

CURRICULUM VITAE

Colin T. William

Department of Psychological Sciences
Purdue University
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EDUCATION

Doctor of Philosophy, Psychology (Program in Cognition and Development)

Dissertation title: *Mere exposure effects for affectively valenced stimuli*
Degree conferred December, 2002
Emory University, Atlanta, Georgia

Master of Arts, Psychology

Thesis title: *Effects of placement of planes on the understanding of their intersections*
Degree conferred August, 1996
Emory University, Atlanta, Georgia

Bachelor of Arts, Double Major: Psychology / Religion and Philosophy

Degree conferred May, 1993 (*magna cum laude*)
Berry College, Mount Berry, Georgia

ACADEMIC TEACHING EXPERIENCE

Purdue University (West Lafayette, Indiana)

Clinical Professor of Psychology: August, 2019 – present

Teaching Duties

- I teach undergraduate courses, primarily in the large lecture hall format
 - I require all students to directly engage with and write about journal research
 - I require all students to engage with social issues via online discussion boards
 - I manage graduate teaching assistants in the delivery of all courses
 - Courses taught:
 - Introduction to the Science and Fields of Psychology
 - Elementary Psychology
 - Lifespan Development (new course for the department)
 - Abnormal Psychology

Service Duties

- College of Health and Human Sciences Career Advisory Board
- Department of Psychological Sciences graduate student teaching initiative

Ivy Tech Community College of Indiana (Lafayette, Indiana)

Professor of Psychology: August, 2011 – July, 2019

Program Chair and Associate Professor of Psychology: May, 2007 – August, 2011

Interim Chair, Department of Liberal Arts, and Associate Professor of Psychology: August, 2006 – May, 2007

Program Chair and Assistant Professor of Psychology: August, 2003 – August, 2006

Teaching Duties

- Taught undergraduate courses to traditional and non-traditional students from diverse backgrounds.
 - I required writing assignments and a research presentation from all classroom students
 - I consistently received excellent teaching evaluations from students, peers, and supervisors

- I was awarded the McAllister Excellence in Teaching Award for the Lafayette region in 2015, and I was one of 14 statewide recipients of the 2016 President's Award for Excellence in Instruction
- I was a regional leader in adoption of open educational resources for face-to-face classes
- Courses taught:
 - Introduction to Psychology
 - Lifespan Development
 - Abnormal Psychology
 - Social Psychology

I developed and administered online courses for regional and statewide use.

- Courses developed and taught:
 - Introduction to Psychology
 - I was the sole developer for the statewide online class used from 2011 to 2016; this was the first Ivy Tech online course to receive external Quality Matters approval
 - I served as the mentor for this class, assisting other faculty statewide who taught the course, updating it each year as needed
 - Lifespan Development (developed locally and served on statewide committee)
 - Social Psychology (statewide course)
 - Research Methods in Psychology (statewide course)

Administrative and Service Duties

- Program chair duties included management of the regional psychology program, curriculum development, coordination of outside linkages, outcomes assessment, and staffing of psychology adjunct faculty
- Department chair duties included coordination and administration of liberal arts course offerings with discipline-specific program chairs, day-to-day management of liberal arts faculty, handling of student complaints, and reporting to school chair and academic dean on curriculum development
- I advised students on degree planning, course selection and career options
- I served on many committees at the regional and statewide level, with service primarily focused on distance education and statewide psychology curriculum
- I created the School of Liberal Arts and Sciences Lecture Series, a forum for adjunct faculty to present their academic research for a college-wide audience

Columbus State Community College (Columbus, Ohio)

Full-Time, Tenure-Track Faculty: September, 2001 – September, 2003

Adjunct Faculty: September, 1997 – September, 2001

- Taught classroom courses in introductory psychology, child development, and lifespan development; also mentored individual students within the department's capstone course
- Developed and administered online courses in child development and lifespan development
- Developed course materials for introductory courses aimed primarily at non-majors, particularly child-care practitioners and nursing students
- Consistently scored above college and departmental averages on teaching evaluations
- Participated in departmental committees and service presentations

Ohio Dominican College (Columbus, Ohio)

Adjunct Faculty: January, 1998 – May, 1998; July, 2001 – September, 2001

- Taught full-semester and four-week introduction to psychology courses
 - Semester-length class was aimed at psychology majors; four-week class was part of an accelerated evening program for business majors

Teaching Assistant: Emory University (Atlanta, Georgia)

August, 1994 – May, 1995

- Teaching assistant for class in statistics for psychology
- Taught full-semester course in research methodology
 - Developed syllabus, lectures, exams and all learning activities

- Required students to submit their own structured research proposals for a questionnaire and a naturalistic observation; required class as a whole to develop an idea for a basic experiment and to collect data; required each student to analyze the data and write up the results
- Required all students to become familiar with online research databases

OTHER TEACHING EXPERIENCE

Guest Lecturer: The Ohio State University, Graduate Program in Industrial Design

Fall, 2000

- Guest lecturer for graduate design students, covering the domains of usability and human factors in design, and use of basic tools for statistical analysis in behavioral design research

Substitute Teacher: Berlin-Potsdam International School

December, 1998 – May, 1999

- On-call substitute teacher for private international school, for students from grade 8 to grade 12

Test Preparation Teacher: The Princeton Review

July, 1997 – May, 2000

- Taught preparation courses for GRE, LSAT, PSAT, and SAT standardized tests

RESEARCH EXPERIENCE

Doctoral Dissertation

Title: *Mere exposure effects for affectively valenced stimuli*

Advisor: *Dr. Stephan Hamann*

- Previous research on the mere exposure effect in memory focused on finding the effect with neutral stimuli. My research examined whether or not there can be a mere exposure effect for non-neutral stimuli. Results of this research contribute to a better understanding of the more general concept of perceptual fluency, which is thought to contribute to this effect and other cognitive processes.

Master's Thesis

Title: *Effects of placement of planes on the understanding of their intersections*

Advisor: *Dr. John Pani*

- Using the task of imagining the hypothetical intersection between two planes in three dimensions, I examined some of the cognitive and environmental constraints in physical reasoning.

Qualifying Exam Paper

Title: *Perceptual fluency and feeling-of-knowing judgments: Developments during the last ten years (1986-1996)*

- Comprehensive literature review paper, examining progress in the understanding of feeling-of-knowing judgments in metamemory, specifically the role of perceptual fluency.

APPLIED RESEARCH AND CONSULTING EXPERIENCE

Design Researcher: SonicRim, Ltd. (Columbus, Ohio)

November, 1999 – April, 2001

- Conducted generative and evaluative research across many aspects of user experience, including perceived usefulness, usability and desirability of consumer products and software interfaces
 - Experience research techniques included collaging, cognitive mapping, experience diaries, and heuristic analysis
 - Constructed databases, analyzed qualitative and quantitative data
- Served as a resource on research methodology and analysis for a staff comprised primarily of industrial designers
- Developed style manual for in-house writing

Co-op in Human Factors Engineering: Pitney Bowes (Shelton, Connecticut)

May, 1999 – September, 1999

- Conducted interface prototyping, usability evaluation, and user testing within the product design process for online postage software and embedded systems for postage printing

PUBLICATIONS

Gage, M., Sanders, E.B.-N., & William, C.T. (2002). Generative search in the product development process. In O'Brien, T. G., & Charlton, S.G. (Eds.) *Handbook of Human Factors Testing and Evaluation, 2nd Edition*. Hillsdale, New Jersey: Lawrence Erlbaum.

Sanders, E. B.-N., & William, C.T. (2002). Harnessing people's creativity: Ideation and expression through visual communication. In Langford, J., & McDonagh, D. (Eds.) *Focus Groups: Supporting Effective Product Development*. London: Taylor and Francis.

Pani, J.R., William, C.T., & Shippey, G.T. (1998). Orientation in physical reasoning: Determining the edge that would be formed by two surfaces. *Journal of Experimental Psychology: Human Perception and Performance*, 24, 283-300.

Pani, J.R., William, C.T., & Shippey, G.T. (1995). Determinants of the perception of rotational motion: Orientation of the motion to the object and to the environment. *Journal of Experimental Psychology: Human Perception and Performance*, 21, 1441-1456.

CONFERENCE PRESENTATIONS

William, C.T. (2008). User Centered Internet Course Design: Best Practices from Industry. Presentation at the annual "Best Practices in the Teaching of Psychology" conference, held by the American Psychological Association's Society for the Teaching of Psychology, Atlanta, Georgia.

Marks, A., & William, C.T. (2008). I'm Not As Dumb As I Look: Protecting Self-Esteem by Devaluing Grades. Poster presented at the Association for Psychological Science annual convention, Chicago, Illinois.

Pani, J.R. & William, C.T. (1996). Orientation in physical reasoning: Determining the intersection of two planes. Poster presented at the annual meeting of the Psychonomic Society, Chicago, Illinois.

Pani, J.R., William, C.T., & Shippey, G.T. (1995). Spatial organization of objects in the perception of rotations. Poster presented at the annual meeting of the Psychonomic Society, Los Angeles, California.

Pani, J.R., Shippey, G.T., & William, C.T. (1994). Perceived surface orientation and the imagination of surface intersection. Poster presented at the annual meeting of the Psychonomic Society, St. Louis, Missouri.