

## VITA

### SUSAN CAROL LOSH 2015

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EDUCATION: All, the University of Michigan, Ann Arbor 48109  
B.A. Major: Psychology Minor: Sociology  
M.A. Major: Sociology Minor: Psychology  
Ph.D. Major: Sociology (Social Psychology)  
Minor: Statistics/Mathematics

#### **OCCUPATIONAL HISTORY:**

At the Florida State University:

In Educational Psychology and Learning Systems:

Program Leader: Educational Psychology 2006-2009  
Program Coordinator: Learning and Cognition 2001-2009  
Associate Professor of Educational Psychology 2000-

In Sociology:

Associate Professor 1978-1999  
Assistant Professor 1973-1978

Conduct research; teach graduate and undergraduate courses in social psychology (social cognition; social factors in reasoning and knowledge; lifespan processes; group dynamics), methods (public opinion surveys; experiments; field and participant observation) and statistics (introductory; general linear model; advanced causal models).

#### **INITIATOR AND DIRECTOR: PROJECT TAL 1974-1998**

Initiated and directed 10 surveys of the Tallahassee Urban Area, in-person (1974 – 1980) and Random Digit Dial (1984 – 1998). Total = 4000 surveys. Sampling; questionnaire construction; train and supervise interviewers; write reports; construct datafiles; meet with clients.

**HONORS AND AWARDS**

WHILE AT THE FLORIDA STATE UNIVERSITY

- 2009 Awarded certificate trainee: National Center for Education Statistics: the National Household Education Surveys Program (NHES) Database
- 2009 Nomination: the Distinguished Research Award in Teacher Education (Association of Teacher Educators) for R. Wilke and S.C. Losh, "Beyond Belief: Choice of instructional strategies among preservice teachers." *Action in Teacher Education*, 2008.
- 2007 College of Education Summer Grants Workshop Award
- 2003 - Research Fellow, the American Statistical Association/National Science Foundation
- 2003 - Who's Who in American Education
- 2003 - Who's Who in America
- 2002 - Who's Who of American Women
- 2001 Technology Infusion Award, College of Education
- 2000 Provost's Travel Award, Florida State University
- 1999 National Science Foundation/Association for Institutional Research Database Fellow
- 1996 Provost's Travel Award, Florida State University
- 1994 Initial Teaching Incentive Program Award Recipient, Florida State University
- 1989 COFRS Summer Research Award, Florida State University
- 1976 National Sociology honorary Alpha Kappa Delta

GRADUATE SCHOOL

- 1973 University of Michigan graduate Rackham Block Grant
- 1971-1973 Ford Foundation fellowships

UNDERGRADUATE COLLEGE

- 1968 University of Michigan B.A. with Honors and Distinction in Psychology
- 1967 Phi Beta Kappa
- 1965 University of Michigan Hopwood Writing Award
- 1964-1968 University of Michigan Honors Program

PLEASE SEE PAGE 3 FOR INFORMATION ABOUT RESEARCH GRANTS

**RESEARCH GRANTS**

All national grants involve my original analyses of the NSF Surveys of Public Understanding of Science and Technology.

National Institute of Health: 1 R03 AG040309-01 Generation and Age Effects in a Longitudinal Database on Science, Health and Technology. \$138,000. Approved but not funded.

NSF 0532943, *Broken Images, Gilded Images: Descriptions of Scientists over Time* (The National Science Foundation, January 1, 2006-December 31, 2008, \$46,919.)

This research examines how dimensions of formal education and media and cultural consumption influence stereotypes about scientists and attitudes about science over time.

*The Foundations: High School and College Math and Science Experiences and Adult Civic Science Literacy: 1979-2003* (The American Educational Research Association, January 3, 2005-January 2, 2008, \$34,855.)

This research compares the influence of age versus birth cohort on how educational variables affect several dimensions of U.S. adult civic science literacy.

ASA/NSF-SRS 0209274, *A Timely Venture: Creating a Public Use File with Online Data Analysis Capability for the NSF-SRS Surveys of Public Understanding of Science and Technology* (The American Statistical Association/The National Science Foundation, June 1, 2003-December 31, 2005, \$56,201.)

This grant provided my support to create the two databases I built from the NSF Surveys of Public Understanding of Science and Technology, with online archival access and data analysis through the Documentation and Statistical Analysis Web program. To date, the archives have been downloaded by several hundred national and international scholars. They are also in use as a resource for national and international statistics courses.

SRS-0086139, *It's in the Details: Dimensions of Education, Gender, and Relations among Basic Science Knowledge, Attitudes, Understanding Scientific Inquiry, and Pseudoscience Support in the American General Public* (The Association for Institutional Research, May 1, 2003-May 31, 2004, \$28,052.)

In this research I examined how the details of post-secondary education (professional versus liberal arts training, degree level, college major, college science exposure) interact with gender to influence American adult civic science and technology literacy.

NSF 0139458, *How Education, Occupation, and Gender Influence Science Reasoning* (The National Science Foundation, May 1, 2002-December 30, 2003, \$56,207.)

In this research, I examined how the adult U.S. general public understands science inquiry processes.

*Leon County Health Risks Survey* (The Leon County Public Health Department and Health Coalition of Leon County, September-December 1997, \$2,000.)

The random digit dial survey of Leon County that I conducted replicated key aspects of the Centers for Disease Control Behavioral Risk Factors Survey for Leon County.

**RESEARCH  
BOOK**

S.C. Losh, *Group Behavior in Organizations*. San Diego, CA: Bridgepoint Education, Inc., 2011, 1-246. ISBN 978-1-9359663-0-2.

**ARTICLES AND OTHER PUBLICATIONS** (as Susan Hesselbart 1973-1982)

- S. Hesselbart (and others), "Attitudes and Action: A Field Experiment Joined to a General Population Survey." *American Sociological Review*, 1973 (October): 625-236.
- S. Hesselbart, "Education, Ethnic Stereotypes and Question Format." *Sociology and Social Research*, 1975 (April): 266-273.
- S. Hesselbart, "Attitudes Toward Women and their Implications for the Status of Women in Public and Private Employment." *Governmental Research Bulletin*, Institute for Social Research, Florida State University, 12 (No. 2, entire), 1975.
- S. Hesselbart and H. Schuman, "Racial Attitudes, Educational Level and a Personality Measure." *Public Opinion Quarterly*, 1976, 40 (Spring): 108-114.
- S. Hesselbart, "A Comparison of Attitudes Toward Women and Attitudes Toward Blacks in a Southern City." *Sociological Symposium*, 1976 (Fall): 45-68.
- S. Hesselbart, "Men and Women on the Tube: Sex and Sex Stereotypes on Television." *Eighth Annual Association for Consumer Research Proceedings*. Ann Arbor, MI: Braun-Braunfield, 1977.
- S. Hesselbart, "Women Doctors Win and Male Nurses Lose: A Study of Sex Role and Occupational Stereotypes." *Sociology of Work and Occupations*, 1977 (February): 49-62.
- S. Hesselbart, "Sex Role and Occupational Stereotypes: Three Studies of Impression Formation." *Sex Roles: A Journal of Research*, 1977 (October): 49-62.
- S. Hesselbart and A. Bayer, "Gender and Post-Secondary Education: Evolution, Not Revolution" in D.E. Drew (ed.) *Increasing Student Development Options in College*. San Francisco: Jossey-Bass, New Directions for Education and Work series, 4, December 1978.
- S. Hesselbart, "Racial Stereotypes, Gender Stereotypes and Question Format." *Social Science Quarterly*, 1978 (September): 338-346.
- S. Hesselbart, "Sexism and Socialization: Another Look." *The Review of Education* 1979 (Fall): 363-368.
- S. Hesselbart, "An Evaluation of Theories About Sex Roles: The Clash of Idealism and Reality." *Eleventh Annual Association for Consumer Research Proceedings* Ann Arbor, MI: Braun-Braunfield, 1980.
- S. Hesselbart (and others), "The Significance of Gender as a Social and Demographic Correlate of Sex Role Attitudes." *Sociological Focus*, 1980 (October): 383-396.
- S. Losh-Hesselbart, "Sex Roles" in *The Professional Resource for SOCIOLOGY*. New York: Knopf, 1985, 53-70.
- S. Losh-Hesselbart, "Development of Gender Roles." Chapter 20 in M. Sussman and S. Steinmetz (eds.), *Handbook of Marriage and the Family* (second edition). New York: Praeger Publishers, 1987, 535-563.
- S. Losh-Hesselbart, "Religion in the Public Schools: A Study of Attitudes Among Florida Residents." *Florida Public Opinion*, 3 (No 1, Winter), 1988: 2-12.

D. Crews and S. Losh, "Structural Modeling of Blood Pressure in Samoans." *Collegium Antropologicum*, 18 (1), 1994: 101-113.

Synopsized research in Attitudes and Beliefs about Science and Reasoning:

"There's One Born Every Minute..." *New Scientist*, 1996, 149 (No. 2018, February 24): 14.

"When Science and Beliefs Collide", *Science News*, 1996, 149 (No. 23, June 8): 360-361.

A. W. Wasserman and S.C. Losh. "Civic Engagement and Attitudes toward Jury Duty: A Study of Leon County Citizens." *Off the Record!* 1999, 9 (No 2, April:) 1-3.

S.C. Losh, A.W. Wasserman, and M.A. Wasserman. "Summons Responses and Jury Duty Attitudes." 1999, *Off the Record!*, 9 (No. 4, November:) 2-3.

S.C. Losh, A.W. Wasserman and M.A. Wasserman. "Reluctant jurors: What summons responses reveal about jury duty attitudes." *Judicature*, 2000, 83 (No. 6, May-June:) 304-310.

S.C. Losh. "Science and Pseudoscience: How Gender and Education Influence Basic Science Knowledge and Pseudoscience Beliefs: 1988-1999." *Public Perspective*, 2001, 12 (No 5: September/October) 24-26.

A synopsis of this article appeared in *Popular Science* as "Who is the Weakest Link?" 2002, 259 (No. 7, January:) 29.

A synopsis of this article appeared in the online compilation: *HighBeam Research*, IIE Solutions, December 2002: [http://www.findarticles.com/p/articles/mi\\_hb3002/is\\_200212](http://www.findarticles.com/p/articles/mi_hb3002/is_200212)

S.C. Losh and R. Boatright. "Life Cycle Factors, Status, and Civic Engagement: Issues of Age and Attitudes Towards Jury Service." *Justice System Journal*, 2002, 23 (2) 221-234.

Archived online at: [http://www.findarticles.com/p/articles/mi\\_qa4043/is\\_200201/ai\\_n9056067](http://www.findarticles.com/p/articles/mi_qa4043/is_200201/ai_n9056067)

S. C. Losh (with N. Betten, J. Tarnai, B. Tucker, and B. Vargas). "When Faculty Evaluate their Administrators in Higher Education," In *The Annuals of the Association for the Advancement of Educational Research*, year 2000, 2002.

S.C. Losh. "On the Application of Social Cognition and Social Location to Creating Causal Structures." *Educational Research Quarterly*, 2003, 26 (No. 3: March:) 17-33.

S.C. Losh. "How Educational Level Influences The Gender Digital Chasm in Computer and Internet Access and Use: 1983-2000." *IT & Society*, 2003, 1 (No. 4, Spring:) 73-86.

Online at: <http://www.stanford.edu/group/siqss/itandsociety/v01i04/v01i04a06.pdf>

S.C. Losh. "Gender and Educational Digital Gaps: 1983-2000." *IT & Society*, 2003, 1 (No. 5, Summer:) 56-71. Online at:

<http://www.stanford.edu/group/siqss/itandsociety/v01i05/v01i05a04.pdf>

Archived online at: *GSDL: Gender and Science Digital Library*

C.M. Tavani and S.C. Losh. "Motivation, Self-Confidence and Expectations as Predictors of Academic Performances among High School Students." *Child Study Journal*, 2003, 33, Part 3: 141-152.

S. C. Losh, C.M. Tavani, R. Njoroge, R. Wilke, and M. McAuley. "What does Education Really Do? Educational Dimensions and Pseudoscience Support in the American General Public, 1979-2001." *The Skeptical Inquirer*, 2003, 27, 5: 30-35.

Reprinted in Red Nova: Science, Space and Technology News:

<http://www.rednova.com/news/stories/2/2003/09/23/story103.html>

Also archived in its entirety at [Cancer-Articles.com](http://Cancer-Articles.com)

Also archived in its entirety at the [24 Hour Scholar](http://24HourScholar.com)

S.C. Losh. "Gender, Educational and Occupational Digital Gaps: 1983-2002," *Social Science Computer Review*, 2004, 22 (No. 2, Summer:) 152-166. (Lead Article)

Available online in the Ingenta archive

Most frequently accessed article in the online *Social Science Computer Review* January 2005. Among the top 50 most frequently accessed articles December 2004-August 2005.

S.C. Losh. "Pseudoscience Beliefs." In John Geer (ed.), *Public Opinion and Polling around the World: A Historical Encyclopedia*. Santa Barbara CA: ABC-CLIO, Inc.: 2004, 299-310.

S.C. Losh. "Science." In John Geer (ed.), *Public Opinion and Polling around the World: A Historical Encyclopedia*. Santa Barbara CA: ABC-CLIO, Inc.: 2004, 317-326.

S.C. Losh. "Gender Differences & the 80-Hour Work Week. (Dr. Summers' Hidden Agenda)" *Skeptic*, 2005, 11 (No. 4:) 14-15. <http://www.skeptic.com/eskeptic/05-03-29.html>

S.C. Losh. "Generational and Educational Effects on Basic U.S. Adult Civic Science Literacy," pp. 836-845 In The Korean Science Foundation and the Korean Academy of Science and Technology: the refereed *Proceedings of The Ninth International Conference on Public Communication of Science and Technology (PCST-9)*, 2006. Available online at: <http://garnet.acns.fsu.edu/~slosh/PCST90578.pdf>

H. Gao, E. Shen, S.C. Losh and J. Turner, "A review of studies on collaborative concept mapping: What have we learned about the technique and what is next?" *Journal of Interactive Learning Research*, 2007, 18 (No. 4:) 479-492.

S.C. Losh, R. Wilke and M. Pop, "Some methodological issues with "Draw a Scientist Tests" among young children." *International Journal of Science Education*, 2008, 30: 773-792.

R. Wilke and S.C. Losh, "Choice of instructional strategies among preservice teachers." *Action in Teacher Education*, 2008. 30 (3: Fall) 64-73. **Nominated for the Distinguished Research Award in Teacher Education (Association of Teacher Educators) 2009.**

S.C. Losh: "Generation versus Aging, and Education, Occupation, Gender and Ethnicity Effects in U.S. Digital Divides." In S.E. Cozzens & P. Catalan (eds.) *Proceedings, the Atlanta Conference on Science and Innovation Policy*: 2009. Online at:

IEEE.<http://ieeexplore.ieee.org/xpl/RecentCon.jsp?punumber=5353037>

S. C. Losh, "Stereotypes about scientists among U.S. adults 1983 and 2001" *Public Understanding of Science*, 2010, 19 (3:) 372-382.

Featured on Discoveries and Breakthroughs Inside Science, jointly sponsored by the American Institute on Physics and Ivanhoe Broadcast news.

Among the top 50 most frequently accessed articles June 2010 - January 2011.

S.C. Losh, "Diverse Digital Divides in American Society: 1983-2006." Refereed Chapter 11 (pp. 196-222) in Ferro, E., Dwivedi, Y.K., Gil-Garcia, J.R., and Williams, M.D. (Eds.) *Overcoming Digital Divides: Constructing an Equitable and Competitive Information Society A Handbook of Research*. Hershey, PA: IGI Global: 2010.

S.C. Losh "Sampling Error." Pp. 1312-1315 in N. J. Salkind (Ed.), *The Encyclopedia of Research Design*. Thousand Oaks, CA: Sage Publications: 2010.

S.C. Losh "Autocorrelation." Pp. 51-55 in N. J. Salkind (Ed.), *The Encyclopedia of Research Design*. Thousand Oaks, CA: Sage Publications: 2010.

S.C. Losh "Loglinear Models." Pp. 735-740 in N. J. Salkind (Ed.), *The Encyclopedia of Research Design*. Thousand Oaks, CA: Sage Publications: 2010.

## SUSAN CAROL LOSH ARTICLES AND OTHER PUBLICATIONS (continued)

7

- R.A. Eve, S.C. Losh and B. Nzekwe, "Lessons from the Social Psychology of Evolution Warfare: Good Science Alone is Not Enough", *Evolution: Education and Outreach*, 2010, 3 (No. 2:) 183-192.
- S.C. Losh and B. Nzekwe, "Creatures in the Classroom: Preservice Teacher Beliefs about Fantastic Beasts, Magic, Extraterrestrials, Evolution and Creationism." *Science & Education*, 2011, 20 (No. 5-6:) 473-489. **Among the top 5 articles downloaded April.**
- S.C. Losh and B. Nzekwe, "The influence of education major: How diverse Preservice teachers view pseudoscience topics." *Journal of Science, Education and Technology*, 2011, 20 (October): 579-591.
- S.C. Losh, "Age, Generational, and Educational Effects on American Adult Public Understanding of Science." Invited chapter in Martin W. Bauer, Rajesh Shukla and Nick Allum (eds.), *The Culture of Science-How does the Public relate to Science across the Globe?* NY: Routledge: 2012, 55-75.
- R.A. Wilke and S.C. Losh, "Exploring mental models of learning and instruction in teacher education". *Action in Teacher Education*, 2012, 34 (3:) 221-238.
- S.C. Losh, "Introduction," *Bulletin of Science, Technology & Society*, 2013, 33 (February-April:) 3-5.
- S.C. Losh, "Science under siege?" *Bulletin of Science, Technology & Society*, 2013, 33 (June-August:) 1-4. **(Among the top 25 most read articles in BSTS.)**
- S.C. Losh, "Dickens reconsidered or data under siege?" *Bulletin of Science, Technology & Society*, 2013, 33 (October-December:) 135-137. (Among the top 25 most read articles in BSTS.)
- S.C. Losh, "Are public education...science museums under siege?" *Bulletin of Science, Technology & Society*, 2014, 34 (1-3). **(Among the top 25 most read articles in BSTS.)**
- S.C. Losh and B. Nzekwe, "'Undergraduate Research Engagement among STEM Majors" *The Chemist*, 2015, 88 (No. 1:) 13-25.
- Under review: S.C. Losh, B. Nzekwe, J. O'Shea, and D. Miller, "Constructing a Research Identity: How Background Factors and Research Experiences Influence Undergraduate Students".
- In press, S.C. Losh, "Behaviourism" in in B.S. Turner (ed.) *The Wiley-Blackwell Encyclopedia of Social Theory*. London, Wiley: 2016 (expected).
- In press, S.C. Losh, "Independent and Dependent Variables" in in B.S. Turner (ed.) *The Wiley-Blackwell Encyclopedia of Social Theory*. London, Wiley: 2016 (expected).
- In press, S.C. Losh, "Group Processes" in B.S. Turner (ed.) *The Wiley-Blackwell Encyclopedia of Social Theory*. London, Wiley: 2016 (expected).
- In press, S.C. Losh, "Social Identities" in B.S. Turner (ed.) *The Wiley-Blackwell Encyclopedia of Social Theory*. London, Wiley: 2016 (expected).
- In preparation for submission: S.C. Losh, B. Nzekwe, and J. O'Shea, "What Happened? Student Perceived Outcomes of Undergraduate Research Participation."
- In preparation for submission: S.C. Losh, "It's in the Details: Gender, Educational Dimensions, and Adult Civic Science Literacy Over Time."
- In preparation for submission, S.C. Losh, M.J. Quinn and R.A. Wilke "Danger: Problems with an exclusive research focus on preservice and inservice teacher pedagogical surveys."

**CONFERENCE PAPERS  
INTERNATIONAL**

S. C. Losh: "How Gender and Education Influence Science and Pseudo-Science Beliefs: 1979-1999," The American/World Association for Public Opinion Research, Montreal, Canada, 2001.

R. Boatright and S.C. Losh: "Generational Differences in Attitudes Towards Jury Service," The American/World Association for Public Opinion Research, Montreal, Canada, 2001.

S.C. Losh: "Generational and Educational Effects on Basic U.S. Adult Civic Science Literacy," The Ninth International Conference on Public Communication of Science and Technology (PCST-9), Seoul, Korea, May 2006.

S.C. Losh: Invited speaker, The Royal Society of London, "Age, Generation, and Changes in the American Public Understanding of Science". The International Indicators of Science and the Public workshop 2007. London, November 2007.

S.C. Losh and B. Nzekwe, "Causes and Consequences of Undergraduate Research Participation" International Conference on Learning, Madrid, Spain, July 2015.

**NATIONAL**

S. Hesselbart: "Self-Concept, Personality Correlates and Need Achievement in Honors College Women," The American Sociological Association, 1972.

S. Hesselbart (and others): "Attitudes and Action: A Field Experiment Joined to a General Population Survey," The American Sociological Association, 1972.

S. Hesselbart: "Patterns of White Racial Beliefs and Attitudes," The American Association for Public Opinion Research, 1974.

S. Hesselbart: "A Theory of Attribution, Information-Seeking and Evaluation in Clientele Judgment Groups," The American Sociological Association, 1975.

S. Hesselbart: "Does Charity Begin at Home? Attitudes Toward Women, Household Tasks and Household Decision-Making," The American Sociological Association, 1976.

S. Hesselbart: "Men and Women on the Tube: Sex and Sex Stereotypes on Television," The Association for Consumer Research, 1977.

S. Hesselbart: "Dimensions of Sex-Typed Occupational Norms," The American Sociological Association, 1977. S. Hesselbart: "Some Underemphasized Issues about Men, Women and Work," American Sociological Association, 1978.

S. Losh-Hesselbart: "Development of Gender Roles," The National Conference on Family Relations, 1986.

S. Losh-Hesselbart: "Religion in the Public Schools: A Study of Attitudes Among Florida Residents" The National Education Association Conference on "The Future of Academic Freedom: Context and Challenge," 1988.

D.E. Crews and S. Losh: "Application of Structural Modeling to Blood Pressure: A Samoan Example," The American Association of Physical Anthropologists, 1988.

S. Losh-Hesselbart: "Cohort and Gender Attitude Change: Further Shifts in Public Opinion," The American Sociological Association, 1988.

S. Losh, E. Dennis, and P. Blood: "Creationism and Curricula: Religion, Public Education, and Science," The American Sociological Association, 1989.

S. Losh, C. Fobes and M. Gould: "Ballots, Marches and Good Works: Religious Congregations, Community Participation and Political Activism," The Association for the Sociology of Religion, 1994.



S. Losh and R. Cavendish: "An Experimental and Covariate Analysis Perspective: Background Characteristics, Heuristics, Beliefs about Science and Science Reasoning," The American Association for the Advancement of Science, 1995.

S. Losh, C. Fobes and M. Van Dyke: "Paths to Righteousness, Paths to Activism: How Cohesiveness and Bureaucracy in Religious Congregations Influence Community Participation," The Association for the Sociology of Religion, 1995.

S. Losh: "Imposing Structure on a Random Event: How Players Select Their Numbers for the Florida Lottery," The American Association for the Advancement of Science, 1996.

This paper was summarized in *New Scientist*, 149, No. 2018, February 24, 1996: 14.

S.C. Losh: "On the Application of Social Cognition and Social Location to Creating Causal Structures," The American Sociological Association, 2000.

S.C. Losh: "Narrowing the Digital Divide? Gender, Access to Computers, and Computer Use, 1983-1999," The American Anthropology Association, 2000.

S.C. Losh: "The Evolution of Contractual Equity for University Faculty," The Association for the Advancement of Educational Research, 2001.

S.C. Losh: "Education, Gender, and the Digital Chasm," The Association for the Advancement of Educational Research, 2001.

S.C. Losh: "How Gender, Level, and Type of Education Influence Science Beliefs and Pseudoscience Support: Evidence from the AIR/NSF Surveys of Public Understanding of Science and Technology, 1979-1999," The Association for Institutional Research, 2002.

S.C. Losh: "The Role of Education in Explaining the Gender Digital Chasm in Computer and Internet Access and Use: 1983-2000," Keynote Speaker, The Association for the Advancement of Educational Research, 2002.

S.C. Losh, C.M. Tavani, R. Njoroge, R. Wilke, and M. McAuley: "How Science Knowledge and Attitudes relate to Pseudoscience Acceptance, Political Engagement, and Funding Venue Support," The American Association for Public Opinion Research, 2003.

C.M. Tavani and S.C. Losh: "How Academic Performance, Motivation, and Self-Confidence Relate to Academic Expectations among Pre-College Students," The American Psychological Association, 2003.

S.C. Losh, C.M. Tavani, R. Njoroge, R. Wilke, and T. Yigit: "How Dimensions of High School and College Science Experiences Affect Adult Pseudoscience Support," The American Educational Research Association, 2004.

R.N. Njoroge and S.C. Losh: "Communicating Science to the American General Public: A Critical Look at Sources of Scientific Knowledge," The American Educational Research Association, 2004.

S.C. Losh: "How Dimensions of High School and College Science Training affect Adult Civic Science Literacy," The Association for Institutional Research, 2004.

S.C. Losh, R. Wilke and M. Pop: "Some Methodological Issues with 'Draw a Scientist' Tests among Young Children," The American Educational Research Association, 2006.

S.C. Losh, R. Wilke, F. Zhou, Y. Guo, B. Vaughn and C. Grove: "Gilded Images, Broken Images: Adult American Stereotypes about Scientists," American Educational Research Association, 2006.

R. Wilke and S.C. Losh: "Choice of Instructional Strategies among Preservice Teachers," American Educational Research Association, 2006.

R. Wilke and S.C. Losh: "Preservice Teachers' Attitudes toward In-Service Collaboration: Will They Participate?" American Educational Research Association, 2006.

S.C. Losh, R. Wilke and M. Pop: "Gender, Ethnicity, Grade, and Young Children's Drawings of Different Professionals," The National Association for Research in Science Teaching, 2006.

S.C. Losh, R. Wilke, F. Zhou, Y. Guo, B. Vaughn and C. Grove: "American Adult Stereotypes about Scientists over Time," The National Association for Research in Science Teaching, 2006.

S.C. Losh: "American Stereotypes about Scientists: Gender and Time Effects," The American Sociological Association, 2006.

S.C. Losh: "Age and Generational Effects on Pseudoscience Beliefs." The American Association for the Advancement of Science, San Francisco, February 2007.

S.C. Losh: "Creating a Major National Longitudinal Cross-sectional Database: The National Science Foundation Surveys of Public Understanding of Science and Technology," the American Educational Research Association, Chicago, April 2007.

H. Gao, S.C. Losh, E. Shen, J.E. Turner, R. Yaun: "The Effect of Collaborative Concept Mapping on Learning, Problem Solving, and Learning Attitude," the American Educational Research Association, Chicago, April 2007.

S.C. Losh: "Adult Stereotypes about Scientists 1983 and 2001: Gender, Time and Media Effects," the American Sociological Association, Boston, August 2008.

S.C. Losh: "Generation versus Aging, and Education, Occupation, Gender and Ethnicity Effects in U.S. Digital Divides," Atlanta Conference on Science and Innovation Policy, October, 2009.

R.A. Wilke and S.C. Losh, "Preservice Teachers' Mental Models of Learning and Instruction: Developing Complex Knowledge to Teach". The American Educational Research Association meetings, Denver, April 2010.

S. C. Losh and B. Nzekwe, "Creatures in the Classroom: Attitudes and Beliefs about Fantastic Beasts, Extraterrestrials, and Creationism among Education Majors". Presented at the American Association for Public Opinion Research meetings, Chicago, May 2010.

S.C. Losh and B. Nzekwe, "The Foundations: How Education Major Influences Basic Science Knowledge and Pseudoscience Beliefs. Atlanta Conference on Science and Innovation Policy, September 2011.

S.C. Losh, "Big Data, National Treasures or There's *Really* Gold in Them Thar Hills." American Educational Research Association, San Francisco, April 2013.

B. Nzekwe and S.C. Losh, "Scientist Identity Salience and Career Attitudes: Comparing Honors Science Majors with Research Internship Participants." American Educational Research Association, San Francisco, April 2013.

B. Nzekwe and S.C. Losh, "How Gender, Ethnicity and Experience Influence Scientist Identity and Career Attitudes among Research Program Students." National Association for Research on Science Teaching, San Juan, Puerto Rico, April 2013.

S.C. Losh. Editors Panel (representing *Bulletin of Science, Technology & Society*). Atlanta Conference on Science and Innovation Policy, September 2013.

S.C. Losh and B. Nzekwe, "Facets of Identity Crystallization as a Research Scientist among Talented Undergraduates." Atlanta Conference on Science and Innovation Policy, September 2013.

B. Nzekwe and S.C. Losh, "Role-Identity Salience and Research Career Attitudes Among Undergraduate Science and Non-science Majors." Presented at the annual meetings of the American Educational Research Association, Philadelphia, April 2014.

S.C. Losh, "Dickens Revisited, or Data under Siege?" American Educational Research Association, Philadelphia, April 2014.

S.C. Losh and B. Nzekwe, "Situating Occupational Role-Identity and Undergraduate Research Engagement." American Sociological Association, San Francisco, August 2014.

S.C. Losh and B. Nzekwe, "What Happened? Student Perceived Outcomes of Undergraduate Research Participation." Atlanta Conference on Science and Innovation Policy, September 2015.

## REGIONAL

- S. Hesselbart: "Education, Ethnic Stereotypes and Question Format," The Southern Sociological Society, 1974.
- S. Hesselbart: "Processes of Information Seeking and Evaluation in Clientele Judgment Groups: A Preliminary Statement," The Southern Sociological Society, 1975.
- S. Hesselbart: "Women Doctors Win and Male Nurses Lose: A Study of Sex Role and Occupational Stereotypes," The Southern Sociological Society, 1976.
- S. Hesselbart: "Normative Expectations About 'Male' and 'Female' Occupations and Their Expectations for the Division of Labor in the Household," The Southeastern Council on Family Relations, 1976.
- S. Hesselbart: "Question Format and Response: A Study of Sex Role Stereotypes," The Southern Sociological Society, 1976.
- S. Hesselbart: "Feminism, Changes in Sociology and Changes in Social Life," Conference on Current Perspectives in Feminism, Tallahassee, Florida, 1977.
- S. Hesselbart: "Trends in Support of the ERA in a Southern City," The Southern Association for Public Opinion Research, 1979.
- D. Bolling and S. Hesselbart: "Item Coding: A Neglected Methodological Issue in Questionnaire Measures of Marital Decision-Making," The Southern Sociological Society, 1979.
- S. Hesselbart and S. Roland: "Telling a Book by Its Cover: Sex and Sexism on Best-Seller Paperback Book Covers, 1960-1977," The Southern Sociological Society, 1980.
- S. Losh: "Religious Values and Educational Protest: The Case of Florida Residents," The Southern Sociological Society, 1989.
- S. Losh: "Promoting Togetherness: Group Cohesiveness in Religious Congregations," The Southwestern Social Science Association, 1992.
- R. Cavendish and S. Losh: "Gender and the Critical Evaluation of Gender-Related 'Scientific Information'," The Southern Sociological Society, 1993.
- S. Losh: "Components of Attitudes Toward Religion in Public Education," The Southern Sociological Society, 1994.
- S. Losh: "Support Groups and Friendliness: Two Routes to Cohesiveness in a Study of Religious Congregations," The Southern Sociological Society, 1998.
- S.C. Losh, A. Wasserman, and M. Wasserman: "'The Cornerstone of the American Legal System:' Civic Engagement, Juror Attitudes Toward Jury Duty, and Jury Behavior," The Southern Sociological Society, 1999.
- S.C. Losh, A.W. Wasserman and M.A. Wasserman: "'Reluctant Jurors:' How Responses to a Summons Relate to Attitudes Toward Jury Duty," The Southwest Social Science Association, 2000.
- S.C. Losh: "How Education and Gender Influence U.S. Computer Usage: Data from the NSF Public Understanding of Science Surveys," The Eleventh Annual Association for Institutional Research/Florida State University Winter Colloquium, Tallahassee, FL, 2001.
- S.C. Losh, C.M. Tavani, R. Wilke, and M. McAuley: "How Educational Level and Educational Type Influence Basic Science Literacy and Science Attitudinal Support In the American General Population," The Florida Educational Research Association, 2002.

## **SUSAN CAROL LOSH CONFERENCE PAPERS REGIONAL (continued)**

**12**

S.C. Losh, C. M. Tavani, R. Njoroge, R. Wilke and T. Yigit: "How Educational Level and Educational Type Influence Basic Science Knowledge and Reasoning among American Adults: 1988-2003," The Florida Association of Educational Research, 2003.

S.C. Losh, R. Wilke, T. Yigit, F. Zhou, and Y. Gao: "A Key to Fostering Interest in Science? Portraits of Scientists in the American General Public: 1983 and 2001," the Florida Association of Educational Research, 2004.

S.C. Losh: "Generation, Age, Gender and Education, and American Public Understanding of Selected Health Issues: 1988-2006," The Pacific Association for Public Opinion Research, 2007.

### **SYMPOSIA AND PANELS ORGANIZED INTERNATIONAL**

Panel organizer: "Science, Pseudo-Science, and Public Opinion," The American/World Association for Public Opinion Research, Montreal, Canada, 2001.

Panel organizer: "Thar's Gold in Them Thar Hills: Benefits, Cautions and Pitfalls for Training Novices to use Large Archival Databases," The Joint Statistical Meetings, Toronto, Canada, 2004.

### **NATIONAL**

Panel organizer: "The Status of Women and Minorities in Public Opinion Research," The American Association for Public Opinion Research, 1976.

Panel organizer: "The Social Implications of 'Woman as Physical Weakling'," The Society for the Study of Social Problems and Sociologists for Women in Society, 1976.

Panel organizer: "Women, Men and Work: Where are We Headed in the 1980s?" The American Sociological Association, 1977.

Panel organizer: "Question Format and Measures of Prejudice," The American Sociological Association, 1978.

Panel organizer: "Gender, Work and Family," The American Sociological Association, 1979.

Panel organizer: "Occupational Sex-Segregation: Causes and Consequences," The American Sociological Association, 1979.

Panel Organizer: "Dimensions of Public Opinion Beliefs and Reasoning about Science," The American Association for the Advancement of Science, 1995.

Panel organizer: "The General Public's Views About Science and Reasoning," The American Association for the Advancement of Science, 1996.

Portions of the 1995 and 1996 AAAS symposiums were synopsized in *Science News*, 1996, 149 (No. 23, June 8): 360-361.

Panel organizer: "When Faculty Evaluate their Administrators in Higher Education," The Association for Advancement of Educational Research, 2000.

Panel organizer: "Collective Bargaining in Higher Education," The Association for Advancement of Educational Research, 2001.

Panel organizer: "Dimensions of American Science Literacy: Knowledge, Process, Controversy and Pseudoscience," The American Educational Research Association, 2004.

Symposium co-organizer: "Science Literacy and Pseudoscience," The American Association for the Advancement of Science, February 2007.

Panel Organizer and Chair: "National Databases, Science and Math Student Achievements, and a Methodological Assist," The American Educational Research Association, Vancouver, April 2012.

## **SUSAN CAROL LOSH SYMPOSIA AND PANELS ORGANIZED (continued)**

**13**

Panel Organizer and Chair: "Methodological Issues in Database Management," The American Educational Research Association, San Francisco, April 2013.

Roundtable Organizer: "Educational Applications of National Databases," The American Educational Research Association, San Francisco, April 2013.

Organizer, Business Session, Advanced Studies of National Databases, The American Educational Research Association, San Francisco, April 2013.

### **REGIONAL**

Panel organizer: "Social Psychology," The Southern Sociological Society, 1977.

Panel organizer: "Research on Attitudes and Attitude Change," The Southern Sociological Society, 1978.

Plenary session organizer: "Women and Men: Crisis in Legitimation," The Southern Sociological Society, 1980.

Panel organizer: "Movement on the Theory Front: Views from Social Psychology," The Southern Sociological Society, 1994.

### **OTHER CONFERENCE PARTICIPATION AND PRESENTATIONS**

Discussant: "Contemporary Family Problems," Society for the Study of Social Problems, 1978.

Discussant: "Contemporary Advances in Social Psychology," The Southern Sociological Society, 1979.

Discussant: "Sexual Harassment," The Southern Sociological Society, 1984.

Discussant: "Education, Socialization and Gender," The American Sociological Association, 1987.

S. Losh-Hesselbart: "Changes in Gender-Related Demographics and Changes in Sex-Role Ideologies During the 1970s and the 1980s," General Motors Research Laboratories, 1986.

S. Losh: "Agonies and Ecstasies: Conducting Omnibus Surveys in an Urban Community," Old Dominion University, Norfolk, Virginia, 1998.

S.C. Losh: invited panelist: "Reflections of the Founding Mothers: In Celebration of the 25th-Year of Sociologists for Women in Society-South" The Southern Sociological Society, 2001.

S.C. Losh: "How I Got From There to Here: Social Cognition and Science, and the NSF Surveys of Public Understanding of Science and Technology," The National Science Foundation, 2003.

S.C. Losh: "Using the University of California-Berkeley's Survey Documentation and Analysis (SDA) Statistical System with Archival Data," The National Science Foundation, 2003.

S.C. Losh: "Dimensions of Adult Civic Science Literacy and Dimensions of Post-Secondary Education," The National Science Foundation, 2004.

S.C. Losh: "The NSF Surveys of Public Understanding of Science and Technology Selected Archive: 1979-2001," The National Science Foundation, 2004.

S.C. Losh: "The Making of an Archive: The NSF Surveys of Public Understanding of Science and Technology, 1979-2001," The National Science Foundation, 2005.

### DATABASE ARCHIVES CREATION: TWO MAJOR ARCHIVES

With support from the National Science Foundation, I created two major databases from *The National Science Foundation Surveys of Public Understanding of Science and Technology*. Analyses using these databases have formed much of my recent scholarly activity. Both archives are now in online collections that are refereed by Boards of Directors and/or Trustees.

**NSF SURVEYS:** This archive is a longitudinal cross-sectional set of surveys that enables tracking trends in science knowledge, interest, attitudes, pseudoscience support, and policy beliefs. It currently spans the years 1979-2006 and contains nearly 300 variables on science knowledge, attitudes, understanding, and background among 12 nationally representative samples of U.S. adults (total case base = 23,994).

Archived at: The Roper Center of the University of Connecticut (selective online data analysis capacity through the SDA "iPoll" program; free download): <http://www.ropercenter.uconn.edu/>

**INFORMATION TECHNOLOGY ACCESS AND USE:** merges data from The NSF Surveys of Public Understanding 1983-1999 and the General Social Survey telephone subsamples (2002, 2006). It focuses on information technology access and use and provided the data I analyzed for several articles and conference presentations. It has 62 variables and a total case base of 18,204 U.S. adults from nine United States representative samples. Archived at: The Inter-University Consortium for Political and Social Research, the University of Michigan (online data analysis capacity through the Documentation and Statistical Analysis program; download available to ICPSR members): <http://webapp.icpsr.umich.edu/cocoon/ICPSR-STUDY/04029.xml>

### TEACHING

Undergraduate courses on:

- Educational Psychology
- Introductory Social Psychology
- Sex roles and gender
- Research methods
- Statistics
- Public opinion

Graduate courses on:

- Social Psychology (theories; advanced; group dynamics; public opinion and attitudes; life cycle processes).
- Theories of Social Psychology (ONLINE)
- Data collection and methodology (surveys; experiments; focus groups; content analysis; field and participant observation; ethnographies; on-line databases; open coding).
- Data analysis (introductory; general linear model including regression and analysis of variance methods; causal modeling with categorical and numerical data).

Initial Teaching Incentive Program Award Recipient, Florida State University, 1994

Nominated University Distinguished Teaching Award, Florida State University, 1996

Commendation for mentoring Honors students, Florida State University Student Senate, 1996

Nominated University Graduate Mentor Award, Florida State University, 2007

S. C. Losh Consultant and creator of the Power Point accompanying series for: D. Boyd and H. Bee, *Lifespan Development, fifth edition*. Boston: Pearson (A&B Longman). See K.P. Saenz, R. Fowers and S.C. Losh, *Instructor's Classroom Kit for Boyd and Bee Lifespan Development (fifth edition): Volume 1*, Boston: Pearson, 2009.

**OTHER ONLINE MATERIALS**

For recent online materials for several of my courses, please see:

SYP 5105	Theories of Social Psychology	<a href="http://myweb.fsu.edu/slosh/SocialPsychOverview.html">http://myweb.fsu.edu/slosh/SocialPsychOverview.html</a>
EDP 5285	Group Processes	<a href="http://myweb.fsu.edu/slosh/GroupsOverview.html">http://myweb.fsu.edu/slosh/GroupsOverview.html</a>
EDF 5481	Methods of Educational Research	<a href="http://myweb.fsu.edu/slosh/MethodsOverview.html">http://myweb.fsu.edu/slosh/MethodsOverview.html</a>
EDF 6937	Multivariate Analysis of Categorical Data	<a href="http://myweb.fsu.edu/slosh/CatDataOverview.html">http://myweb.fsu.edu/slosh/CatDataOverview.html</a>
DEP 5068	Lifespan Development	<a href="http://myweb.fsu.edu/slosh/LifespanOverview.html">http://myweb.fsu.edu/slosh/LifespanOverview.html</a>

My online lectures for EDF 5481 Graduate Research Methods in Education are archived in the following to date:

- The SySurvey White Papers, London, England
- Resources for Methods in Evaluation and Social Research, supported by The International Consortium for the Advancement of Academic Publication
- The New School for Social Research
- DIGITAL RESOURCES FOR EVALUATORS
- The Learning Domain: PXGS 6102 Introduction to Research in Education
- "Sociopranos": Society Redefined
- InfoMine: Scholarly Internet Resource Collections
- Dball Organization
- H.Ü. Bilgi ve Belge Yönetimi Bölümü
- Loughborough University in the United Kingdom--Dr. Emma Rich
- Universidad Autonoma de Madrid: Recursos Metodologicos para la Investigacion Educativa: Muestreo (Methodological Resources for Educational Research)
- The "Powermutt Project" Politically-Oriented Web-Enhanced Research Methods for Undergraduates — Topics and Tools Resources for introductory research methods courses in political science and related disciplines
- Department of Political Science, California State Polytechnic University
- Political Science Research Methods, University of Toronto
- The University of British Columbia Research Methods Resources on the WWW
- Indiana University's College of Information
- School of Library Science, University of Georgia
- Michigan Tech University Social Science Methods
- The United Nations, Canada, Toolkit (chapters on Focus Groups)
- University of Maine (Focus Groups)
- United Nations, Canada (Focus Groups)

My online lectures also led to Pearson Publishers asking me to design the Power Points for the Boyd and Bee *Lifespan Development* book in 2009 and Bridgepoint Education inviting me to write a group dynamics text (completed 2011).

**PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

NATIONAL

American Educational Research Association  
Program Submissions Reviewer, 2005-

Elected Program Chair (2011-2013) and Chair (2013-2015), Special Interest Group on  
Advanced Studies of National Databases

Association for the Advancement of Educational Research  
Social Psychology Co-Coordinator, 2001 - 2004

American Sociological Association  
Nomination Committee: Social Psychology Section, 1980

Committee on Certification for Advanced Quantitative Methods, 1986-1987

American Association for Public Opinion Research

American Association for the Advancement of Science

American Statistical Association  
Campaign for Statistical Literacy, 1996

Association for Institutional Research  
Election Certification Committee, 2000

REGIONAL

Southern Sociological Society  
Elected, Executive Committee, 1979-82  
Appointed, Committee on the Status of Women, 1978

Sociologists for Women in Society  
Elected, Secretary, Southern Region, 1975  
Elected, Newsletter Editor, Southern Region, 1976-78

STATE

Florida Educational Research Association  
Program Submissions Reviewer, 2005 - 2008

**SERVICE  
CONSULTING**

The National Science Foundation, Science Resources Statistics including:

- Member, workshop panel for the 2006 General Social Survey module on the Public Understanding of Science
- Member, instrumentation workshop panel for the 2012 General Social Survey module on the Public Understanding of Science
- Reviewer for *Science Indicators* 2006, 2008, 2010, 2012, and 2014 The National Science Board
- Consultant (ongoing) on archive construction and online data analysis 2003 -
- Proposal review

Consultant, *Public Agenda*, on science education policy. 2007 -



Consultant on general attitude measures, research methods and data analysis for:

- The Inter-University Consortium for Political and Social Research, The University of Michigan; ICPSR User-Advisory-Group 2005-
- The National Education Association
- The Public Defender's Office of the State of Florida
- The State Supreme Court of Florida
- State Courts of Florida, Second Judicial District
- The Public Health Department of Leon County
- The Leon County Health Coalition
- The Tallahassee-Leon County Planning Department
- United Nations Canada

Consultant on gender relations, ethnic relations, social psychology for:

- The United States Navy
- American Association of University Women
- Ford Motor Company
- General Motors Company
- The Center for Professional Development at Florida State University
- United Nations Canada
- Office of the [Florida] State Courts Administrator, College of Advanced Judicial Studies, 2014 -

#### **EDITORIAL WORK**

4/2013-2017	Executive Editor	<i>Bulletin of Science, Technology &amp; Society</i> (Sage journal)
1978-83	Editorial Board	<i>Social Science Quarterly</i>
1978-82	Associate Editor	<i>Social Forces</i>
1977-84	Sociology Editor	<i>Sex Roles: A Journal of Research</i>

Editorial consultant/referee for: Journals

- *American Journal of Sociology*
- *Human Relations*
- *International Journal of Science and Math Education*
- *IT & Society*
- *Journal of Marriage and the Family*
- *Journal of Science, Education and Technology*
- *Open Law Journal (editorial board)*
- *Psychology of Women Quarterly*
- *Public Opinion Quarterly*
- *Public Understanding of Science*
- *Science & Education*
- *Sex Roles: A Journal of Research*
- *Social Psychology Quarterly*
- *Social Science Computer Review*
- *Sociology and Social Research*
- *Sociological Focus*
- *Sociology of Work and Occupations*
- *Social Problems*

Editorial consultant/referee for: Publisher manuscripts

- Allyn and Bacon
- Addison-Wesley
- Little, Brown and Company
- Macmillan Publishing Company
- Oxford University Press
- Peacock Publishers
- Pearson Publishers
- Praeger Publishers
- Prentice-Hall Publishers
- Random House
- Roxbury Press (now part of Oxford University Press)
- Sage Publications
- St. Martins Press
- Thomson Publishing
- University of Nebraska Press
- Wiley-Blackwell Publishers

**FLORIDA STATE UNIVERSITY**  
UNIVERSITY SERVICE

- Chair and Coordinator, Graduate Policy Subcommittee on Quality Enhancement Review for the Askew School of Public Administration and Public Policy, 2014
- Faculty Senate, 2002-08; 2013-  
Elections Committee: 2005-2006
- Library Committee: 2007-2009
- Faculty Senate Professional Relations Committee, 1995-98
- Faculty Senate Grievance Committee, 1992-96; 2014-

Member, Governance Committees:

- College of Education representative to the University Libraries 2007-2009
- "Bridge to the Doctorate," College of Engineering, 2005-2007
- Committee on Religious Affairs, 1997-2003
- Computing and Information Resources Committee, 1997-2000
- University Human Subjects Committee, Institutional Review Board, 1998
- University Financial Aid and Scholarship Committee, 1988-1990
- Undergraduate Program Committee, 1976-1980

COLLEGE OF EDUCATION SERVICE

- Elected, Faculty Council, 2002-2004 (Alternate, 2004-2006) 2010-2012
- Elected, alternate, Curriculum Committee, 2004-2006
- Head, Budget and Resources Committee, 2002-2004

DEPARTMENT OF EDUCATIONAL PSYCHOLOGY AND LEARNING SYSTEMS SERVICE

- Program Leader, Educational Psychology, 2006-2009
- GradQuest Coordinator (Nontraditional Student Fair on Higher Education) 2006
- Website development Committee, 2005-2007
- Evaluation Committee, 2005-2007; 2010-2012 (Committee Chair)
- Learning and Cognition Program Committee, 2000-  
Program Coordinator, 2001-2009
- Social Committee, 2012-
- Scholarship Committee, 2014.

COLLEGE OF SOCIAL SCIENCES SERVICE

- Teaching Incentive Program Review Committee, 1995
- Elected, College of Social Sciences Promotion/Tenure, 1979-81

DEPARTMENT OF SOCIOLOGY SERVICE

- Area Committee, Social Psychology (Chair, 1983-85; 1992-98) 1973-1998
- Graduate Admissions Committee, 1977-79; 1984-85; 1986-87; 1996-97
- Graduate Policy Committee, 1996-97
- Area Committee, Statistics/Methods (Chair, 1976-81; 1987-88) 1973-95
- Undergraduate Program Committee, (Chair, 1976-1978) 1975-1978; 1991-92
- Department Public Relations Head, 1983-88
- Department Policy Committee 1977-80; 1983-84

**UNITED FACULTY OF FLORIDA, FLORIDA STATE UNIVERSITY**

Senator 2014-

Treasurer 2006-2014