kim, J. (November, 2012). *The role of valence and arousal states on risky choice*. Paper presented at the 53rd Annual Meeting of the Psychonomic Society, Minneapolis, Minnesota.
- Kim, J., & Wedell, D. H. (November 2013). *Effects of affective dimensions of music on decision making*. Poster presented at the 34th Annual Meeting of the Society for Judgment and Decision Making, Toronto, Canada.

- Rashotte, M. A., & Wedell, D. H. (May 2013). *The Effects of Familiarity and Context on Memory for Music*. Poster presented at the 85th Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Shinkareva, S.V. Wang, J., Kim, A.J., Facciani, M., Baucom, L., & Wedell, D. H. (June 2013). Tests of Modality-specific Affective Processing for Visual and Auditory Stimuli Derived from fMRI. In *Proceedings of the Human Brain Mapping International Conference (Seattle, Washington)*.
- Vendemia, J.M.C., & Wedell, D. H. (October 2013). *Summer Research Experience in Brain and Cognitive Sciences*. Poster presented at the NSF sponsored Workshop, Funding and Advocacy for Social, Behavioral and Economic Sciences, Arlington, Virginia.
- Wedell, D. H., Hutcheson, A. T., & Fitting, S. (May 2013). *Cues, perspectives, and the construction of spatial categories*. Invited paper presented at the NSF sponsored conference, Spatial Memory: Bayes and Beyond, Richmond, Virginia.
- Wedell, D. H., & Kim, J. (November 2013). *Context effects on reproduced magnitudes from short-term and long-term memory*. Poster presented at the 54th Annual Meeting of the Psychonomic Society, Toronto, Canada.
- Kim, J., & Wedell, D. H. (March 2014). *Psychophysiological signatures of affect derived from music and pictures*. Poster presented at Annual Meeting of the North Carolina Cognition Group, Durham, North Carolina.
- Kim, J., Wedell, D. H., & Shinkareva (November 2014). *Neural and Psychophysiological Representation of Affect*. Poster presented at the 55th Annual Meeting of the Psychonomic Society, Long Beach, California.
- Wedell, D. H. (February, 2014). *REU Site: Summer Research Experience in Brain and Cognitive Sciences*. NSF Research Experience for Undergraduates (REU) Sites Best Practices Workshop. Utah State University, Logan Utah.
- Kim, J., Wedell, D., & Shinkareva, S. (March 2015). *Identification of affective states from audiovisual stimuli based on fMRI data*. Poster presented at the 22nd annual meeting of the Cognitive Neuroscience Society, San Francisco, California.
- Kim, J., Shinkareva, S. V., & Wedell, D. H. (November 2015). *Searching for modality general representations of valence in fMRI data*. Poster presented at the 56th Annual Meeting of the Psychonomic Society, Chicago Illinois
- Shinkareva, S. V., Kim, J., Wang, J., & Wedell, D. H. (June, 2015). *Identifying valence and arousal attributes of audiovisual stimuli from fMRI data*. Poster presented at the 21st annual meeting of the Organization for Human Brain Mapping, Honolulu, Hawaii.
- Kim, J., Wedell, D., & Shinkareva, S. (June 2016). *Common representations of valence across music and silent videos: An fMRI study*. Poster presented at the 22nd annual meeting of the Organization for Human Brain Mapping, Geneva, Switzerland.
- Gao, C., Green, J. J., Wedell, D. H., Gao, C., Shinkareva, S.V. (October, 2016). *Electrophysiological study of audiovisual integration of affect*. Poster presented at the Institute for Mind and Brain 2nd Annual Conference: Neuroscience of Attention, Columbia, SC.
- Kim, J., Shinkareva S.V., Wedell, D. H. (October, 2016). *Modality general affective representations of videos and music from fMRI data*. Poster presented at the Institute for Mind and Brain 2nd Annual Conference: Neuroscience of Attention, Columbia, SC.

FUNDED GRANT PROPOSALS:

Biomedical Research Support at University of South Carolina
Reliability of Assessment as a Function of Judgment Procedure.
 Amount: \$9,900
 Principal Investigator: Douglas H. Wedell.
 Grant #2 SO7 RR07160. November 1, 1989 to October 31, 1990

National Science Foundation: Decision and Risk Management
Evaluating Probabilistic Alternatives for Unique and Multiply Occurring Events.
\$55,352
PI: Douglas H. Wedell, Ulf Böckenholt
Grant #SES-89-21864, April 1, 1990 to September 30, 1991

National Science Foundation: Decision and Risk Management
Using Process Tracing to Understand Decoy Effects in Decision Making.
\$357,586
Douglas H. Wedell, Robin Morris
Grant # SES-93-19520, May 16, 1994 to May 31, 1998.

National Science Foundation:
Research Experiences for Undergraduates (SITE) in Experimental Psychology
\$153,870
James Coleman, Douglas H. Wedell
Grant #SBR-94-00285, June 1994 to August 1997

National Science Foundation:
Research Experience for Undergraduate: Site in Experimental Psychology
\$155,790
James Coleman, A. Rene Schmauder, Robin K. Morris, Douglas H. Wedell
Grant #SBR-96-19958 April 1 1997-March 30, 2000

National Science Foundation:
REU SITE: Summer Research Institute in Experimental Psychology
\$164,595
James Coleman, Robin K. Morris, Gordon C. Baylis, Douglas H. Wedell
Grant #SBR-99-12432, March 15 2000-March 15, 2003

National Science Foundation: Decision, Risk, & Management Science
Reducing Contextual Bias in Performance Appraisal.
\$190,487
Douglas H. Wedell
Grant #SES-99-11132, May 2000 to April 2005

National Science Foundation:
REU SITE: Summer Research Institute in Experimental Psychology
\$164,595
James Coleman, Gordon C. Baylis, Douglas H. Wedell, Robin K. Morris
Grant #SBR-02-44632, March 15 2003-March 15, 2006

National Science Foundation:
REU SITE: Summer Research Institute in Experimental Psychology
\$243,420
James Coleman, Gordon C. Baylis, Douglas H. Wedell, Robin K. Morris
Grant #SBR-0649249, March 15 2007-March 15, 2010

Magellan Scholars Program Award:
Examining the similarity of emotion word stimuli representations in neuroimaging and behavioral data
\$2,990
PI: Svetlana V. Shinkareva, Co-PI Douglas Wedell, Co-PI David Blitzer
2008-2009

Magellan Scholars Program Award:
Contextual dependent policy endorsement

\$1,791

PI: Douglas Wedell, Co-PI Ruthellen Thompson
2009-2010

McCausland Center for Brain Imaging:

The internal representation of affective words.

\$3,650

PI: Svetlana V. Shinkareva, Co-I Douglas Wedell
2010-2011

Social Sciences Grant Program

Cross-modal Decoding of Affective States From fMRI Data

\$ 19,872

PI: Svetlana V. Shinkareva, Co-I: Douglas Wedell
2012-2013

Magellan Scholars Program Award:

Examining core affect through dynamic stimuli

\$2,000

PI: Svetlana Shinkareva, Co-PI Mary-Catherine Newell, Co-PI Douglas Wedell
2013-2014

National Science Foundation:

REU SITE: Summer Research Experience in Brain and Cognitive Sciences

\$298,835

Douglas H. Wedell and Jennifer Vendemia
Grant #SMA-1156522, February 1, 2012-January 31, 2015

Magellan Scholars Program Award:

Physiological Responses to Affective States

\$1,690

PI: Douglas Wedell, Co-PI Svetlana Shinkareva, Co-PI Marian Freeman
2014-2015

Social Sciences Grant Program

*The Internal Representation of Valence as a Function of Sensory Modality and
Experimental Task.*

\$ 19,888

PI: Svetlana V. Shinkareva, Co-I: Douglas Wedell
2015-2017

PENDING GRANT PROPOSALS:

National Science Foundation: Decision, Risk, & Management Science

Contextual Influences on Affect-Based Representations and Behavior

\$531,989

PI: Svetlana S. Shinkareva Co-PI: Douglas H. Wedell
2018-2021 (Pending)

REVIEWER FOR JOURNALS AND AGENCIES

Attention, Perception, & Psychophysics

Behavior Research Methods, Instruments, & Computers

Cognition

Cognitive Psychology

European Journal of Social Psychology

Journal of Behavioral Decision Making

Journal of Consumer Research
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Human Perception & Performance
Journal of Experimental Psychology: Learning, Memory & Cognition
Journal of Mathematical Psychology
Journal of Personality and Social Psychology
Memory and Cognition
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin
Psychonomic Bulletin and Review
Psychological Bulletin
Psychological Review
Psychological Science
Public Opinion Quarterly

National Science Foundation: Decision & Risk Management (Ad Hoc)
Air Force Office of Scientific Research (Ad Hoc)
Panelist NSF-DRMS Directorate Fall 2007-Spring 2009
Editorial Board *Journal of Behavioral Decision Making*

PROFESSIONAL OR LEARNED SOCIETY:

American Psychological Society Member
Psychonomic Society Member
Society for Judgment and Decision Making Member

COMMUNITY SERVICE

Faculty Advisor Seidokan Aikido Sports Club, University of South Carolina: 1990-present.

TEDx Youth Presentation “What you can do at the U”, April 27, 2013, IT-oLogy Auditorium, Columbia SC.

Multicultural Assembly Presentation, “Exploring Different Points of View”, March 27, 2014, E.L. White Middle School, Columbia SC.

TEACHING

UNDERGRADUATE COURSES

Psyc 226 – Research Methods in Psychology
Psyc 227 – Psychological Statistics
Psyc 228 – Laboratory in Psychological Research
Psyc 405 – Cognitive Psychology
Psyc 430 – Social Psychology
Psyc 498 – Independent Study in Psychology
Psyc 572 – Laboratory in Cognitive Psychology
Psyc 580 – Intermediate Statistics for Psychology I
Psyc 589 – Special Topics: Practicum in Research Design and Analysis
Psyc 589 – Special Topics: Psychology of Judgment and Decision Making
Psyc 598 – Advanced Independent Study in Psychology

GRADUATE COURSES

Psyc 702b – Foundations of Cognitive Psychology

- Psyc 703 – Proseminar in Experimental Psychology II
- Psyc 706 – Survey in Judgment and Decision Making
- Psyc 709 – Quantitative Methods for Behavioral Data I
- Psyc 710 – Quantitative Methods for Behavioral Data II
- Psyc 821 – Psychological Measurement
- Psyc 822 – Seminar on Cognitive Psychology: Categories and Concepts
- Psyc 822 – Seminar on Memory
- Psyc 824 – Seminar in Mathematical Models of Mind and Behavior
- Psyc 841 – Ethics