

Saima Ghazal

CURRICULUM VITAE

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CONTACT INFORMATION

Assistant Professor
Institute of Applied Psychology
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SUMMARY

I'm a psychologist and assistant professor specializing in behavioral decision research and technology (e.g., psychometrics, risk literacy, predictive modeling). I completed my PhD in Applied Cognitive Science and Human Factors (ACSHF) in December 2014 from Michigan Technological university, USA. My research focuses on Individual differences and decision making with applications for business, human resources, and consumer protection. I have been working on developing theoretically grounded adaptive, online assessment technologies for research and training.

My research interests and expertise involve the following areas:

Judgment and Decision Making, Individual differences, Risk literacy, Numeracy, Human performance, Testing and assessment, Quantitative data analysis, Human factors, Organizational psychology, Leadership, Building online experiments for psychology, SPSS and R statistical soft wares.

EDUCATION

- August, 2014 **PhD. Psychology:** Applied Cognitive Science and Human Factors
Michigan Technological University, Houghton MI, USA
Dissertation: Component Numeracy Skills and Decision Making
Supervisor: Edward T. Cokely, PhD.
- 1996 **MSc. Applied Psychology**
University of the Punjab, Lahore, Pakistan
Dissertation: Stress Coping and measurement
Supervisor: Najma Najam, Ph.D.

AWARDS AND SCHOLARSHIPS

- 2014 Dean's Award for Outstanding Scholarship-2014. Awarded by Graduate School of Michigan Technological University, Houghton, MI.
- 2011 Cash award of \$1000 Scholarship for attending Bayesian Research conference and BASIC & ADVANCED Web workshop in Fullerton, California (Jan 12-17, 2011)

EXPERIENCE

- February 2015 **Assistant Professor**
to current Department of Applied Psychology
University of the Punjab, Lahore, Pakistan
- July 2014 to **Associate Researcher**
December 2014 Department of Applied Cognitive Science and Human Factors
Michigan Technological University, Houghton, MI, USA
- 2010-2014 **Graduate Research Assistant**
Department of Applied Cognitive Science and Human Factors
Michigan Technological University, Houghton, MI, USA

- 2001- 2014 **Lecturer**
Department of Applied Psychology,
University of the Punjab, Lahore, Pakistan
- 1998 **Research Scholar**
Department of Applied Psychology,
University of the Punjab, Lahore, Pakistan
- 1997 **Counselor (Internee)**
Mayo Hospital, Lahore, Pakistan
- 1996 **Counselling Psychologist (Internee)**
Nawaz Sharif Social Security Hospital, Lahore, Pakistan

COURSES TAUGHT

- **Organizational Psychology** to MSc Applied Psychology students at the department of Applied Psychology, University of the Punjab, Lahore
- **Organizational Behavior** to the students of Institute of Business Administration (IBA), University of the Punjab, Lahore
- **Research Methods** to MS Students in the Dept. Of Mass Communication University of the Punjab for sessions 2004-2005 and 2005 -2006
- **Applied Statistics** to MS Students of Department of Statistics, University of the Punjab, Lahore.

RESEARCH PUBLICATIONS

- Ghazal, S., Cokely, E., & Garcia-Retamero, R. (2014). Predicting Biases in Very Highly Educated Samples: Numeracy and Metacognition. *Judgment and Decision Making*, 9, 15-34.
- Ellis, K. M., Cokely, E. T., Ghazal, S., & Garcia-Retamero, R. (2014). Do People Understand their Home HIV Test Results? Risk Literacy and Information Search. In *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 58, No. 1, pp. 1323-1327). SAGE Publications.

- Cokely, E. T., Ghazal, S., & Garcia-Retamero, R. (2014). Measuring numeracy. In B. L. Anderson & J. Schulkin (Eds.), *Numerical reasoning in medical decision making*. Cambridge, UK: Cambridge University Press.
- Cokely, E. T., Ghazal, S., Galesic, M., & Garcia-Retamero, R. (2013). How to measure Risk comprehension in educated samples. In R. Garcia-Retamero & M. Galesic (Eds.), *Transparent communication of health risks: Overcoming cultural differences* (pp. 29–52). New York: Springer.
- Cokely, E. T., Galesic, M., Schulz, E., Ghazal, S., & Garcia-Retamero, R. (2012). Measuring risk literacy: The Berlin Numeracy Test. *Judgment and Decision Making*, 7, 25–47.
- Rafique, R., Ghazal, S., & Farooqi, Y. (2007). Test Anxiety in Students: Semester vs. Annual system, *Journal of Behavioral Sciences*, 17(1-2)
- Kausar, S., & Ghazal, S. (2006). Occupational Stress and Job Performance. *Journal of Pakistan Psychiatric society*, Vol. 3. ISSN 1726-8710
- Najam, N., Ghazal, S. (1996). Coping with Stress in working and non-working women. *Journal of Behavioral Sciences*, Pakistan
- Najam, N., & Ghazal, S. (1996). Achievement motivation in young females. *South Asian Journal of Psychology*
- Najam, N., Ghazal, S. (1997). Coping with Stress. *Malaysian journal of Psychology*

MANUSCRIPTS IN PREPRATION

- Cokely, E.T., Ghazal, S., & Garcia-Retamero, R. (in preparation). Effective product names: Name fluency biases estimates of the effectiveness and value of pharmaceuticals
- Garcia-Retamero, R., Cokely, E. T., & Ghazal, S. (in preparation). Comparing risk literacy in 31 countries: New results from the Berlin Numeracy Test.
- Garcia-Retamero, R., Cokely, E.T., & Ghazal, S. (in preparation). Measuring subjective graph literacy.

INTERNATIONAL ORAL PRESENTATIONS/TALKS

- Ghazal, S., Russell, K., Simon, S., Woller-Carter, M., & Cokely, E.T. (2011, Aug). Fluency and efficacy: biases in judgments of pharmaceutical effectiveness. Presented at the *23rd Subjective Probability Utility Decision Making (SPUDM23)*, Kingston, UK.
- Ghazal, S., Russell, K., Simon, S.R., Woller-Carter, M., & Cokely, E.T. (2011, May). Fluency and efficacy: Biases in judgments of pharmaceutical effectiveness. Presented at *83rd Annual meeting of the Midwestern Psychological Association*, Chicago, IL.
- Ghazal, S. Rafiq, R. and Farooqi, Y. (2006) Test Anxiety in students; semester vs Annual system. *16th International Psychiatric Conference of Pakistan psychiatric Society, entitled "Disasters; Impact on Mental health and its psychosocial rehabilitation"* held on 16 to 18 December 2006 at pearl continental Hotel, Lahore, Pakistan

POSTER PRESENTATIONS

- Ghazal, S., & Cokely, E.T. (2012, November). Beyond Risk Literacy: Using The Berlin Numeracy Test to Predict Judgments, Decisions, Choices, Metacognition, and Information Search. Poster Presented at the *33rd Annual Conference of the Society for Judgment and Decision-Making*, Minneapolis, MN.
- Garcia-Retamero, R., Ghazal, S., & Cokely, E.T. (2012, November). Comparing Risk Literacy in 28 Countries: New Results from Berlin Numeracy Test. Poster Presented at the *33rd Annual Conference of the Society for Judgment and Decision-Making*, Minneapolis, MN.
- Cokely, E.T., Ghazal, S., Russell, K., Simon, S., Woller-Carter, M., & Garcia-Retamero, R (2011, November). Fluency and Efficacy: Biases in estimates of pharmaceutical effectiveness. Presented at the *25th Annual Meeting of the Society for Judgment and Decision-Making*, Seattle, WA.
- Okan, Y., Woller-Carter, M., Simon, S.R., Russell, K., Ghazal S., Parpart, P., Garcia-Retamero R., Cokely, E.T. (2011, May). Overcoming distortions in political and health communication: Mechanisms of graph literacy. Poster presented at the *83rd Annual meeting of the Midwestern Psychological Association, Chicago, IL.*

STUDENT SUPERVISION/MENTORING

- Mentored undergraduates in research at the Michigan Technological University, Department of Cognitive and Learning Sciences

- Supervised MSc thesis (Independent research) at department of Applied Psychology University of the Punjab (2004-2005).
- Supervised Research (Practicum reports, Independent study) of M.sc final year students, from 2001 to 2005.
- Supervised Group research and Individual research of students in area of psychology and I/O Psychology of MSc Applied Psychology students at University of the Punjab, Lahore Pakistan

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- Executive member of Pakistan Psychological Association , Pakistan (PPA)
- Executive Member of Society for Muslim Psychological Association, Pakistan (MPA)
- Student member of Society for Judgment and Decision Making (SJDM)
- Student member of Human Factors and Ergonomics Society (HFES)
- Member of Michigan Technological University chapter of Psi Chi

TRAINING/WORKSHOPS

- Attended 49th Annual Edwards Bayesian Research Conference in Fullerton, California (Jan 12-14, 2011).
- Attended two-day BASIC & ADVANCED Web workshop in Fullerton, California (Jan 15-17, 2011).
- Conducted six-day Workshop on Organizational Behavior in National College of Business Administration and Economics (NCBA & E), Lahore, Pakistan.
- Conducted two-day Workshop on “Research and Stats” in Allama Iqbal Open University, Lahore, Pakistan, two consecutive years (2004 & 2005)
- Attended International Conference on “Women’s Empowerment and Social Transformation” held on 23rd April 2007 organized by Institute of Social and Cultural studies, University of the Punjab, Lahore, Pakistan.

- Attended 1st International Conference on “Assessing Quality in Higher Education” held on 11th to 13th of December 2006 at Pearl Continental hotel Lahore
- Attended 16th International Psychiatric Conference of Pakistan Psychiatric Society, entitled “ Disasters; Impact on Mental Health and its Psychosocial Rehabilitation” held on 16 to 18 December 2006 at pearl continental Hotel Lahore, Pakistan.
- Attended Seminar on research Skills for M.Phil /PhD, from Theory to Investigation: Designing a study. Department of Psychology and Applied Psychology, University of the Punjab, Lahore (1st June 2005)
- Attended seminar on Advanced Literature Search using Electronic Databases, Department of Psychology and Applied Psychology, University of the Punjab, Lahore (25th May 2005).
- Attended two days workshop on New Directions in Qualitative Research by Erica Berman and Khatija Chantler, Uk, held in University of the Punjab 2005.
- Attended Workshop on “Basics of Behavior Therapy” by Ms. Nashi Khan (Consultant Clinical Psychologist, UK), organized by the Department of Psychology and Applied Psychology, University of the Punjab, Lahore, 18th June, 2005.
- Workshop on “REBT: Assessment and Intervention” by Ms. Saima Salman, Organized by the Department of Psychology and Applied Psychology, University of the Punjab, Lahore, 21st -22nd December, 2004.
- Attended Workshop on “Spirituality in Leadership and Management in Preventing Demoralization and enhancing workplace Outcome” by Dr. Russel D’Souza on 16th September 2004.
- Attended Seminar on “Research Methods” in Psychology held in GCU Lahore in October 2004.
- Attended One day conference in Avari Hoel under DFID link program on Developing Counseling Package for Victims of Domestic Abuse on March 2004.
- A Training workshop on “Child sexual abuse” organized in collaboration with SAVERA and DFID, Lahore, January 2003.
- Attended workshop On “Stress Management” in Health University, Pakistan, by Dr. Moadat Rana in 2002.
- Attended 10th International Conference of Pakistan Psychological Association on “Psychological issues: Pakistani Perspective”, at Sheikh Zaid Islamic Center, Lahore, on November 2001.

- Attended One day National Conference on “New Directions in Research for women”, held at the Dept of Applied Psychology, P.U. Lahore on March 2000.
- Attended one day workshop on “Projective Techniques” held at the Department of Applied Psychology University of the Punjab. April 2000.
- Attended one day workshop on “Healing through Hypnosis” at Center for clinical psychology, University of the Punjab by Maqbool Babri. April 2000
- Attended one day workshop on “Learning Abilities and Disabilities” at Fountain house Rehabilitation Center, Lahore 2000.

REFERENCES

Edward T. Cokely Ph.D.

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Department of Cognitive and Learning Sciences
Michigan Technological University
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