



PSYCHOLOGY UPDATE

NEWS FOR ALUMNI & FRIENDS OF THE DEPARTMENT OF PSYCHOLOGY



INSIDE THIS ISSUE:

Welcome • Faculty Research • Alumni Recognition
Department Events • Students in the News



Janet Hyde, Director of Alumni Relations
Helen Thompson Woolley Professor of
Psychology and Gender & Women's Studies

PSYCHOLOGY UPDATE

is the alumni and friends newsletter
for the Department of Psychology at
The University of Wisconsin-Madison
1202 W. Johnson Street
Madison, WI 53706

Website:

psych.wisc.edu

Email:

psychalumni@psych.wisc.edu

Department Chair:

Professor Hill Goldsmith
hill.goldsmith@wisc.edu

Director of Alumni Relations:

Professor Janet Hyde
jshyde@wisc.edu

Donor Contact:

Andrew Kitslaar
Andrew.Kitslaar@supportuw.org

Newsletter Editor:

Patti Coffey
pcoffey@wisc.edu
Melanie Jones
mjones@wisc.edu

Online Giving:

psych.wisc.edu/giving.htm

CONNECT:**On Facebook:**

UW-Madison Department of Psychology

On Twitter:

@uwpsych

On LinkedIn:

UW-Madison Psychology Alumni

Cover photo, lower banner & photos on
the donor page courtesy of University
Communications

Update from Professor Janet Hyde

I am writing this column in my role as Director of Alumni Relations, with the goal of keeping alumni informed and engaged with the exciting new developments in the Psychology Department. As you'll see in this newsletter, there are so many reasons to be proud to be an alum of this Department. In this column, I'll focus on two developments at the campus level that will have implications for Psychology.

At the campus level, we (finally) have some good news. The background is that central campus, over the past several years, has put a heavy emphasis on revenue generation, that is, ways in which the University can generate more revenue to help offset severe losses in State funding. One of those revenue-generating initiatives involves expanding summer school and the number of students it serves, thereby increasing revenue from tuition. The University incentivized the initiative for departments by giving back to departments a certain amount per student credit hour for students who registered for courses. The Psychology Department worked hard to maximize its outcomes by creating and offering two new online courses: Psych 225, the research methods course, and Psych 350, Human Sexuality. It was important to create online courses because most Wisconsin students cannot stay on campus in the summer and instead have to go home and work for pay. The online courses allow students to do that and take a course, too. The courses were well enrolled, with roughly 90 students in each, and the Department received a nice rebate in funds. We can use those funds for things like replacing computers in faculty offices, or giving bonuses to staff members who perform well yet have not had the possibility of a raise for several years.

A second major piece of good news at the campus level, which is likely to have good consequences for Psychology, is a new program of cluster hiring of faculty. Little faculty hiring has gone on for the last several years due to tight budgets. The Chancellor negotiated a new agreement with the Regents that guarantees the same number of spaces in each entering class for Wisconsin students as they have had in recent years, while allowing UW-Madison to admit more out-of-state and international students. These students pay higher tuition, which will become an additional source of revenue to the University. Those revenues will allow for hiring of more faculty, who will be needed to handle the larger numbers of students. The University has made the process competitive, so that faculty members are invited to write proposals for hiring a cluster of 3 faculty in an area that they deem to be much-needed and innovative. The Psychology Department is involved in several of these proposals.

Above all, we want to connect with our Psychology alumni! We hope that these newsletters keep you up to date. Join us for Psychology Alumni Weekend in conjunction with Homecoming. The event on October 20-21, 2017, was lots of fun and included a tailgate at my house before the football game. The next Psychology Alumni Weekend will be October 19-20, 2018. Mark your calendars now! Organize a group of friends from your class to attend together. And as always, feel free to contact me by email or phone with any questions or ideas you have, jshyde@wisc.edu.

On Wisconsin Psychology!

Why Do We Like the Color Red?

Examining the Research of Dr. Karen Schloss

Imagine the color red. Perhaps, you thought of **Badger Red**. You might describe this color by its perceptual qualities, such as its amount of redness, lightness, and saturation. Yet, when you experience this color, it brings so much more than just its perceptual qualities. It activates a rich network of associated entities in your mind, such as UW-Madison, ripe strawberries, fire, the US Republican Party, and Target stores, to name only a few examples. Each associated entity might also elicit an affective response, some of which are strongly positive, some are strongly negative, and some are relatively neutral. Using these associations, combined with contextual cues that indicate which associates are more or less relevant at a given moment in time, people form inferences about the meanings of colors. In the Schloss Visual Reasoning Lab, we aim to understand how these color inferences influence the way people evaluate and interpret the world.

Much of our work on this topic has focused on understanding color preferences. Why do people like some colors more than others? Why do people have color preferences at all? Why are there individual differences in color preferences, and why do color preferences change over time? My collaborators and I have developed the Ecological Valence Theory, which states that people like colors that remind them of entities they like, and dislike colors that remind them of entities they dislike. Therefore, how much you like Badger Red, will be determined by your combined liking of UW-Madison, ripe strawberries, and all the other entities you associate with that particular red. Evidence suggests your preference for Badger Red will differ from someone who has less positive associations with the color (perhaps a University of Minnesota alum?), and your preference for Badger Red will change over time as different entities associated with the color become more or less active in your mind. Systematic changes in color preferences occur in laboratory priming studies as well as with variations outside the laboratory, such as variations in activation of political affiliation over political voting cycles and variations in activation of seasonal entities over seasonal changes in the environment.

My lab's other work on color inferences has focused on how people interpret messages in color-coding systems, such as those used in graphs, maps, and diagrams. By understanding the principles by which the mind maps perceptual features, like color, onto abstract concepts, we can use those principles to make visual communication easier and more efficient.



Dr. Karen Schloss

We are currently harnessing this knowledge in the Virtual Brain Project. Virtual Reality can immerse people in environments that are otherwise inaccessible, such as ancient Rome, a micro biome, or the human brain. The fantasy of The Magic School Bus can now become a (virtual) reality! Virtual

Reality has clear benefits for public engagement and education. Traditionally, learning neuroanatomy involves memorizing lists of facts and labels. Virtual Reality provides an opportunity to display complex 3D information, and to capitalize on our ability to learn based on spatial relationships instead. The overall goal of the project is to develop novel techniques for displaying complex data. To do so we are tackling the challenges of how to design virtual environments that are easy to navigate, avoid visual discomfort, and have demonstrable benefits in education.

This project is a joint effort with Bas Rokers (Associate Professor, Psychology) and the Virtual Environments Group at the Wisconsin Institute for Discovery. The Virtual Brain Project is generously funded by a donation from the **Ziegler Foundation**. The Ziegler Foundation gave \$25,000 to the Department to use as we saw fit and Karen Schloss won a competition for this research grant with this interesting virtual reality project for neuroscience education.

Many thanks to our Board of Visitors for the remodeling of the undergraduate student lounge, shown below.



Distinguished Alumni

The Department of Psychology's Board of Visitors gives Distinguished Alumni Awards each year. This past May, the department honored the following people:

Greg Miller, Ph.D., majored in Psychology and Social Relations at Harvard, then earned an M.S. and a Ph.D. in Psychology from UW. He spent much of his career at the University of Illinois at Urbana-Champaign, where he was Director of Clinical Training and Director of the Biomedical Imaging Center, as well as a psychotherapist and clinical supervisor. Since 2013 he has been at UCLA as Department Chair and Codirector of the Laboratory of Clinical and Affective Psychophysiology.



Dave Weiner, Professor Janet Hyde, Amanda Riek, Dr. Greg Miller, and Professor Hill Goldsmith

Born and raised in Wisconsin, **Amanda Riek** graduated from the UW-Madison Psychology Department in 2008 with a Bachelor of Science. In 2011 she received her Juris Doctor from UW Law School with a concentration in criminal law. Upon graduation, Amanda began her career as an Assistant State Public Defender and currently serves in Columbia County. In addition to her standard case load, Amanda enjoys using her psychology degree to serve on the OWI Treatment Court Team and the Criminal Justice Coordinating Council. She is a board member of the Wisconsin Association of Criminal Defense Lawyers, a board member of the UW-Madison Psychology Board of Visitors, a member of the National College for DUI Defense, and a member of the National Association of Criminal Defense Lawyers.

Dave Weiner earned a B.B.A. at Wisconsin-Madison in 1954. He was a general chairman of Humorology and president of The Haresfoot Club, a theatrical group that existed on campus from 1898 to 1964. After serving in the army, he founded his own branding, marketing, and communications business in Chicago, which grew to about 90 employees. He remains Chairman of that business, known today as AgencyMSI. Then in the 90s, he wrote a psychology book, "Brain Tricks," which led to three additional psychology books, published by Prometheus and distributed by Penguin Random House, and were written with the aid of the Wisconsin Psychology Dept. Dave's specialty is "the biology of human irrationality." He serves on the Board of Visitors of the UW Psychology Department.

John Gould, Ph.D., has had a distinguished career in business applying psychological science to research and applications regarding human interaction with technology.

Steven L. Sauter, Ph.D., is recognized for a distinguished career promoting the significance of psychosocial considerations in occupational safety and health.



The Wisconsin Idea in Action: From the Research Lab to the Courtroom



Monika Dargis

Monika Dargis is a 4th year graduate student in the Clinical Psychology Ph.D. program. She completed her undergraduate degree at the UW-Madison and took advantage of one of the many research opportunities available in the department. Through her involvement with Dr. Joe Newman's research group, she decided to continue her studies at UW-Madison and expand research in psychopathy and the criminal justice field. Monika works in collaboration with Dr. Michael Koenigs, Associate Professor in the Department of Psychiatry, and they both continue the collaborative relationship built by Dr. Joe Newman, Professor Emeritus, with the State of Wisconsin Department of Corrections. This relationship with the UW-Madison Psychology Department has continued for more than 30 years.

As a graduate student, Monika has already published many articles and made major contributions to the field. Recently she published "Witnessing Domestic Violence During Childhood Is Associated with Psychopathic Traits in Adult Male Criminal Offenders" (Dargis, M., & Koenigs, M., 2017) in the prestigious *Law and Human Behavior* journal. As the criminal justice system is becoming more aware

of the importance of understanding the relationship between trauma and crime, Monika noticed the significant lack of research on the relationship between trauma and the development of psychopathic personality traits. She developed a project to address this gap. Her findings indicate that witnessing domestic violence alone, without being directly abused, is associated with the emotional and interpersonal deficits found in psychopathic offenders.

Her research article caught the attention of the Dane County District Attorney's Office, and Monika was invited to present at their "Lunch and Learn" series in November 2017. This meeting with professionals working in the field provides an opportunity for this research to reach the "real world" and increases the awareness of the trauma associated with witnessing domestic violence. In addition to her research, Monika also contributes to the community through her work with ATTIC Correctional Services and the Psychology Department Training Clinic (PDTTC). She is also currently interning at the VA Hospital in Madison providing trauma-related services. Monika was an outstanding undergraduate student in the Psychology Department, and it is inspiring to see her ongoing contributions to the State of Wisconsin and the criminal justice system during her graduate school career.

"The only person who is educated is the one who has learned how to learn and change."

Carl Rogers, UW graduate and former professor

Psychology Research Experience Program



Directed by **Professor Bradley Postle** and with funding from the National Science Foundation and the UW Graduate School, the Department hosted three students this past summer, providing intensive mentoring and experience in scientific research and professional development to undergraduates from groups that have historically been underrepresented in scientific psychology – racial and ethnic minorities, low-income, and first-generation college students.

Enrica Bridgewater (Brooklyn College): "Mom, What Happened to Mufasa in The Lion King? The Prevalence of Death in Children's Animated Films." Research performed in the laboratory of Professor Karl Rosengren, and under research mentorship of graduate student David Menendez.

Dayana Banuelos (Cal State–Northridge): "The role of interference vs. load in visual short-term memory capacity." Research performed in the laboratory of Professor Brad Postle, and under research mentorship of graduate student Ying Cai.

Melissa Schoenlein (Bowling Green State University): "Learning to see in virtual reality." Research performed in the laboratory of Professor Bas Rokers, and under research mentorship of research scientist Jacqueline Fulvio.

Are Video Games Good for Us?

Over the past 30 years, video gaming has grown from a relatively niche activity to one that fully permeates our culture. With this rise in popularity has come a great deal of scientific interest in the effects that video games have on the brain and behavior. While much of the focus has been on the potential negative effects of video games (e.g., in terms of violent video games and their impact on aggression), many researchers, including **Professor C. Shawn Green**, have examined the possibility that playing certain video games positively impacts perceptual and cognitive skills.

In a paper recently published in the prestigious journal *Psychological Bulletin*, Dr. Green and his colleagues utilized meta-analytic techniques to examine the impact of playing one sub-type of video games – known as “action video games” – on perceptual and cognitive abilities. In this meta-analysis, Dr. Green and his team combined the results of 82 different studies, conducted by research teams across the world, into a single analysis. This is a particularly powerful technique in psychology. Because the results of any single individual study may vary widely (e.g., due to small samples, idiosyncrasies in design or methods, etc.), combining all of these studies in a meta-analysis provides a more accurate and reliable estimate of the impact of video game play.

The analysis revealed that playing action video games, which are games that involve a lot of fast motion, to keep track of many enemies simultaneously, and to make quick and accurate decisions, causes a significant increase in perceptual and cognitive performance. The biggest effects were seen for vision, top-down attention, and spatial skills, while the smallest impact was seen for verbal skills. Furthermore, while it has been suggested that video gaming may be associated with becoming overly impulsive – e.g., responding faster at the cost of accuracy – no evidence of that was seen in the analysis. Action video gaming was associated with increases in both the speed and the accuracy of responses.

The work in this area has already resulted in a number of teams using action video games for practical purposes. This includes a number of rehabilitative purposes, such as improving vision in individuals with visual deficits (e.g., with “lazy eye”). It also includes various types of job training, such as training new laparoscopic surgeons and military pilots. Dr. Green’s research program is now continuing to investigate how to harness the power of video games for good, while minimizing their negative impacts.



Professor Green with Bill Nye on the set of *Bill Nye Saves the World*.



Recipients: Raechel Anderson • Sabrina Carlins
Lindsey Christianson • Gwyneth Delap • Gaven Dooley
Kathryn Fischer • Eliza Godfrey • Joshua Gutzmann
Nicole Huth • Emma Jardas • Yuanchen Li • Jessalyn Mailoa
Julia Metzger • Angela Ramos • Natalie Rucks • Ryan Sandler
Natalie Wheeler • Zengbo Xie

Undergraduate Scholarships

The Bryan’s Aspiring Psychology Student Award fund was created by and given in memory of Bryan Hendricks. Bryan taught for 31½ years at the UW Colleges (in Wausau) before joining our department as a Senior Lecturer. He specialized in the entry-level courses and thrived on working with bright, ambitious, energetic students. This award is intended to acknowledge students’ excellent work as a UW-Madison student and to encourage them to enhance their educational experience by taking advantage of additional opportunities in the psychology major and on-campus. Students who have declared the psychology major in the past year (June 1–May 31) and have the top cumulative GPAs are selected to receive a one-time award of \$2,500.

**We thank our alumni and friends for their
generous support to the Department of
Psychology throughout 2016.**

**A special shout out to Dave Weiner
and his company, AgencyMSI, for their
continued support in funding our
newsletter!**



Legacy Circle*

Michael Cohen
Arlene Davenport
George & Kathryn Halazon
Bryan Hendricks
Michelle Jarvie
Rose Lupinski Staley
Manfred & Roberta Meier
Joy and David Rice
Charles Snowdon & Ann Lindsey
Evelyn Uehling

Chair's Circle (\$10,000+)**

Aristotle A. Alexander
Bryan Hendricks
Leslie Hicks
Mark D. & Ilene P. Laufman
Frederick & Joyce Y. Rosevear
Charles T. Snowdon & Ann Lindsey
David L. Weiner
Andrew A. & Carlene M. Ziegler

Platinum Circle (\$2,500-9,999)

John D. DeLamater
John C. Dolan
John D. Gould
Janet S. Hyde
Michael M. & Meghan D. Morrissey
Karl Rosengren & Sarah C. Mangelsdorf
Peter N. Shapiro
Kevin C. Tomfohrde

Gold Circle (\$1,000-2,499)

Harold H. Goldsmith & Morton A. Gernsbacher
Robert D. Hendricks & C. Mary Dingus
Richard C. & Andrea M. Konz
Meredith Monroe
Stephen K. Reed
Sigmund L. & Candy Sattenspiel
Michael J. & Patricia A. Smith
David T. Audley & Ann M. Vertovec
Barry S. & Robin L. Weiner

Silver Circle (\$100-999)

Raymond L. & Eve C. Allar
Peter Amato
Edward K. & Carolyn W. Arndt
Jason A. Belcher
Phillip T. & Barbara P. Berkowitz
Guthrie S. & Susan F. Birkhead
Laura A. Biro
Michael A. & Cheryl A. Biro
Lynn A. Blewett
Fred K. & Michelle Bowers
David J. Castro & Amanda M. Durik
Columbia Development Companies
Douglas E. Conomy
John J. Conway
Christopher A. & Ellen V. Coury
M. Jean Cronon
Thomas J. Curnes
Patricia G. Devine
Brian and Alicia M. Domack
Martí Ellermann
Brian J. Feiges & Tamar B. Kelber
Robert & Sylvia Feltman
Richard J. Friedman
W. Emy Gartzke

Stanley Goldfarb & Sandra L. Arn
Marjorie H. Greenfield
Steven J. Haase
Frederick M. Hathaway
Stephen C. & Leslie Z. Hathaway
Gregory L. & Julie P. Johnson
Robert E. & June E. Holt
Stanley L. & Shirley S. Inhorn
Sara J. Jarvis
Craig T. Johnson
Mark W. & Diana D. Kehrberg
Alisa M. Kleisner
Kurt F. Klomberg
Jennifer M. Knight
Charles T. & Bonnie E. Leitzke
Robert S. Feldman & Katherine E. Vorwerk

Friends of Psychology (\$99 & Under)

Neha Anand
Aaron R. Anderson
Rachel L. Babiarz
Amy A. Baker
Jeffrey J. Bellos
Robert G. and Nancy M. Blazek
Zoe L. Blumenthal
Kathryn E. Booze
Mark G. and Susan M. Bretscher
Malcolm R. and Kathie Burdick
Scott G. Burns
Rachel S. Campagna
Sophia A. Cashman
Catskill Construction
Concentric Counseling & Consulting
Ariana Conroy
Gabriela C. Cristobal
William J. Cronon
Anh P. Dang
Kevin J. and Mary J. Demet
Heidi M. Dietz
Michelle R. DiSilvestro
Kevin C. Dlugos
Kristin Dowe
Edward Engelbride
Elizabeth E. Farley
Yutong Feng
Caitlin M. Curtis
Linda D. Gershman
Greg Gilroy
Barbara S. Gomach
Taryn M. Gordon
Lila S. Greenberg
Sarah L. Habermehl
Richard J. & Mary B. Harris
Meredith K. Head
Jon T. Hoistad
Meghan L. Jacobson
Neda Jasemi
Angela R. Johnson
Finola E. Kane-Grade
Richard P. Kaplan
Jonathan E. Kass
Taylor L. Keaton
Elena A. Kennedy
Minsu & Elizabeth Kim
Bri Krueger
Amy C. Lang
Rachel A. Larsen
Jameson Lee
Oliver J. Lees
Molly H. Logic
Christine T. Longoria
Spencer Lund
Zhan Luo
Matthew Lupini
Michael Marshall
Vickey Masta
Luke Mathers
Autumn Mazzulla
Abigail M. McQuillan
Emily N. Mech
David Menendez
Tierra Merritt
Annastasia G. Morgan
Mel B. Morgenbesser
Eric S. Morgenthaler
John T. Mullen
William J. & Mary Murabito
Elizabeth M. Muthersbaugh
William A. Napiecinski
Stephen & Karen Nowicki
Amy Ochola
Jon G. Oelke
Gerald & Marguerite O'Malley
Emily S. Orals
Alexandria A. Owens
Elli G. Pappas
Bradley G. Pappas
Diane F. Peterson
Emma K. Phillips
Amanda K. Reik
Elizabeth M. Rime
Karly A. Rosinsky
Clare Rudolph
Brandon M. Rufer
Gary L. Scherer
Hailey Schiedermayer
Louis E. & Lois E. Sigman
Jeffrey & Laurel M. Silber
Sheila P. Simhan
Daniel R. Simms
Patricia Simms
Carly A. Solomon
Abigail E. Suslavich
Brittini A. Swanson
Cassandra Taylor
Christopher Yoi Tibbets
William P. & Jennifer R. Tishler
Ian V. Todaro
Jordan A. Tuff
Madison L. Tully
Daniel B. Vatterott
Jodi L. Viera
Thomas S. & Sharon M. Wallsten
Carrie Walters
Samantha West
Jaime A. Wilsker
Gayle L. and Mary A. Wort
Amy Yang
Erica Youngerman
Mariela P. Zhelyazkova
Adrianna Zickert

*We are grateful to these loyal alumni and friends who have remembered the Psychology Department in their estate plans.

**\$10,000 and up or lifetime donations of \$200,000 or more



DEPARTMENT OF PSYCHOLOGY

University of Wisconsin – Madison
1202 W. Johnson Street
Madison, WI 53706

Nonprofit Org.
U.S. Postage
PAID
Permit No. 658
Madison, Wisconsin



DISCOVER

How to Support Wisconsin Psychology

We have a long history of excellence in teaching and research in this department. To maintain this high standard we need support from our alumni and friends. Donations in any amount are greatly appreciated and go directly to supporting our students, faculty, and programs. If you would like, you may designate your gift to one of the following areas (please check one):

☐ Undergraduate Program ☐ Graduate Program ☐ Unrestricted

Name: _____

Address: _____

Phone: _____ Email: _____

Credit Card Number: _____ Expiration (Month/Year): _____

Card Type: _____

Checks may be made payable to University of Wisconsin Foundation/Dept. of Psychology.

Please mail this form along with your contribution to;

University of Wisconsin Foundation, US Bank Lockbox, PO Box 78807, Milwaukee, WI 53278-0807.

For more information on how you can help or to donate online, please visit our Department website at <http://psych.wisc.edu> and click “Alumni & Friends” or contact Professor Janet Hyde, jshyde@wisc.edu, (608) 262-9522.