

Geoffrey R. Urland

Department of Psychology, CB 345
University of Colorado, Boulder
Boulder, CO USA 80309-0345

Geoffrey.Urland@colorado.edu

Education

- 2006 University of Colorado, Boulder
Ph.D. in Social Psychology
Advisor: Professor Tiffany A. Ito
Dissertation Title: Seeing in terms of Black and White and good and bad: Does negative evaluation affect the magnitude of event related brain potentials sensitive to a target's racial category membership?
- 2002 National Institutes of Health
Summer Internship in Biomedical Research
June 3 - August 16
- 2002 University of Colorado, Boulder
M.A. in Psychology
Thesis: Have your cake and hate it too: Ambivalent food attitudes are associated with dietary restraint
- 2000 The Ohio State University
Summer Institute in Political Psychology
July 10 - August 4
- 1999 University of California, Berkeley
B. A. in Psychology
With High Honors and with Distinction in Scholarship
Honors Thesis: Prejudice and the implicit categorization of faces along multiple domains
Thesis Advisor: Professor Kaipeng Peng

Teaching Experience

Instructor & Lecturer, University of Colorado

Social Psychology (PSYC 2606; 5 sections over 4 semesters; Average Rating 5.5/6)

Psychology of Personality (PSYC 4456; 7 sections over 4 semesters; Average Rating 4.9/6)

General Psychology (PSYC 1001; 3 sections over 3 semesters; Average Rating 5.7/6)

Courses have been taught for the Department of Psychology and Neuroscience (PSYC 2606 & 4456), Continuing Education (PSYC 4456), and The Health Professions Residential Academic Program (PSYC 1001).

Laboratory Instructor/Teaching Assistant

Psychological Statistics and Research Methods (Spring, 2005)

Psychology of Perception (Summer, 2004)

Research Methods in Social Psychology (Spring, 2004)

Psychological Statistics and Research Methods (Spring, 2003)

Social Psychology (Fall, 2002)

Psychology of Perception (Summer, 2000)

Work History

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| 2014-present | Instructor, University of Colorado Boulder, Boulder, CO |
| 2011-2013 | Lecturer, University of Colorado Boulder, Boulder, CO |
| 2011-2013 | Math and Science High School Educator, The Watershed School, Boulder, CO |
| 2009-2010 | Advanced Researcher, OMNI Institute, Denver, CO |
| 2005-2009 | Research Analyst to Senior Research Analyst, Corona Research, Denver, CO |

Publications

- Webster, G. D., **Urland, G. R.**, & Correll, J. (2011). Can Uniform Color Color Aggression? Quasi-Experimental Evidence From Professional Ice Hockey. Social Psychological and Personality Science, *3*, 274-281.
- Herd, S. A., **Urland, G. R.**, Mingus, B., & O'Reilly, R. (2011). Human-artificial-intelligence hybrid learning systems. In A. V. Samsonovich and K. R. Johannsdottir (Eds.), Biological Inspired Cognitive Architectures: Proceedings of the Second Annual Meeting of the BICA Society, 132-137.
- Urland, G. R.** & Raines, K. B. (2008). Regression analysis. In Lavrakas, P. J. (Ed.) The Encyclopedia of Survey Research Methods. Sage.
- Urland, G. R.** & Raines, K. B. (2008). FRUGing. In Lavrakas, P. J. (Ed.) The Encyclopedia of Survey Research Methods. Sage.
- Urland, G. R.** & Raines, K. B. (2008). SUGing. In Lavrakas, P. J. (Ed.) The Encyclopedia of Survey Research Methods. Sage.
- Correll, J., **Urland, G. R.**, & Ito, T. A. (2006). Event-related potentials and the decision to shoot: The role of threat perception and cognitive control. Journal of Experimental Social Psychology, *42*, 120-128.
- Ito, T. A., **Urland, G. R.**, Willadsen-Jensen, E. C., & Correll, J. (2005). The social neuroscience of stereotyping and prejudice: Using event-related brain potentials to study social perception. In J.T. Cacioppo, P.S. Visser, & C.L. Pickett (Eds.), Social neuroscience: People thinking about thinking people (pp. 189–208). MIT Press.
- Urland, G. R.** & Ito, T. A. (2005). Have your cake and hate it too: Attitudinal ambivalence to unhealthy foods is greater in restrained eaters. Basic and Applied Social Psychology, *27*, 353- 360.
- Ito, T. A. & **Urland, G. R.** (2005). The influence of processing objectives on the perception of faces: an ERP study of race and gender perception. Cognitive, Affective, and Behavioral Neuroscience, *5*, 21-36.
- Ito, T. A. & **Urland, G. R.** (2003). Race and gender on the brain: Electrocortical measures of attention to race and gender of multiply categorizable individuals. Journal of Personality and Social Psychology, *85*, 616-626.
- Blair, I. V., **Urland, G. R.** , & Ma, J. E. (2002). Using internet search engines to estimate word frequency. Behavior Research Methods, Instruments, and Computers, *34*, 286-290.

Talks, Conference Presentations, and Colloquia

Urland, G. R. (2008, September). "Learning the market related to your product." Talk given at the Mother of Invention Regional Conference, Denver, CO.

Urland, G. R., & Snead, R. (2007, October). "How to Win Grants and Change Society with Good Evaluations." Presentation at the Colorado Nonprofit Association 14th Annual Fall Conference, Denver, CO.

Urland, G. R. (2004, March). "What can event related brain potentials tell us about person perception, stereotypes, and prejudice?" Heymans Colloquium talk given at the University of Groningen, Groningen, The Netherlands.

Urland, G. R. (2004, March). "What can event related brain potentials tell us about person perception, stereotypes, and prejudice?" Talk given at the Université Catholique de Louvain, Louvain-la-Neuve, Belgium.

Urland, G. R. , Correll, J., & Ito, T. A. (2004, January). "Shooting straight from the brain: ERPs to Black and White threatening targets predict behavioral biases in shoot/don't shoot decisions." Paper presented at the 5th annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Urland, G. R. & Ito, T. A. (2003, October). "The surprisingly minor influence of processing objectives on social category-related ERPs." Paper presented at the 43rd annual meeting of the Society for Psychophysiological Research, Chicago, IL.

Urland, G. R. (2002, November). "Towards a Cognitive Neuroscience of Complex Skill Learning" Invited talk at the University of Colorado Cognitive Lunch.

Urland, G. R. , Correll, J., & Ito, T. A. (2003, May). "ERPs reveal an early effect of racial stereotypes on shoot/don't shoot decisions." Paper presented at the 15th annual meeting of the American Psychological Society, Atlanta, GA.

Urland, G. R. & Ito, T. A. (2003, February). "Level of stimulus processing does not affect implicit social categorization: An event-related brain potential study." Paper presented at the 4th annual conference of the Society for Personality and Social Psychology, Universal City, CA.

Marx, D. M., Overbeck, J. R., **Urland, G. R. ,** Webster, G. D. (2003, February). "Superstars like me: Role model similarity and its effect on female students' math performance." Paper presented at the 4th annual conference of the Society for Personality and Social Psychology, Universal City, CA.

Talks, Conference Presentations, and Colloquia (cont.)

Marx, D. M. & **Urland, G. R.** (2002, June). "Female Role Models: Protecting women's math test performance." Paper presented in M. Inzlicht (Chair), Shouldering the burden of stereotypes: The effects of context on stereotype threat. Symposia conducted at the 14th annual meeting of the American Psychological Society, New Orleans, LA.

Urland, G. R. & Ito, T. A. (2002, October). "Category inevitability: Despite individuation demands, social categories still affect ERPs." Paper presented at the 42nd annual meeting of the Society for Psychophysiological Research, Washington, DC.

Urland, G. R. (2002, August). "The neural substrates of complex cognitive skill learning" Paper presented at the 2002 NIH Summer Research Poster Day, Bethesda, MD.

Urland, G. R. & Ito, T. A. (2002, February). "Race and gender on the brain: An event related brain potential study of multiply categorizable individuals." Paper presented at the 3rd annual convention of the Society for Personality and Social Psychology, Savannah, GA.

Urland, G. R. & Ito, T. A. (2001, October). "The P300 and Implicit and Explicit Categorization of Race and Gender." Paper presented at the 41st annual meeting of the Society for Psychophysiological Research, Montreal, Quebec, Canada.

Urland, G. R. & Wyer, N. A. (2001, August). "Prejudice, Identity, and Social Categorization." Paper presented at the 109th annual convention of the American Psychological Association, San Francisco, CA.

Urland, G. R. (2001, August). "Perspective from University of Colorado" In Patterson M. D. & Nelson, P. D. (Chairs), Preparing for faculty positions: What you need to know. Symposium conducted at the 109th annual convention of the American Psychological Association, San Francisco, CA.

Urland, G. R. , Judd, C. M., & Sadler, M.. S. (2001, January). "In-group/out-group differences in context effects on stereotypes." Paper presented at the second annual Convention of the Society for Personality and Social Psychology, San Antonio, TX.

Blair, I. V., **Urland, G. R.**, & Ma, J. E. (2001, January). "Using the web as a tool to determine relative word frequencies." Paper presented at the second annual convention of the Society for Personality and Social Psychology, San Antonio, TX.

Kwan, V., **Urland, G.** , & John, O.P. (1999, August,). "Big five personality and racial prejudice affect social perception." Paper presented at the 107th annual convention of the American Psychological Association, Boston, MA.

Fellowships and other Funding

2002-2003	University Fellowship, Graduate School, University of Colorado
2001-2002	University Fellowship, Graduate School, University of Colorado
2001, 2003	Student Research Fund Award, Department of Psychology, University of Colorado
2000, 2001, 2002	University of Colorado Graduate School Travel Grant
1999-2002	National Science Foundation Graduate Research Fellowship
1995-1999	California Alumni Association Leadership Scholarship

Honors and Awards

2004	Graduate Student Poster Award, Society for Personality and Social Psychology
2002	Exceptional Summer Student Award, National Institute of Neurological Disorders and Stroke, National Institutes of Health
2000-2001	Fellow, Preparing Future Faculty Program, Department of Psychology, University of Colorado
1998	Member, Psi Chi National Psychology Honors Society
1998	Swan Undergraduate Psychology Research Award, UC Berkeley
1998	Elected to Golden Key International Honor Society

Service

2013-present	USSF certified soccer referee instructor, Colorado youth and adult leagues
2009-2010	Member, Sustainable Broomfield Community Task Force
2008-2010	Member, Broomfield City and County Library Board
2004-present	USSF certified soccer referee and referee assessor, Colorado adult and youth leagues
2002-2003	Member, Preparing Future Faculty Planning Committee
2002	Member, Social Psychology Graduate Student Admissions Committee
2001	Member, Social Psychology Graduate Student Recruitment Committee
2000-20001	Co-coordinator, Social Psychology Brownbag Colloquium Series
2000-2002	Member, University of Colorado Cultural Events Board