

## **BARUCH FISCHHOFF**

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### **Education:**

- 1967 B.Sc. (Mathematics, Psychology) magna cum laude, Wayne State University,
- 1967-1970 Member of Kibbutz Gal-On and Kibbutz Lahav, Israel
- 1972 M.A. (Psychology) with distinction, The Hebrew University of Jerusalem
- 1975 Ph.D. (Psychology), The Hebrew University, of Jerusalem, Israel

### **Professional Positions held:**

- 1971-1972 Research Assistant (to Daniel Kahneman), The Hebrew University of Jerusalem, Israel
- 1973-1974 Methodological Advisor, Paul Baerwald School of Social Work, MSW Program in Social Work Research, The Hebrew University of Jerusalem
- 1974-1976 Research Associate, Oregon Research Institute, Eugene, Oregon
- 1976-1987 Research Associate, Decision Research, a branch of Perceptronics, Eugene, Oregon
- 1981-1982 Visiting Scientist, Medical Research Council/Applied Psychology Unit, Cambridge, England
- 1982-1983 Visiting Scientist, Department of Psychology, University of Stockholm
- 1984-1990 Research Associate, Eugene Research Institute, Eugene, Oregon

### **Teaching Positions held:**

- 1970-1974 Instructor, Department of Behavioral Sciences, University of Negev
- 1973-1974 Instructor, Paul Baerwald School of Social Work, The Hebrew University of Jerusalem
- 1975-1987 Visiting Assistant Professor, Dept. of Psychology, University of Oregon, 1975-1980; Visiting Associate Professor, 1980-1987
- 1987-- Professor of Social and Decision Sciences; Professor of Engineering and Public Policy, Carnegie Mellon University

## **Awards and Honors:**

- 1964-1967 Wayne State University Undergraduate Scholarship
- 1966-1967 NSF Undergraduate Research Grant (under Samuel Komorita)
- 1967 Phi Beta Kappa
- 1969-1974 Hebrew University of Jerusalem Graduate Fellowships
- 1980 American Psychological Association Distinguished Scientific Award for Early Career Contribution to Psychology
- 1985 Harold D. Lasswell Prize for paper of year in Policy Sciences, 1984. [For B. Fischhoff, S. Watson & C. Hope. (1984). Defining risk. Policy Sciences, 17, 123-139.]
- 1985 Ida Beam Honorary Professor, University of Iowa
- 1987 Alpha Kappa Psi - Spangler Award for literature contribution having a ten-year impact in the field of risk and insurance.
- 1989 The Best of Psychology Today [for B. Fischhoff (1975). Hindsight: Thinking Backwards? Psychology Today, 8, 4].
- 1990 American Psychological Association Award for Distinguished Early Career Contribution to Psychology in the Public Interest
- 1990 President, Society for Judgment and Decision Making [Member of Board 1989-1992]
- 1991 Society for Risk Analysis, Distinguished Achievement Award
- 1992 Citation Classic. Institute for Scientific Information [For Fischhoff, B. (1975). Hindsight ≠ foresight: The effect of outcome knowledge on judgment under uncertainty.]
- 1992 Fellow, Society for Risk Analysis
- 1993 Member, Institute of Medicine of the National Academy of Sciences
- 1994 Fellow, American Psychological Association, Division of Experiment Psychology
- 1995 Selected. Biographical Dictionary of Psychology. Routledge.
- 1998 University Professor
- 2001 Arnold M. Small Lecture in Safety, Human Factors and Ergonomics Society
- 2002 Howard Heinz University Professor of Humanities and Social Sciences
- 2003 Fellow, American Psychological Society
- 2003- Member, Scientific Advisory Board, Environmental Protection Agency; Chair, Homeland Security Advisory Committee (2005-)

- 2003            President, Society for Risk Analysis [Member of Council, 2003- 2006]
- 2004-           Member, Science and Technology Advisory Committee, Department of Homeland Security
- 2006            G. William Morgan Memorial Lecture, Health Physics Society.
- 2007-           Food and Drug Administration, Risk Communication Advisory Committee, Chair

### **Thesis and Dissertation:**

- 1972            Subjective probability: A judgment of coherence? Unpublished MA thesis (Advisor: Daniel Kahneman), The Hebrew University of Jerusalem
- 1975            Aspects of historical judgment: Effects of temporal setting and outcome knowledge on judgment under uncertainty. Unpublished PhD dissertation (Advisor: Amos Tversky), The Hebrew University of Jerusalem

### **Publications:**

#### **1974**

Fischhoff, B. & Beyth, R. (1974). Failure has many fathers. Review of I. Janis, Victims of Groupthink. Megamot 28, 325-328 (in Hebrew). Reprinted in Policy Sciences, 1976, 7, 388-393.

Koriat, A. & Fischhoff, B. (1974). What day is today? An inquiry into the process of time orientation. Memory and Cognition, 2, 201-205.

#### **1975**

Fischhoff, B. (1975). Hindsight  $\neq$  foresight: The effect of outcome knowledge on judgment under uncertainty. Journal of Experimental Psychology: Human Perception and Performance, 104, 288-299. Reprinted in T.O. Nelson (Ed.), Metacognition: Core readings. Needham Heights, MA: Allyn & Bacon, 1992; in E. Aronson & A.R. Pratkanis (Eds.), Social psychology. Cheltenham, England: Edward Elgar; in R. Beyth-Marom (ed), Heuristics and biases: The psychology of intuitive judgment. Tel Aviv: Open University Press.

Fischhoff, B. (1975). Hindsight: Thinking backwards? Psychology Today, 8(11), 70-76. Reprinted in The Best of Psychology Today. New York: McGraw-Hill, 1990; in György Hunyady (Ed.), Történeti és politikai pszichológia (pp 234-251). Budapest: Osiris Kiadó (in Hungarian).

Fischhoff, B. & Beyth, R. (1975). "I knew it would happen"--Remembered probabilities of once-future things. Organizational Behavior and Human Performance, 13, 1-16.

#### **1976**

Fischhoff, B. (1976). Attribution, theory and judgment under uncertainty. In J. H. Harvey, W. J. Ickes and R. F. Kidd (Eds.), New directions in attribution research (pp. 419-450). Hillsdale, NJ: Erlbaum.

Fischhoff, B. (1976). The effect of temporal setting on likelihood estimates. Organizational Behavior and Human Performance, 15, 180-194.

Fulero, S. & Fischhoff, B. (1976). Differential media evaluations and satisfaction with election results: The bearer of good and bad tidings. Communications Research, 3, 22-36.

Koriat, A., Fischhoff, B. & Razel, O. (1976). Is today...? A further investigation of temporal orientation. Acta Psychologica, 40, 57-63.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1976). Cognitive processes and societal risk taking. In J. S. Carroll and J. W. Payne (Eds.), Cognition and social behavior (pp. 165-184). Potomac, MD: Erlbaum. Reprinted in H. Jungermann and G. deZeeuw (Eds.), Decision making and change in human affairs. Dordrecht, The Netherlands: D. Reidel, 1977. P.Slovic (Ed.), The perception of risk. London: Earthscan.

### **1977**

Beyth-Marom, R. & Fischhoff, B. (1977). Direct measures of availability and judgments of category frequency. Bulletin of the Psychonomic Society, 9, 236-238.

Fischhoff, B. (1977). Cognitive liabilities and product liability. Journal of Products Liability, 1, 207-220.

Fischhoff, B. (1977). Cost-benefit analysis and the art of motorcycle maintenance. Policy Sciences, 8, 177-202.

Fischhoff, B. (1977). Perceived informativeness of facts. Journal of Experimental Psychology: Human Perception and Performance, 3, 349-358.

Fischhoff, B., Slovic, P. & Lichtenstein, S. (1977). Knowing with certainty: The appropriateness of extreme confidence. Journal of Experimental Psychology: Human Perception and Performance, 3, 552-564.

Lichtenstein, S. & Fischhoff, B. (1977). Do those who know more also know more about how much they know? The calibration of probability judgments. Organizational Behavior and Human Performance, 20, 159-183.

Lichtenstein, S., Fischhoff, B., & Phillips, L.D. (1977). Calibration of probabilities: The state of the art. In H. Jungermann and G. deZeeuw (Eds.), Decision making and change in human affairs (pp. 275-324). Dordrecht, The Netherlands: D. Reidel. Reprinted in R. Beyth-Marom (Ed.), Evaluation and judgment under uncertain conditions. Ramat Aviv, Israel: Open University Press.

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Slovic, P., Fischhoff, B. & Lichtenstein, S. (1977). Behavioral decision theory. Annual Review of Psychology, 28, 1-39.

Slovic, P., Fischhoff, B., Lichtenstein, S., Corrigan, B. & Combs, B. (1977). Preference for insuring against probable small losses: Implications for the theory and practice of insurance. Journal of Risk and Insurance, 44, 237-258. Also appeared as Laboratory studies of insurance behavior. In H. Kunreuther, R. Ginsburg, L. Miller, P. Sagi, P. Slovic, B. Borkan, & N. Katz (Eds.), Disaster insurance protection: Public policy lessons. New York: Wiley, 1978. Reprinted in P.Slovic (Ed.), The perception of risk. London: Earthscan.

### **1978**

Fischhoff, B. (1978). Intuitive use of formal models. A comment on Morrison's "Quantitative Models in History." History and Theory, 17, 207-210.

Fischhoff, B., Hohenemser, C., Kasperson, R. E. & Kates, R. W. (1978). Can hazard management be improved? Environment, 20(7), 16-20 & 32-37.

Fischhoff, B. & Lichtenstein, S. (1978). Don't attribute this to Reverend Bayes. Psychological Bulletin, 85, 239-243.

Fischhoff, B. & Slovic, P. (1978). Comment on "Safety at any price?" by Walter O. Regulation, May/June.

Fischhoff, B., Slovic, P. & Lichtenstein, S. (1978). Fault trees: Sensitivity of assessed failure probabilities to problem representation. Journal of Experimental Psychology: Human Perception and Performance, 4, 330-344.

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Lichtenstein, S., Slovic, P., Fischhoff, B., Layman, M. & Combs, B. (1978). Judged frequency of lethal events. Journal of Experimental Psychology: Human Learning and Memory, 4, 551-578. Reprinted in W.K. Viscusi & T. Gayer (eds.), Classics in Risk Management. London: Edward Elgar.

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## **1979**

Fischhoff, B. (1979). Behavioral aspects of cost-benefit analysis. In G. Goodman and W. Rowe (Eds.), Energy risk assessment (pp. 269-283). London: Academic. Reprint appeared in Congressional Record, Hearings of House Commerce Committee: "Uses and Abuses of Cost-Benefit Analysis"; in S. Fiddle (Ed.), Uncertainty: Social and behavioral dimensions. New York: Praeger, 1980; and in R. Nicholson (Ed.), Management of assessed risk for carcinogens. New York: New York Academy of Sciences, 1981.

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### **1980**

Fischhoff, B. (1980). Clinical decision analysis. Operations Research, 28, 28-43. Reprinted in J. A. Dowie and A. S. Elstein (Eds.), The clinical decision: An interdisciplinary reader. Cambridge, UK: Cambridge University Press, 1986. Reprinted as Decision analysis: Clinical art or clinical science? In L. Sjöberg, T. Tyszka and J. A. Wise (Eds.), Decision analysis and decision processes. Lund, Sweden: Doxa, 1982. Reprinted as Clinical policy analysis. In W. N. Dunn (Ed.), Policy analysis: Concepts and methods. Greenwich, CT: JAI Press, 1986.

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Murphy, A. H., Lichtenstein, S., Fischhoff, B., & Winkler, R. L. (1980). Misinterpretations of precipitation probability forecasts. Bulletin of the American Meteorological Society, 61, 695-701. Also issued as NOAA Technical Memorandum, NWS-WR-149. 1980.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1980). Facts and fears: Understanding perceived risk. In R. Schwing and W. A. Albers, Jr. (Eds.), Societal risk assessment: How safe is safe enough? (pp. 181-214). New

York: Plenum Press. Revision in D. Kahneman, P. Slovic, and A. Tversky (Eds.), Judgment under uncertainty: Heuristics and biases. New York: Cambridge University Press, 1982. Reprinted in K.G. Willis, K.J. Button, & P. Nijkamp (Eds.), Environmental valuation. Cheltenham, UK: Edward Elgar; P.Slovic (Ed.), The perception of risk. London: Earthscan, 2001; in Antologia di studi sul rischio. Milan: Italian Institute for Research and Development of Insurance. 2004.

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## **1981**

Bar-Hillel, M & Fischhoff, B. (1981). When do base rates affect predictions? Journal of Personality and Social Psychology, 41, 671-680.

Fischhoff, B. (1981). Can any assertions about behavior be empirically demonstrated? Response to J. Cohen, "Can human irrationality be empirically demonstrated?" Behavioral and Brain Sciences, 4, 336-337.

Fischhoff, B. (1981). Hot air: The psychology of CO<sub>2</sub> -induced climatic change. In J. Harvey (Ed.), Cognition, social behavior and the environment (pp. 163-184). Hillsdale, NJ: Erlbaum.

Fischhoff, B. (1981). Inferential interference. Review of Human inference: Strategies and shortcomings of social judgment, by R. Nisbett and L. Ross. Contemporary Psychology, 26, 901-903.

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Fischhoff, B., Slovic, P. & Lichtenstein, S. (1981). Lay foibles and expert fables in judgments about risk. In T. O'Riordan and R. K. Turner (Eds.), Progress in resource management and environmental planning, Vol. 3, (pp. 151-202). Chichester, UK: Wiley. Reprinted in American Statistician, 1982, 36, 240-255; and in Report of Scandinavian Cooperative Risk Analysis Project. Stockholm, Sweden: Nordforsk, 1983.

Fischhoff, B. & Whipple, C. (1981). Assessing health risks associated with ambient air quality standards. Report to U. S. Environmental Protection Agency, Office of Air Quality Planning and Standards. Reprinted in Environmental Professional, 3(3), 277-291; and in Human reliability in complex technical systems. Stockholm, Sweden: Royal Swedish Academy of Engineering, 1983.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1981). Perceived risk: Psychological factors and social implications. In F. Warner and D. H. Slater (Eds.), The assessment and perception of risk (pp. 17-34). London: The Royal Society.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1981). Perception and acceptability of risk from energy systems. In A. Baum and J. Singer (Eds.), Advances in environmental psychology, 3 (pp. 157-169). Hillsdale, NJ: Erlbaum. Reprinted in W. R. Freudenburg & E. A. Rosa (Eds.), Public reactions to nuclear power: Are there critical masses? Boulder, CO: Westview Press, 1984

## **1982**

Fischhoff, B. (1982). Debiasing. In D. Kahneman, P. Slovic, and A. Tversky (Eds.), Judgment under uncertainty: Heuristics and biases (pp. 422-444). New York: Cambridge University Press.

Fischhoff, B. (1982). Judging probabilities. Priority mechanisms for toxic chemicals. Washington, DC: National Research Council.

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Fischhoff, B. & MacGregor, D. (1982). Subjective confidence in forecasts. Journal of Forecasting, 1, 155-172.

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Shaklee, H. & Fischhoff, B. (1982). Strategies of information search in causal analysis. Memory and Cognition, 10, 520-530.

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## **1983**

Beuth-Marom, R. & Fischhoff, B. (1983). Diagnosticity and pseudodiagnosticity. Journal of Personality and Social Psychology, 45, 1185-1195.



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## **1985**

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Bruine de Bruin, W., Downs, J.S., & Fischhoff, B. (2007). Adolescents' thinking about the risks and benefits of sexual behavior. In: Lovett, M. & Shah, P. (Eds.), Thinking with data. Mahwah, NJ: Erlbaum.

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## **In Press**

Byram, S., Schwartz, L., Woloshin, S., & Fischhoff, B. (in press). Women's perceptions of breast cancer risk factors: A mental models approach. In J. Krueger (ed.) Rationality and social responsibility: Essays in honor of Robyn Mason Dawes. Mahwah, NJ: Lawrence Erlbaum Associates.

Downs, J. S., Bruine de Bruin, W., Fischhoff, B., Hesse, B., & Maibach, E. (in press). How people think about cancer: A mental models approach. In D. O'Hair (ed.), Handbook of risk and crisis communication. Mahwah, NJ: Erlbaum.

Fischhoff, B. (in press). Assessing adolescent decision-making competence. Developmental Review.

Fischhoff, B. (in press). Communicating with the public: Before, during, and after emergencies. China Emergency Management.

Fischhoff, B. (in press). Non-persuasive communication about matters of greatest urgency: Climate change. Environmental Science & Technology.

Fischhoff, B. (in press). Risk perception and communication. In R. Detels, R. Beaglehole, M.A. Lansang, and M. Gulliford (eds), Oxford Textbook of Public Health, Fifth Edition (Chapter 8.9). Oxford: Oxford University Press:

### **Editorial Board Memberships**

- Consulting Editor. Environment, 1978 - 1984.
- Consulting Editor. Journal of Personality and Social Psychology, 1978 - 1990.
- Consulting Editor. Organizational Behavior and Human Decision Processes, 1980 - 2007.
- Associate Editor. Journal of Forecasting, 1980 - 1985; International Journal of Forecasting, 1985 - 1998.
- Consulting Editor. Social Behavior: International Journal of Applied Social Psychology, 1985 - 1991.
- Consulting Editor. Accident Analysis and Prevention, 1986 - 1997.
- Member, International Advisory Board. Policy Sciences, 1986 - 1995.
- Associate Editor. Journal of Risk and Uncertainty, 1986 - present.
- Associate Editor. Cognitive Psychology, 1987 - 1995.
- Member, Editorial Advisory Board. Risk: Health, Safety, & Environment 1991 - 2003.
- Consulting Editor. Journal of Experimental Psychology: Applied, 1993 - 2000.
- Associate Editor, Journal of Behavioral Decision Making, 1994 - present.
- Member, Editorial Board, Current Psychology of Cognition, 1994 - present.
- Associate Editor, Risk, Decision & Policy, 1995 - 2003.
- Review Coordinator, National Research Council Committee on Risk Characterization (Understanding risk). 1996.
- Member, Editorial Board. Risk Analysis, 1997 - present.
- Member, Editorial Board, Journal of Risk Research, 1999-present.
- Member, Editorial Board, Integrated Assessment, 1999-present.
- Member, Editorial Board, Decision Analysis, 1999-present.
- Member, Advisory Board, Behavioral and Experimental Finance, 2004-present.

### **Committees of the National Research Council/Institute of Medicine Membership**

- National Research Council Panel on Survey Measurement of Subjective Phenomena, 1979 - 1981.
- National Research Council Committee on Human Factors, 1980 - 1987.
- National Research Council Committee on Priority Mechanisms for the National Toxicology Program, 1980 - 1984.
- National Research Council Committee on Research Needs in Space Station Design, 1986 - 1987.
- National Research Council Panel on the Use of Pilot Performance Models in Computer-Aided Design Facility, 1986 - 1988.
- National Research Council Committee on Risk Perception and Communication, 1987 - 1989.
- National Research Council Ad Hoc Panel on Behavioral Science Contributions to AIDS, 1987.

- National Research Council Committee on Human Dimensions of Global Environmental Change, 1989 - 1995.
- Institute of Medicine Committee on Substance Abuse & Mental Health Issues in AIDS Research, 1993 - 1995.
- National Research Council Commission on Behavioral and Social Science and Education, 1994 - 2000.
- National Research Council Committee on Criteria for Federal Support of R&D, 1994 - 1996.
- Institute of Medicine Committee on Environmental Justice, 1996 - 1999.
- National Research Council/Institute of Medicine Forum on Adolescence, 1997-2000 (liaison member).
- Institute of Medicine Committee on the National Institutes of Health Research Prioritization Process, 1998.
- Institute of Medicine Board on Health Promotion and Disease Prevention, 1998-2001.
- National Research Council Committee on Grand Challenges in Environmental Sciences, 1998-2000.
- National Research Council Steering Committee for the Workshop on Work-Related Musculoskeletal Disorders, 1998.
- Institute of Medicine Roundtable on Environmental Health Science and Research, 1998-present.
- National Research Council Panel on Musculoskeletal Disorders in the Workplace, 1999-2001.
- National Research Council Committee on Future Directions for Social and Behavioral Sciences Research at the National Institutes of Health, 1999-2001.
- Institute of Medicine Committee on Adolescent Risk and Vulnerability, Co-Chair, 2000-2001.
- Institute of Medicine Committee on Adolescent Health and Development, 2001-2003 (liaison).
- National Research Council Roundtable Social and Behavioral Sciences on Terrorism, 2002-2004.
- National Academy of Sciences Committee on Public Understanding of Science, 2002-2003. Communications Advisory Committee, 2003-present.
- National Research Council Committee to Review the Office of Management and Budget Risk Assessment Bulletin, 2006-2007.

### **Selected Other Activities**

- Eugene, OR, Commission on the Rights of Women, Member, 1976 - 1981.
- Eugene, OR, Human Rights Commission, 1978-81, President, 1979-81.
- Cooperative research group in decision making. U.S.-Hungarian Academies of Sciences, 1979 - 1985.
- Visiting Foreign Member. Experimental Psychology Society (of Great Britain) 1981 - 1982.
- Visiting Member. Senior Combination Room. Churchill College, Cambridge University, 1981 - 1982.
- Task Force for the Prevention of Nuclear War. American Psychological Association, 1984.
- President. Eugene Research Institute, 1984 - 1987.
- Advisory Panel. National Science Foundation Division of Information Science and Technology, 1985 - 1987.
- International Joint Commission on the Great Lakes Advisory Panel on Man-Machine Interactions in Pollution Control, 1985 - 1987.
- Committee on Research Support. American Psychological Association, 1986 - 1988; Chair, 1987 - 1988.
- Advisory Committee on the Resolution of Ethical & Legal Conflicts to the ATSDR/NIOSH/MIT Project on Community Monitoring for Exposure to Toxic Substances & Associated Risks to Health, 1989 - 1991.
- Carnegie Council on Adolescent Development Working Group on the Role of Voluntary Organizations in Serving Disadvantaged Youth, 1989 - 1990.
- Advisory Board. Policy Research & Intervention for Development in Early Adolescence. Pennsylvania State University, 1990 - 1993.
- Advisory Panel, Office of Technology Assessment. "Systems at risk from climate change," 1991-1993.
- Advisory Board. Georgetown University Project on Student Values. 1991 - 1993.
- Advisory Board. Resources for the Future. Study on cost-effectiveness of federal programs to save lives. 1991 - 1993.
- Review Panel. National Science Foundation Program on Decision Risk and Management Science, 1992-1994.
- External Review Committee. Centers for Disease Control HIV/AIDS Public Information and Education Program, 1993.

- Scientific Advisory Committee. Electric Power Research Institute. Risk Assessment & Management Program. 1995.
- Advisory Committee. National Science Foundation Study on "The role of insurance and regulations in dealing with natural hazards." Wharton School, University of Pennsylvania. 1995 - 1998.
- Review Panel & Lecturer. USAID Workshop for Central Asia Environmental Officials. 1995
- Scientific Advisory Committee, Advanced Driver Educational Products and Training, 1995 - 2000.
- APA Presidential Task Force on Adolescent Girls: Strengths and Stresses, Expert Panel, 1997-2001.
- Member, Expert Working Group. National Patient Safety Foundation at the American Medical Association, 1997.
- Director, Center for the Integrated Study of Human Dimensions of Global Change, 2000-2006.
- Head, Decision Sciences Major, Department of Social and Decision Sciences, 2000-present.
- Chair, Environmental Protection Agency Scientific Advisory Board, Workshop on Understanding Public Values and Attitudes Related to Ecological Risk Management, 2000-2001.
- Chair, Scientific Advisory Committee, King's College Centre for Risk Management, 2002 – present.
- Member. Advisory Committee, Henley Institute of Management, 2002 – 2005.
- Member, Scientific Advisory Board, Environmental Protection Agency, 2003-present.
- Chair, Subcommittee on Homeland Security, Scientific Advisory Board, Environmental Protection Agency, 2004-present.
- Member, Department of Homeland Security Science and Technology Advisory Committee, 2004-present
- Member, World Federation of Scientists, Permanent Monitoring Panel on Terrorism, 2004-present.
- Member, European Food Safety Administration, Risk Communication Advisory Committee, 2004-present.
- Member, Department of Homeland Security Partners Program. 2005-2007.
- Member, Social Responses to Avian Flu Planning Group (PanDefense), 2005-2006.
- Member. Heritage Foundation, Science and Engineering for National Security Advisory Board, 2006-present.
- Associate, National Intelligence Council Global Expertise Reserve Program, 2006-present.
- Member, Pittsburgh Mind Body Center, 2006-present.
- Member, Intangible Asset Finance Society, Council, 2007-present

October 6, 2007