

BRITTANY SHOOTS-REINHARD, PHD

The Ohio State University

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EDUCATION

- PhD **Major Area:** Social Psychology The Ohio State University (June, 2012)
Minor Area: Quantitative Psychology **Candidacy Exams passed:** October, 2008
Advisor: Richard E. Petty
- MA **Major Area:** Social Psychology The Ohio State University (June, 2008)
Advisor: Richard E. Petty
- BS **Major Area:** Psychology The Ohio State University (June, 2006)
magna cum laude, with research distinction for Senior Honor's Thesis

PROFESSIONAL EXPERIENCE

- Research Asst. Professor** 2019-present The Ohio State University, Columbus, OH
- Principal investigator for funded projects involving driving safety, risk communication, and interventions to improve math ability
 - Supervision of undergraduate research assistants and research projects
 - Prepare research publications, presentations, and research reports for academic journals, funders, and public
- Sr. Research Associate** 2019-present University of Oregon, Eugene, OR
- Co-investigator for funded projects involving antecedents and consequences of numeracy (e.g., interventions to improve math ability; effects of perceived and actual math ability on decision making, health and financial outcomes)
 - Prepared research publications, presentations, and research reports for academic journals, funders, and public
 - Supervised hiring and training of research assistants and student-led research projects
- Sr. Research Associate** 2018-2019 The Ohio State University, Columbus, OH
- Principal investigator for funded projects involving predictors of distracted driving
 - Co-investigator for funded projects involving antecedents and consequences of numeracy (e.g., interventions to improve math ability; effects of perceived and actual math ability on decision making, health and financial outcomes)
 - Managed data collection, data archives, and human subject compliance for lab
 - Prepared research publications, presentations, and research reports for academic journals, funders, and public
 - Managed budgets and financial reports; assist PI with financial planning
 - Supervised hiring and training of research assistants and student-led research projects
- Research Associate II** 2015-2018 The Ohio State University, Columbus, OH
- Acted as project director for funded projects including antecedents and consequences of numeracy (e.g., interventions to improve math ability; effects of perceived and actual math ability on decision making, health and financial outcomes), 2) efficacy of tobacco warning labels, 3) psychological predictors, strategies for reducing distracted driving
 - Managed data collection both in lab and online including multiple longitudinal projects
 - Coordinated data archives and human subject compliance
 - Prepared research publications, presentations, reports for journals, funders and public

- Managed budgets, make budget projections, and assist PI with financial planning
- Supervised undergraduate and paid research assistants, student-led research projects
- Developed online training modules for data collection, coding, cleaning, and analysis
- Implemented work sample tests, scored applications for personnel selection

Lecturer 2014-2017 The Ohio State University, Columbus, OH

- Instructor of **Research Methods in Psychology, Organizational Psychology** (personal selection and placement, training, motivation, satisfaction, retention, etc.), **Judgment and Decision Making, Psychology of Personal Security** (perception of risk and safety, stress and coping, aggression and violence, and terrorism), **Stereotyping and Prejudice, General Psychology Social Psychology** (and second-level writing course), **Social Psychology Lab** (research proposal, data analysis and collection, and APA-style research articles, oral presentations, and posters), **Interpersonal Relationships**
- Designed assessments to measure lecture effectiveness and depth of student learning
- Maintained course website featuring on-line quizzes and discussions
- Average Student Evaluation of Instructor: 4.6/5.0

Visiting Assistant Professor 2012-2013 The Ohio State University at Marion, OH

- Instructor of **Introduction to Social Psychology, Stereotyping and Prejudice, General Psychology**, and **Interpersonal Relationships**
- Average Student Evaluation of Instructor: 4.9/5.0

Lecturer 2008-2012 The Ohio State University, Columbus, OH

- Instructor of **Introduction to Social Psychology** (writing intensive), **Stereotyping and Prejudice**
- Average Student Evaluation of Instructor: 4.6/5.0

Research Assistant 2006-2012 The Ohio State University, Columbus, OH

- Design and statistical analysis of research on persuasive communications (e.g., advertisements, consumer reports, jury trial briefs, etc.), personality variables, attitudes, goals, judgments, behavior.
- Presented at national conferences and in peer-reviewed scientific publications.

FIELDS OF SPECIALIZATION

Social Psychology; Judgment and Decision Making; Persuasive Communication; Numeracy, Risk Perception; Affect; Legal, Health, and Financial Decision Making; Organizational Psychology; Attitude Measurement; Social Cognition

GRANT-WRITING EXPERIENCE

Shoots-Reinhard, B. (PI), & Peters, E. (co-PI). (under review). An evidence-based approach to driver safety communications: Investigating Move Over laws. Submitted to Ohio Department of Transportation as modification/extension of current award.

Peters, E. (PI), **Shoots-Reinhard, B. (co-PI)**, & Markowitz, D. (under review). *Numeric self-efficacy, objective numeracy, and overconfidence*. Submitted to National Science Foundation.

Shoots-Reinhard, B. (PI). (2019). *Cyber risk and security in young adults: Risk perception, risk knowledge, and risky online behavior*. Invited submission to The Risk Institute at Fisher College of Business.

Pierce, S. (student), **Shoots-Reinhard, B. (advisor)**, Petty, R., & Peters, E. (funded 2019) *Metacognitive Certainty in Numeracy*. Funded by Decision Sciences Collaborative at Ohio State University.

- Shoots-Reinhard, B. (PI)**, Zhenhau C. (co-PI), Renaud, P. (co-PI) & Peters, E. (co-PI). (funded 2019). *An evidence-based approach to young driver safety communication and distracted driving prevention*. Invited submission to Ohio Department of Public Safety.
- Peters, E. (PI), Cravens-Brown, L. (co-PI), **Shoots-Reinhard, B. (co-PI)**. (funded 2019). *The Improving Numeracy Project: Learning math to promote academic success and lead students to healthier and wealthier lives*. Submitted to Ohio State University Student Academic Success Research (SASR) Grants program.
- Shoots-Reinhard, B. (PI)** & Peters, E. (co-PI). (funded 2019). *Developing evidence-based approaches to anti-distracted driving communication*. Invited submission to Ohio Department of Transportation.
- Shoots-Reinhard, B. (PI)** & Peters, E. (co-PI). (funded 2019). *Challenges to distracted driving enforcement: Survey of law-enforcement officers*. Invited submission to Ohio Department of Transportation.
- Peters, E. (PI), Fujita, K. (Co-I), **Shoots-Reinhard, B. (program director)**, & Bjalkebring, P. (post-doc). (2018). *Numeric self-efficacy and motivation in judgment and choice*. Submitted to National Science Foundation.
- Peters, E. (PI), & **Shoots-Reinhard, B. (Co-I)**. (2018). *A comprehensive, empirically validated reference tool for traffic safety communication: A psychological and experimental approach*. Submitted to AAA Foundation.
- Peters, E. (PI), **Shoots-Reinhard, B. (Co-I)**, Randall, A., Erel, I., & Renaud, P. (funded 2017). *Psychology of distracted driving*. Funded by The Risk Institute at Fisher College of Business.

PUBLICATIONS

- Shoots-Reinhard, B.**, Erford, B., Romer, D., Tompkins, M.K., Shoben, A., Klein, E., & Peters, E. (under review, Health Psychology). *Numeracy and memory for risk probabilities and risk outcomes on cigarette warning labels*.
- Chesney, D., **Shoots-Reinhard, B.**, & Peters, E. (under review, Journal of Numerical Cognition). *The causal impact of objective numeracy on judgments: Improving numeracy via symbolic and non-symbolic approximate arithmetic training yields more consistent risk judgments*
- Shoots-Reinhard, B.** & Peters, E., & Svensson, H.* (2019). An evidence-based approach to driver safety communications: Best practices and literature review. *Report commissioned by the Ohio Department of Transportation*.
- Shoots-Reinhard, B.** & Peters, E., & Svensson, H.* (2019). Identifying challenges to distracted driving enforcement: A survey of law enforcement officers and prosecutors. *Report commissioned by the Ohio Department of Transportation*.
- Peters, E., Tompkins, M.K., Knoll, M., Ardoin, S., **Shoots-Reinhard, B.**, Meara, A. (2019). Despite high objective numeracy, lower numeric confidence relates to worse financial and medical outcomes. *Proceedings of the National Academy of Sciences*, 116(39), 19386-19391.
- Peters, E., **Shoots-Reinhard, B.**, Shoben, A., Evans, A.T., Klein, E., Tompkins, M.K., Romer, D., & Tusler, M. (2019). Pictorial warning labels and memory for cigarette health-risk information over time. *Annals of Behavioral Medicine*, 53(4), 358-371.
- Peters, E. & **Shoots-Reinhard, B.** (2018). Don't throw the baby out with the bath water: Commentary on Kok, Peters, Kessels, ten Hoor, and Ruiter. *Health Psychology Review*, 12 (2), 140-143.

- Shoots-Reinhard, B.** & Peters, E. (2018). A summary of two surveys on the psychological predictors of self-reported distracted driving. *Report prepared for The Risk Institute at Fisher College of Business.*
- Peters, E., **Shoots-Reinhard, B.**, Tompkins, M. K., Schley, D., Meilleur, L., Sinayev, A, Tusler, M., Wagner, L., Crocker, J. (2017). Improving numeracy through values affirmation enhances decision and STEM outcomes. *PLoS ONE*, 12(7), e0180674.
- Shoots-Reinhard, B.**, Petty, R. E., DeMarree, K. G., & Rucker, D. D. (2015). Personality certainty and politics: Increasing the predictive utility of individual-difference inventories. *Journal of Political Psychology*, 36(4), 415-430.
- Shoots-Reinhard, B.**, Rucker, D. D., Petty, R. E., & Shakarchi, R. (2014). Not all contrast effects are created equal: extent of processing affects contrast strength. *Journal of Applied Social Psychology*, 44(8), 523-535.
- Arkes, H. R., **Shoots-Reinhard, B.**, & Mayes, R. M. (2012). Disjunction between probability and verdict in juror decision making. *Journal of Behavioral Decision Making*, 25(3), 276-294.

PROJECTS

- Evans, A., Peters, E., & **Shoots-Reinhard, B.** (in preparation). *Antecedents and consequences of smokers' reactance to emotional cigarette warning labels.*
- Shoots-Reinhard, B.** & Peters, E. (in preparation). *Coherence of risk perceptions and understanding of risk information: The role of numeracy.*
- Shoots-Reinhard, B.** & Peters, E., & Svensson, H.* (in preparation). *The psychology of distracted driving and reduction methods.*
- Bjälkebring, P., Tompkins, M. K., **Shoots-Reinhard, B.**, & Peters, E. (in process). *Altering number motivations through subjective numeracy.*
- Shoots-Reinhard, B.**, Svensson, H.,* & Peters, E. (in process). *Expert vs. lay understanding of risk: Traffic safety beliefs and priorities in law enforcement professionals and drivers.*
- Shoots-Reinhard, B.**, Peters, E., Bjälkebring, P., Svensson, H.* (in process). *Numeric competencies in children.*
- Shoots-Reinhard, B.**, Pierce, S.,* Peters, E., & Petty, R. E. (in process). *Certainty, subjective numeracy, and objective numeracy in decision making.*
- Shoots-Reinhard, B.**, Peters, E., & Cravens-Brown, L. (in process). *The Improving Numeracy Project.*
- Reiter, J.*, **Shoots-Reinhard, B.**, & Bjälkebring, P. *Overconfidence, Political Ideology, And The Dark Triad.*
- Huang, J.* & **Shoots-Reinhard, B.** *Communication About Sustainability.*

*undergraduate student or mentee

PRESENTATIONS

- Shoots-Reinhard, B.**, Petes, E., & Svensson, H. (2019). *The Psychology of Cellphone Use While Driving (CUWD): Working Towards Reducing Driver Distraction.* Lecture given to Center for Injury Research and Prevention, Nationwide Children's Hospital, Columbus, OH.
- Shoots-Reinhard, B.** (2019). *Targeting young drivers' risky behavior.* Lecture given to Teens Behind the Wheel: A day devoted to young drivers' safety, Columbus, OH.

- Shoots-Reinhard, B.,** Peters, E. (2019). *The psychology of cellphone use while driving (CUWD): Working towards reducing driver distraction*. Lecture given to Risk Institute Distracted Driving Initiative Annual Meeting, Columbus, OH.
- Renaud, P. & **Shoots-Reinhard, B.** (2019). *Putting the brakes on distracted driving*. Lecture given to American Traffic Safety Services Association Conference, Columbus, OH.
- Shoots-Reinhard, B.,** Peters, E. (2019). *The psychology of distracted driving and working towards reducing driver distraction*. Lecture given to Community Engagement Conference, Columbus, OH.
- Shoots-Reinhard, B.,** Peters, E. (2018). *The psychology of distracted driving and attitudes towards reduction methods*. Lecture given to State of Ohio Distracted Driving Task Force, Columbus, OH.
- Shoots-Reinhard, B.,** Peters, E., Shoben, A., Evans, A.T., Klein, E., Tompkins, M.K., Romer, D., & Tusler, M. (2018). *Pictorial warning labels and memory for cigarette health-risk information over time*. Lecture given at OSU-CERTS Seminar Series, Columbus, OH.
- Shoots-Reinhard, B.,** Peters, E. (2018). *The psychology of distracted driving and attitudes towards reduction methods*. Lecture given to Risk Institute Distracted Driving Initiative Annual Meeting, Columbus, OH.
- Shoots-Reinhard, B.** (2014). *Beyond the giving myths: The science of giving and volunteering*. Lecture given at the Humanism at Work conference held by Foundation Beyond Belief: Chicago, IL.
- Shoots-Reinhard, B.,** Petty, R. E., & Briñol, P. (2012). *Value from certainty: The effect of attitude certainty on willingness to pay*. Oral presentation given at the annual meeting of the Midwestern Psychological Association: Chicago, IL.
- Shoots-Reinhard, B.,** DeMarree, K. G., Rucker, D. D., Petty, R. E. (2011). *Personality certainty: Increasing the predictive utility of personality scales*. Oral presentation given at the annual meeting of the Midwestern Psychological Association: Chicago, IL.
- Shoots-Reinhard, B.,** DeMarree, K. G., Rucker, D. D., Petty, R. E. (2011). *Personality certainty: Increasing the predictive utility of personality scales*. Oral presentation given at the Hayes Graduate Research Forum, The Ohio State University: Columbus, OH.