

## Curriculum Vitae Laura D. Scherer, Ph.D.

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### EDUCATION AND EMPLOYMENT

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4/2003            B.A. Anthropology, magna cum laude, Washington University, St. Louis, MO

9/2004-  
4/2008            M.A. Psychology, Washington University, St. Louis, MO

4/2008-  
8/2010            Ph.D. Psychology, Washington University, St. Louis, MO  
Thesis Advisor: Dr. Alan J. Lambert  
Dissertation: *Response Mapping in Evaluative Priming.*

9/2010-  
8/2012            Postdoctoral fellow, University of Michigan, Ann Arbor, MI  
Center for Bioethics and Social Sciences in Medicine

8/2012-  
Present           Assistant Professor, Department of Psychological Sciences,  
University of Missouri, Columbia, MO

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### AWARDS

5/2016            Max Meyer Outstanding Junior Faculty Research Award, from the Department of  
Psychological Science, University of Missouri, Columbia

11/2009           American Psychological Association Dissertation Research Award, \$1,000.

9/2009            Washington University Dissertation Fellowship.

9/2004            Washington University Olin Fellowship.

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### GRANT FUNDING

“Intuition and Deliberation in Patient Decision Aids.” Robert Derzon Postdoctoral Grant awarded by the Foundation for Informed Medical Decision Making. Role: PI. \$25,000; May 2011- April 2012.

“A Programmatic Approach to Judgment Debiasing.” University of Missouri Research Board Grant. Role: PI. \$58,888; July 2015- June 2017.

“Collaborative Research: Testing Cognitive and Affective Interventions to Improve Public Understanding and Affective Reactions to Pandemic Risks.” National Science Foundation. Role: Co-I (Site PI). \$428,389; September 2015- September 2017.

“Preferences for Cancer Screening in the Absence of Benefit.” University of Missouri Research Council Grant. Role: PI. \$10,000. July 1, 2016 – November 1, 2017

“Exploring the Medical Maximizer-Minimizer Scale as a Tool for Facilitating Patient-Provider Communication.” MU Center for Patient-Centered Outcomes Research supported by grant R24 HS22140 from the Agency for Healthcare Quality and Research (AHRQ). Role: PI. \$10,000; December 1, 2017 – September 29, 2018.

## PUBLICATIONS & PRESENTATIONS

### Peer Reviewed Articles and Chapters

*Graduate students in italics*

2009

1. **Scherer, L. D.** & Lambert, A. J. (2009). Contrast effects in priming paradigms: Implications for theory and research on implicit attitudes. *Journal of Personality and Social Psychology, 97*, 383-403.
2. **Scherer, L. D.** & Lambert, A. J. (2009). Counterstereotypic exemplars in context: Evidence for intracategory differentiation using implicit measures. *Social Cognition, 27*, 523-550.
3. Lambert, A. J., **Scherer, L. D.**, Jacoby, L. L. & Rogers, C. (2009). Memory and emotion. In P. Boyer & J. Wertsch (Eds.), *Memory in Mind and Culture*. New York: Cambridge University Press, 194-222.

2010

4. Lambert, A. J., **Scherer, L. D.**, Schott, J. P., Olsen, K. R., Andrews, R., O'Brien, T. & Zisser, (2010). Rally effects, threat, and attitude change: An integrative approach to understanding the role of emotion. *Journal of Personality and Social Psychology, 98*, 886-903.

2011

5. **Scherer, L. D.** & Larsen, R. J. (2011) Cross-modal evaluative priming: Emotion sounds influence the processing of emotion words. *Emotion, 11*, 203-208.
6. Schott, J. P., **Scherer, L. D.**, & Lambert, A. J. (2011). Casualties of war and sunk cost: Implications for attitude change and persuasion. *Journal of Experimental Social Psychology, 47*, 1134-1145.

7. Lambert, A.J., Schott, J.P. & **Scherer, L. D.** (2011). Threat, politics, and attitudes: Toward a greater understanding of rally round the flag effects. *Current Directions In Psychological Science*, 20, 343-398.

2012

8. **Scherer, L. D.** & Lambert, A.J. (2012). Implicit race bias revisited: On the utility of task context in assessing implicit racial attitudes. *Journal of Experimental Social Psychology*, 48, 366-370.
9. **Scherer, L. D.** & Schott, J.P. (2012). The affect misattribution procedure impacts future implicit and explicit judgments. *Social Cognition*, 30, 537-563.

2013

10. Dillard, A., J., **Scherer, L. D.**, Ubel, P. A., Smith, D. M., Zikmund-Fisher, B. J., McClure, J. B., Greene, S., Stark, A. & Fagerlin, A. (2013). Breast cancer anxiety's associations with responses to a chemoprevention decision aid. *Social Sciences and Medicine*, 77, 13-19.
11. De Vries,\* M., Fagerlin, A., Witteman, H. & **Scherer, L. D.\*** (2013). Combining deliberation and intuition in patient decision support. *Patient Education and Counseling*, 91, 154-160.  
\*Equal contribution.
12. **Scherer, L. D.**, Zikmund-Fisher, B. J., Fagerlin, A. & Tarini, B. (2013). Effect of a “GERD” diagnostic label on parents’ decision to medicate infants. *Pediatrics*, 131, 839-845.  
\*Pediatrics is the most-cited journal in the field of pediatrics, and is among the top 2% most-cited scientific and medical journals  
\*This work has been featured in multiple news outlets, included the New York Times [http://www.nytimes.com/2014/06/03/upshot/calling-an-ordinary-health-problem-a-disease-leads-to-bigger-problems.html?\\_r=0](http://www.nytimes.com/2014/06/03/upshot/calling-an-ordinary-health-problem-a-disease-leads-to-bigger-problems.html?_r=0)
13. **Scherer, L. D.**, Ubel, P.A., McClure, J., Greene, S.M., Hensley-Alford, S., Holtzman, L., Exe, N. & Fagerlin, A. (2013). Belief in numbers: When and why women disbelieve tailored breast cancer risk statistics. *Patient Education and Counseling*, 92, 253-259.
14. Fagerlin, A., Pignone, M., Abhyankar, P., Col, N. Feldman-Stewart, D. Gavaruzzi, T., Kryworuchko, J., Levin, C. A., Pieterse, A. H., Reyna, V., Stiggelbout, A., **Scherer, L.D.**, Wills, C. & Witteman, H. O. (2013). Clarifying values: an updated review. *BioMed Central: Medical informatics & Decision Making*, 13, <http://www.biomedcentral.com/1472-6947/13/S2/S8>.
15. Lambert, A.J. & **Scherer, L.D.** (2013). *Social cognition methodologies*. In D. Carlston (Ed.). Oxford Handbook of Social Cognition. Oxford University Press.

## 2014

16. Zikmund-Fisher, B.J., Witteman, H.O., Dickson, M., Fuhrel-Forbis, A., Kahn, V., Exe, N.L., Valerio, M, Holtzman, L.G., **Scherer, L.D.**, Fagerlin, A. (2014). Blocks, Ovals, or People? Icon Type Affects Risk Perceptions and Recall of Pictographs. *Medical Decision Making*, *34*, 443-453.
17. Lambert, A.J., Eadeh, F., Peak, S., **Scherer, L.**, Schott, J.P., & Slochower, J. (2014). Towards a greater understanding of the emotional dynamics of the mortality salience manipulation: Revisiting the "affect free" claim of Terror Management Theory. *Journal of Personality and Social Psychology*, *106*, 655-678.
18. **Scherer, L. D.**, Zikmund-Fisher, B.J., Maynard, A., Dolinoy, D., & Fagerlin, A. (2014). The psychology of “regrettable substitutions”: Examining consumer judgments of bisphenol A (BPA) and its alternatives. *Health Risk and Society*, *16*, 649-666.  
\*This research was featured in *The Conversation* <https://theconversation.com/what-that-bpa-free-label-isnt-telling-you-34725>
19. Rothberg, M.B., **Scherer, L.D.**, Kashef, M.A., Coylewright, M., Ting, H.H., Hu, B., Zikmund-Fisher, B.J. (2014). The effect of information presentation on beliefs about the benefits of elective percutaneous coronary intervention. *Journal of the American Medical Association: Internal Medicine*, *174*, 1623-1629.

## 2015

20. Scherer, A., **Scherer, L.D.** & Fagerlin, A. (2015). Getting Ahead of Illness: Using metaphors to influence medical decision making. *Medical Decision Making*, *35*, 37-45.
21. **Scherer, L.D.**, de Vries, M., Zikmund-Fisher, B.K., Witteman, H.O. & Fagerlin, A. (2015). Trust in deliberation: Examining the consequences of deliberative versus intuitive decision strategies in medical treatment decision contexts. *Health Psychology*, *34*, 1090-1099.
22. Holmes-Rovner, M., Montgomery, J., Rovner, D., **Scherer, L.D.**, Whitfield, J. Kahn, V. Merkle, E. Ubel, P., Fagerlin, A. (2015). Informed decision making: Assessment of the quality of physician communication about prostate cancer diagnosis and treatment. *Medical Decision Making*, *35*, 999-1009.
23. Stigglebout, A., de Vries, M. & **Scherer, L.D.** (2015). *Medical Decision Making*. In G. Wu & G. Keren (Eds.) Oxford Handbook of Judgment and Decision Making. Oxford University Press.

2016

24. **Scherer, L.D.**, Burke, J.F., Zikmund-Fisher, B.J., Caverly, T., Kullgren, J., Steinly, D., McCarthy, D., Roney, M., & Fagerlin, A. (2016). Development of the Medical Maximizer-Minimizer Scale. *Health Psychology, 35*, 1276-1287.
25. **Scherer, L.D.**, Finan, C., Simancek, D., Finkelstein, J., Tarini, B.A. (2016). Effect of the term “pink eye” on perceived contagiousness and willingness to use antibiotics to treat acute conjunctivitis. *Clinical Pediatrics, 55*, 543-548.
26. Hoerger, M., **Scherer, L. D.**, & Fagerlin, A. (2016). Affective forecasting and medication decision making in breast cancer prevention. *Health Psychology, 35*, 594-603.
27. Witteman, H. O., **Scherer, L. D.**, Gavaruzzi, T., Pieterse, A., Fuhrel-Forbis A., Exe, N., Kahn, V., Feldman-Stewart, D., Col, N., Chipenda-Dansokho, S., Fagerlin, A. (2016). Design Features of Explicit Values Clarification Methods: A Systematic Review. *Medical Decision Making, 36*, 453-471.
28. McCaffery, K., Jansen, J., **Scherer, L.**, Thornton, H. Hersch, J., Carter, S., Barratt, A., Moynihan, R., Waller, J., Sheridan, S., Brodersen, J., Pickles, K., Edwards, A. (2016). Walking the tightrope: Communicating overdiagnosis in modern healthcare. *The BMJ, 352*, Article i348.
29. **Scherer, L.D.**, Shaffer, V., Patel, N., Zikmund-Fisher, B. (2016). Can the Vaccine Event Reporting System Be Used to Increase Vaccine Acceptance and Trust? *Vaccine, 34*, 2424-2429.
30. Witteman, H. O., Gavaruzzi, T., **Scherer, L. D.**, Pieterse, A., Fuhrel-Forbis A., Exe, N., Kahn, V., Feldman-Stewart, D., Col, N., Chipenda-Dansokho, S., Fagerlin, A. (2016). Effects of Design Features of Explicit Values Clarification Methods: A Systematic Review. *Medical Decision Making, 36*, 760-776.
31. Shaffer, V.A., Focella, E.S., **Scherer, L.D.**, Zikmund-fisher, B.J. (2016). Reducing Affective Forecasting Errors with Targeted, but Not Representative, Experience Narratives. *Patient Education and Counseling, 99*, 1611-1619.
32. Hamilton, J.G., Lillie, S.E., Alden, D.L., **Scherer, L.D.**, Oser, M., Rini, C., Tanaka, M., Baleix, J., Brewster, M., Lee, S.C., Goldstein, M.K., Jacobson, R., Myers, R.E., Zikmund-Fisher, B.J., Waters, E.A. (2016). What is a good medical decision? A research agenda guided by perspectives from multiple stakeholders. *Journal of Behavioral Medicine Special Issue, Advancing Behavioral Medicine Research: A Call to Action*. doi:10.1007/s10865-016-9785-z

2017

33. **Scherer, L.D.**, Yates, J.F., Baker, S.G. & Valentine, K.D. (2017). The influence of effortful thought and cognitive proficiencies on the conjunction fallacy: Implications for dual process theories of reasoning and judgment. *Personality and Social Psychology Bulletin*, 43(6), 874-887.
34. Scherr, K.A, Fagerlin, A., Hofer, T., **Scherer, L.D.**, Holmes-Rovner, M., Williamson, L.D., Kahn, V.C., Montgomery, J.S., Grenne, K.L., Zhang, B., & Ubel, P. (2017). Physician recommendations trump patient preferences in prostate cancer treatment decisions. *Medical Decision Making*, 37, 56-69.
35. Yap, S.C.Y, Wortman, J., Anusic, I., Baker, S.G., **Scherer, L.D.**, Donnellan, M.B. & Lucas, R. E. (2017). The Effect of Mood on Judgments of Subjective Well-Being: Nine Tests of the Judgment Model. *Journal of Personality and Social Psychology*, 113(6), 939-961.
36. VonGunten, C., Bartholow, B., & **Scherer, L.D.** (2017). Using the P3 to investigate the Affect Misattribution Procedure: Intentional rating, unintentional priming, and contrast effects. *Psychophysiology*, 54(2), 172-181.
37. Dillard, A.J., **Scherer, L.D.**, Ubel, P.A., Alexander, S. & Fagerlin, A. (2017). Anxiety symptoms prior to a prostate cancer diagnosis: Associations with knowledge and openness to treatment. *British Journal of Health Psychology*. 22: 151–168
38. Shaffer, V. A., **Scherer, L. D.**, Focella, E. S., Hinnant, A., Len-Rios, M. E., Zikmund-Fisher, B. J. (2017). What is the story with narratives? How using personal narratives in journalism changes health behavior. *Health Communication*, 1-7.
39. **Scherer, L.D.**, Shaffer, V., Caverly, T., Scherer, A., Zikmund-Fisher, B., Kullgren, J. & Fagerlin, A. (2017). The Role of the Affect Heuristic and Cancer Anxiety in Responding to Negative Information About Medical Tests. *Psychology and Health Special Issue: Emotions, Health Decision Making and Health Behavior*, 33(2), 292-312.
40. Kang S.K., **Scherer L.D.**, Megibow A.J., Higuaita L.J., Kim N, Braithwaite R.S., Fagerlin A. (2017). A Randomized Study of Patient Risk Perception for Incidental Renal Findings on Diagnostic Imaging Tests. *American Journal of Radiology*, 1-7.

2018

41. Shaffer, V., Focella, E.S., Hathaway, A., **Scherer, L.D.**, & Zikmund-Fisher, B.J. (2017). On the Usefulness of Narratives: An Interdisciplinary Review and Theoretical Model. *Annals of Behavioral Medicine*
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### **Invited Presentations**

- Scherer, L.D.** (2013, March). *Faith in deliberation: On the impact of intuitive and deliberative decision strategies on preference sensitive medical decisions.* Department of Psychology, University of Kansas, Lawrence, KS.
- Scherer, L.D.** (2013, September). *Faith in deliberation: On the factors that make us feel good about bad decisions.* Department of Psychology, Washington University, St. Louis, MO.
- Scherer, L.D.** (2014, April). *Confidence in deliberation: The consequences of deliberative and intuitive thought modes on decision quality and satisfaction.* Speaker for the annual Behavioral Decision Making Research Forum, The Ohio State University, Columbus, OH.
- Scherer, L.D.** & Tarini, B.A. (2014, September). *The influence of a diagnostic label on parents' decisions to medicate a colicky infant.* Invited talk presented at the second annual Preventing Overdiagnosis Conference, Oxford, UK.
- Scherer, L.D.** (2016, January). *Psychological Factors Underlying Healthcare Overutilization and Overdiagnosis.* Department of Medicine Anschutz Campus, University of Colorado, Denver, CO.
- Scherer, L.D.** (2016, February). *Psychological Factors Underlying Healthcare Overutilization and Overdiagnosis.* Washington University Medical School, St. Louis, MO.
- Scherer, L.D.** (2016, June). *Diversity As It Intersects With Open Science.* Inaugural meeting for the Society for Improvement of Psychological Science (SIPS), Center for Open Science, Charlottesville, Virginia.
- Scherer, L.D.** (2017, April). *Implications of Intuitive vs. Reflective Thinking for Judgment Accuracy, Confidence, and Unconventional Beliefs.* Invited presentation at the annual Midwestern Psychological Association (MPA) conference, Chicago, IL.

### **Conference Presentations**

- Scherer, L. D.** (2006, January). *People in context: How one counterstereotypical exemplar affects automatic associations.* Paper presented at the annual Society for Personality and Social Psychology Social Cognition Pre-conference, Palm Springs, CA.
- Scherer, L. D.** & Lambert, A. J. (2008, October). *Context effects and evaluations of counterstereotypic exemplars.* Symposium talk presented at the annual Society for Experimental Social Psychology Conference (SESP), Sacramento, CA.
- Scherer, L. D.** (2008, May). *Context effects and evaluations of counterstereotypic exemplars.* Talk presented at the annual Midwestern Psychology Association (MPA) Conference, Chicago, IL.

- Scherer, L. D.** (2009, January). *Contrast effects in evaluative priming*. Poster presented at the annual Society for Personality and Social Psychology Conference (SPSP), Tampa, FL.
- Boumgarden, P., Dirks, K., **Scherer, L. D.** & Lambert, A. J. (2009, June). *The Persistence of Distrust Following False Allegations of Race*. Academy of Management Conference, Chicago, IL.
- Scherer, L. D.** & Lambert, A. J. (2010, January). *The response mapping model*. Poster presented at the annual Society for Personality and Social Psychology Conference (SPSP), Las Vegas, NV.
- Schott, J.P. & **Scherer, L. D.** (2011, January). *The Implicit Categorization Test*. Poster presented at the annual Society for Personality and Social Psychology Conference (SPSP), San Antonio, TX.
- Scherer, L.D.** (2011, March). *What do large mice and small elephants have in common? On the meaning and implications of contrast effects in automatic judgments*. Talk presented to the social psychology departmental brown bag, University of Michigan.
- Scherer, L.D.,** Lambert, A.J. (2011, July). *Racial attitudes in context*. In L. Garcia-Marques (Chair) Stereotypes: The context-dependent nature of enduring social knowledge structures. Symposium conducted at the European Association for Social Psychology (EASP) conference, Stockholm, Sweden.
- Scherer, L.D.** (2011, October). *On the Meaning and Implications of Contrast Effects and Context Sensitivity in Automatic Judgments*. Invited talk for the Department of Clinical and Social Sciences in Psychology, University of Rochester, Rochester, NY.
- Scherer, L.D.,** Dillard, A., Ubel, P., Smith, D., Greene, S., McClure, J., Alford, S.H., Fagerlin, A. (2011, October). *On the relative influence of breast cancer risk and breast cancer anxiety on chemoprevention decisions*. Poster presented at the annual Centers of Excellence in Cancer Communication Research meeting, St. Louis, MO.
- De Vries, M., **Scherer, L.D.** & Hamm, R.M. (2011, October). *Intuition and Deliberation in Medical Decision Making*. Pre-conference course conducted at the Society for Medical Decision Making (SMDM) conference, Chicago, IL.
- Scherer, L.D.,** Ubel, P., Holmes-Rovner, M., Knight, S., Alexander, S., Ling, B. Tulskey, J. & Fagerlin, A. (2011, October). *Literacy and irrational decisions: Bias from beliefs, not from comprehension*. In Risk Communication and Risk Perception. Symposium conducted at the Society for Medical Decision Making conference (SMDM), Chicago, IL.



- Scherer, L.D.,** Dillard, A., Ubel, P., Smith, D., Greene, S., McClure, J., Alford, S.H., Fagerlin, A. (2011, October). *Anxiety as an impetus for action: On the relative influence of breast cancer risk and breast cancer anxiety on chemoprevention decisions*. In **Plenary Presentation of Top Rated Abstracts**. Symposium conducted at the Society for Medical Decision Making conference (SMDM), Chicago, IL.
- Scherer, L.D.** (2011, October). *On the Meaning and Implications of Contrast Effects and Context Sensitivity in Automatic Judgments*. Invited talk for the Department of Psychological Sciences, University of Missouri, Columbia, MO.
- Scherer, L.D.** & Schott, J.P. (2012, January). *The affect misattribution task influences future implicit and explicit evaluations*. In A. Elliot (Chair) and W. Berry Mendes (Co-chair) Data Blitz Symposium, presented at the annual Society for Personality and Social Psychology conference (SPSP), San Diego, CA.
- Scherer, L.D.** & Zikmund-Fisher, B. K. (2012, March). *Consumer judgments about Bisphenol A (BPA) and its alternatives*. In Data Blitz Symposium, presented at the annual International Science of Consumption conference, Ann Arbor, MI.
- Scherer, L.D.** (2012, April). *Implicit Attitude Measures for Medical Research*. In A. Bryan (Chair) Tools and Measures from Social Psychology for Health Research symposium, presented at the annual Society for Behavioral Medicine (SBM) conference, New Orleans, LA.
- Scherer, L.D.,** Zikmund-Fisher, B.K., Fagerlin, A., & Tarini, B. (2012, May). *What's in a name? On the influence of disease labels on parents' decisions to medicate a colicky infant*. In the Center for Bioethics and Social Sciences in Medicine annual Bishop Colloquium, Ann Arbor, MI.
- Scherer, L.D.,** Zikmund-Fisher, B., Fagerlin, A. & Tarini, B. (2012, October). *What's in a name? The influence of a disease label on a parent's decision to medicate a fussy baby*. In **Plenary Presentation of Top Rated Abstracts**. Symposium conducted at the Society for Medical Decision Making conference (SMDM), Phoenix, AZ.
- Scherer, L.D.,** Holmes-Rovner, M, Rovner, D., Ubel, P., Alexander, S., Knight, S., Ling, B., Tulskey, J., Kahn, V.C., Fagerlin, A. (2012, October). *Anxiety and Action Bias as predictors of prostate cancer treatment preferences and treatment decisions*. In Values, Preference Elicitation and Utility Assessment. Symposium conducted at the Society for Medical Decision Making conference (SMDM), Phoenix, AZ.
- Scherer, L.D.,** Fagerlin, A. & Ubel, P.A. (2012, October). *On strategies to control healthcare costs: Influencing patients to "self-ration" by communicating the social implications of overuse*. Poster presented at the Society for Medical Decision Making conference (SMDM), Phoenix, AZ.

- Scherer, L.D.**, Chair. (2012, October). *Risk Communication and Individual Decision Making Experiences*. Symposium conducted at the Society for Medical Decision Making conference (SMDM), Phoenix, AZ.
- Zikmund-Fisher, B.J., Witteman, H.O, Dickson, M., Fuhrel-Forbis, A., Kahn, V.C., Exe, N., Valerio, M., Holtzman, L.G. **Scherer, L.D.** & Fagerlin, A. (2012, October). *Blocks, ovals, or people: Does icon type in pictographs influence the correlation between perceived and actual risk?* Talk presented at the Society for Medical Decision Making conference (SMDM), Pheonix, AZ.
- Scherer, L.D.**, de Vries, M., Zikmund-Fisher, B.K., Witteman, H.O. & Fagerlin, A. (2013, October). *Faith in deliberation: Examining the consequences of deliberative versus intuitive decision strategies in medical treatment decision contexts*. Talk presented at the Society for Medical Decision Making conference (SMDM), Baltimore, MD.
- Scherer, L.D.** & Fagerlin, A. (2013, October). *Cancer screening decisions: The impact of the affect heuristic in interpretation of test risks and benefits*. Talk presented at the Society for Medical Decision Making conference (SMDM), Baltimore, MD.
- Scherer, L.D.** Ubel, P., Holmes-Rovner, M., Tulskey, J., Alexander, S., Knight, S., Wei, J. & Fagerlin, A. (2013, October). *Racial differences in treatment preferences after using a low versus high literacy prostate cancer decision aid*. Talk presented at the Society for Medical Decision Making conference (SMDM), Baltimore, MD.
- Scherer, L.D.** (Chair) & de Vries, M. (Co-chair). (2014, July). *The advantages and pitfalls of deliberative processes in judgments and decision making*. Symposium presented at the European Association for Social Psychology conference (EASP), Amsterdam, NL.
- Presenters:
1. Howell, J. & Shepperd, J. *Reducing Information Avoidance through Contemplation*
  2. Mata, A. *The metacognitive advantage of deliberative thinkers: Dual-process models and social metacognition*
  3. **Scherer, L.D.** *Overconfidence in deliberation: The consequences of deliberative thought on decision quality and confidence*
  4. de Vries, M. *Mood and deliberative processing in decision making*
- Tarini, B.A. & **Scherer, L.D.** (2014, September). *The influence of the label “pinkeye” on parents’ perception of child’s illness and interest in antibiotics*. Talk to be presented at the second annual Conference on Overdiagnosis, Oxford, UK.
- Scherer, L.D.** Tarini, B.A. (2014, September). *The influence of the label “GERD” on parents’ perception of child’s illness and interest in anti-reflux medication*. Talk presented at the second annual Preventing Overdiagnosis Conference, Oxford, UK.
- Scherer, L.D.**, Burke, J.F., Zikmund-Fisher, B.J., Caverly, T., Kullgren, J., Roney, M., Fagerlin, A. (2014, October). *Development of a medical maximizer scale*. Talk presented at the Society for Medical Decision Making conference (SMDM), Miami, FL.

Shaffer, V., **Scherer, L.D.** & Hajizadeh, N. (2014, October). *Introduction to the Psychology of Medical Decision Making*. Pre-conference course conducted at the Society for Medical Decision Making (SMDM) conference, Miami, FL.

Baker, S.G. & **Scherer, L.D.** (2015, February). *Intuition, deliberation, and confidence: Who has the metacognitive advantage?* Conference poster presented at the Society for Personality and Social Psychology (SPSP) annual conference, Long Beach, CA.

Hamilton, J., Waters, E. & **Scherer, L.D.** (2015, April). *What is a “good” medical decision? Perspectives from multiple stakeholders*. Preconference workshop presented at the Society for Behavior Medical annual conference, San Antonio, TX.

**Scherer, L.D.**, Burke, J., Caverly, T.J., Kullgren, J.T., Zikmund-Fisher, B.J., Roney, M., & Fagerlin, A. (September, 2015). *Influence of information about risks, lack of benefits, and expert recommendations on uptake of cancer screening tests*. Talk presented at the annual Preventing Overdiagnosis conference, Bethesda, MD.

**Scherer, L.D.**, Shaffer, V., Patel, N., Zikmund-Fisher, B. (October, 2015) *Increasing vaccine acceptance: Can we increase trust in vaccine safety through exposure to VAERS information?* Talk presented at the annual Society for Medical Decision Making conference, St. Louis, MO.

Hamilton, J., Waters, E. **Scherer, L.D.** *What is a “good” medical decision? Perspectives from multiple stakeholders*. (October, 2015) Symposium presented at the annual Society for Medical Decision Making conference, St. Louis, MO.

**Scherer, L.D.** (Chair). (January, 2016). *Affective Decision Processes in Health and Medicine*. Symposium presented at the annual Society for Personality and Social Psychology (SPSP) conference, San Diego, CA.

Presenters:

1. Tsai, J.L. *Patients Prefer and Respond More Positively to Physicians Who Match Their Ideal Affect*.
2. Ferrer, R. & Klein, W. *Self-affirmations increase defensiveness towards risk information among angry individuals: Results from a national sample*.
3. Evans, A.T. & Peters, E. *Graphic warning labels elicit affective and thoughtful responses from smokers*.
4. Lerner, J.S. *Revealing a Hidden Dimension of Health Care: Emotional Contagion Between Oncologists and Their Patients*.

**Scherer, L.D.**, Valentine, K., Patel, N., Baker, S.G., Fagerlin, A. (October, 2016). *Interest in Cancer Screening With No Benefits: A Nationally Representative U.S. Survey*. Talk presented at the annual Society for Medical Decision Making conference, Vancouver, Canada.

**Scherer, L.D.**, Caverly, T., Kullgren, J., Scherer, A., Fagerlin, A., Zikmund-Fisher, B.J. (October, 2016). *The Influence of Data Versus Narratives On Prostate Specific Antigen Screening Decisions*. Talk presented at the annual Society for Medical Decision Making conference, Vancouver, Canada.

Scherer, A. (Chair). (January, 2017). *Of Two Minds: When Beliefs and Feelings Converge and Conflict*. Symposium presented at the annual Society for Personality and Social Psychology (SPSP) meeting, San Antonio, TX.

Presenters:

1. Baker, G.S. Lay Theories of Emotions and Judgment Correction
2. Summerville, A. Affect and Belief as Distinct Components of Regret: The Regret Elements Scale
3. **Scherer, L.D.** Predicting cancer screening decisions: The role of feelings vs. beliefs
4. Scherer, A. The Measurement and Impact of Simultaneous Contradictory Responses to Infectious Diseases

Widmer, C. & Reyna, V. (Co-Organizers). (February, 2017). *The Psychology of Decision Making and Cancer*. Symposium presented at the annual American Association for the Advancement of Science (AAAS) meeting, Boston, MA.

Presenters:

1. Peters, E. Numeracy and health: A tyranny of numbers.
2. **Scherer, L.D.** Psychological factors underlying desire for questionable screening tests.
3. Zikmund-Fisher, B. J. The pros and cons of infusing cancer patients with statistics and test results.

## **PROFESSIONAL ACTIVITIES**

### **MEMBERSHIPS IN PROFESSIONAL SOCIETIES**

Association for Psychological Science  
American Association for the Advancement of Science  
Society for Personality and Social Psychology  
Society for Medical Decision Making  
Society for Judgment and Decision Making

### **DEPARTMENT, UNIVERSITY, OR PROFESSIONAL SERVICE**

#### **Editorial Activities**

Editorial Board member for the *Medical Decision Making*, the flagship journal for the Society for Medical Decision Making

#### **Ad Hoc Review Activities**

*Journal of Personality and Social Psychology*  
*Psychological Science*  
*Journal of Behavioral Decision Making*  
*Judgment and Decision Making*  
*Medical Decision Making*  
*Personality and Social Psychology Bulletin*  
*Journal of Experimental Social Psychology*  
*Cognition*  
*Cognition and Emotion*  
*Motivation and Emotion*  
*Social Cognition*  
*European Journal of Social Psychology*  
*Journal of Experimental Psychology: Applied*  
*PLOS ONE*  
*Health Psychology*  
*Vaccine*  
*Health Expectations*  
*Risk Analysis*  
*BMC: Medical Informatics*  
*BMC: Cancer*  
*Breast Cancer Research and Treatment*  
*American Journal of Cardiology*  
*Journal of Addictive Behaviors*  
*Neurology: Clinical Practice*  
*British Journal of Cancer*  
*Media Psychology*

## **Professional Society Service/Committees**

- **Society for Medical Decision Making (SMDM):**
  - Scientific Review Committee Co-Chair 2014-2016: Organized scientific content (symposia and poster sessions) for the annual SMDM conference.
  - Editorial Board member for the journal Medical Decision Making
- **Society for Judgment and Decision Making (SJDM):**
  - SJDM Communications Committee Chair
  - Co-editor of “[It’s Your Choice](#)”, the official blog for SJDM
  - SJDM representative to the Federation of Associations in Behavioral & Brain Sciences (FABBS)
- **Crosstalk Committee for Society for Medical Decision Making (SMDM) and Society for Behavioral Medicine (SBM)**
  - This committee organizes events and themed symposia to facilitate crosstalk between the Society for Medical Decision Making and the Society for Behavioral Medicine.
  - Symposia organized:
    - “What does it mean to make a “good” decision? Perspectives from multiple stakeholders” presented May 2015 at the annual SBM conference in San Antonio, TX.
    - “What does it mean to make a “good” decision? Perspectives from multiple stakeholders” presented October 2015 at the annual SMDM conference in St. Louis, MO
    - “Implications of Overdiagnosis and Overtreatment: Diverse Perspectives Across the Healthcare Continuum” presented October 2017 at the annual SMDM conference in Pittsburgh PA.