

MATTHEW K. BERENT

Curriculum Vita

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Education

Concordia College, Ann Arbor, Michigan; B.A. in Psychology 1983.

The Ohio State University; M.A. in Social Psychology, 1989.

Thesis topic: Attitude importance and the recall of attitude relevant information.

The Ohio State University; Ph.D. in Social Psychology, 1995.

Dissertation topic: Attitude importance and information processing.

Minor areas: Quantitative and Cognitive Psychology.

Awards and Honors

1990 Herbert Toops award for Excellence in Dissertation Research.

1991 American Psychological Association Dissertation Research Award.

1991 Graduate Student Alumni Dissertation Research Award.

Professional Experience

- 2008-Present Independent Consultant. Services include survey design and administration, data management and analyses, text analyses, sampling, process evaluation, and emotion assessment. Recent project have included secondary analyses of consumer marketing surveys, secondary analyses of legal defendant surveys, and logistics evaluation and modification.
- 2009-2010 Academic Research & Program Officer, Stanford University. Responsibilities included analyzing American National Elections Study data to identify consequences of different survey question formats, exploring viability of using government records in lieu of survey self-reports, investigating accuracy of information supplied by vendors, and evaluating functionality of available statistical software packages.
- 2006-2008 Staff Survey Researcher, Intuit. Responsibilities included developing methodologies to understand computer users' thoughts, emotions, and behaviors; consulting with all internal groups to promote survey best practices; and assisting all groups in the evaluation and analyses of empirical data.
- 2002-2006 Project Manager, Regenex Corporation. Responsibilities included product design, quality control, marketing and sales for the Aurora Decking System vinyl building products.
- 2002-2003 Instructor in the Department of Psychology, The Ohio State University. Teaching responsibilities include undergraduate courses in social psychology.
- 2001-2002 Visiting Assistant Professor in the Psychology Department, Florida Atlantic University. Teaching responsibilities include undergraduate courses in social psychology, social behavior lab, personality theory, research methods, and statistics.
- 2000-2001 Visiting Assistant Professor in the Psychology Department, University of California, Santa Cruz. Teaching responsibilities include undergraduate courses in social context, attitude theory, political psychology, and statistics; and a graduate course in advanced multivariate statistics.
- 1995-2000 Assistant Professor in the Department of Psychology, Idaho State University. Teaching responsibilities include introductory courses in statistics, psychological tests and measurement, and social psychology, and advanced courses in social psychology and experimental design and analysis.
- 1994-1995 Visiting Assistant Professor in the Department of Psychology, Colgate University. Teaching responsibilities included introductory courses in psychology and statistics, and advanced courses in social psychology and political psychology.
- 1993-1994 Head instructor of Social Psychology, The Ohio State University. Responsibilities included overseeing instructors and managing materials for 13 sections of introductory course in social psychology.

- 1989,1993-1994 Instructor for introductory course in social psychology, The Ohio State University. Instructor with full course responsibilities including preparing and presenting lectures, creating exams, and grading exams and papers.
- 1986-1993 Research Assistant, Department of Psychology, The Ohio State University. Funded by a National Science Foundation grant (BNS-8920430), a National Association of Broadcasters Research Grant, an Ohio State University Faculty Seed Grant, and the Ohio State University Department of Psychology.
- 1991, 1992 Member of the teaching staff for the Ohio Sate University Summer Institute in Political Psychology. Responsibilities included directing small group discussions, preparing and supervising exercises in survey administration and group decision making, and coordinating guest speaker lectures.
- 1987-1989 Supervisor of Undergraduate Independent Research in Social Psychology, The Ohio State University. Supervised undergraduates in designing, conducting, and reporting psychological research.
- 1987-1988 Supervisor of Undergraduate Honors Thesis in Social Psychology, The Ohio State University. Supervised and advised undergraduate in designing, conducting, and reporting research project.

Publications

Holbrook, A. L., Berent, M. K., Krosnick, J. A., Visser, P. S., & Boninger, D. A. (2005). Attitude importance and the accumulation of attitude-relevant knowledge in memory. *Journal of Personality and Social Psychology, 88*, 749-769.

Bizer, G. Y., Visser, P. S., Berent, M. K., & Krosnick, J. A. (2004). Importance, knowledge, and accessibility: Exploring the dimensionality of strength-related attitude properties. In P. Neijens and W. Saris (Eds.), *Studies in public opinion: Attitudes, non-attitudes, measurement error, and change* (pp. 215-241). Princeton, NJ: Princeton University Press.

Krosnick, J. A., Holbrook, A. L., Berent, M. K., Carson, R. T., Hanemann, W. M., Kopp, R. J., Mitchell, R. C., Presser, S., Ruud, P. A., Smith, V. K., Moody, W. R., Green, M. C., and Conaway, M. (2002). The impact of "No Opinion" response options on data quality: Non-attitude reduction or an invitation to satisfice? *Public Opinion Quarterly, 66*, 371-403. Reprinted (2008) in C. Roberts & R. Jowell (Eds.) *Attitude Measurement*. London, Sage Publications.

Farmer, R., Jarvis, L., Berent, M. K., and Corbett, A. (2001). Contributions to global self-esteem: The role of importance attached to self-concepts associated with the five-factor model. *Journal of Research in Personality, 35*, 483-499.

Schow, R. L., Seikel, J. A., Chermak, G. D., & Berent, M. K. (2000). Central auditory processes and test measures: ASHA 1996 revisited. *American Journal of Audiology* [On-line], *9*. Available: <http://journals.asha.org/1059-0889/v9n7/schow.pdf>.

Boninger, D. S., Krosnick, J. A., & Berent, M. K. (1995). The origins of attitude importance: Self-interest, social identification, and value-relevance. *Journal of Personality and Social Psychology, 68*, 61-80.

Berent, M. K., & Krosnick, J. A. (1995). The relation between political attitude importance and knowledge organization. In K. McGraw & M. Lodge (Eds.), *Political judgment: Structure and process* (pp. 91-110). Ann Arbor, MI: University of Michigan Press.

Boninger, D. S., Berent, M. K., Krosnick, J. A., & Fabrigar, L. R. (1995). The causes and consequences of attitude importance. In R. E. Petty & J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequences: The Ohio State University series in attitudes and persuasion* (Vol. 4, pp. 159-190). Hillsdale, NJ: Erlbaum.

Krosnick, J. A., Berent, M. K., & Boninger, D. S. (1994). Pockets of responsibility in the American Electorate: Findings of a research program on attitude importance. *Political Communication, 11*, 391-412.

Krosnick, J. A., Boninger, D. S., Chuang, Y. C., Berent, M. K., & Carnot, C. G. (1993). Attitude Strength: One construct or many related constructs? *Journal of Personality and Social Psychology, 65*, 1132-1151.

Krosnick, J. A., & Berent, M. K. (1993). Comparisons of party identification and policy preferences: The impact of survey question format. *American Journal of Political Science, 37*, 941-964.

Unpublished Manuscripts.

Berent, M. K. & Krosnick, J. A. (2010). Can Government Records Replace Survey Self-reports to Measure Voter Registration and Turnout? Manuscript in preparation.

Berent, M. K., Bullock, S. L., & Krosnick, J. A. (2010). Tracking National Trends: Attrition, Timing, and Question Order Effects on Population Estimates of Social Trust. Manuscript in preparation.

Berent, M. K. & Krosnick, J. A. (2010). Evaluating the Impact of Question Wording and Format Variations in the American National Election Studies (ANES) 2008 Time Series Survey. Manuscript in preparation.

Berent, M. K., & Krosnick, J. A. (1994). Attitude importance and the organization of attitude-relevant knowledge in memory. Unpublished manuscript, The Ohio State University.

Berent, M. K., & Krosnick, J. A. (1994). The social and psychological causes of changes in heavy television viewing during adolescence: A longitudinal study. Unpublished manuscript, The Ohio State University.

Berent, M. K., & Krosnick, J. A. (1992). Differences between pre-adolescents and adolescents in the social and psychological causes of heavy television viewing. Unpublished manuscript, The Ohio State University.

Colloquium

Berent, M. K. (2000), Inter-racial evaluation: The role of counter-group argumentation. Colloquium presented to the Psychology Department at the University of California, Santa Cruz.

Presentations

Berent, M. & Krosnick, J. (2008). "For Example": How Different Example Types in Online Surveys Influence Frequency Estimates. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, New Orleans, Louisiana.

Schneider, D., Berent, M., Thomas, R., & Krosnick, J. (2008). Measuring Customer Satisfaction and Loyalty: Improving the 'Net-Promoter' Score. Poster presented at the Annual Meeting of the American Association for Public Opinion Research, New Orleans, Louisiana.

Atkins, C. L. & Berent, M. K. (2000). Religious orientation, situational demands, and social desirability as predictors of attitudes toward gay men and lesbians. Paper presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.

Berent, M. K. (1999). Race as context. Paper presented at the International Society of Political Psychology Annual Scientific Meeting, Amsterdam, The Netherlands.

Berent, M. K. (1999). Evaluative and dimensional processing effects on political persuasion. Paper presented at the International Society of Political Psychology Annual Scientific Meeting, Amsterdam, The Netherlands.

Berent, M. K. (1998). If a minority speaks on a minority issue, is anyone really listening? Paper presented at the International Society of Political Psychology Annual Scientific Meeting, Montréal, Canada.

Berent, M. K., & Hatzenbuehler, R. (1997). Attack advertising and citizen's preferences for divided government. Paper presented at the International Society of Political Psychology Annual Scientific Meeting, Kraków, Poland.

Berent, M. K. (1996). Ambiguity in survey questions. Paper presented at the American Association of Public Opinion Researchers Annual Meeting, Salt Lake City, Utah.

Berent, M. K. (1996). Explaining the political opinions of minority group citizens. Paper presented at the International Society of Political Psychology Annual Meeting, Vancouver, British Columbia, Canada.

Berent, M. K. (1995). The cognitive structural consequences of attitude importance. Paper presented at the Eastern Psychological Association Annual Meeting, Boston, Massachusetts.

Berent, M. K., & Petty, R. E. (1994). The effect of personal relevance on memory for attitude-relevant information. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Berent, M. K., & Krosnick, J. A. (1994). Attitude importance and selective exposure to attitude-relevant information. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.

Berent, M. K. (1994). Recent attitude importance research: Effects on information processing. Paper presented at the first F. A. U. Conference on Dynamic Social Psychology, Boca Raton, Florida.

Berent, M. K., & Krosnick, J. A. (1993). Attitude importance and selective exposure to attitude-relevant information. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Berent, M. K. (1992). Attitude importance and the cognitive organization of attitude-relevant information. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Berent, M. K., & Krosnick, J. A. (1992). Attitude importance, information accessibility, and attitude-relevant judgments. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Berent, M. K., & Krosnick, J. A. (1992). The relation between attitude importance and knowledge structure. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.

Boninger, D.S. ., Krosnick, J. A., & Berent, M. K. (1992). Imagination, perceived likelihood, and self-interest: A path toward attitude importance. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Berent, M. K., & Krosnick, J. A. (1991). Attitude measurement reliability: The impact of verbal labeling of response alternatives and branching. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Krosnick, J. A. & Berent, M. K. (1991). Memory for political information: The impact of attitude importance on selective exposure, selective elaboration, and selective recall. Paper presented at the Society of Experimental Social Psychologists Annual Meeting, Columbus, Ohio.

Krosnick, J. A., & Berent, M. K. (1990). The impact of verbal labeling of response alternatives on attitude measurement reliability in surveys. Paper presented at the American Association for Public Opinion Research Annual Meeting, Lancaster, Pennsylvania.

Berent, M. K., Krosnick, J. A., & Boninger, D. S. (1989). Attitude importance and the valenced recall of relevant information. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Krosnick, J. A., & Berent, M. K. (1989). Age-related changes in peer and parental influence on heavy television viewing among children and adolescents. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Krosnick, J. A., Berent, M. K., Carnot, C. G., & Boninger, D. S. (1988). Attitude importance and the recall of attitude-relevant information. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Krosnick, J. A., Boninger, D. S., Berent, M. K., & Carnot, C. G. (1988). Origins of attitude importance. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Krosnick, J. A., Carnot, C. G., Berent, M. K., & Boninger, D. S. (1988). An exploration of the relations among dimensions of attitude strength. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Krosnick, J. A., Schuman, H., Carnot, C. G., Berent, M. K., & Boninger, D. S. (1987). Attitude importance, attitude accessibility, and the ambiguity of attitudinal cues. Paper presented at the Midwest Psychological Association Annual Meeting, Chicago, Illinois.

Invited Addresses

Berent, M. K. (1996). Cyberpolitics: New battlefronts in the war over democracy. Invited address given at the Idaho State University on behalf of the Psychology Graduate Student organization, Pocatello, Idaho.

Berent, M. K. (1997). Negative affect, discounting, and ad hominem attacks: How we use race to explain other people's behavior. Invited address given at the Idaho Psychological Association annual convention, Sun Valley, Idaho.

Grants

1998. Co-investigator on a funded \$190,550 SBOE Technology Incentive Grant to produce an instructional Introductory Psychology CD-ROM.

Service Activities

- 1998-2000 Graduate Faculty Representative on thesis defense committee.
- 1997-2000 Member of the Human Subjects Committee (institutional review board).
- 1997-2000 Chair of the Academic Subcommittee of the Computer Systems Advisory Committee.
- 1996-2000 Faculty advisor for the Psychology Graduate Student Association.
- 1996-2000 Consultant to university faculty and graduate students on matters related to testing, survey research, and statistical analyses.
- 1996-1999 Member of the Computer Systems Advisory Committee and of the Academic Subcommittee.

Ad hoc reviewing

British Journal of Social Psychology, 2001

Journal of Applied Social Psychology, 1999-2001

Personality and Social Psychology Bulletin, 1994-2001

Political Psychology, 1999-2001

Courses Taught

Introduction to Psychology

Introduction to Social Psychology

Advanced Social Psychology

Personality Theory

Statistics

Research Methods

Advanced Experimental Design

Advanced Multivariate Statistics

Psychological Tests and Measurement

Social Context

Political Psychology

Special Problems

Revised: January, 2010