

Victoria A. Shaffer, Ph.D.
Wichita State University

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Education:

Ohio State University, Ph.D., Quantitative Psychology, 2005

Ohio State University, M.A., Quantitative Psychology, 2002

West Chester University, B.A., Psychology, 2000
Honors program, Summa Cum Laude

Faculty Positions:

Assistant Professor, Department of Psychology: Wichita State University 2005-present

Director, Decision Making Research Lab: Wichita State University 2006-present

Professional Positions:

Lead Analyst, Social Science Automation: Columbus, OH. Description: Developing and evaluating methods for the remote assessment of world leaders. February, 2004 to July, 2005.

Grants Funded:

Title: *How the Valence and Content of Narratives Influence Information Search*

Role: PI

Sponsor: Foundation for Informed Medical Decision Making

Amount received: \$103,692

Title: *The effect of testimonials on patient decision aids: The role of numeracy, literacy, and decision-making style.*

Role: PI

Sponsor: Foundation for Informed Medical Decision Making

Amount received: \$99,999

Title: *A comparison on in house and outsourced incentive programs*

Role: PI

Sponsor: Online Incentive Council

Amount received: \$10,169

Title: *Investigating the factors affecting patient perception of computer-based diagnostic aids.*

Role: PI

Sponsor: Wichita State University

Amount received: \$4,500

Honors, Awards, and Fellowships:

- Invited speaker at the 2010 Medical Editors Meeting of the Foundation for Informed Medical Decision Making.
- Invited participant at the 2010 Summer Institute on Informed Patient Choice, Dartmouth College.
- Invited participant at the 2009 APA Science and Leadership Conference
- Received 2008 summer support fellowship from the College of Arts & Sciences at Wichita State University
- Invited participant at the 2004 Summer Institute on Bounded Rationality, Max Planck Institute for Human Development.
- College of Arts and Sciences student research grant, West Chester University, 2000.
- College of Arts and Sciences student research grant, West Chester University, 1999.
- 1999-2000 Student of the Year: Psychology Department, West Chester University.
- Honorable Mention: College of Arts and Sciences Student of the Year- 1999-2000, West Chester University.
- Invited participant at a National Science Foundation Conference on rural youth and their transition from school to work, 1999.

Refereed Manuscripts:

Shaffer, V. A., Templin, S., & Hulsey, L. (under review). The effect of narratives in patient decision aids (PtDAs): Implications for treatment choice and patient satisfaction. Submitted to *Medical Decision Making*.

Merkle, E. C. & Shaffer, V. A. (forthcoming). Binary recursive partitioning as an alternative to regression in Psychology. *British Journal of Mathematical and Statistical Psychology*.

Medow, M. A., Arkes, H. R., & Shaffer, V. A. (2010). Specialists or decision aids: Who/what is attended to more? *Journal of General Internal Medicine*, 25(4), 316-320.

Lambdin, C. G. & Shaffer, V. A. (2009). Are within-subjects designs transparent? *Judgment and Decision Making*, 4(7), 554-566.

Shaffer, V. A. & Arkes, H. R. (2009). Preference reversals in the evaluation of cash versus noncash incentives. *Journal of Economic Psychology*, 30, 859-872.

Shaffer, V.A. & Hulsey, L. (2009). Are patient decision aids effective? Insight from revisiting the debate between correspondence and coherence theories of judgment. *Judgment and Decision Making*, 4 (2), 141-146.

Arkes, H. R., Shaffer, V. A. & Medow, M. A. (2008). The influence of a physician's use of a diagnostic decision aid on the malpractice verdicts of mock jurors. *Medical Decision Making*, 28 (2), 201-208.

- Shaffer, V. A. & Shaffer, L. S. (2007). The use of recipe knowledge in medicine. *International Journal of Technology, Knowledge and Society*, 2 (7), 73-80.
- Arkes, H. R., Shaffer, V. A., & Medow, M. A. (2007). Patients derogate physicians who use a computer-assisted diagnostic aid. *Medical Decision Making*, 27 (2), 189-202.
- Arkes, H. R., Shaffer, V. A., & Dawes, R. (2006). Comparing holistic and disaggregated ratings in the evaluation of scientific presentations. *Journal of Behavioral Decision Making*, 19, 429-439.
- Robles, T. R., Shaffer, V. A., Malarkey, W. B., Glaser, R., & Kiecolt-Glaser, J. K. (2006). Positive behaviors during marital conflict: Influences on stress hormones. *Journal of Social and Personal Relationships*, 23(2), 305-325.
- Shaffer, V. & Renner, M. (2000). Black and white colobus monkeys (*colobus guereza*) do not show mirror self-recognition. *International Journal of Comparative Psychology*, 13, 154-160.

Book Chapters:

- Arkes, H. R. & Shaffer, V.A. (2006). Should we use decision aids or gut feelings? In C. Engel and G. Gigerenzer (Eds.), Heuristics and the law. Dahlem Workshop Report 94. (pp. 411-424) Cambridge, M.A.: The MIT Press.

Other Manuscripts:

- Jeffrey, S. A. & Shaffer, V. A. (2007). The motivational properties of tangible incentives. *Compensation and Benefits Review*, 39, 44-50.

Conference Presentations:

- Shaffer, V. A., Templin, S., Hulsey, L, & Barr, A. (2009). The effect of testimonials in patient decision aids. Society for Medical Decision Making: Hollywood, CA.
- Shaffer, V. A., Templin, S., Hulsey, L. & Barr, A. (2009). The effect of testimonials in patient decision aids: The role of numeracy, literacy, and decision making style. Society for Judgment and Decision Making: Boston, MA.
- Hulsey, L. & Shaffer, V. A. (2009). Exploring the influence of pictographic representations of statistical information. Society for Judgment and Decision Making: Boston, MA.
- Shaffer, V. A., Templin, S., Broomell, S., & Hulsey, L. (2008). Perceptions of physicians using diagnostic support systems. Society for Medical Decision Making: Philadelphia, PA.
- Hulsey, L & Shaffer, V. A. (2008). Individual differences in the impact of anecdotal evidence on treatment choice. Society for Medical Decision Making: Philadelphia PA.

- Probst, C. A., Shaffer, V. A., & Chan, R. (2008). Individual differences in physicians' willingness to use computer-based diagnostic support systems. Society for Medical Decision Making: Philadelphia, PA.
- Hulsey, L & Shaffer, V. A. (2008). Individual differences in the impact of anecdotal evidence on treatment choice. Society for Judgment and Decision Making: Chicago, IL.
- Lambdin, C. & Shaffer, V. A. (2008). Are within-subjects designs "transparent"? Society for Judgment and Decision Making: Chicago, IL.
- Probst, C. A., Shaffer, V. A., Lambdin, C. G., Arkes, H. R., & Medow, M. A. (2007). Ratings of physicians relying on experts versus physicians relying on decision aids. Society for Judgment and Decision Making: Long Beach, CA.
- Lambdin, C. G. & Shaffer, V. A. (2007). The great between-subjects assumption. Society for Judgment and Decision Making: Long Beach, CA.
- Shaffer, V. A. (2007). The use of technology in applied decision-making analysis in Psychology. American Psychological Association: San Francisco, CA.
- Arkes, H. R., Shaffer, V. A., & Medow, M. A. (2007). The influences of a physician's use of a diagnostic decision aid on the malpractice verdicts of mock jurors. Society of General Internal Medicine: Toronto, ON.
- Shaffer, V. A., Marks, M., Arkes, H. R., & Lambdin, C. G. (2006). Debiasing our inability to disregard knowledge. Society for Judgment and Decision Making: Houston, TX.
- Arkes, H. R., Shaffer, V. A., & Medow, M. (2006). The influence of decision aid usage on medical malpractice verdicts. Society for Judgment and Decision Making: Houston, TX.
- Arkes, H. R., Shaffer, V. A., & Medow, M. A. (2006). Does decision aid use influence malpractice verdicts? Society for Medical Decision Making, Cambridge, MA.
- Medow, M. A., Arkes, H. R., & Shaffer, V. A. (2006). Patients derogate physicians who use a computer-assisted diagnostic aid. Society for General Internal Medicine, Midwest Regional Meeting: Chicago, IL.
- Shaffer, V. A. & Shaffer, L. S. (2006). The use of recipe knowledge in medicine. International Society for Knowledge and Technology: Montreal, QC.
- Marks, M., Arkes, H. R., White, R., Shaffer, V., Houllis, E., & Shoots, B. (2006). A study regarding the disregarding of knowledge. American Psychological Society, New York, NY.

- Arkes, H. R., Marks, M., White, R., Shaffer, V. A., Houlis, E., & Shoots, B. (2005). A study regarding the disregarding of knowledge. Society for Judgment and Decision Making: Toronto, ON.
- Arkes, H. R., Shaffer, V. A., & Medow, M. (2005). The derogation of physicians who use decision aids. Society for Judgment and Decision Making: Toronto, ON.
- Arkes, H. R., Shaffer, V. A., & Medow, M. (2005). The derogation of physicians who use decision aids. American Psychological Society, Los Angeles, CA.
- Shaffer, V. A., & Young, M. (2005). Evaluating and improving techniques for the remote assessment of foreign policy leaders. International Studies Association: Honolulu, HI.
- Arkes, H. R., Shaffer, V. A., White, R., Broomell, S., Avner, N., & Anthony, E. (2004). Debiasing the sunk cost effect by "punctuating" mental accounts. Society for Judgment and Decision Making: Minneapolis, MN.
- Shaffer, V. A., Arkes, H. R., White, R., Broomell, S., Avner, N., Staarmann, A., Braun, A., & Anthony, E. (2004). Preference reversals in cash versus non-cash incentives. Society for Judgment and Decision Making: Minneapolis, MN.
- White, R., Arkes, H. R., Shaffer, V. A., Avner, N., Braun, A., Staarmann, A., & Broomell, S. (2004). All funds are not created equal: The case of gift cards versus cash. Society for Judgment and Decision Making: Minneapolis, MN.
- Shaffer, V. A. & Arkes, H. R. (2003). The reliability of holistic versus disaggregated ratings. Society for Judgment and Decision Making: Vancouver, BC.
- Robles, T. R., Shaffer, V. A., Malarkey, W. B., Glaser, R., & Kiecolt-Glaser, J. K. (2003). Cortisol and marital conflict: Positive behaviors make a difference. American Psychosomatic Society: Phoenix, AZ.
- Arkes, H. R., Dawes, R. M., & Shaffer, V. A. (2002). Holistic versus disaggregated ratings in the evaluation of scientific convention presentations. Society for Judgment and Decision Making: Kansas City, KS.
- White, R., Shaffer, V. A., & Arkes, H. R. (2002). Does the pursuit of information influence choice? Society for Judgment and Decision Making: Kansas City, KS.
- Shaffer, V. A., & Arkes, H. R. (2002). The effect of familiarity on confidence judgments and accuracy: Differences in high and low achieving students. Society for Judgment and Decision Making: Kansas City, KS.
- Shaffer, V.A. & Renner, M.J. (2001). Black and white colobus monkeys (*colobus guerza*) do not show self-recognition. Comparative Cognition Conference: Orlando, FL.

Shaffer, V.A. & Renner, M.J. (2001). Black and white colobus monkeys (*colobus guerza*) do not show self-recognition. Eastern Psychological Association: Washington, DC.

Shaffer, V.A., Greenday, K., & Renner, C.H. (2000). Preliminary evaluation of the use of audio boxes as an educational Tool. Eastern Psychological Association: Baltimore, MA.

Renner, M.J., Shaffer, V.A., Durbano, A., & Baker, A. J. (2000). Comparison of captive black and white colobus monkey (*colobus guereza*) behavior in two exhibits. Eastern Psychological Association: Baltimore, MA.

Shaffer, V.A. & Renner, C.H. (1999). "I've heard that before, therefore I know it": The validity effect in the classroom. Society for Judgment and Decision-Making: Los Angeles, CA.

Shaffer, V.A. (1999). Factors that affect the transition to post-secondary education for students with disabilities. Presented at a working conference funded by the National Science Foundation entitled: "Rural Youth and their Transition from School to Work". Norfolk, VA.

Courses taught:

Psychological Statistics: undergraduate course
Biological Foundations: graduate survey course
Judgment and Decision Making: graduate seminar

Graduate Student Supervision:

Advisor to four Ph.D. students
Member of nine dissertation committees

Professional Memberships:

Society for Judgment and Decision Making