

Resume

Alison M. Szymanski

Overview

Dr. Alison Szymanski is a social psychologist whose academic training focused primarily on the study of political attitudes and research design. She has additional academic training in the areas of political psychology, survey methodology, visual imagery and memory, and advanced statistical analysis.

She has two years of professional and consulting experience with branding / positioning research, public opinion polling, program evaluations, product testing, and marketing / communications studies. Specific duties include conducting literature reviews, designing surveys, analyzing quantitative and qualitative data, conducting in-depth interviews, and writing reports.

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Education

B.A., University of Michigan (in Psychology and History, with Distinction), 2002
M.A., The Ohio State University (in Social Psychology), 2004
Ph.D., The Ohio State University (in Social Psychology), 2009

Employment

2000-2002 Intern, Law Offices of Gordon J. Barnett, Jr.
2002-2009 Research Associate, The Ohio State University
2004-2009 Instructor, The Ohio State University
2009-2010 Lecturer, The Ohio State University
2008-2010 Research Associate, The Strategy Team, Ltd.
2010-present Researcher, The Strategy Team, Ltd.

Professional and Consulting Experience-General

Action for Children
Capital Crossroads Special Improvement District
Claire's
Columbus Blue Jackets
Columbus Public Health
Community Shelter Board
Heartland Homes
Icing
Licking County Health Department
Ohio Grantmakers Forum
Ohio Poultry Association
Stratus Consulting
The Ohio State University
Zaner Bloser, Inc.

Professional and Consulting Experience-Litigation Research Support

Law Offices of Kevin T. Barnes, Los Angeles, California
Leonard Carder, LLP, San Francisco, California
Khorrami Pollard & Abir LLP, Los Angeles, California
Rukin Hyland Doria & Tindall LLP, San Francisco, California

Academic Publications

Holbrook, A. L., Krosnick, J. A., & Pfent, A. M. (2008). The causes and consequences of response rates in surveys by the news media and government contractor survey research firms. In J. M. Lepkowski, C. Tucker, J. M. Brick, E. D. De Leeuw, L. Japac, P. J. Lavrakas, M. W. Link, & R. L. Sangster (Eds.), *Advances in telephone survey methodology*. New York: Wiley.

Pfent, A.M. (2009). Changing oneself and then changing the world: The role of regulatory fit in identity change with implications for environmental activism. Degree: Doctor of Philosophy, Psychology, Ohio State University.

Conference Presentations

- Pfent, A., Krosnick, J. A. & Courser, M. (2003, May). *Rationalization and derivation processes in Presidential elections: New evidence about the determinants of citizens' vote choices*. Presented at the annual meeting of the American Association for Public Opinion Research, Nashville, TN.
- Holbrook, A. L., Pfent, A., & Krosnick, J. A. (2003, May). *Response rates in recent surveys conducted by non-profits and commercial survey agencies and the news media*. Presented at the annual meeting of the American Association for Public Opinion Research, Nashville, TN.
- Pfent, A., & Krosnick, J. A. (2003, May). *Rationalization following candidate choice in presidential elections*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Krosnick, J. A., & Pfent, A. (2003, October). *Post-Decisional dissonance reduction by a new method: Rationalization of political candidate choices illuminates the basic dynamics of decision-making*. Presented at the annual meeting of the Society of Experimental Social Psychology, Boston, MA.
- Pfent, A., & Krosnick, J. A. (2004, May). *The consequences of candidate choice: New evidence of dissonance induced attitude change*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Pfent, A., & Krosnick, J. A., (2005, January). *Attitudinal Consequences of Choosing a Presidential Candidate*. Presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Pfent, A., & Libby, L. K. (2006, January). *Picturing a failure: How memory perspective may impact feelings of rejection*. Presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs, CA.
- Pfent, A., & Libby, L. K. (2007, January). *Remembering yourself: Third-person memory perspective encourages schematic processing*. Presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Pfent, A., & Libby, L. K. (2008, February). *Putting the past into perspective: How imagery perspective and self-views affect the accessibility of autobiographical*

memories. Presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Pfent, A., & Libby, L. K. (2008, May). *Facing failure: Imagery perspective moderates the impact of recalling negative events*. Presented at the annual meeting of the Association for Psychological Science, Chicago, IL.

Pfent, A., & Libby, L. K. (2009, February). *Changing oneself and then changing the world: The role of regulatory fit in identity change with implications for environmental activism*. Presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.

Honors

2002 University Fellowship, The Ohio State University

2003 Honorable Mention, National Science Foundation Graduate Research Fellowship

2004 Honorable Mention, National Science Foundation Graduate Research Fellowship

2007 Thomas M. Ostrom Athenaeum Chair

2008 Graduate Associate Teaching Award, The Ohio State University

2009 Teaching Excellence Award for Graduate Students, Department of Psychology, The Ohio State University

Professional Affiliations

American Association of Public Opinion Research

American Marketing Association

Market Research Exchange of Central Ohio

Ohio Program Evaluator's Group

Society for Consumer Psychology