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EDUCATION

Stanford University, B.A. (With Distinction), Philosophy, 1958
Harvard University, Social Relations, 1958-1959
University of California, Berkeley, Ph.D., Psychology, 1965

PROFESSIONAL ACTIVITY

Research Assistant, Laboratory of Human Development, Stanford University (1957-1958)

Teaching Assistant, Department of Psychology, University of California, Berkeley, (1961-63)

Lecturer, Department of Psychology, University of California, Santa Barbara, (1966-1967)

Assistant Professor, Department of Psychology, Reed College (1967-1973)

Associate Professor and Chairman, Department of Psychology, Reed College, (1973-1978)

Visiting Associate Professor, Department of Psychology, Stanford University (1978-1979)

Professor, Department of Psychology, Reed College (1979-1991)

Visiting Adjunct Professor of Law, School of Law, Lewis and Clark College (1985)

Visiting Senior Research Scientist, Center for Energy and Environmental Studies and Visiting Professor of Psychology, Princeton University, 1987-1988.

Visiting Professor of Psychology, Portland State University (1994-2001).

President and Principal Investigator, Public Policy Research, 1989-Present

Visiting Scholar, Institute for Transportation Studies, University of California, Davis, 1998-99

FELLOWSHIPS/GRANTS

National Institutes of Mental Health Clinical Training Fellow, Harvard University (1958-1959)

National Institutes of Mental Health Predoctoral Fellowship, University of California, Berkeley (1963-1965)

Postdoctoral Fellow/Interdisciplinary Training Program, University of California Medical School, San Francisco (1965-1966)

Russell Sage Foundation Residency in Law & Social Science, Stanford University (1973-74)

Vollum Senior Faculty Research, Reed College (1984-1985)

National Science Foundation Faculty Research Fellowship, Reed College, (1969-1970)

Project Director, Danforth Foundation Institute on Aggression and Violence, Reed College (1970)

Project Director, National Institutes of Mental Health Undergraduate Research Training Grant, Reed College (1970-1973)

Director, Sperry & Hutchinson Foundation Lectureship Program on Aggression and Violence, Reed College (1971)

Project Director, National Science Foundation Undergraduate Research Participation Grant, Reed College (1976, 1977)

Mellon Foundation Faculty Research Grant, Reed College (1975, 1976, 1977, 1978, 1980)

NSF Faculty Released Time Grant, Reed College (1980)

Atlantic Richfield Corporation Faculty Research Grant, Reed College (1982)

Center on Philanthropy Research Grant, Public Policy Research (1993)

Aspen Institute, Non Profit Sector Research Fund Grant, Public Policy Research (1994-1995)

ADMINISTRATIVE EXPERIENCE

Chairman, Department of Psychology, Reed College, 1975-1978, 1982-1984

Committee on Admissions & Financial Aid, Reed College, 1971-1974

Energy Conservation Committee, Reed College, 1982-1989

Educational Policies Committee, Reed College, 1974-1978, 1979-1982; Chairman, 1981-1982.

Committee on Research Projects with Human Subjects, Reed College, 1974-1976; Chairman, 1985-1988.

Steering Committee, Northwest Area Foundation Study Project, Reed College, 1976-1978

Board of Trustees, Catlin Gabel School, Portland, Oregon, 1977-1978.

National Science Foundation, Graduate Fellowship Review Panel, 1984, 1989, 1990 & 1991.

Accreditation Committee, Reed College, 1988-1989.

Recycling Committee, Reed College, 1989-90.

CONSULTING ACTIVITIES

Gard, Strang, Edwards, Aldridge, & Skene, Inc. (Advertising and Public Relations), Portland, Oregon, 1984-1998.

Proctor & Gamble Corporation, 1990-1991

Washington State Energy Office, Telecommuting Advisory Committee, 1990-1993

Jowaiszas Public Relations, 1991-92

United Way of the Columbia-Willamette, Marketing & Communication Direct Mail Advisory Committee, 1994-1996.

Oregon Department of Environmental Quality, Car Sharing/Mobility Services Project Oversight Committee, 1996-1999.

Co-Founder of Car Sharing Portland, 1997-98.

The Climate Trust, Portland, Oregon 2001-Present

PROFESSIONAL ASSOCIATIONS

American Association for the Advancement of Science

American Psychological Association

American Psychological Society

Society for the Psychological Study of Social Issues

American Psychology and Law Society

Western Psychological Association

Society for the Advancement of Social Psychology

Society for Consumer Psychology

CONVENTION/CONFERENCE PAPERS

The role of exteroceptive feedback in avoidance conditioning. Western Psychological Association, 1970.

A design for a course on aggression and violence. Symposium on Relevance in Higher Education at Oregon Psychological Association, 1971.

Intermittent reinforcement during signaled avoidance conditioning. Western Psychological Association, 1972.

Strain differences in avoidance conditioning. Western Psychological Association, 1974.

Learned helplessness in rats as a function of strain and number of pre-shocks. Western Psychological Association, 1974.

Issues in the control of behavior. Reed College Symposium on Behavior Control, 1975.

Recent research on aversive control. Oregon Psychological Association, 1975.

Developmental research on learned helplessness. Western Psychological Association, 1975.

The influence of early appetitive reinforcers on adult avoidance behavior. Midwestern Association for Behavior Analysis, 1976.

The experimental analysis of learned helplessness. Western Psychological Association, 1976.

The effects of reprimands on helping behavior: Two field experiments. Western Psychological Association, 1978.

Developmental studies of learned helplessness in the guinea pig. Western Psychological Association, 1978.

The comparative effectiveness of non-contingent free bus rides and personal commitments as incentives to initiate and maintain bus riding among non-bus riders. Western Psychological Association, 1978.

The impact of knowledge of the bystander problem on helping behavior. Western Psychological Association, 1982

A social psychological analysis of residential electricity consumption: The impact of minimal justification techniques. International Conference on Consumer Behavior and Energy Policy, 1982.

The effect of posted feedback on recycling. Western Psychological Association, 1984.

The impact of judicial commentary concerning eyewitness identification on jury decision making. Western Psychological Association, 1984.

The impact of pre-emptive denial on compliance. Western Psychological Association, 1984.

The energy crisis: Reflections on a decade of psychological research. University of Washington Psychology Colloquium, May 1984.

The impact of commitment in promoting consumer energy conservation. Second International Conference on Consumer Behavior and Energy Policy, 1985.

Psychological Approaches to Energy Conservation. Reed College Symposium on Contemporary Issues in Psychology, 1985.

Policies for encouraging energy conservation in small commercial buildings. International Symposium on Energy Options for the Year 2000: Contemporary Concepts in Technology & Policy, 1988.

How to promote recycling: Applying minimal justification techniques. Winter Workshop of Association for Conservation Information, 1989.

A critical analysis of community recycling programs. Reed College Psychology Department Colloquium, 1989.

Psychological approaches to environmental issues: A case study of water conservation. Reed College, 1990.

What makes a successful energy education program? Keynote Speaker, National Energy Education Forum, 1990.

Invited Participant. Institute for Resource Management Conference on Integrated Solid Waste Management. Sundance, Utah, 1991.

Invited Participant. The Rene Dubos Center for Human Environments Forum on Integrating Waste Management. New York City, 1991.

The Bonneville Power Administration's low flow showerhead consumer acceptance study. Appliance Efficiency Group meeting. Olympia, Washington, 1991

Strategies for Changing Automobile Travel Behavior National Energy Education Forum. Cleveland, Ohio, 1991

Behavioral Analysis of Commuter Trip Reduction Programs, Washington State Energy Office, Olympia, Washington 1995.

Carsharing Portland: Analysis of the First Year. Transportation Research Board Convention, Washington, DC 2000.

Report of the Oregon REACH Project. Annual Meeting of the REACH Program Representatives, Washington, DC 2000

Participant in Writing Workshop: Writing in the First Person: The memoir and the Essay. Assisi, Italy, July 2001.

PUBLICATIONS

Katzev, R. Extinguishing avoidance responses as a function of delayed warning signal termination. Journal of Experimental Psychology, 1967, 75, 339-344.

Katzev, R. and Henderson, R. Effects of exteroceptive feedback and stimuli on extinguishing avoidance responses in Fischer 344 rats. Journal of Comparative and Physiological Psychology, 1971, 74, 66-74.

Katzev, R. The effect of the duration of the warning signal on extinguishing avoidance responses in Fischer 344 rats. Psychonomic Science, 1971, 25, 40-42.

Berman, J. and Katzev, R. Factors involved in the rapid elimination of avoidance behavior. Behavior Research and Therapy, 1972, 10, 247-256.

Katzev, R. What is both necessary and sufficient to maintain avoidance responding in the shuttle box? The Quarterly Journal of Experimental Psychology, 1972, 24, 310-317.

Katzev, R. and Enkema, S. Acquisition and extinction of signaled avoidance as a function of intermittent reinforcement. Learning and Motivation, 1973, 4, 176-196.

Katzev, R. and Berman, J. Effect of exposure to conditioned stimulus and control of its termination in the extinction of avoidance behavior. Journal of Comparative and Physiological Psychology, 1974, 87, 347-353.

Katzev, R. and Mills, S. Classical conditioning of skeletal avoidance responses in two strains of rats. Psychological Reports, 1974, 35, 355-360.

Katzev, R. and Balch, O. The restoration of extinguished avoidance responses. Behavior Research and Therapy, 1974, 12, 77-87.

Katzev, R., Loranger, J., and Mills, S. The function of feedback stimuli during shuttlebox avoidance conditioning. Journal of General Psychology, 1976, 94, 105-112.

Katzev, R. and Mills, S. Strain differences in avoidance conditioning as a function of the classical CS-US contingency. Journal of Comparative and Physiological Psychology, 1974, 87, 661-671.

Mills, S. and Katzev, R. Differences in strains of rats during extinction of shuttle box avoidance responding. Journal of Comparative and Physiological Psychology, 1974, 87, 672-680.

Shurman, A. and Katzev, R. Effects of inescapable shock on escape/avoidance responding in rats depends on strain and number of pre-shocks. Journal of Comparative and Physiological Psychology, 1975, 88, 548-553.

Wight, M. and Katzev, R. Non-contingent positive reinforcers retard later escape/avoidance learning in rats. Bulletin of the Psychonomic Society, 1977, 9, 319-321.

Katzev, R. and Hoffman, T. An economical dispenser to improve control of food reinforcement in the rat. Behavior Research Methods & Instrumentation, 1977, 9, 565-566.

Katzev, R., Edelsack, L., Reynolds, R., Steinmetz, G., Walker, T., and Wright, R. The effect of reprimanding transgressions on subsequent helping behavior: Two field experiments. Personality & Social Psychology Bulletin, 1978, 4, 326-329.

Fenton, F., Calof, A., and Katzev, R. The effect of controllable and uncontrollable neonatal preshocks on adult escape/avoidance behavior in guinea pigs. Animal Learning & Behavior, 1979, 7, 372-376.

Katzev, R., Cooper, L. and Fisher, P. The effect of feedback and social reinforcement on residential electricity consumption. Journal of Environmental Systems, 1981, 10, 215-227.

Bachman, W. and Katzev, R. The effects of non-contingent free bus tickets and commitment on urban bus ridership. Transportation Research, 1982, 16A, 103-108.

Katzev, R. and Bachman, W. The effects of deferred payment and fare manipulation on urban bus ridership. Journal of Applied Psychology, 1982, 67, 83-88.

Katzev, R. and Johnson, T. A social psychological analysis of residential electricity consumption: The impact of minimal justification techniques. Journal of Economic Psychology, 1983, 3, 267-284. Reprinted in P. Ester, G. Gaskell, B. Joerges, G. Midden, F. van Raaij and T. Vries. *Consumer Behavior and Energy Policy*. Amsterdam: North-Holland, 1984.

Pardini, A. and Katzev, R. The effect of strength of commitment on newspaper recycling. Journal of Environmental Systems, 1983-84, 13, 245-254.

Katzev, R. and Averill, A. The effect of knowledge of the bystander intervention phenomenon on subsequent helping behavior. Journal of Social Psychology, 1984, 123, 223-230.

Katzev, R. and Johnson, T. Comparing the effectiveness of monetary incentives and the foot-in-the-door technique on residential energy conservation. Journal of Applied Social Psychology, 1984, 14, 12-27.

Brownstein, R. and Katzev, R. The comparative effects of three compliance techniques on donating to a charitable organization. Journal of Applied Social Psychology, 1985, 15, 564-574.

Pardini, A. and Katzev, R. Applying full-cycle social psychology to consumer marketing: The defusing objection technique. Journal of Economic Psychology, 1986, 7, 87-94.

Katzev, R. & Wishart, S. The impact of judicial instructions concerning eyewitness identification on jury decision making. Journal of Criminal Law and Criminology, 1986, 76, 733-745.

Katzev, R. and Johnson, T. *Promoting Energy Conservation: An Analysis of Behavioral Approaches*. Boulder, CO: Westview Press. 1987.

Katzev, R. The impact of commitment in promoting consumer energy conservation. In E. Monnier, G. Gaskell, P. Ester, B. Joerges, B. Lapillonne, C. Midden & L. Puiseux. *Consumer Behavior and Energy Policy: An International Perspective*. New York: Praeger, 1986.

Katzev, R. & Pardini, A. The impact of commitment and token reinforcement procedures in promoting and maintaining recycling behavior. Journal of Environmental Systems, 1987-88, 17, 93-113.

Komor, P. & Katzev, R. Policies for encouraging energy conservation in small commercial buildings. *Proceedings of the International Symposium on Energy Options for the Year 2000: Contemporary Concepts in Technology and Policy*. Wilmington, Delaware, 1988.

Wang, T., Brownstein, R. & Katzev, R. Promoting charitable behaviour with compliance techniques. Applied Psychology: An International Review, 1989, 38, 165-183.

- Katzev, R. & Brownstein, R. The influence of enlightenment on compliance. Journal of Social Psychology, 1989, 129, 335-348.
- Katzev, R. & Wang, T. Group commitment and resource conservation: Two field experiments on promoting recycling. Journal of Applied Social Psychology, 1990, 20, 265-275.
- Komor, P. & Katzev, R. Behavioral determinants of energy use in small commercial buildings: Implications for energy efficiency. Energy Systems and Policy. 1990. 12, 233-242.
- Katzev, R. Does "Low-Flow" still mean low satisfaction? Home Energy. 1991, 8, #4, 22-24,
- Katzev, R. *It's time for a change of heart: A self-control guide to prevent heart disease*. 1991.
- Katzev, R. & Mishima, H. The use of posted feedback to promote recycling. Psychological Reports. 1992, 71, 259-264.
- Katzev, R. The impact of energy efficient office lighting systems on satisfaction and productivity. Environment & Behavior, 1992, 24, 778-797.
- Katzev, R. The reactions of household residents to low flow shower heads. Journal of Environmental Systems. 1991-92, 21, 157-156.
- Katzev, R. & Messer, B. Determinants of participation in multi-family recycling programs. Journal of Applied Social Psychology. 1993, 23, 374-385.
- Katzev, T. & Wang, T. Can commitment change behavior?: Case study of environmental actions. Journal of Social Behavior and Personality, 1994, 9, 13-26.
- Katzev, R. & Wagner, C. Car sharing: More mobility, preservation of the environment, and savings in your pocket. The Urban Transportation Monitor, April 26, 1996.
- Katzev, R. & Wagner, C. Car sharing takes off in Europe. Urban Ecologist, 1996, Number 3, 13.
- Katzev, R. Car sharing: Breaking out of the transportation trap. World Transport Policy and Practice, 1998, 3, No 4.
- Nice, M. & Katzev, R. Internet romances: The frequency and nature of romantic on-line relationships. CyberPsychology and Behavior. 1998, 1, 217-224.
- Katzev, R. The adoption of car sharing in Portland, Oregon: Case study of the diffusion process. World Transport Policy and Practice, 1999, 5, Number 3, 41-46.
- Katzev, R, Brook, D. & Nice, M. The effects of Car Sharing on Travel Behavior: Analysis During CarSharing Portland's First year. World Transport Policy & Practice, 2001, 6, Number 3, 22-28.
- Katzev, R. *Anecdote and Evidence: Essays Linking Social Research With Personal Experience*. Philadelphia: Xlibris. 2002.
- Katzev, R. (2002). Car sharing: A new approach to urban transportation problems. Analysis of Social Issues and Public Policy. In Press.

UNPUBLISHED REPORTS

Katzev, R. & Wang, T. Jury source lists: Is the voter registration list a biased source?

Katzev, R. & Hulden, J. Low flow shower heads: Market research summary. Prepared for the Bonneville Power Administration, Office of Energy Resources, 1989.

Katzev, R. & Hulden, J. Consumer acceptance of low flow shower heads. Final report for the Bonneville Power Administration, Office of Energy Resources. 1990.

Katzev, R. The impact of energy efficient office lighting strategies on employee satisfaction and productivity. Final Report for Pacific Power, Inc., 1991.

Katzev, R. Consumer Evaluation of the Energy Technology Laboratories Spa 2001 Shower Head. Final Report for Energy Technology Laboratories, Inc., 1991.

Komor, P. & Katzev, R. The Jersey Mall: A case study of energy use in small commercial buildings. Center for Energy and Environmental Studies Center Report. Princeton, New Jersey, 1988.

Blake, J., Katzev, R., & Messer, B. An analysis of recycling in multi-family residences within the Portland metropolitan area. Volume I: Final report and case studies. For the Metropolitan Service District, Office of Solid Waste Planning and the City of Portland, Bureau of Environmental Services. 1991.

Katzev, R., Messer, B., & Blake, J. Recycling in multi-family buildings: Case study of the Portland metropolitan area. Public Policy Research, 1991.

Katzev, R. & Messer, B. The diversion potential of recyclable materials by residents of multi-family buildings. Public Policy Research, 1991.

Katzev, R. Analysis of focus group discussions of the Bonneville Power Administration's energy-efficient water heater program. Final Report for Gard & Lesh. Public Policy Research, 1992.

Katzev, R. Environmental education: The rocky road from information to action. Final Report for Jowaiszas Public Relations. Public Policy Research, 1992.

Katzev, R. A social influence analysis of solid waste recycling programs. Public Policy Research, 1992.

Katzev, R. A social influence approach to fund raising: Applying "Legitimizing Small Contributions" in a United Way direct mail campaign. Public Policy Research, 1994.

Katzev, R. Final report of the Oregon Liquor Control Commission DUII Reduction Team Program. Public Policy Research, 1994.

Katzev, R. & Katzev, A. Evaluation of the 1993-94 Oregon Food Stamp Family Nutrition Education Program. Final Report submitted to Oregon State University Extension. 1994.

Katzev, A., Katzev, R. & McCallen, A. An evaluation of the Oregon Food Stamp Family Nutrition Education Program. Final Report submitted to Oregon State University Extension. 1995.

Katzev, R. Applying social psychology to charitable donations: Three experiments on nonprofit fundraising. Final Report submitted to the Aspen Institute, Nonprofit Sector Research Fund. 1995.

Katzev, R., Brook, D., & Martin, R. Status Report of CarSharing Portland Start Up: The First Ninety Days. Prepared for the Oregon Department of Environmental Quality. 1998.

Katzev, R. CarSharing Portland: Review and Analysis of Its First Year. Final Report. Prepared for the Oregon Department of Environmental Quality. 1999.

Katzev, R. Final Report of the Oregon Residential Energy Assistance Challenge Option (REACH). Prepared for the Oregon Housing and Community Services Department, 2000.

Katzev, R. CarpoolMatchNW.org: Monitoring and Verification Plan. Prepared for the Climate Trust. 2001.

Katzev, R. Comparing Recyclers and Nonrecyclers in N/NE Portland: Implications for Increasing Participation in the Curbside Program. Final Report Submitted to the City of Portland Office of Sustainable Development. 2002.