

# Jason L. Harman

## Curriculum Vita

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Louisiana State University

Department of Psychology

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### EMPLOYMENT

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Louisiana State University 2015-present  
Assistant Professor  
Industrial and Organizational Psychology  
Department of Psychology

PNC Achievement Sessions, Instructor and Consultant 2014-present  
<https://www.pnc.com/pnc-achievement-sessions/en/home/instructors.html#jasonl.harman>

Carnegie Mellon University 2012-2015  
Postdoctoral Research Fellow  
Social and Decision Sciences Department  
Dynamic Decision Making Lab: Cleotilde Gonzalez, Director

Ohio University, Adjunct Instructor 2010-2012

### EDUCATION

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Ohio University 2004-2012  
Ph.D., Experimental Psychology 2012  
Area: Social Judgment and Behavioral Decision Making  
Concentration: Quantitative Psychology  
M.S., Experimental Psychology 2007  
Bowling Green State University 1999-2003  
B.A., Psychology 2003

### RESEARCH INTERESTS

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Dynamic Decision Making, Organizational Behavior, Consumer Behavior,  
Cognitive Models, Goals and Goal Pursuit, Applied Decision Science

### GRANTS

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Principal Investigator 2016-2018  
*Submitted* *Unifying decision science through memory based models of preference and decision making.* Board of Regents  
Research competitiveness Subprogram (\$186,875)

Principal Investigator 2013-2015 <i>Funded</i>	<i>Understanding and influencing consumer behavior and decision making around saving for retirement and investing.</i> PNC Center for Financial Services Innovation (\$11,880)
Co PI 2015-2018 <i>Unfunded</i>	<i>Understanding Customer's Behavior over Time: A Key to Successful Management and Marketing Decisions.</i> PNC Center for Financial Services Innovation (\$327,539)
University Awards 2015/16	
	Teaching Enhancement Fund (\$500 <i>funded</i> )
	<i>Risk, Retirement, &amp; Financial Well-Being.</i> Economic Development Assistantship (\$102,800 <i>unfunded</i> )
	<i>Human Trust in Recommender Systems.</i> LSU Office of Research and Economic Development Junior Faculty Travel Grant (\$750 <i>funded</i> )
	<i>Do Maximizing Scales Predict Maximizing Behavior in Decisions from Experience?</i> 2016 Counsel on Research Summer Stipend Program (\$5,000 <i>unfunded</i> )

## HONORS AND AWARDS

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University College Tiger Athletic Foundation Teaching Award 2016 (\$2,000)  
 Selected participant, Summer Institute on Bounded Rationality, Max Planck Institute for Human Development, 2015  
 Selected participant, 22<sup>nd</sup> annual ACT-R Summer School & Workshop, Carnegie Mellon University, 2015  
 College of Arts and Sciences 2012 Outstanding Graduate Teacher  
 Midwest Cognitive Science Society 2011 best student presentation award “Lost causes and unobtainable goals: Dynamic choice in a multiple goal seeking environment.”

## PUBLICATIONS

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Weinhardt, J., Hendijani, R., **Harman, J. L.**, Steel, P., & Gonzalez, C. (2015). Second Guessing Yourself: Cognitive Reflection and Global Thinking Increases Understanding of Stock-Flow Problems. *Journal of Operations Management*. doi:10.1016/j.jom.2015.07.003

**Harman, J. L.**, & Gonzalez, C. (2015). Allais from Experience: Choice consistency, rare events, and common consequences in repeated decisions. *Journal of Behavioral Decision Making*. Vol. 28, No. 4, p. 369-381.

González-Vallejo, C., Cheng, J., Phillips, N., Chimeli, J., Bellezza, F., **Harman, J. L.**, Lassiter, G. D., Lindberg, M. J. (2013). The Effects of Early Positive Information on Final Evaluations: Dominance, the Deliberation-Without-

- Attention Effect, and a Test of a Dynamic Judgment Model. *Journal of Behavioral Decision Making*. Vol. 27, No. 3, p. 209-225.
- González-Vallejo, C., **Harman, J. L.**, Mullet, E. Maria T. & Muñoz Sastre, M. T. (2012). An examination of the proportional difference model to describe and predict health decisions. *Organizational Behavior and Human Decision Processes*. No. 118, p. 82-97.
- Harman, J. L.** (2011). Individual differences in need for cognition and decision making in the Iowa Gambling Task. *Personality and Individual Differences*. Vol. 51, 2, p. 112-116.
- Mizuno, R., Matsui, T., **Harman, J. L.**, & Bellezza, F. S. (2008). Encoding times for phonograms in English and Japanese readers: Eliminating the time for attention switching. *Japanese Journal of Cognitive Psychology*. p. 93-105.

### **Publications in peer-reviewed conference proceedings**

- Harman, J. L.**, & O'Donovan, J., Abdelzahery, T., & Gonzalez, C. (2014). Dynamics of Human Trust in Recommender Systems. In *Proceedings of the ACM Association for Computing Machinery Recommender Systems Conference (RecSys)* p. 305-308.
- Schaffer, J., Abdelzahery, T., Jones, D., Hollerer, T., Gonzalez, C., **Harman, J. L.**, & O'Donovan, J. (2014). Truth, Lies, and Data: Credibility Representation in Data Analysis. In *Proceedings of the IEEE International Inter-Disciplinary Conference on Cognitive Methods in Situation Awareness and Decision Support (CogSIMA)* p. 28-34.

### **MANUSCRIPTS UNDER REVIEW**

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- Harman, J. L.**, Weinhardt, J., & Gonzalez, C. (*under review*). Maximization scales do not predict maximization behavior in decisions from experience.
- Hagman, D., **Harman, J. L.**, & Gonzalez, C. (*under review*). Wait Wait... Don't Tell Me: Repeated Choice With Clustered Feedback.
- Harman, J. L.**, Mehlhorn, K., & Gonzalez, C. (*under review*). A cognitive explanation of the integration of likelihood and outcome in risky choice.
- González-Vallejo, C., **Harman, J. L.**, & Xu (*under review*) Dynamic Stochastic Difference Model: Goals, aspiration levels, and the changing of risk preferences over time.
- Gonzalez, C., **Harman, J. L.**, & Hagmann, D. (*under revision*). Avoiding Difficult Choices: Emotionality, complexity, and framing effects.
- Harman, J. L.**, González-Vallejo, C., & Vancouver, J. B. (*under revision*). Lost causes and unobtainable goals: Dynamic choice behavior in multiple goal pursuit.
- Harman, J. L.**, Weinhardt, J., González-Vallejo, C., & Vancouver, J. B. (*under revision*). Affect and goals in decision search behavior.

### **SELECT WORKS IN PROGRESS (data collected)**

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- Harman, J. L.**, Konstanidis, E., & Gonzalez, C. (*in preparation*). The annual 100 year storm: Dynamic probabilities in risky decisions from experience.
- Harman, J. L.**, O'Donovan, J. Abdelzahery, T., & Gonzalez, C., (*in preparation*). Trust in recommendation system: A memory based computational approach.
- Harman, J. L.**, Yu, M., Morrison, D., Konstanidis, E., Gonzalez, C. (*in preparation*). LIBL: Lexicographic Instance Based Learning.
- Harman, J. L.**, Weinhardt, J., & Gonzalez, C. (*in preparation*). Familiarity increases search in decisions from experience.
- Ratcliff, J.J., & **Harman, J. L.** (*in preparation*). Asymmetrical effects of individuation on lovers and haters: An uncertainty account.

## PAPER PRESENTATIONS

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- Hagman, D., **Harman, J. L.**, & Gonzalez, C. (2016). Wait, Wait, Don't Tell Me: Repeated Choice With Clustered Feedback. *Foundations of Utility and Risk 2016 (FUR2016)*, Warwick, UK.
- Hagman, D., **Harman, J. L.**, & Gonzalez, C. (2015). Wait Wait... Don't Tell Me: Repeated Choice With Clustered Feedback. *Economic Science Association, North-American Meeting*, Dallas, TX.
- Hagman, D., **Harman, J. L.**, & Gonzalez, C. (2015). Less Is More: The Role of Feedback Frequency in Repeated Binary Choice from Experience. *Subjective Probability, Utility and Decision Making 25*, Budapest, Hungary.
- Harman, J. L.**, & O'Donovan, J., Abdelzahery, T., & Gonzalez, C. (2014). Dynamics of Human Trust in Recommender Systems. *ACM Association for Computing Machinery Recommender Systems Conference (RecSys)*, Silicon Valley, CA.
- Harman, J. L.**, & Gonzalez, C. (2014). Allais from Experience: The process of reducing Allais reversals in repeated decisions. *Midwest Cognitive Science Society*, Dayton, OH.
- Schaffer, J., Abdelzahery, T., Jones, D., Hollerer, T., Gonzalez, C., **Harman, J. L.**, & O'Donovan, J. (2014). Truth, Lies, and Data: Credibility Representation in Data Analysis. *2014 IEEE International Inter-Disciplinary Conference on Cognitive Methods in Situation Awareness and Decision Support (CogSIMA)* San Antonio, TX.
- González-Vallejo, C., **Harman, J. L.**, Reid, A., Cheng, J. (2012) The Stochastic Difference Model of Choice: its roots and extensions. *Conference on Cognitive and Decision Science*. College Park, MD.
- Harman, J. L.**, Weinhardt, J., González-Vallejo, C., & Vancouver, J. B. (2011) Affect and goals in decision search behavior. *Midwestern Psychological Association*, Chicago, IL.
- Harman, J. L.**, González-Vallejo, C., Vancouver, J. B., Milakovic, A., & Weinhardt, J. (2011). Lost causes and unobtainable goals: Dynamic choice

in a multiple goal seeking environment. *Midwest Cognitive Science Society*, East Lansing, MI.

González-Vallejo, C., & **Harman, J. L.** (2011). Dynamic extensions of the proportional difference model of choice. *Midwest Cognitive Science Society*, East Lansing, MI.

**Harman, J. L.**, Weinhardt, J., González-Vallejo, C., & Vancouver, J. B. (2010). Process tracing in non-conscious activation of goal pursuit: Reversal of the affect motivational route of goal activation. *Society for Judgment and Decision Making*, St. Louis, MO.

**Harman, J. L.**, González-Vallejo, C., Vancouver, J. B., & Lane, A.\* (2009). A dynamic goal relative decision model of risk seeking behavior. *Midwestern Psychological Association*, Chicago, IL.

\*undergraduate author

**Harman, J. L.**, González-Vallejo, C., Mullet, E., & Muñoz Sastre, M. T. (2008). Modeling health decisions: An examination of treatment choices via the proportional difference strategy. *Midwestern Psychological Association*, Chicago, IL.

González-Vallejo, C., **Harman, J. L.**, Mullet, E., & Muñoz Sastre, M. T. (2007). An examination of the proportional difference model to describe and predict health decisions. *Subjective Probability, Utility and Decision Making 21*, Warsaw, Poland.

Phillips, N. D., González-Vallejo, C., Bellezza, F. S., Chimeli, J., **Harman, J.**, Lassiter, G. D., & Lindberg, M. J. (2007) Testing unconscious thought: Is distraction really a panacea for difficult decisions? *Society for Judgment and Decision Making*. Long Beach, CA.

Mizuno, R., Matsui, T., Bellezza, F. S., & **Harman, J. L.** (2005). Visual and phonological encodings and retention of information: Letter matching tasks revisited. *22nd Annual Meeting of the Japanese Cognitive Science Society*.

## SELECT POSTER PRESENTATIONS

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**Harman, J. L.**, Yu, M., Morrison, D., Konstanidis, E., Gonzalez, C. (2015). LIBL: Lexicographic Instance Based Learning. *Summer Institute on Bounded Rationality*, Max Plank Institute for Human Development, Berlin, Germany.

**Harman, J. L.**, Gonzalez, C. (2015). Decision Makers in a Changing Environment Anticipate Negative Changes and Resist Positive Changes. *The 2nd Multidisciplinary Conference on Reinforcement Learning and Decision Making*, Edmonton, Alberta, Canada.

**Harman, J. L.**, González-Vallejo, C., & Vancouver, J. B. (2015). Lost Causes and Unobtainable Goals: Dynamic choice in multiple goal pursuit. *The 2nd Multidisciplinary Conference on Reinforcement Learning and Decision Making*, Edmonton, Alberta, Canada.

- Weinhardt, J., Gonzalez, C., & **Harman, J. L.** (2013). Maximizing and Decisions from Experience. *Society for Judgment and Decision Making*, Toronto, ON.
- Harman, J. L.**, González-Vallejo, C., & Vancouver, J. B. (2011). Unobtainable goals and lost causes: Dynamic choice in multiple goal pursuit. *Society for Judgment and Decision Making*, Seattle, WA.
- Harman, J. L.**, González-Vallejo, C., Vancouver, J. B., & Weinhardt, J. (2010). Dynamic SDM model of choice: Understanding the dynamics of risk-aversion and risk-seeking with a goal framework perspective. *Behavioral Decision Research in Management*, Carnegie Mellon University, PA.
- Vancouver, J. B., Weinhardt, J. M, González-Vallejo, C., **Harman, J. L.** & Milakovic, A. (2010) Multiple-goal pursuit: Computational modeling approach to theory development and testing. *Society for Study of Motivation*, Boston, MA.
- Weinhardt, J., Vancouver, J. B., González-Vallejo, C., & **Harman, J. L.** (2009). The influence of goals on dynamic decision making. *Society for Judgment and Decision Making*, Boston, MA.
- Harman, J. L.**, González-Vallejo, C., Vancouver, J. B., & Weinhardt, J. (2008). A dynamic and stochastic choice model for risk seeking behavior. *Society for Judgment and Decision Making*, Chicago, IL.
- Harman J. L.**, Fiegenbaum, J.\* (2008) Modeling the role of memory in the Iowa Gambling Task. *Midwestern Psychological Association*, Chicago, IL.  
\*undergraduate author
- Lindberg, M. J., Lassiter, G. D, Gonzalez-Vallejo, C., Bellezza, F. S., Phillips, N., Chimeli, J., & **Harman, J.** (2007). Unconscious thought is unnecessary to explain “improved” judgments following distraction. *SPSP Judgment and Decision Making Pre-Conference*, Albuquerque, NM.
- Harman J. L.**, & Roe, R. M. (2007). Modeling decision making differences in need for cognition. *Midwestern Psychological Association*, Chicago, IL.
- Harman J. L.**, & Roe, R. M. (2006). The Iowa Gambling Task: Tests of the expectancy-valence learning model and individual differences. *Association for Psychological Science*, New York, NY.
- Harman J. L.**, & Roe, R. M. (2005). Modeling individual differences in the Iowa gambling task. *Society for Judgment and Decision Making*, Toronto, ON, Canada.
- Roe, R. M., & **Harman J. L.** (2005). Effects of time pressure on choice: Empirical tests of multi-alternative decision field theory. *Society for Judgment and Decision Making*, Toronto, ON, Canada.

## INVITED TALKS

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- Harman, J. L.**, & Gonzalez, C. (2015). Allais from Experience: Choice consistency, rare events, and common consequences in repeated decisions. Presented at: *Information and Decisions: Decisions from Description and Experience Come Together in Individual and Social Interactions*. Carnegie Mellon University.

- Harman, J. L.** (2015). Dynamics of Human Decision Making. Presented at *Penn State University*.
- Harman, J. L.** (2015). The Dynamics of Memory and Experience in Health Related Decision Making. Presented at *Georgia Regents University*.
- Harman, J. L.** (2015). Dynamic Decision Making in Organizational Psychology. Presented at *Louisiana State University*.
- Harman, J. L.** (2015). The Dynamics of Memory and Experience in Risky Decision Making. Presented at *The University of Oklahoma*.
- Harman, J. L.** (2015). The Dynamics of Memory and Experience in Risky Decision Making. Presented at *Appalachian State University*.
- Harman, J. L.,** González-Vallejo, C., (2012). Trade-offs and goals in the Stochastic Difference Model. Presented at *Electrical Engineering and Computer Science Joint Colloquium Series*, Ohio University.
- Harman, J. L.,** (2012). Goals and decision making. Presented at *Every Area Talks*, Ohio University.
- Harman, J. L.** (2011). Behavioral freakonomics: Judgment and decision making research at Ohio University. Presented at *Psi Chi / Psychology Club*, Ohio University.
- González-Vallejo, C., & **Harman, J. L.** (2008). Applications and extensions of the stochastic difference model (SDM). Presented at *the Ohio State University*.
- Harman, J. L.,** & Roe R. M. (2006). Parameter validation tests of the expectancy valence learning model. Presented at *Every Area Talks*, Ohio University.
- Harman, J. L.,** & Roe R. M. (2005). Using cognitive models to elucidate choice behavior in ‘normal’ populations: An examination of the variability of model parameters in the expectancy valence learning model. Presented at *Every Area Talks*, Ohio University.

## **COURSES TAUGHT**

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*Louisiana State University (2015-present)*

Introduction to Psychology

*Ohio University, Adjunct Instructor (2007-2012)*

Judgment and Decision Making

Human Learning and Cognitive Processes

Statistics for the Behavioral Sciences

## **DEPARTMENTAL SERVICE**

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*Louisiana State University*

Department of Psychology, Policy & Planning Committee (2016-current)

I/O Faculty Search Committee (2015-2016)

*Ohio University*

Quantitative Search Committee: Student Representative (2006-2007, 2007-2008)

Experimental Section: Student Representative (2007-2008, 2008-2009)

-Graduate Student Retention Subcommittee (2008)

## **PROFESSIONAL AFFILIATIONS**

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Society for Judgment and Decision Making  
PNC Center for Financial Services Innovation  
Cognitive Science Society  
Economic Science Association  
Society for Mathematical Psychology  
Association for Psychological Science  
Society for Consumer Psychology  
Academy of Management  
American Marketing Association

## **COMPUTER AND TECHNICAL PROFICIENCIES**

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SPSS (statistical package for social sciences)  
AMOS (causal modeling)  
MATLAB  
Python  
R