

CURRICULUM VITAE**1. Personal Details**

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

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

3. Academic Ranks and Tenure in Institutes of Higher Education

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

4. Offices in Academic Administration

| Dates | Unit/Committee | Role/Position |
|--------------------------------|--|----------------------|
| October 2001 - present | Teaching committee, Behavioral Sciences Department, Ruppin Academic Center | Committee Member |
| October 2001 - present | Admission committee, Behavioral Sciences Department, Ruppin Academic Center | Committee Member |
| February 2003 - March 2004 | Teaching Quality Committee | Committee Member |
| October 2003 - February 2007 | Psychology Studies, Behavioral Sciences Department, Ruppin Academic Center | Track Chair |
| January 2006 - June 2006 | The Academic Day committee, Ruppin Academic Center | Committee Member |
| February 2007- March 2013 | Behavioral Sciences Department, Ruppin Academic Center | Department Chair |
| February 2009 - September 2010 | Excellence Committee, Ruppin Academic Center | Committee Member |
| October 2010 - October 2017 | Teaching Committee, M.A. in Clinical Psychology, Ruppin Academic Center | Committee Member |
| October 2010 - present | Admission committee, M.A. in Clinical Psychology, Ruppin Academic Center | Committee Member |
| March 2012 - present | Appointment and Promotion Committee, School of Social and Community Sciences, Ruppin Academic Center | Committee Member |
| January 2014 – October 2016 | The Forum of Quantitative Research, Behavioral Sciences Department, Ruppin Academic Center | Chair |
| February 2016 - October 2017 | M.A. in Clinical Gerontology Psychology, Ruppin Academic Center | Committee Member |
| February 2016 - February 2017 | M.A. in Clinical Psychology, Ruppin Academic Center | Acting Program Chair |
| September 2020 - present | Excellence Committee, Ruppin Academic Center | Chair |

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| October 2017 - present | Faculty of Social & Community Sciences, Ruppin Academic Center | Dean |

5. Scholarly Positions and Activities outside the Institution

A. Membership in Professional/Scientific Societies

1. 1999-2010 – American Educational Research Association – AERA
2. 1999-2010 – National Council for Measurement in Education – NCME
3. 2003-2008 – American Psychological Association – APA
4. 2004-present – The Israeli Psychometric Association – ISPA
5. 2005-present – Society for Judgment and Decision Making – SJDM
6. 2006-2014 – Association for Psychological Science – APS
7. 2017-present – European Association for Decision Making – EADM
8. 2017-present – European Society for Cognitive Psychology – ESCOP
9. 2017-present – Israeli Society for Cognitive Psychology – ISCOP

B. Roles in Associations

1. 2004-2016 – Member of the advisory committee of the Israeli Psychometric Association's newsletter.
2. 2008-2020 – Board member of the Israeli Psychometric Association (ISPA).
3. 2009-2010 – Chair of the organizing committee of the Israeli Psychometric Association Annual Meeting.
4. 2016-2019 – Chair of the Israeli Psychometric Association (ISPA).

C. Ad-Hoc Reviewer for Journals:

1. Sep 2008 Asia Pacific Journal of Marketing and Logistics
2. Nov 2009 Applied Psychology: An International Review
3. Apr 2011 Journal of Health Psychology
4. Jun 2011 Journal of Health Psychology
5. Jul 2011 Journal of Consumer Behaviour
6. Sep 2011 Journal of Marketing Management
7. Oct 2011 Journal of Retailing and Consumer Services
8. Nov 2011 International Journal of Psychology
9. Nov 2011 Journal of Applied Social Psychology
10. Dec 2011 Social Justice Research

11. May 2012 Social Justice Research
12. Jun 2012 Journal of Online Learning and Teaching
13. Nov 2012 International Journal of Information Technology & Decision Making
14. Feb 2013 PloS One
15. Jun 2013 Social Justice Research
16. Jul 2013 Journal of Cross-Cultural Psychology
17. Jul 2013 Journal of Promotion Management
18. Nov 2013 European Journal of Marketing
19. Dec 2013 European Journal of Marketing
20. Dec 2013 Journal of Marketing Management
21. Dec 2013 Laterality: Asymmetries of Body, Brain and Cognition
22. Jan 2014 Journal of Health Psychology
23. Feb 2014 Megamot (Hebrew)
24. Feb 2014 International Journal of Testing
25. Jun 2014 Judgment and Decision Making
26. Jun 2014 European Journal of Marketing
27. Aug 2014 Journal of Marketing Management
28. Aug 2014 Megamot (Hebrew)
29. Sep 2014 European Journal of Marketing
30. Sep 2014 Journal of Health Psychology
31. Nov 2014 European Journal of Marketing
32. Nov 2014 Social Behavior and Personality: An International Journal
33. Jul 2015 Social Justice Research
34. Jul 2015 Journal of Health Communication
35. Jul 2015 Organizational Behavior and Human Decision Processes
36. Jul 2015 Moznei Mishpat [Hebrew]
37. Aug 2015 Behavioural Neurology
38. Apr 2016 Social Justice Research
39. Jun 2016 Scientific Reports
40. Jul 2016 Journal of Marketing Management
41. Aug 2016 Frontiers in Psychology
42. Sep 2016 Journal of Medical Ethics
43. Sep 2016 Scientific Reports
44. Dec 2016 Journal of Health Psychology and Behavioral Medicine
45. Dec 2016 PloS One
46. Feb 2017 Journal of Consumer Behaviour

- 47. Apr 2017 Journal of Consumer Behaviour
- 48. May 2017 Journal of Nonprofit and Public Sector Marketing
- 49. Aug 2017 Appetite
- 50. June 2018 Journal of Behavioral Decision Making
- 51. Jan 2019 Consciousness and Cognition
- 52. May 2019 Consciousness and Cognition
- 53. Sep 2019 Journal of Experimental Psychology: Learning, Memory & Cognition
- 54. Oct 2019 Journal of Behavioral Decision Making
- 55. Mar 2020 The International Journal of Consumer Studies
- 56. Apr 2020 Transportation Research Part F: Psychology and Behaviour
- 57. June 2020 Journal of Behavioral Decision Making
- 58. Oct 2020 Journal of Behavioral Decision Making
- 59. Nov 2020 Journal of Experimental Psychology: Learning, Memory & Cognition
- 60. Nov 2020 Transportation Research Part F: Psychology and Behaviour
- 61. Feb 2021 Journal of Behavioral Decision Making
- 62. Mar 2022 Applied Psychology: Health and Well-Being

D. Ad-Hoc Reviewer for Grant Proposals:

- 1. April, 2009. Israeli Ministry of Education – Chief Scientist office
- 2. March, 2010. German-Israeli Foundation for Scientific Research and Development
- 3. March, 2012. Inter-college research authority – MOFET
- 4. May, 2019. The Lior Tzfati Center for Suicide and Mental Pain Studies, Ruppin Academic Center

E. Reviewer for Scientific Conferences:

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

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 Decision Making

6. Participation in Scholarly Conferences

A. Active Participation, International Conferences

| Date | Name of Conference | Place of Conference | Subject of Lecture/Discussion | Role |
|--------------|--|----------------------------|---|--------------|
| April, 1995 | American Educational Research Association (AERA) | San Francisco, CA | Unfairness in fixed quota selection: Definition in terms of error bias | Presenter |
| April, 1999 | AERA | Montréal, PQ | The net effect of prediction bias on selection bias: Definition and measure | Co-presenter |
| April, 1999 | AERA | Montréal, PQ | Prediction bias and selection bias: A critical analysis. | Co-presenter |
| April, 2005 | AERA | Montréal, PQ | Between-group differences: Implications for bias in prediction and selection | Presenter |
| August, 2006 | American Psychological Association (APA) | New Orleans, LA | Framing affects the perceived fairness of health care allocation | Presenter |
| August, 2006 | APA | New Orleans, LA | The effect of response bias on internal reliability of questionnaires | Presenter |
| August, 2006 | APA | New Orleans, LA | The analogy between various definitions of fair test use | Presenter |
| August, 2006 | APA | New Orleans, LA | The effects of predictor-criterion distributional differences on selection bias | Presenter |
| April, 2007 | AERA | Chicago, IL | The Wisc-III is a different test for different age groups. | Presenter |
| March, 2008 | AERA | New-York | A congruent alternative to Cohen's d | Presenter |
| March, 2008 | AERA | New-York | Differential weighting of items increases the effectiveness of intelligence tests' scores | Presenter |
| April, 2009 | AERA | San-Diego | Unfair selection, fair prediction, and the top-down selection rule | Presenter |

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|-----------------|---|--------------------|---|--------------|
| 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 |
| November, 2009 | Society for Judgment and Decision Making (SJDM) | Boston | The effect of attribute framing on justice judgments | Presenter |
| November, 2009 | SJDM | Boston | Educating drivers on the time saving bias reduces likelihood of speeding | Co-presenter |
| November, 2009 | SJDM | Boston | Exploring the effect of explicit risk on unethical behavior | Presenter |
| November, 2010 | SJDM | St. Louis | The effect of message framing on consumer behavior | Presenter |
| November, 2010 | SJDM | St. Louis | All frames are not created equal: Fluency moderates framing effects | Presenter |
| November, 2011. | SJDM | Seattle | To get caught or to get away with it: Does framing affect unethical behavior? | Co-presenter |
| November, 2012 | SJDM | Minneapolis | 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 |
| May, 2013 | APS | Washington D.C | Pace yourself: Improving time-saving judgment when increasing activity speed | Co-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 |
| November, 2013 | SJDM | Toronto | The Pearson correlation heuristic: Interpretations of the Pearson coefficient of correlation are optimistically biased | Presenter |

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| November, 2014 | SJDM | Long Beach | Objective and not subjective numeracy moderates attribute-framing bias | Presenter |
| November, 2014 | SJDM | Long Beach | The Groucho Marx effect - Prestigious groups' judgments decline post-acceptance | Co-presenter |
| November, 2015 | SJDM | Chicago | Consumers' overestimation of average fuel-efficiency and how it can lead to biased car choices | 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, 2016 | SJDM | Boston | On the moderating role of numeracy in attribute-framing bias | 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 |
| August, 2017 | SPUDM | Haifa | The role of attention in attribute-framing: Using priming to shift attention to the other half glass | Presenter |
| September, 2017 | International Association for Research in Economic Psychology | Tel-Aviv | Heterogeneity in attitudes toward nudges | Co-presenter |
| September, 2017 | ESCOP | Potsdam | The inefficiency of efficiency measures | Presenter |
| September, 2017 | ESCOP | Potsdam | The role of attention in attribute-framing: Using priming to shift attention to the other half glass | Co-presenter |
| November, 2017 | SJDM | Vancouver | Heterogeneity in attitudes toward nudges | Co-presenter |

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|-----------------|---|----------------------------|--|--------------|
| November, 2017 | SJDM | Vancouver | The attention and association accounts for attribute framing bias | Presenter |
| February, 2018 | ISCOP | Akko | The attention account for attribute framing bias: Using explicit vs. implicit attention shift to the other half of the glass | Presenter |
| February, 2018 | ISCOP | Akko | Dead or not alive: Can descriptors moderate the attentional bias underlying attribute framing effects? | 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 |
| November, 2018 | SJDM | New-Orleans | Heuristics for Judgments of Savings | Presenter |
| June, 2019 | Bounded Rationality in Choice Conference (BRIC) | Aarhus University, Denmark | The Moderating Role of Decisiveness in the Attraction Effect | Co-presenter |
| August, 2019 | SPUDM | Amsterdam | Effects of task form on chosen heuristics: Evidence from energy and time-saving decisions | Presenter |
| August, 2019 | SPUDM | Amsterdam | Cognitive Mechanisms Underlying Attribute Framing Bias: The Contribution of Attention Bias and Association Valence | Co-presenter |
| November, 2019 | SJDM | Montreal | Framing fake news: Fuzzy-Trace Theory accounts for asymmetric attribute-framing bias in favorable and unfavorable outcomes | Presenter |
| February, 2020 | ISCOP | Akko | Applying fuzzy-trace theory to attribute-framing bias: Gist and verbatim representations of quantitative information | Presenter |
| February, 2020 | ISCOP | Akko | Framing fake news: Fuzzy-Trace Theory accounts for asymmetric attribute-framing | Co-presenter |

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| | | | bias in favorable and unfavorable outcomes | |
| March, 2020* | TeaP | Jena | Pay more to save less? Efficiency upgrades are more attractive when judged in joint vs. separate evaluation modes | Co-presenter |
| June, 2020* | BDRM | Barcelona | Paying more for saving less: Joint evaluation mode increases bias of efficiency upgrades | Co-presenter |
| December, 2020 | SJDM | Online conference | When two wrongs make a right: The efficiency-consumption gap under separate vs. joint evaluations | Co-presenter |
| June, 2022 | IAREP | Kristiansand | Paying more for saving less: Joint evaluation mode bias evaluations of efficiency upgrades | Presenter |
| August, 2022 | ESCOP | Lille | The effect of base-rate on attribute-framing evaluations | Presenter |
| August, 2022 | ESCOP | Lille | The effect of speed-accuracy trade-off on attribute-framing bias | Co-presenter |

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

B. Active Participation, National Conferences

| Date | Name of Conference | Place of Conference | Subject of Lecture/Discussion | Role |
|----------------|---|----------------------------|---|--------------|
| December, 1990 | Israeli Conference of Judgment and Decision Making | Beer-Sheva | The disjunction fallacy in probability judgment | Co-presenter |
| February, 1995 | Israeli Association for Research | Jerusalem | The selection method as a cause for discrimination in selection to educational institutions | 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, 2001 | "Fostering versus Discrimination" | Jerusalem | Are social groups discriminated against or | Co-presenter |

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

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| October, 2013 | IAEA Conference | Tel-Aviv | The correlation heuristic: Perceptions of the Pearson coefficient of correlation are optimistically biased | Presenter |
| February, 2014 | ISPA | Ramat-Gan | An optimism bias in judging The Pearson Correlation | Presenter |
| January, 2016 | ISPA | Ramat-Gan | Are undergraduate Psychology students' scores calibrated between institutions? | Presenter |
| January, 2016 | ISPA | Ramat-Gan | Predictive validity of Psychology graduate students' scores | Co-presenter |
| February, 2017 | ISPA | Jerusalem | The effect of subjective vs. objective scores on between-group differences | 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 |
| July, 2018 | The 3 rd Collier Conference on Behavioral Economics | Tel-Aviv | Are decisive consumers affected by the attraction effect | Co-presenter |
| January, 2019 | ISPA | Jerusalem | The predictive validity of selection scores for undergraduate studies in non-university institutions | Presenter |
| January, 2019 | ISPA | Jerusalem | To fail or not to fail: License tests for lawyers | Co-presenter |
| February, 2020 | ISPA | Ramat Gan | The psychometric basis of the inefficiency of efficiency measures | Presenter |

C. Organization of Conferences or Sessions

| Date | Name of Conference | Place of Conference | Subject of conference/role at conference/comments | Role |
|----------------|---------------------------|----------------------------|--|---------------|
| February, 2009 | ISPA | Jerusalem | Session chair of critical analysis of null hypothesis significance testing | Session chair |
| February, 2018 | ISCOP | Akko | The role of attention in judgment and decision biases | Organizer |

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| February, 2020 | ISCOP | Akko | Biases in judgment and decision making: Theoretical advances | Organizer |
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7. Invited lectures \ Colloquium Talks

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

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| | | Research Seminar | |
| May, 2013 | RAC, Israel | BSD Research Seminar | To end life or not to prolong life: The effect of message framing on attitudes toward euthanasia |
| 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 |
| November, 2013 | RAC, Israel | Clinical MA Program Research Seminar | The linearity fallacy in judgments 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 |
| May, 2015 | Tel-Aviv University | The Social Psychology Research Seminar | The linearity fallacy in judgment and decision making of derived measures |
| February, 2016 | RAC, Israel | Clinical MA Program Research Seminar | The linearity fallacy in judgment and decision making of efficiency measures |
| March, 2016 | Ramat Gan, Israel | College of Law & Business Seminar | The inefficiency of efficiency measures |
| 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 |
| 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 |
| May, 2017 | RAC, Israel | Beyond the Horizon: Academy Meets the Community | Don't let them fool you: Biases in judgment and decision making |

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| February, 2018 | RAC, Israel | Beyond the Horizon: Academy Meets the Community (2) | The psychological basis of judgment and decision making |
| April, 2018 | RAC, Israel | Clinical MA Program Research Seminar | The inefficiency of efficiency measures |
| March, 2019 | IDC, Israel | Social Psychology Seminar | The inefficiency of efficiency measures |

8. Research Grants

A. Grants Awarded

| Role in Research | Co-Researchers | Topic | Funded by/ Amount | Year |
|------------------|---|--|--|-------------------------|
| 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 |
| 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 | Gil Goldzweig, Tamar Kennet-Cohen, Yonatan Saar | The predictive validity of selection tools for undergraduate studies in non-university institutions | \$13,000 | 2016 |
| Co-PI | Eyal Peer, Ariel Tikotsky | Israeli public attitudes regarding the use of nudges as a tool for public policy | \$3,000 | 2016 |

B. Submission of Research Proposals – Pending

| Role in Research | Co-Researchers | Topic | Funded by | Year |
|------------------|----------------|-------|-----------|------|
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C. Submission of Research Proposals – Not Funded

| Role in Research | Co-Researchers | Topic | Funded by | Year |
|-------------------------|--|--|---|-------------|
| PI | -- | The Effect of Anchoring on Attitudes toward affirmative action | The Israel Foundations Trustees; \$24,453 | 2006 |
| PI | -- | Individual differences in rational and heuristic thinking | ISF; \$19,780 | 2006 |
| PI | -- | The Effect of Framing on Promoting Safe Driving Behaviors | Israel Road Safety Authority, 238,883 NIS | 2009 |
| PI | -- | Effect of Message Framing on Consumer Behavior Moderated by Consumer Involvement and Mediated by Perceived Gain | ISF; \$13,516 | 2011 |
| PI | Eyal Peer, Tova Rosenbloom | Reducing the intention to speed by improving drivers' estimations of journey time and driving speed | Or Yarak, 99,391 NIS | 2012 |
| Co-PI | Eyal Peer | Overcoming the illusion of linearity: Explaining and correcting faulty linear judgments | ISF; 129,870NIS | 2013 |
| 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 |
| 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 |

9. Scholarships, Awards and Prizes

1. 2006 – Ruppin Academic Center Excellence in Teaching Award.
2. 2006 – Ruppin Academic Center Excellence in Research Award.

3. 2008 – Ruppin Academic Center Excellence in Research Award.
4. 2012 – Ruppin Academic Center Special Dedication and Investment 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. 2013 – Ruppin Academic Center Excellence in Teaching and Research Award.
7. 2014 – Ruppin Academic Center Excellence in Teaching and Research Award.
8. 2015 – Ruppin Academic Center Excellence in Teaching and Research Award.
9. 2016 – Ruppin Academic Center Excellence in Teaching and Research Award.
10. 2017 – Ruppin Academic Center Excellence in Teaching and Research Award.

10. Teaching

A. Courses Taught in Recent Years

| Year | Name of Course | Type of Course | Degree | Number of students |
|----------------|---|---------------------------------|---------------|---------------------------|
| 2001 - 2017 | Test Theory | Lecture | B.A | 50 |
| 2003 - present | Research Methods in Social Sciences – Theory | Introduction Course (Mandatory) | B.A. | 60-80 |
| 2003 - 2015 | Research Methods in Social Sciences – Practice | Introduction Course (Mandatory) | B.A. | 60-80 |
| 2004 - present | Descriptive Statistics | Introduction Course (Mandatory) | B.A. | 60-80 |
| 2006 - 2018 | Judgment and Decision Making | Seminar | B.A. | 25 |
| 2011-2014 | The Psychometric rationale of Psychological Testing | Lecture | M.A | 25 |
| 20013 - 2019 | Judgment and Decision Making | Lecture | B.A. | 50 |

B. Supervision of Graduate Students

Ph.D. Students

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

| Name of student | Title of Thesis | Degree | Date of Completion / In progress | Co-Supervisor |
|-------------------|---|--------|----------------------------------|---------------------|
| 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 |
| Liron Tzuberi | To standardize or not: On the advantages of standardizing items when calculating index scores | M.A. | 2013 | Prof. Elisha Babad |
| 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 | -- |
| Roi Gur | An optimism bias in judging the Pearson correlation | M.A. | 2013 | -- |
| 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 | -- |
| Chlomi Chalutzi | The Bright side of Depression: The Impact of Depression on Egocentricity in Advice-Based Decisions | M.A. | 2015 | -- |
| Noa Gavish | The influence of issue Involvement and processing fluency on attenuating attribute framing bias | M.A. | 2015 | Dr. Hamutal Kreiner |
| Masha Reznikov | The effect of positive and negative affect on goal framing bias | M.A. | 2016 | Dr. Eyal Peer |
| Shiran Chalawi | The moderating role of numeracy and graph-literacy on attribute framing bias among teachers | M.A. | 2016 | Dr. Hamutal Kreiner |
| Elad Morad | The effect of framing on attitudes toward elderly suicide among elderlies | M.A. | 2017 | Dr. Yossi Levi Belz |
| Eyal Shahor | Cohort differences in superstitious beliefs | M.A. | 2017 | Dr. Shahar Ayal |
| Noam Ben Shmuel | Hyperbolic discounting and obesity | M.A. | 2018 | Dr. Lilac Lev Ari |
| Tomer Savir | Can an availability heuristic manipulation influence the assessment of a traumatic event recurrence? | M.A. | 2018 | Prof. Eitan Bachar |

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|---------------------|--|------|-------------|--|
| Niv Shleider Teretz | The relationship between attribute framing bias and anxiety | M.A. | 2020 | |
| Guy Zevilsky | Attribute framing and fuzzy-trace theory | M.A. | 2022 | |
| Dorin Segal | Applying fuzzy-trace theory to explain differences between young and elderly in attribute framing effect and magnitude sensitivity | | In progress | |

11. Professional Experience

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

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. Cahan, S., & Gamliel, E. (2001). Prediction bias and selection bias: An empirical analysis. *Applied Measurement in Education*, 14(2), 109-123.
doi:10.1207/S15324818ame1402_1 (Q2; IF= 1.46)

2. Herstein, R., & **Gamliel, E.** (2004). An investigation of private branding as a global phenomenon. *Journal of Euromarketing*, 13(4), 59-77. doi: 10.1300/J037v13n04_04 (IF=0.22)
3. **Gamliel, E.** (2004). On the advantages of using the arithmetic mean in social sciences research. *Megamot*, 43(2), 387-391. [Hebrew]
4. **Gamliel, E.**, & Cahan, S. (2004). Unfairness in selection to universities: The modern version of the poor man's sheep. *Megamot*, 43(3), 433-445. [Hebrew]
5. **Gamliel, E.** (2004). On the prospects and hazards of using online students' evaluation of teaching. *Al Hagovah*, 3, 22-25. [Hebrew]
6. **Gamliel, E.** (2005). On the meaning of grades in higher education. *Al Hagovah*, 4, 42-44. [Hebrew]
7. **Gamliel, E.**, & Davidovitz, L. (2005). Online versus traditional teaching evaluation: Mode can matter. *Assessment and Evaluation in Higher Education*, 30(6), 581-592. doi:10.1080/02602930500260647 (Q1; IF=2.47)
8. Cahan, S., & **Gamliel, E.** (2006). Definition and measurement of selection bias: From constant ratio to constant difference. *Journal of Educational Measurement*, 43(2), 131-144. doi:10.1111/j.1745-3984.2006.00009.x (Q1; IF=0.93)
9. Herstein, R., & **Gamliel, E.** (2006). The role of private branding in improving service quality. *Managing Service Quality*, 16(3), 306-319. doi:10.1108/09604520610663516 (IF=1.39)
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11. Herstein, R., & **Gamliel, E.** (2006). Striking a balance with private branding. *Business Strategy Review*, 17(3), 39-43. doi: 10.1111/j.0955-6419.2006.00417.x (IF=0.02)
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15. **Gamliel, E., & Peer, E.** (2009). Effect of framing on applicants' reactions to personnel selection methods. *International Journal of Selection and Assessment*, 17(3), 282-289. doi:10.1111/j.1468-2389.2009.00470.x (Q2; IF=1.03)
16. **Gamliel, E., & Peer, E.** (2010). Attribute framing affects the perceived fairness of health care allocation principles. *Judgment and Decision Making*, 5(1), 11-20. (Q1; IF=2.53)
17. **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)
18. **Gamliel, E., & Peer, E.** (2010). The effect of framing on the perceived fairness of distributive justice principles. *Megamot*, 46(4), 626-649. [Hebrew]
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20. Peer, E., & **Gamliel, E.** (2011). Too reliable to be true? Response bias as a potential source of inflation in paper-and-pencil questionnaire reliability. *Practical Assessment, Research & Evaluation*, 16(9), 1-8. (Q2; IF=0.79)
21. Cahan, S., & **Gamliel, E.** (2011). First amongst others? Cohen's d vs. alternative standardized mean group difference measures. *Practical Assessment, Research & Evaluation*, 16(10), 1-6. (Q2; IF=0.79)
22. Gilboa, S., Herstein, R., & **Gamliel, E.** (2012). The potential of private labels in agricultural markets: An exploratory study. *Journal of Brand Strategy*, 1(1), 69-78. (IF=1.56)
23. **Gamliel, E., & Herstein, R.** (2012). Effects of message framing and involvement on price deal effectiveness. *European Journal of Marketing*, 46(9), 1215-1232. doi:10.1108/03090561211247838 (Q1; IF=1.50)
24. *Peer, E., & **Gamliel, E.** (2012). Estimating time savings: The use of the proportion and percentage heuristics and the role of need for cognition. *Acta Psychologica*, 141(3), 352-359. doi:10.1016/j.actpsy.2012.09.005 (Q1; IF=1.60)
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26. **Gamliel, E.**, & Peer, E. (2013). Explicit risk of getting caught does not affect unethical behavior. *Journal of Applied Social Psychology*, 43(6), 1281-1288. doi:10.1111/jasp.12091 (Q2; IF=1.44)
 27. Peer, E., & **Gamliel, E.** (2013). Pace Yourself: Improving time-saving judgment when increasing activity speed. *Judgment and Decision Making*, 8(2), 106-115. (Q1; IF=2.53)
 28. Peer, E., & **Gamliel, E.** (2013). Heuristics and biases in judicial decisions. *Court Review*, 49(2), 114-118.
 29. **Gamliel, E.** (2013). To end life or not to prolong life: The effect of message framing on attitudes toward euthanasia. *Journal of Health Psychology*, 18(5), 693-703. doi:10.1177/1359105312455078 (Q2; IF=2.26)
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 31. **Gamliel, E.**, Herstein, R., Abrantes, J.L., Albayrak, T., & Caber, M. (2013). Framing and involvement effects on consumers' brand choice. *EuroMed Journal of Business*, 8(2), 117-133. doi: 10.1108/EMJB-08-2012-0016 (Q2; IF=1.02)
 32. Herstein, R., Gilboa, S., & **Gamliel, E.** (2013). Private and national brand consumers' images of fashion stores. *Journal of Product & Brand Management*, 22(5/6), 331-341. doi: 10.1108/JPBM-03-2012-0110 (Q1; IF=2.76)
 33. **Gamliel, E.**, Oren-Saad, M., & Or-Chen, K. (2013). Attitudes of veterans and new immigrants toward affirmative action. *Hagira*, 2, 74-94. [Hebrew]
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38. Kreiner, H., & **Gamliel, E.** (2016). Looking at both sides of the coin: Mixed representation moderates attribute-framing bias in written and auditory messages. *Applied Cognitive Psychology*, 30(3), 332-340. doi:10.1002/acp.3203 (Q1; IF=1.47)
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 45. Kreiner, H., & **Gamliel, E.** (2018). The role of attention in attribute framing. *Journal of Behavioral Decision Making*, 31(3), 392-401. doi:10.1002/bdm.2067 (Q1; IF=2.77)
 46. Cahan, S., Nirel, R., & **Gamliel, E.** (2018). The Arbitrary Choice of the Predictor in Meritocratic Selection to Higher Education Affects the Selection Outcomes. *Higher Education Studies*, 8(3), 27-33. doi:10.5539/hes.v8n3p27 (Q1; IF=1.34)
 47. Peer, E., Feldman, Y., **Gamliel, E.**, Sahar-Inbar L., Tikotsky, A., Hodd, N., & Schupack, H. (2019). Do minorities like nudges? The role of group norms in attitudes towards behavioral policy. *Judgment and Decision Making*, 14(1), 40-50. (Q1; IF=2.53)

48. Savir, T., & **Gamliel, E.** (2019). To be an honest person or not to be a cheater: The effect of promoting vs. implicating the self on unethical behavior. *International Journal of Psychology*, 54(5), 650–658, doi:10.1002/ijop.12519 (Q1; IF=1.87)
49. Kreiner, H., & **Gamliel, E.** (2019). “Alive” or “not dead”: The contribution of descriptors to attribute-framing bias. *Quarterly Journal of Experimental Psychology*, 72(12), 2776-2787. Doi:10.1177/1747021819862508 (Q1; IF=2.49)
50. **Gamliel, E.**, & Kreiner, H. (2020). Applying fuzzy-trace theory to attribute-framing bias: Gist and verbatim representations of quantitative information. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 46(3), 497–506. <https://doi.org/10.1037/xlm0000741> (Q1; IF=2.83)
51. 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)
52. **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.
53. 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 <https://doi.org/10.1037/xlm0000994> (Q1; IF=2.83)

Accepted for Publication

54. Kreiner, H., & **Gamliel, E.** The effect of speed-accuracy trade-off on attribute-framing bias. *Journal of Experimental Psychology: Learning, Memory, and Cognition*. (Q1; IF=2.83)

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.** The Dovrat report and the matriculation scores. The Israeli Psychometric Association Newsletter, #1, June 2005. [Hebrew]
2. **Gamliel, E.** Definition and measurement of bias in selection: From constant ratio to constant difference. The Israeli Psychometric Association Newsletter, #4, October 2006. [Hebrew]
3. **Gamliel, E.** Group differences and fair test use. The Israeli Psychometric Association Newsletter, #6, November 2007. [Hebrew]
4. **Gamliel, E.** The effect of framing on applicants' attitudes toward personnel selection methods. The Israeli Psychometric Association Newsletter, #9, October 2010. [Hebrew]
5. **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]
6. **Gamliel, E.** First among equals? Cohen's d vs. other standardized measures for group difference. The Israeli Psychometric Association Newsletter, #11, October 2011. [Hebrew]

Scientific Reports

1. Cahan, S., & **Gamliel, E.** (1994). Methodological problems in selection to universities. Opinion paper. Jerusalem, School of Education: The NCJW institute. [Hebrew]
2. **Gamliel, E.**, Carmeli, M., & Schild, G. (2000). Evaluating the intern program in teaching. Evaluation report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
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5. Schild, G., Asulin, M., & **Gamliel, E.** (2000). Evaluation of the Kiryat-Shmone schools. Evaluation report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
6. **Gamliel, E.** (2001). Validating the results of the Mathematics tests in the "Madarom" and "Meyzav" projects using the results of the national tests. Research report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
7. **Gamliel, E.** (2001). Comparing the results of the Mathematics and Hebrew tests of the "Madarom" and "Meyzav" projects. Research report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
8. **Gamliel, E.** (2001). Validating the admission tests scores of the students in the academic colleges for education. Research report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
9. **Gamliel, E.** (2001). Recommendations for selecting students to academic colleges for education. A report delivered for the sub-committee for selecting and certifying in the colleges for education. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
10. Schild, G., Asulin, M., & **Gamliel, E.** (2000). Evaluation of the Kiryat-Shmone schools. Evaluation report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
11. **Gamliel, E.**, Schild, G., & Asulin, M. (2001). Evaluation of the Beer-Sheva elementary schools and high-schools. Evaluation report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]
12. **Gamliel, E.**, Lavie, V., Schild, G., & Asulin, M. (2001). The effectiveness of the "Madarom" project. Evaluation report. Jerusalem: Evaluation and Measurement Department, Israeli Ministry of Education. [Hebrew]

E. Other Publications

1. **Gamliel, E.** The academy's new clothes. *Haaretz*, 4.3.2003. [Hebrew]
2. **Gamliel, E.** Unfair selection. *Haaretz*, 16.11.2004. [Hebrew]
3. **Gamliel, E.** Salary raises increase socio-economic gaps. *Haaretz*, 11.12.2012. [Hebrew]

4. **Gamliel, E.** The hybrid revolution begins in the IDF. *The Marker*, 28.3.2018. [Hebrew]
5. **Gamliel, E.**, & Levi Belz Y. The presidents of the colleges are alienated from institutions they head. *The Marker*, 18.11.2018. [Hebrew]
6. **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]

F. Submitted Publications

Articles submitted to refereed journals

1. Barokas, G., & Gamliel, E. The Moderating Role of Decisiveness in the Attraction Effect. Submitted to *Sage Open*.

Articles in preparation

1. Kreiner, H., & **Gamliel, E.** The effect of base rate on attribute-framing bias.
2. 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.

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