

# MARCUS W. MAYORGA, PhD

## Curriculum Vitae

541-485-2400 | marcus@decisionresearch.org

### EDUCATION

|  |             |
|--|-------------|
| PhD Psychology   | <b>2019</b> |
| University of Oregon   |             |
| M.S. Psychology  | <b>2011</b> |
| University of Oregon   |             |
| B.S. Dual Major in Psychology & Philosophy, Honors in Psychology | <b>2009</b> |
| University of Oregon   |             |

### PROFESSIONAL EXPERIENCE

|   |                     |
|---|---------------------|
| Research Scientist, Decision Research, Eugene, OR   | <b>2020-Present</b> |
| Research Associate, Policy Interactive, Eugene, OR  | <b>2019-Present</b> |
| IRB Chair, Decision Research, Eugene, OR  | <b>2018-Present</b> |
| Postdoctoral Fellow, Decision Research, Eugene, OR  | <b>2019-2020</b>    |
| Undergraduate Advisor, University of Oregon, Eugene, OR.  | <b>2011-2019</b>    |
| Students: Eva Wong (2012), Camille Muniz (2015), Rebecca Howard (2016),<br>Tanainan Chuanchaiyakul (2017) |                     |
| Research Coordinator, Decision Research, Eugene, OR.  | <b>2011-2019</b>    |
| Graduate Employee (GE), University of Oregon, Eugene, OR.   | <b>2016-2019</b>    |
| Consultant, International Atomic Energy Agency, Vienna, Austria.  | <b>2016</b>         |
| Instructor- University of Oregon, Eugene, OR.   | <b>2016</b>         |
| Course: Decision Making   |                     |
| Undergraduate Advisor, University of Oregon, Eugene, OR.  | <b>2014-2016</b>    |
| Undergraduate Practicum Coordinator, University of Oregon, Eugene, OR.                                    | <b>2014-2016</b>    |
| Graduate Teaching Fellow, University of Oregon, Eugene, OR.   | <b>2013-2014</b>    |
| Course: Research Methods in Psychology  |                     |
| Teaching Assistant, University of Oregon, Eugene, OR.   | <b>2013-2014</b>    |
| Course: Decision Making   |                     |
| Lab Coordinator, Decision Research, Eugene, OR.   | <b>2009-2011</b>    |
| Research Assistant, Decision Research, Eugene, OR.  | <b>2007-2009</b>    |

## PUBLICATIONS

- Lindauer, M., **Mayorga, M.**, Greene, J., Slovic, P., Västfjäll, D., & Singer, P. (in press). Comparing the effect of rational and emotional appeals on donation behavior. *Judgment and Decision Making*.
- Wirz, C., **Mayorga, M.**, & Johnson, B. (in press) A longitudinal analysis of Americans' media sources, risk perceptions, and judged need for action during the Zika outbreak. *Health Communication*.
- Rubaltelli, E., Hysenbelli, D. Dickert, S., **Mayorga, M.**, & Slovic, P. (2019). Asymmetric cost and benefit perceptions in willingness-to-donate decisions. *Journal of Behavioral Decision Making*.
- Johnson, B., Swedlow, B., & **Mayorga, M.** (2019) Cultural Theory and Cultural Cognition Theory Survey Measures: Confirmatory Factoring and Predictive Validity of Factor Scores for Judged Risk. *Journal of Risk Research*.
- Garinther, A., **Mayorga, M.**, Västfjäll D., & Slovic, P. (2019). Information seeking and information avoidance in Americans' decisions surrounding refugee resettlement policy. *Journal of Refugee Studies*.
- Mayorga M.**, Helsel, E., Hester, E., Ivanov, B., Sellnow, T, Slovic, P, & Burns, W. (2020). Enhancing Public Resistance to Deliberate Fake News: A Review of the Problem and a Proposition for Inoculation-Based Strategic Solution. *In Handbook of Applied Communication Research*. Wiley.
- Mayorga M.**, & Johnson, B. (2018) A longitudinal study of concern and judged risk: the case of Ebola in the United States, 2014–2015, *Journal of Risk Research*, DOI: [10.1080/13669877.2018.1466827](https://doi.org/10.1080/13669877.2018.1466827)
- Maier, S. R., **Mayorga, M.**, & Slovic, P. (2017). Personalized news stories affect men as well as women. *Newspaper Research Journal*, 38(2), 172-186.
- Maier, S. R., Slovic, P., & **Mayorga, M.** (2016). Reader reaction to news of mass suffering: Assessing the influence of story form and emotional response. *Journalism*, 18(8), 1011-1029.
- Ivanov, B., Burns, W., Sellnow, T.L., Petrun, E.L., Veil, S.R., & **Mayorga, M.W.** (2016). Using an inoculation message approach to promote public confidence in protective agencies. *Journal of Applied Communication Research*.
- Västfjäll, D., Slovic, P., & **Mayorga, M.** (2015). Pseudoinefficacy: negative feelings from children who cannot be helped reduce warm glow for children who can be helped. *Frontiers in Psychology*, 6, 616.
- Dieckmann, N. F., Johnson, B. B., Gregory, R., **Mayorga, M.**, Han, P. K., & Slovic, P. (2017). Public perceptions of expert disagreement: Bias and incompetence or a complex and random world? *Public Understanding of Science*, 26(3), 325-338.
- Västfjäll D., Slovic P., **Mayorga M.**, & Peters E. (2014) Compassion Fade: Affect and Charity Are Greatest for a Single Child in Need. *PLoS ONE* 9(6): e100115. doi:10.1371/journal.pone.0100115.

## POSTERS &amp; PRESENTATIONS

- Society for Judgment & Decision Making (2017) - An empirical study on decisions to accept or reject Syrian refugees into American communities. Mayorga, M., Garinther, A., Slovic, P., & Vastfjall D.
- Public Interest Environmental Law Conference (2016) - The psychology of “a drop in the bucket”: How human perception and emotion influence pro-environmental action, Mayorga, M.
- Society for Judgment & Decision Making (2015) - Ebola outbreak: A longitudinal study of risk perception. Mayorga, M. & Johnson, B., *Best Student Poster-Honorable Mention*.
- University of Oregon Climate Change Symposium (2015) - The psychology of “a drop in the bucket”: How human perception and emotion influence pro-environmental action, Mayorga, M.
- Theories and Methods in JDM Research, Summer School (2015) - Who helps in the face of tragedy? Personality and coping as predictors of prosocial motivation. Mayorga M., Slovic P., & Vastfjall D.
- Society for Judgment & Decision Making (2014) – Who helps in the face of tragedy? Personality and coping as predictors of prosocial motivation. Mayorga M., Slovic P., & Vastfjall D.
- Society for Judgment & Decision Making (2013) – Valuing the Lives You Can Save in Tragic Situations. Mayorga M., & Slovic P.
- University of Oregon Psychology Department, First Year Project Seminar (2013) – “A Drop in the Bucket”: Understanding Feelings of Inefficacy in Charitable Decision Making. Mayorga M., Slovic P., & Vastfjall D.
- Graduate Research Seminar (2013) – Affective and Deliberative Processes in Charitable Decision Making. Mayorga M., Slovic P., & Vastfjall D.
- ICDS Decision Making Focus Group (2012) – Pseudoinefficacy: Why does awareness of those we cannot help demotivate us from aiding those we can help? Mayorga M., Slovic P., & Vastfjall D.

## AWARDS

|   |                    |
|---|--------------------|
| Clarence and Lucille Dunbar Scholarship             | <b>2016-2017</b>   |
| SJDM Student Poster Award- <i>Honorable Mention</i> | <b>2015</b>        |
| Carolyn M. Stokes Memorial Scholarship              | <b>2014</b>        |
| George and Susan Fugelsang Scholarship              | <b>2008 – 2009</b> |
| Dean’s General Scholarship                          | <b>2005 – 2009</b> |
| Dean’s List   | <b>2006 – 2009</b> |

## SKILLS

### **Data Analysis**

Regression, Multilevel modeling, Factor analysis, Structural Equation Modeling, Repeated-measures, fMRI, Psychophysiology (EDA, EMG),

### **Software**

MS Office, SPSS, R, Matlab, Qualtrics, Presentation, Javascript, Endnote, Acqknowledge; Python  
**Language**

Spanish- Intermediate comprehension and speaking

MEMBERSHIPS

|  |                     |
|--|---------------------|
| <b>UO Institute of Cognitive and Decision Sciences</b> | <b>2009-Present</b> |
| <b>Society for Judgment and Decision Making (SJDM)</b> | <b>2012-Present</b> |
| <b>American Psychology Association (APA)</b>           | <b>2019</b>         |