

CURRICULUM VITAE

Paul D. Windschitl

August 11, 2025

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EDUCATION:

Ph.D., Social Psychology, 1996; Iowa State University, 1993-1996
M.S., Social Psychology, 1993; Iowa State University, 1991-1993
B.A., Psychology, 1991; Creighton University, 1988-1991

ACADEMIC AND PROFESSIONAL EXPERIENCE:

Director of Undergraduate Studies, 2021-pres, Dept. of Psychological & Brain Sciences, U of Iowa
Professor of Psychology, 2009-pres, Dept. of Psychological & Brain Sciences, U of Iowa
Associate Chair, 2011-2017, Dept. of Psychological & Brain Sciences, U of Iowa
Coordinator of Social Psychology Graduate Training, 2003-2012, Dept. of Psychology,
University of Iowa
Associate Professor of Psychology, 2003-2009, Dept. of Psychology, University of Iowa
Assistant Professor of Psychology, 1997-2003, Dept. of Psychology, University of Iowa
Postdoctoral Researcher and Instructor, 1996-1997, Dept. of Psychology, Iowa State University
Graduate Research Assistant, 1991-1996, Dept. of Psychology, Iowa State University

AWARDS, HONORS, SPECIAL RECOGNITIONS:

Elected Member of Society of Experimental Social Psychology, 2006
University of Iowa Old Gold Summer Fellowship, 1998, 2000
Iowa State University Research Excellence Award, 1996
Department of Psychology Research Excellence Award, Iowa State University, 1995
Iowa Psychological Association Student Research Award, 1995
Premium for Academic Excellence Award, Iowa State University, 1991-1993
Summa Cum Laude Graduate, Creighton University, 1991
Outstanding Senior Psychology Major, Creighton University, 1991

PROFESSIONAL ORGANIZATIONS:

Association for Psychological Science
Society for Judgment and Decision Making
Psychonomic Society

SCHOLARSHIP

JOURNAL PUBLICATIONS:

Strueder, J. D., Park, I., Lacy, S., Windschitl, P.D. (in press) Pre-Decisional Distortion of Risk Information Seen in Icon Arrays, *Journal of Experimental Psychology: Applied*

Strueder, J. D., Park, I., McDonnell, S.M., Basir, M. A., & Windschitl, P. D. (2024). Motivated Interpretations of Survival Rates in Icon Arrays: An Issue of Frequency Format? *Medical Decision Making*, 45(5), 496-509.

Strueder, J. D., & Windschitl, P. D. (2024). Combining forecasts from advisors: The impact of advice independence and verbal versus numeric format. *Journal of Experimental Psychology: General*, 153(8), 2088–2099.

Strueder, J. D., Miller, J. E., Yu, X., & Windschitl, P. D. (2024). Eliciting risk perceptions: Does conditional question wording have a downside? *Medical Decision Making*, 0272989X231223491.

Miller, J. E., Strueder, J. D., Park, I., & Windschitl, P. D. (2024). Do people desire optimism from others during a novel global crisis? *Journal of Behavioral Decision Making*, 37(1), e2362.

Stuart, J. O. R., Windschitl, P. D., Bossard, E., Bruchmann, K., Smith, A. R., Rose, J. P., & Suls, J. (2023). Which measures of perceived vulnerability predict protective intentions—and when? *Journal of Behavioral Medicine*, 46(6), 912-929.

McDonnell, S. M., Basir, M. A., Yan, K., Liegl, M. N., & Windschitl, P. D. (2023) Effect of presenting survival information as text or pictograph during periviable birth counseling: A randomized, controlled trial. *Journal of Pediatrics*, 257, 113382.

Park, I., Windschitl, P. D., Miller, J. E., Smith, A. R., Stuart, J. O., Biangmano, M. (2023). People express more bias in their predictions than in their likelihood judgments. *Journal of Experimental Psychology: General*, 152, 45-59.

Windschitl, P. D., Miller, J. E., Park, I., Rule, S., Clary, A., & Smith, A. R. (2022) The desirability bias in predictions under aleatory and epistemic uncertainty. *Cognition*, 229, 105254.

Stuart, J. O. R., Windschitl, P. D., Miller, J. E., Smith, A. R., Zikmund-Fisher, B. J., & Scherer, L. D. (2022). Attributions for ambiguity in a treatment-decision context can create ambiguity aversion or seeking. *Journal of Behavioral Decision Making*, 35(1), e2249.

Miller, J. E., Park, I., Smith, A. R., & Windschitl, P. D. (2021). Do people prescribe optimism, overoptimism, or neither? *Psychological Science*, 32(10), 1605–1616.

Li, S., Miller, J. E., Stuart, J. O., Jules, S. J., Scherer, A. M., Smith, A. R., & Windschitl, P. D. (2021). The effects of tool comparisons when estimating the likelihood of task success. *Judgment and Decision Making*, 16, 165-200.

Park, I., Windschitl, P. D., Smith, A. R., Rule, S., Scherer, A. M., & Stuart, J. O. (2021). Context dependency in risky decision making: Is there a description-experience gap? *PloS one*, 16(2), e0245969.

Miller, J. E., Windschitl, P. D., Treat, T. A., & Scherer, A. M. (2020). Comparisons as predictors of people's beliefs about the importance of changing their health behaviors. *European Journal of Health Psychology*, 27(1), 14-29.

Smith, A. R., Windschitl, P. D., Rose, J. P. (2020) An integrated approach to biases in referent-specific judgments. *Thinking and Reasoning*, 26, 581-614.

Kaufman A. R., Twesten J.E., Suls J.M., McCaul K.D., Ostroff J.S., Ferrer R.A., Brewer N.T., Cameron L.D., Halpern-Felsher B., Hay J.L., Park E.R., Peters E., Strong D.R., Waters E.A., Weinstein N.D., Windschitl P.D., Klein W.M.P. (2020). Measuring cigarette smoking risk perceptions. *Nicotine and Tobacco Research*, 22, 1937-1945.

Witry, M. J., St. Marie, B. J., Viyyuri, B. R., & Windschitl, P. D. (2020). Factors influencing judgments to consult prescription monitoring programs: A factorial survey experiment. *Pain Management Nursing*, 21(1), 48-56.

Miller, J. E., Windschitl, P. D., Treat, T. A., & Scherer, A. M. (2019). Unhealthy and unaware? Misjudging social comparative standing for health-relevant behavior. *Journal of Experimental Social Psychology*, 85, Article 103873.

Gold, J. M., Stuart, J. O., Thiem, K. C., Field, R. W., Fernandez-Baca, J., and Windschitl, P. D. (2018). The unintended impact of smoking-risk information on concerns about radon: A randomized controlled trial. *Health Psychology*, 37, 1123-1133.

Windschitl, P. D., Smith, A. R., Scherer, A. M., & Suls, J. (2017). Risk it? Direct and collateral impacts of peers' verbal expressions about hazard likelihoods. *Thinking & Reasoning*, 23, 259-291.

Stuart, J. O., Windschitl, P. D., Smith, A. R., & Scherer, A. M. (2017). Behaving optimistically: How the (un)desirability of an outcome can bias people's preparations for it. *Journal of Behavioral Decision Making*, 30, 54-69.

Scherer, A. M., Bruchman, K., Windschitl, P. D., Rose, J. P., Smith A. R., Koestner, B., Snetselaar, L., & Suls, J. (2016). Sources of bias in people's social-comparative estimates of food consumption. *Journal of Experimental Psychology: Applied*, 22, 173-183.

Smith, A. R., & Windschitl, P. D. (2015). Resisting anchoring effects: The roles of metric and mapping knowledge. *Memory and Cognition*, 43, 1071-1084.

Scherer, A. M., Windschitl, P. D., & Graham, J. (2015). An ideological house of mirrors: Political stereotypes as exaggerations of motivated social cognition differences. *Social Psychology and Personality Science*, 6, 201-209.

Suls, J., Rose, J. P., Windschitl, P. D., & Smith, A. R. (2013). Optimism following a tornado disaster. *Personality and Social Psychology Bulletin*, 39, 691-702.

Windschitl, P. D., Bruchmann, K., Scherer, A. M., & McEvoy, S. D. (2013). Egocentrism in judging the effectiveness of treatments. *Basic and Applied Social Psychology*, 35, 325-333.

Windschitl, P. D., Scherer, A. M., Smith, A. R., & Rose, J. P. (2013). Why so confident? The influence of outcome desirability on selective exposure and likelihood judgment. *Organizational Behavior and Human Decision Processes*, 120, 73-86.

Smith, A. R., Windschitl, P. D., & Bruchman, K. (2013). Knowledge matters: Anchoring effects are moderated by knowledge level. *European Journal of Social Psychology*, 43, 97-108.

Scherer, A. M., Windschitl, P. D., & Smith A., R. (2013). Hope to be right: Biased information seeking following arbitrary and informed predictions. *Journal of Experimental Social Psychology*, 49, 106-112.

Bruchmann, K., Suls, J., Lee, S., Rose, J., Krizan, Z., & Windschitl, P. D. (2013) Searching for the limits and explanations of the non-selective superiority bias. *Social Psychological and Personality Science*. 4, 124-130.

Scherer, A. M., Windschitl, P. D., O'Rourke, J., & Smith A. R. (2012). Hoping for more: The influence of outcome desirability on information seeking and predictions about relative quantities. *Cognition*, 125, 113-117.

Caplan, D. J., Vela, K. C., Trope, M., Walton, R. E., & Windschitl, P. D. (2012). Patient Preferences Regarding 1-Visit Versus 2-Visit Endodontic Treatment. *Journal of Endodontics*, 38, 1322-1325.

Rose, J. P., Windschitl, P. D., & Smith, A. R. (2012). Debiasing egocentrism and optimism biases in repeated competitions. *Judgment & Decision Making*, 7, 761- 767.

Zikmund-Fisher, B. J., Windschitl, P. D., Exe, N., and Ubel, P. A. (2011) "I'll do what they did": Social norm information and cancer treatment decisions. *Patient Education and Counseling*, 85, 225-229

Smith, A. R., & Windschitl, P. D. (2011). Biased calculations: Numeric anchors influence answers to math equations. *Judgment and Decision Making*, 6, 139-146.

Rose, J. P., Suls, J., and Windschitl, P. D. (2011). When and why people are comparatively optimistic about future health risks: The role of direct and indirect comparison measures *Psychology, Health & Medicine*, 16, 475-483.

Rose, J. P., Windschitl, P. D., & Jenson, M. E. (2011). The joint influence of consensus information and situational information on trait inferences for targets and populations. *Social Cognition*, 29, 147-165.

Windschitl, P. D., Smith, A. R., Rose, J. P., & Krizan, Z. (2010). The desirability bias in predictions: Going optimistic without leaving realism. *Organizational Behavior and Human Decision Making*, 111, 33-47

Krizan, Z., & Windschitl, P. D. (2009). Wishful thinking about the future: Does desire bias optimism? *Social and Personality Psychology Compass*, 3, 227-243.

Chambers, J. R., & Windschitl, P. D. (2009). Evaluating one performance among others: The influence of rank and degree of exposure to comparison referents. *Personality and Social Psychology Bulletin*, 35, 776-792.

Windschitl, P. D., Rose, J. P., Stalkfleet, M., & Smith, A. R. (2008). Are people excessive or judicious in their egocentrism? A modeling approach to understanding bias and accuracy in people's optimism. *Journal of Personality and Social Psychology*, 95, 252-273.

Rose, J.P., Endo, Y., Windschitl, P.D., Suls, J. (2008). Cultural differences in unrealistic optimism and pessimism: The role of egocentrism and direct vs. indirect comparison measures. *Personality and Social Psychology Bulletin*, 34, 1236-1248.

Chambers, J. R., Epley, N., Savitsky, K., Windschitl, P. D. (2008). Knowing too much: Using private knowledge to predict how one is viewed by others. *Psychological Science*, 19, 542-548.

Rose, J. P. & Windschitl, P. D. (2008). How egocentrism and optimism change in response to feedback in repeated competitions. *Organizational Behavior and Human Decision Processes*, 105, 201-220.

Hofmann, W., & Windschitl, P. D. (2008). Judging a group from sampling members: How the subdivision of a minority affects its perceived size and influence. *Journal of Social Psychology*, 148, 91-104.

Kruger, J., Windschitl, P. D., Burrus, J., Fessel, F., & Chambers, J. R. (2008). On the rational side of egocentrism in social comparisons. *Journal of Experimental Social Psychology*, 44, 220-232.

Windschitl, P. D., Conybeare, D., & Krizan, Z. (2008). Direct-comparison judgments: When and why above- and below-average effects reverse. *Journal of Experimental Psychology: General*, 137, 182-200.

Krizan, Z., & Windschitl, P. D. (2007). The influence of outcome desirability on optimism. *Psychological Bulletin*, 133, 95-121.

Krizan, Z., & Windschitl, P. D. (2007). Team allegiance can lead to both optimistic and pessimistic predictions. *Journal of Experimental Social Psychology*, 43, 327-333.

Windschitl, P. D., & Krizan, Z. (2005). Contingent approaches to making likelihood judgments about polychotomous cases: The influence of task factors. *Journal of Behavioral Decision Making*, 18, 281-303.

Chambers, J. R., & Windschitl, P. D. (2004). Biases in social comparative judgments: The role of nonmotivated factors in above-average and comparative-optimism effects. *Psychological Bulletin*, 130, 813-838.

Windschitl, P. D., & Chambers, J. R. (2004). The dud-alternative effect in likelihood judgment. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 198-215.

Windschitl, P. D., Kruger, J., & Simms, E. N. (2003). The influence of egocentrism and focalism on

people's optimism in competitions: When what affects us equally affects me more. *Journal of Personality and Social Psychology*, 85, 389-408.

Chambers, J. R., Windschitl, P. D., & Suls, J. (2003). Egocentrism, event frequency, and comparative optimism: When what happens frequently is "more likely to happen to me." *Personality and Social Psychology Bulletin*, 29, 1343-1356.

Flugstad, A., & Windschitl, P. D. (2003). The influence of reasons on interpretations of probability forecasts. *Journal of Behavioral Decision Making*, 16, 107-126.

Windschitl, P. D., Young, M. E., & Jenson, M. E. (2002). Likelihood judgment based on previously observed outcomes: The alternative outcomes effect in a learning paradigm. *Memory and Cognition*, 30, 469-477.

Windschitl, P. D., Martin, R., & Flugstad, A. R. (2002). Context and the interpretation of likelihood information: The role of intergroup comparisons on perceived vulnerability. *Journal of Personality and Social Psychology*, 82, 742-755.

Windschitl, P. D. (2002). Judging the accuracy of a likelihood judgment: The case of smoking risk. *Journal of Behavioral Decision Making*, 15, 19-35.

Windschitl, P. D., & Young, M. E. (2001). The influence of alternative outcomes on gut-level perceptions of certainty. *Organizational Behavior and Human Decision Processes*, 85, 109-134.

Windschitl, P. D. (2000). The binary additivity of subjective probability does not indicate the binary complementarity of perceived certainty. *Organizational Behavior and Human Decision Processes*, 81, 195-225.

Windschitl, P. D., & Weber, E. U. (1999). The interpretation of "likely" depends on the context, but "70%" is 70%--right?: The influence of associative processes on perceived certainty. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 25, 1514-1533.

Wells, G. L., & Windschitl, P. D. (1999). Stimulus sampling and social psychological experimentation. *Personality and Social Psychology Bulletin*, 25, 1115-1125.

Windschitl, P. D., & Wells, G. L. (1998). The alternative-outcomes effect. *Journal of Personality and Social Psychology*, 75, 1411-1423.

Windschitl, P. D., & Wells, G. L. (1997). Behavioral consensus information affects people's inferences about population traits. *Personality and Social Psychology Bulletin*, 23, 148-156.

Windschitl, P. D., & Wells, G. L. (1996). Measuring psychological uncertainty: Verbal versus numeric methods. *Journal of Experimental Psychology: Applied*, 2, 343-364.

Windschitl, P. D. (1996). Memory for faces: Evidence of retrieval-based impairment. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 22, 1101-1122.

Windschitl, P. D., & Wells, G. L. (1996). Base rates do not constrain non-probability judgments. *Behavioral and Brain Sciences*, 19, 40-41.

Wells, G. L., Luus, C. A. E., & Windschitl, P. D. (1994). Maximizing the utility of eyewitness identification evidence. *Current Directions in Psychological Science*, 3, 194-197.

Belli, R. F., Windschitl, P. D., McCarthy, T. T., & Winfrey, S. E. (1992). Detecting memory impairment with a modified test procedure: Manipulating retention interval with centrally presented event items. *Journal of Experimental Psychology: Learning, Memory, & Cognition*, 18, 356-367.

CHAPTERS AND PUBLISHED REVIEWS:

Windschitl, P. D., & Stuart, J. O. (2015). *Optimism Biases: Type and Causes*. In Gideon Keren & George Wu (Eds.) *Handbook of Judgment and Decision Making*. Blackwell Publishing.

Seelau, E. P., Seelau, S. M., Wells, G. L., & Windschitl, P. D. (1995). Counterfactual constraints. In N. Roese & J. Olson (Eds.), *What might have been: The social psychology of counterfactual thinking*. (pp. 57-79). Hillsdale, NJ: Lawrence Erlbaum.

Wells, G. L., & Windschitl, P. D. (1993). What's in a question? [Review of the book *Questions About Questions*]. *Contemporary Psychology*, 38, 383-385.

CURRENT AND PAST RESEARCH SUPPORT:

Co-investigator (Yu-Hsiang Wu is PI), *Barriers and facilitators to over-the-counter hearing aids success: A patient journey approach*; HHS/NIH, \$3,150,745—2024-2029.

Co-investigator (Natoshia Askelson and Aaron Scherer as PIs), Project Title: *UI Advancing Research in Immunization Services Network Collaborating Center (ARISE)*, US Department of Health & Human Services, Centers for Disease Control & Prevention, \$1,750,000—2024-2029.

Principal Investigator (Andrew Smith as co-PI), *Collaborative Research: Assessments and Stances Regarding the Uncertainty of (Un)Desired Outcomes*, SES1851738, National Science Foundation, 2019-2022 (extended to 2024), \$309,422 for Iowa portion.

Principal Investigator, *Joint Influences on Perceived Vulnerability and Behavior*. National Science Foundation, 2010-2014 (extended to 2016), \$587,431.

Subaward PI, (Peter Ubel as PI from University of Michigan), Identifying and reducing cognitive biases created by decision aids. National Cancer Institute, 2010, \$17,599.

Principal Investigator, *The Influence of Outcome Desirability on Optimism*. National Science Foundation, 2007-2009, \$174,467.

Co-investigator (Jerry Suls as PI), *Vulnerability Beliefs and Actions Following a Tornado Disaster*.

National Science Foundation, 2006-2007, \$96,741.

Principal Investigator, *Exploring the Links Between Probability Judgments and Comparative Judgments [and the Biases that Influence Them]*. National Science Foundation, 2003-2006, \$203,197.

Principal Investigator, *Processes Mediating Judgments of Likelihood*. National Science Foundation, 2000-2003, \$178,664.

Old Gold Summer Fellowships, University of Iowa, Summers 1998 & 2000.

TEACHING AND STUDENT SUPERVISION

COURSES TAUGHT:

PSY:2501 Introduction to Social Psychology
PSY:3570 Social Cognition
PSY:3580 Judgment and Decision Making
PSY:4020 Laboratory in Psychology
PSY:6510 Advanced Social Cognition
PSY:6590 Judgment and Decision Making
PSY:7150 Current Topics: Social Judgment and Decisions Processes
PSY:7150 Current Topics: Judgment and Decisions Processes
PSY:7510 Social Psychology Seminar
PSY:3994, PSY:3995, PSY:7110, PSY:7130 (individual instruction and research courses)

CURRENT PH.D. STUDENT SUPERVISION:

Jeremy Strueder
Piper Clark

PAST PH.D. DISSERTATION SUPERVISION:

Inkyung Park (June, 2024)
Jane Miller (May, 2023)
Jillian O'Rourke Stuart (August, 2016)
Aaron Scherer (May, 2014)
Andrew Smith (July, 2011)
Jason Rose (July, 2009)
Zlatan Krizan (June, 2007)
Mary Jenson (May, 2006)
John Chambers (January, 2005)
Mollie Marti (Summer, 1999)

SERVICE

DEPARTMENT/COLLEGE/UNIVERSITY SERVICE

UI CLAS Undergraduate Educational Policy and Curriculum Committee, 2025-26
 Director of Undergraduate Studies, Dept of PBS, 2021-present
 Advisor for UI Psi Chi Chapter & PsychIowa, 2023-present
 PBS Teaching Observation Committee, 2011-present
 Director for PSB Course Planning 2011-present
 Extended Faculty Advisory Committee, 2021-present
 Member of Data Safety Monitoring Board for a UI project in Philosophy, 2018-
 College of Liberal Arts and Sciences Fall Scholarship Committee, University of Iowa, 2022-24
 Promotion & Tenure Committees at UI outside PBS, 2015, 2020, 2022
 Mentor & Advisory Committees for Assistant Professors at UI outside of PBS
 Faculty Advisory Committee, 2018-2021
 Committee for Graduate Studies, 2015-2018
 Research Participation Pool Committee, 2008-2018
 Tenure, Promotion, & Annual Review Committees, 2004-2018
 Presenter for University of Iowa's You@UI Day, October 2018
 Faculty Senate Member, University of Iowa, 2014-2017
 PBS New Building Committee, 2010-2017
 Extended Faculty Advisory Committee, 2011-2017
 Associate Chair of the Department, 2011-2017
 Department Restructuring Committee, Summer 2015
 Research Participation Pool Committee Chair, Spring 2015
 Presenter for Iowa Student Psychology Association, 2012, 2014
 Member of Social Psychology Faculty Search Committee, 2012-2013
 Faculty Advisory Committee, 2007-2011
 Coordinator of the Social Psychology Area, 2003-2012
 Committee for Graduate Studies, 2003-2012
 Chair of Personality and Social Psychology Faculty Search Committee, 07-08; 08-09; 09-10; 10-11
 Research Participation Pool Committee Chair, 2010-2012
 Psychology Department Colloquium Coordinator, 2006-2010
 Assisted in organizing Psychology/Sociology Social Psychology Brown Bag Series 2006-2008
 Faculty Assembly, Alternate Unit Representative, 2000-2006
 Departmental Diversity Committee, 2005-2006
 Brown Bag Coordinator, 2002-2006
 Group Testing Coordinator, Fall 2005
 Chair of Research Participation Pool Committee, 2004
 Chair of Personality and Social Psychology Faculty Search Committee, 2004-2005
 Personality and Social Psychology Faculty Search Committee, 2003-2006
 Faculty Advisory Committee, 2001-2004
 Virtual Classroom Committee, 2002-2004
 University Honors Program Review Committee, 2003
 Cognition and Perception Faculty Search Committee, 2002-2003
 Technical Support Search Committee, 2002
 Participant in Conversation on Key Knowledge and Skills for University Success, 2001
 Reading Group Coordinator, Summer 2000

Committee for Revision of Promotion and Tenure Procedures, 1998-2000
Human Subjects Research Review Committee, 1998-1999

PROFESSIONAL SERVICE

Associate Editor:

Management Science, Decision Analysis Section, 2012-present

Editorial Boards:

Journal of Personality and Social Psychology, 2024-present

Blackwell's Social and Personality Psychology Compass, 2007-present

Journal of Behavioral Decision Making, 2002-present

Psychological Science, 2009-2011

Journal of Experimental Psychology: Learning, Memory, and Cognition, 2003-2006.

Ad Hoc Journal Reviewer: I have reviewed for over 40 journals.

Other Reviewing:

Served as reviewer for other competitions or organizations (e.g., Proposal Reviewer for National Science Foundation; Reviewer for Society for Judgment and Decision Making Conference Submissions; External Reviewer for Promotion/Tenure Cases; Committee Member for the Hillel Einhorn New Investigator Award; Panelist for National Science Foundation's Social Psychology Program).