

Report on “Climate Friendly” Beef Study

Dr. Adam Feltz

Dr. Silke Feltz

Executive Summary

The results of this survey found that participants were overall sensitive to products labelled “climate friendly,” “low carbon,” and “10% greenhouse gas reduction” and would choose, pay for, and trust those products more than other products. Participants were overall better than chance at identifying products with the highest and lowest carbon footprints. However, consistent with previous research, participants substantially underestimated the greenhouse gas (GHG) emissions from beef products. Participants exhibited a greater error in estimation for the GHG emissions of Brazen Beef, as well as beef labelled “climate friendly,” and “low carbon,” than for conventional beef. The results of this study suggest that consumer misunderstanding of the climate impacts of beef products is exacerbated when beef products have labels with “10% greenhouse gas reduction,” “climate friendly,” or “low carbon” claims.

Background

Previous research has explored whether consumers are knowledgeable about and can estimate the amount of GHG emissions common food products produce. On average, people are not very good at estimating the GHG emissions from animal-based products and are particularly bad at estimating the GHG emissions from beef products. One systematic review of the literature concerning environmental impacts of food concluded that “there is very low consumer awareness that meat has a large environmental impact” (Hartmann & Siegrist, 2017, p. 22). Other work has attempted to quantify that low awareness. For example, out of 20 consumer products including meats, fruits, cheeses, and plant-based products, consumers ranked beef steaks as the 10th highest product for emitting GHGs. However, in that list, beef emitted the most GHGs (Hartmann, Furtwaengler, & Siegrist, 2022).

While consumers tend to underestimate the GHG emissions of beef products, food labels have been shown to influence perceptions, actions, and understanding of food products. In general, people can understand simple descriptive and visual information, especially if that information is presented on the front of the package (Campos, Doxey, & Hammond, 2011). Other work suggests some elements of food labeling can influence perceptions of GHG emissions. For example, simple “red light, yellow light, green light” principal display panel labeling can influence perceptions of whether a product is a high, medium, or low GHG emitter (respectively) and can influence buying choices (Arrazat et al., 2023; Edenbrandt & Lagerkvist, 2021). Similar labeling that gives a scale from green (low emitter) to red (high emitter) had similar effects and made people more accurate in the GHG emission estimates (Camilleri, Larrick, Hossain, & Patino-Echeverri, 2019).

While there is some evidence that some features of labels can increase consumer understanding of products, not all labeling increased understanding. In general, as the computational complexity of the task increases (e.g., conversions, comparisons, calories per 100g to calories per gram), understanding decreases (Cowburn & Stockley, 2005). Interpreting relative reductions can be one of these kinds of tasks (e.g., 30% lower GHG emissions, “low fat”). In general, people tend to be poor at understanding what these kinds of descriptions of reductions mean (Oostenbach, Slits, Robinson, & Sacks, 2019). There is good a priori reason to suspect that the same principles apply in to GHG

reductions for beef. People already tend to misunderstand the amount of GHG emissions for beef. But people attend to labeling information, especially as that information occurs on the principal display panel. Some labeling conventions might be used to help alleviate misunderstanding of GHG emissions (e.g., traffic light labels). However, labels that use claims such as “percent less than” are likely to not be understood very well. As such, “percent less than” claims are likely not to alleviate misunderstandings of a product’s GHG emissions and have the potential to exacerbate that misunderstanding.

Survey

There was good theoretical reason to suspect that Brazen Beef’s labeling would not alleviate and might exacerbate misunderstanding of GHG emissions. We set out to provide empirical support that Brazen Beef’s labeling would not alleviate and might exacerbate misunderstandings about GHG emissions. Specifically, we had the following research questions:

- Do consumers value "climate friendly"/"low carbon" claims?
- Do consumers understand "climate friendly"/"low carbon" claims?
- Do consumers understand Brazen Beef’s label?
- Can consumers accurately estimate the greenhouse gas emissions of “climate friendly” beef compared to other products?

We created an online survey hosted on Qualtrics and recruited participants from CloudResearch. CloudResearch is an online participant recruitment service. Evidence suggests samples taken from that service are acceptable and often as good as other samples (Douglas, Ewell, & Brauer, 2023). 200 participants were recruited and we employed standard quality control measures on the data (Dominik, 2019). We excluded 2 participants for failing a comprehension check question. 12 participants were excluded for “speeding” through the survey. Speeding means answering the survey too quickly and is an indication of inattentiveness. Using accepted practice, we excluded 5% of the sample for going too fast (faster than 322 seconds). 186 participants remained for the analyses. Age ranged from 18-78 with a mean of 40.3. 51% of the sample was female.

Values Results

We first asked if people valued about climate-friendly products by asking the six questions in the table below. Participants could respond on a scale from 1-6 with 1 = very unlikely and 6 = very likely. The means indicated that participants strongly valued climate-friendly products. Each response was significantly different ($p = .05$ or less) from indifference (indifference mean value would be 3.5). The overall effect was strong (an average *Cohen’s d* = .75, typically characterized as a large effect meaning that preferences were on average 0.75 standard deviations higher than indifference). We also calculated percentages of individuals who had scores higher than indifference. The following table shows the proportion of participants that responded with a number greater than 3.5. This means these respondents were more likely than not to agree with the statement (e.g., *more likely to choose a product labeled as “climate-friendly”*).

Values Question	Mean	SD of Mean	p	% > 3.5
With all else equal between two products, how likely are you to choose the product labeled “climate friendly”?	5.58	1.17	< .01	95
With all else equal between two products, how likely are you to choose the product labeled “low carbon”?	5.36	1.26	< .01	91
How likely are you to pay more for a product labeled “climate friendly”?	4.12	1.83	< .01	66
How likely are you to pay more for a product labeled “low carbon”?	3.76	1.79	.05	57
How likely are you to trust a label that says that the product is “climate friendly”?	4.83	1.41	< .01	87
How likely are you to trust a label that says that the product is “low carbon”?	4.58	1.52	< .01	84

These results suggest that on average, people cared about climate friendly products. They would be much more likely to choose a climate-friendly product, would pay more for a climate friendly product, and trust a climate friendly product.

Understanding Climate Friendly Products

The second part of our survey aimed to determine if participants could identify products by which had the highest and lowest carbon footprints. We asked participants the following two questions.

1. Of the following, which product has the highest carbon footprint?
2. Of the following which product has the lowest carbon footprint?

Participants were given a list of items that included “climate friendly” beef, beef, pork, chicken, and tofu. Participants were also allowed to answer that they did not know. The following table provides the number of times each response was selected for each question:

	Highest Footprint	% of total	Lowest Footprint	% of total
Climate friendly beef	5	3	27	15
Beef	140	75	0	0
Pork	12	7	1	1
Chicken	4	2	11	6
Tofu	5	3	108	58
I don’t know	20	11	39	21

Participants largely were correct in identifying that beef had the highest carbon footprint, but a full 25% of participants either did not know or answered incorrectly. A similar pattern emerged from the lowest carbon footprint data. Most participants could identify that tofu had the smallest footprint. However, 42% of the participants answered incorrectly or I don’t know with 15% of participants

selecting climate friendly beef as having the lowest carbon footprint. These data suggest that there is moderate to substantial confusion about products GHG emissions and how they compare to climate friendly beef.

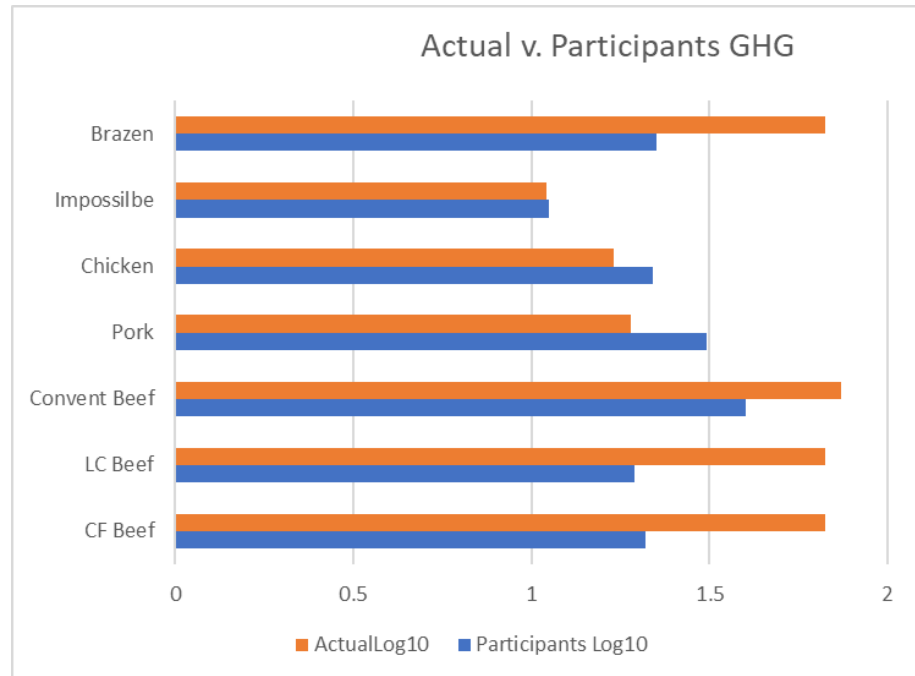
We also asked two questions about how confident participants were that they understood “climate friendly” and “low carbon” meant on food labels. On a 6-point scale (1 = not confident, 6 = very confident), participants were weakly confident with mean values of 4.8 (SD = 1.51) and 4.46 (SD = 1.63) respectively. These values were weakly or not significantly correlated with giving correct responses to identifying the product with the highest or lowest carbon footprint ($r_s = -.05 - .18$, $p_s = .02-.98$).

Emissions Estimates

The last part of our survey asked participants to quantify the GHG emissions of products. It is very difficult for the average person to understand units for GHGs (e.g., 1 kg CO₂e per unit of mass). One method to help people make those estimates is to ask them how many tomatoes one would have to grow to emit the same amount of GHGs (1 tomato = 0.32 kg CO₂e (Camilleri et al., 2019)). Our focus was estimates of GHG emissions for Brazen Beef, so participants were presented with the image below and asked how many tomatoes would be equivalent to 1kg of Brazen Beef.



We also asked for estimates of other products including 1 kg of conventionally raised beef, 1kg of “climate friendly” beef, 1kg of “low carbon” beef, 1kg of conventionally raised, 1kg of conventionally raised chicken, and 1kg of Plant-Based Impossible Beef. There tends to be substantial positive skew in GHG estimates using units like tomatoes. To help correct for that positive skew, all data were transformed using the log₁₀ of values given by participants (Camilleri et al., 2019). We then compared those estimates with the log₁₀ values for the best mid-point estimate of the actual GHG emissions of those products. These values are graph in the figure below.



Consistent with previous research, people tended to underestimate the GHG emissions for beef products. To evaluate estimates of GHG emissions from participants of the various products, we compared the log10 values against each other. Doing so, we found that estimates for Brazen Beef were not reliably different from the GHG estimates for low carbon beef, climate friendly beef, or chicken. GHG estimates for Brazen Beef were lower than for pork and conventional beef, and higher than those for Impossible Beef. To test the differences of differences, we calculated difference scores of the log10 of the estimate values and the actual values. These results suggest that people underestimate the GHG of climate friendly, low carbon, and Brazen Beef more than people underestimate the GHG of conventional beef—and this difference is statistically significant (see Tables below for statistical analyses).

Conclusions

Our studies suggest that “low carbon” and “climate friendly” beef labels, including Brazen Beef’s “10% greenhouse gas reduction” label, will increase underestimates of GHG emissions of those products. This finding is consistent with broader research concerning estimates of products’ GHG. Additionally, our data, along with others, indicate that many people care about GHG emissions and are therefore likely to have positive attitudes towards those products and might be more motivated to buy those products. Alternative labeling practices exist that would allow the average consumer to have a better understanding of the GHG of products (e.g., the traffic light approach discussed above). Hence, not only does Brazen Beef’s labeling conventions increase misunderstanding, there are alternative methods to communicate GHG emission levels that facilitate better understanding.

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Silke Feltz

More detailed analyses of the GHG emission estimates data

Analyses of the misunderstandings of GHG estimates.

Repeated Measures ANOVA—this estimates if there is an overall difference among misunderstandings of GHG estimates for the products. The unit of analysis was the difference score between the actual and estimate GHG emissions for each product. The difference score used the following formula: Actual log₁₀ value (minus) estimated log₁₀ value = difference score. The difference scores were then averaged across all participants. Given this formula, a negative value would indicate an underestimation and a positive value would indicate an overestimation. A significant difference between difference scores would indicate greater misunderstanding of one product compared to the other product. Note: one participant in the study did not fill out the GHG estimates. There were significant overall differences ($F(6, 1104) = 254.96, p < .01, \eta^2 = .58$).

Mean Difference Scores for Products

	N	Mean	SD
Climate Friendly Beef	185	-0.52	0.82
Low Carbon Beef	185	-0.54	0.83
Conventional Beef	185	-0.267	0.83
Pork	185	0.20	0.79
Chicken	185	0.1	0.75
Impossible Beef	185	0.01	0.73
Brazen Beef	185	-0.48	0.74

Post Hoc Tests—These tests were designed to gauge whether the GHG estimates of some products were worse than the estimates for other products (e.g., were people more wrong about Brazen Beef GHG emissions than conventional beef GHG emissions—was there a significant “difference of the differences.”). These tests use a conservative Holm correction because of multiple comparisons. This correction is applied to help control for Type I errors (i.e., falsely detecting a difference between values). The two products being compared in any analysis are the products listed in the first two columns. The statistical analysis for that comparison is presented in the row of the product in the second column. So, for example, the second row in the table compares Climate Friendly Beef and Low Carbon beef, finding a mean difference of -0.03 meaning that low carbon beef’s estimate is -.03 lower than Climate friendly beef, but that difference is not statistically

significant ($p_{\text{holm}} = .37$). The Cohen's d value is an estimate of the magnitude of the different in standard deviation units.

		Mean Difference	SE	t	Cohen's d	P_{holm}
Climate Friendly Beef Difference	Low Carbon Beef Difference	-0.025	0.028	-0.902	-0.032	0.367
	Conventional Beef Difference	0.249	0.028	8.924	0.317	< .001
	Pork Difference	0.717	0.028	25.734	0.913	< .001
	Chicken Difference	0.619	0.028	22.224	0.789	< .001
	Impossible Beef Difference	0.526	0.028	18.878	0.670	< .001
	Brazen Beef Difference	0.038	0.028	1.363	0.048	0.346
Low Carbon Beef Difference	Conventional Beef Difference	0.274	0.028	9.826	0.349	< .001
	Pork Difference	0.742	0.028	26.635	0.945	< .001
	Chicken Difference	0.644	0.028	23.126	0.821	< .001
	Impossible Beef Difference	0.551	0.028	19.780	0.702	< .001
	Brazen Beef Difference	0.063	0.028	2.264	0.080	0.071
Conventional Beef Difference	Pork Difference	0.468	0.028	16.809	0.596	< .001
	Chicken Difference	0.371	0.028	13.300	0.472	< .001
	Impossible Beef Difference	0.277	0.028	9.954	0.353	< .001
	Brazen Beef Difference	-0.211	0.028	-7.562	-0.268	< .001
	Pork Difference	Chicken Difference	-0.098	0.028	-3.509	-0.125
Pork Difference	Impossible Beef Difference	-0.191	0.028	-6.855	-0.243	< .001
	Brazen Beef Difference	-0.679	0.028	-24.371	-0.865	< .001

		Mean Difference	SE	t	Cohen's d	P _{holm}
Chicken Difference	Impossible Beef Difference	-0.093	0.028	-3.346	-0.119	0.003
	Brazen Beef Difference	-0.581	0.028	20.862	-0.740	< .001
Impossible Beef Difference	Brazen Beef Difference	-0.488	0.028	17.516	-0.621	< .001

Analyses of differences in GHG emissions estimates

The final set of analyses was designed to see if there were differences among participants GHG estimates of products. There were overall differences in estimates ($F(6, 1104) = 73.5, p < .01, \eta^2 = .29$).

The mean log₁₀ values of each product are displayed in the following table.

Descriptives

	N	Mean	SD
Climate Friendly Beef	185	1.315	0.821
Low Carbon Beef	185	1.290	0.827
Conventional Beef	185	1.594	0.827
Pork	185	1.482	0.790
Chicken	185	1.334	0.753
Impossible Beef	185	1.051	0.733
Brazen Beef	185	1.353	0.739

Post Hoc Tests

We then tested pairwise differences among the products using the same statistical methods noted above.

		Mean Difference	SE	t	Cohen's d	P _{holm}
Climate Friendly Beef Difference	Low Carbon Beef Difference	0.025	0.028	0.902	0.032	1.000
	Conventional Beef Difference	-0.279	0.028	10.001	-0.355	< .001
	Pork Difference	-0.167	0.028	-5.992	-0.213	< .001
	Chicken Difference	-0.019	0.028	-0.689	-0.024	1.000
	Impossible Beef Difference	0.264	0.028	9.477	0.336	< .001
	Brazen Beef Difference	-0.038	0.028	-1.363	-0.048	0.693
Low Carbon Beef Difference	Conventional Beef Difference	-0.304	0.028	10.903	-0.387	< .001
	Pork Difference	-0.192	0.028	-6.894	-0.245	< .001
	Chicken Difference	-0.044	0.028	-1.590	-0.056	0.560
	Impossible Beef Difference	0.239	0.028	8.576	0.304	< .001
	Brazen Beef Difference	-0.063	0.028	-2.264	-0.080	0.142
Conventional Beef Difference	Pork Difference	0.112	0.028	4.009	0.142	< .001
	Chicken Difference	0.259	0.028	9.313	0.330	< .001
	Impossible Beef Difference	0.543	0.028	19.478	0.691	< .001
	Brazen Beef Difference	0.241	0.028	8.638	0.306	< .001
Pork Difference	Chicken Difference	0.148	0.028	5.304	0.188	< .001

We then tested pairwise differences among the products using the same statistical methods noted above.

		Mean Difference	SE	t	Cohen's d	p_{holm}
	Impossible Beef Difference	0.431	0.028	15.470	0.549	< .001
	Brazen Beef Difference	0.129	0.028	4.630	0.164	< .001
Chicken Difference	Impossible Beef Difference	0.283	0.028	10.166	0.361	< .001
	Brazen Beef Difference	-0.019	0.028	-0.674	-0.024	1.000
Impossible Beef Difference	Brazen Beef Difference	-0.302	0.028	-10.840	-0.385	< .001

Note. P-value adjusted for comparing a family of 21

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ADAM FELTZ

CURRICULUM VITAE

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CONTACT INFORMATION

Department of Psychology
455 W. Lindsey Street
Dale Hall Tower, Room 705
Norman, OK 73019-2007
(850) 591-1745
afeltz@ou.edu

EDUCATION

Florida State University	Ph.D., Philosophy, August 2008
Northern Illinois University	M.A., Philosophy, May 2004
University of South Carolina	B.A., Philosophy, December 1998

EMPLOYMENT AND APPOINTMENTS

University of Oklahoma	Associate Professor of Psychology, 2018-present
Michigan Technological University	Associate Professor of Psychology and Applied Ethics, 2017-2018
	Assistant Professor of Psychology and Applied Ethics 2013-2017
Schreiner University	Assistant Professor of Philosophy and Interdisciplinary Studies (tenure track), 2008-2013
Max-Planck Institute for Human Development Center for Adaptive Behavior and Cognition	Visiting Research Scientist, July 2009-May 2012
RiskLiteracy.org	Co-founder and co-managing director (2012-present)

RESEARCH AND TEACHING INTERESTS

Areas of Specialization	Psychology of Philosophical Judgment & Intuition, Applied Ethics, Philosophy of Mind
Areas of Competence	Ethics, Philosophy of Psychology

GRANTS AND CONSULTING

1. 2021-2026. Co-Principal Investigator for DISES: Conservation incentives and the socio-spatial dynamics of water sustainability. National Science Foundation. \$1,596,980.
2. 2022-2025. Co-Principal Investigator for SC-CASC (USGS): What makes climate science products useful? Exploring how stakeholders use, understand, and feel about them. \$449,485.
3. 2023-2024. Co-Principal Investigator for Kirkpatrick Foundation: Animal wellbeing and the Oklahoma/Great Plains perspective – Research in support of strategy. \$25,000
4. 2021-2024. Co-Principal Investigator for *EFRI E3P: Tuning Catalyst Design to Recycle Mixed Polymer Streams*. National Science Foundation. \$1,999,987.
5. 2021-2023. Senior personnel for Carbon-free H₂ Production and Storage (CHEPS). Big Ideas Challenge, University of Oklahoma. \$150,000.
6. 2020-2021. Principal Investigator for *Understanding Rodeos: Education, Policy, and Attitudes Concerning Animals in Entertainment*. UCLA Law School Animal Law and Small Grants Program. \$3,230.
7. 2017-2018. \$20,500 Grant. Title: *Risk Communication with Partners: Your Guide to Resources and Recommendations* (Oct 2017-Oct 2018). Principal Investigator Edward T. Cokely, with Co-principal Investigators Rocio Garcia-Retamero & Adam Feltz, and Co-investigator Dafina Petrova. Funded by Medscape, USA (Medscape ID #: SF232838).
8. 2017 – 2018. WebMD & Medscape Risk Literacy Continuing Medical Education Educational Partnership (External Consultants Edward Cokely, Rocio Garcia-Retamero, Adam Feltz, & Dafina Petrova) for "*Risk Communication With Patients: Your Guide to Resources and Recommendations.*" Project Director Haleh Kadkhoda of MedScape Education. Funded by Pfizer Foundation Grant (\$209,500).
9. 2017-2018 Co-Principal Investigator for *Understanding Consumer Literacy about Milk*, UCLA Law School Animal Law and Policy Small Grants Program, \$4,470.
10. 2016-2018. Principal Investigator for *The Outcome Evaluation of Positive Peer Group for American Indians with Substance Use Related Offense*, Portage Health Foundation, Research Excellence Fund, \$58,111.
11. 2017-2020. Principal Investigator for *Knowing What You Eat: Measuring the Effectiveness of Educational Interventions on Animal Consumption*. Animal Charity Evaluators, \$11,385.
12. 2010-2012. Recipient and Co-Primary Investigator of \$200,000 *A Science of Virtue* grant from Arete Initiative at the University of Chicago.
13. 2011. \$14,600 Survey Research Support (October 2010-October 2011). Title: Influences of Affect on Philosophical Intuitions (Time-Sharing Proposal ID TESS-0090). Edward T. Cokely, Adam Feltz, and Mirta Galesic. Time-Sharing Experiments in Social Sciences funded by the Social, Behavioral, and Economic Sciences Directorate of the NSF.

BOOK PUBLICATIONS

1. Feltz A., & Cokely, E.T. (under contract) *Diversity and Disagreement: From Fundamental Biases to Ethical Interactions*. Palgrave Macmillan.

ARTICLE PUBLICATIONS

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 27. Feltz, A. (2015). Everyday attitudes about euthanasia and the slippery slope argument. In M. Cholbi & J. Varelius (Eds.), *New Directions in the Ethics of Assisted Suicide* (pp. 217-237). New York: Springer.
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32. Feltz, A., & Cokely, E.T. (2014). The terror or 'terrorists': An investigation in experimental applied ethics. *Behavioral Sciences of Terrorism and Political Aggression*, *6*, 195-211.
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37. Feltz, A., & Abt, T. (2012). Claims about surrogate decision-making accuracy require empirical evidence. *The American Journal of Bioethics*, *12*, 41-43.
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39. Feltz, A., Harris, M., & Perez, A. (2012). Perspective in intentional action attribution. *Philosophical Psychology*, *25*, 673-687.
40. Feltz, A., Perez, A., & Harris, M. (2012). Free will, causes, and decisions: Individual differences in written reports. *The Journal of Consciousness Studies*, *19*, 166-189.
41. Feltz, A., & Cokely, E.T. (2012). The Philosophical Personality Argument. *Philosophical Studies*, *161*, 227-246.
42. Cokely, E.T., & Feltz, A. (2011). Virtue in business: Morally better, praiseworthy, trustworthy, and more satisfying. *Journal of Organizational Moral Psychology*, *2*, 13-26.
43. Schulz, E., Cokely, E.T., & Feltz, A. (2011). Persistent bias in expert judgments about free will and moral responsibility: A test of the Expertise Defense. *Consciousness and Cognition*, *20*, 1722-1731.
44. Feltz, A., & Cokely, E.T. (2011). Individual Differences in Theory-of-Mind Judgments: Order Effects and Side Effects. *Philosophical Psychology*, *24*, 343-355.
45. Miller, J., & Feltz, A. (2011). Frankfurt and the folk: An Empirical Investigation. *Consciousness and Cognition*, *20*, 401-414.
46. Feltz, A., & Zarpentine, C. (2010). Do you know more when it matters less? *Philosophical Psychology*, *23*, 683-706.
47. Feltz, A., Harris, M., & Perez, A. (2010). Actor-observer differences in intentional action intuitions. In S. Ohlsson & R. Catrambone (Eds.), *Proceedings of the 32nd Annual Conference of the Cognitive Science Society* (pp. 2560-2565). Austin, TX: Cognitive Science Society.
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50. Cokely, E. T., & Feltz, A. (2010). Adaptive diversity and misbelief. *Behavioral and Brain Sciences*, *32*, 526.
 51. Livengood, J., Sytsma, J, Feltz, A., Scheines, R., & Machery, E. (2010). Philosophical temperament. *Philosophical Psychology*, *23*, 313-330.
 52. Feltz, A. (2009). Experimental philosophy. *Analyse & Kritik*, *31*, 201-219.
 53. Feltz, A., & Cokely, E.T. (2009). Do Judgments about Freedom and Responsibility Depend on Who You Are? Personality Differences in Intuitions about Compatibilism and Incompatibilism. *Consciousness and Cognition*, *18*, 342-350. (Target Article)
 54. Cokely, E.T., & Feltz, A. (2009). Adaptive variation in judgment and philosophical intuition. *Consciousness and Cognition*, *18*, 355-357.
 55. Cokely, E.T., & Feltz, A. (2009). Individual differences, judgment biases, and Theory-of-Mind: Deconstructing the intentional action side effect asymmetry. *Journal of Research in Personality*, *43*, 18-24.
 56. Feltz, A., Cokely, E.T., & Nadelhoffer, T. (2009). Natural compatibilism v. natural incompatibilism. *Mind & Language*, *24*, 1-23.
 57. Feltz, A. (2008). Problems with the appeal to intuition in epistemology. *Philosophical Explorations*, *11*, 131-141.
 58. Nadelhoffer, T., & Feltz, A. (2008). The actor-observer bias and moral intuitions: Adding fuel to Sinnott-Armstrong's fire. *Neuroethics*, *1*, 133-144.
 59. Feltz, A., & Cokely, E. T. (2008). The fragmented folk: More evidence of stable individual differences in moral judgments and folk intuitions. In B. C. Love, K. McRae & V. M. Sloutsky (Eds.), *Proceedings of the 30th Annual Conference of the Cognitive Science Society* (pp. 1771-1776). Austin, TX: Cognitive Science Society.
 60. Nadelhoffer, T., & Feltz, A. (2007). Folk intuitions, slippery slopes, and necessary fictions: An essay on Saul Smilansky's free will illusionism. *Midwest Studies in Philosophy*, *31*, 202-213.
 61. Feltz, A. (2007). Knowledge, moral praise, and moral side effects. *Journal of Theoretical and Philosophical Psychology*, *27*, 123-126.
 62. Feltz, A. (2007). The Knobe effect: A brief overview. *The Journal of Mind and Behavior*, *28*, 265-277.
 63. Feltz, A., & Cokely, E.T. (2007). An anomaly in intentional action ascriptions: More evidence of folk diversity. In D.S. McNamara & J.G. Trafton (Eds.), *Proceedings of the 29th Annual Cognitive Science Society* (p. 1748). Austin, TX: Cognitive Science Society.

REVIEWS

1. Feltz, S. & Feltz, A. (2016). Michael Bishop, *The Good Life: Integrating the Philosophy and Psychology of Well-being*. *Philosophical Psychology*, *29*, 1253-1255.
2. Feltz, A. (2015). Christina Miller, *Moral Character*. *Philosophical Psychology*, *28*, 1079-1082.

3. Feltz, A. (2009). Joshua Knobe and Shaun Nichols, *Experimental Philosophy. Polish Journal of Philosophy*, 3, 131-136.

INVITED PRESENTATIONS

1. "Ethical Risk Communication" University of Oklahoma, Spring 2018
2. "Informed, Ethical Decision Making"
North Carolina State University, Spring 2016
Tulane University, Spring 2016
3. "Ethical Information Transparency and Informed Decision Making" University Of Leeds, UK, Spring 2015.
4. "Philosophical Bias and Applied Experimental Philosophy" Northern Michigan University, Spring, 2014.
5. "Ethical Decision Making" Michigan Technological University, Houghton, MI, Spring 2013
6. "Predicting Philosophical Bias"
University of Central Florida, Summer, 2012.
University of California Merced, Spring 2013.
7. "Philosophical Dilemmas, Philosophical Personality, and Philosophy in Action" Experiments in Ethical Dilemmas University of London, London, Spring 2012.
8. "Persistent Bias in Philosophical Intuitions" Max Planck Institute for Human Development, Adaptive Behavior and Cognition Group, Berlin, Summer 2011.
9. "Heuristics of Virtue" A Science of Virtue Symposium, University of Chicago, Spring 2011.

REFEREED PRESENTATIONS

1. Cho, J., Cokely, E.T., Ramasubramanian, M., Allan, J.N., Feltz, A., & Garcia-Retamero, R. (2023, Nov.). Do Numeracy Skills Polarize Climate Change Judgments?. Spoken presentation at the 64th annual meeting of the Psychonomic Society. San Francisco, CA.
2. Cho, J., Cokely, E.T., Baldwin, A., Feltz, A., & Garcia-Retamero, R. (2023, Nov.). Why are Numerate People Less Susceptible to Misinformation? A test of the *Knowledge is Power* Account. Poster presented at the 44th annual conference of the Society for Judgment and Decision Making. San Francisco, CA.
3. Cho, J., Baldwin, A., Cokely, E.T., Feltz, A., & Garcia-Retamero, R. (2023, Nov.). Do Numerate People Know that Knowledge is Power?. Poster presented at the 44th annual conference of the Society for Judgment and Decision Making. San Francisco, CA.
4. Mahmoud-Elhaj, D., Tanner, B., Hoang, U., Feltz, A. (December, 2022). *Identifying disparities in interventions to increase public acceptance of reuse water*. Poster presented at the Oklahoma Governor's Water Conference, 2022, Midwest City, OK.
5. Mahmoud-Elhaj, D., Tanner, B., Hoang, U., Holt, J., Asif, M., Feltz, A. (November, 2022). *Nudges increase disparities in recycled water acceptance*. Poster presented at the Annual Conference of the Society for Judgment and

- Decision-Making, 2022, San Diego, CA.
6. Mahmoud-Elhaj, D., Tanner, B., Hoang, U., Feltz, A. (December, 2022). *Identifying disparities in interventions to increase public acceptance of reuse water*. Poster presented at the OU International WaTER Conference, 2022, Norman, OK.
 7. Hoang, U., Tanner, B., Mahmoud-Elhaj, D., Feltz, A. (December, 2022). *Trust as a Predictor of Acceptance of Recycled Water*. Poster presented at the Oklahoma Governor's Water Conference, 2022, Midwest City, OK.
 8. Hoang, U., Tanner, B., Mahmoud-Elhaj, D., Holt, J., Asif, M., Feltz, A. (November, 2022). *Increase in Trust Level as a Result of Education: A Case Study in Water Reuse*. Poster presented at the Annual Conference of the Society for Judgment and Decision Making, 2022, San Diego, CA.
 9. Hoang, U., Tanner, B., Mahmoud-Elhaj, D., Feltz, A. (September, 2022). *Trust as a Predictor of Acceptance of Recycled Water*. Poster presented at the OU International WaTER Conference, 2022, Norman, OK.
 10. Hoang, U., Feltz, A., Tanner, B., Sabatini, D., Chamberlain, J., Rainbolt-Forbes, E., & Nijhawan, A. (February, 2022). *Generalized Trust and Intentions to Use Indirect Potable Reuse*. Poster presented at the Annual Conference of the Society for Judgment and Decision Making, 2021.
 11. Holt, J. R. & Feltz, A. (August, 2021) Predicting Consumer Intentions to Recycle Multilayer Films. Poster presented at virtual Emerging Frontiers in Research and Innovation Teams Workshop.
 12. Holt, J. R., Tanner, B., Asif, M., Hoang, G., Mahmoud-Eljah, D., & Feltz, A. (February, 2022) Development of a Plastic Recycling Knowledge Scale. Poster presented at annual conference for the Society of Judgement and Decision Making, 2022
 13. Holt, J. R., Asif, M., Hoang, G., Mahmoud-Elhaj, D., Tanner, B., & Feltz, A. (November, 2022) Plastic Recycling Risk Literacy. Poster presented at annual conference for the Society of Judgment and Decision Making, 2022, San Diego, CA
 14. Asif, M., Tanner, B., Holt, J., Hoang, G., Mahmoud-Elhaj, D., & Feltz, A. (2022). *Effects of Education and Framing on Preference to Write a Do-Not-Resuscitate Order*. Poster presented at the annual conference of the Society for Judgement and Decision-Making, 2022, San Diego, CA.
 15. Asif, M., Tanner, B., Holt, J., Hoang, G., Mahmoud-Elhaj, D., & Feltz, A. (2022). *Development of an Objective Do-Not-Resuscitate Order Knowledge Scale*. Poster presented at the annual conference of the Society for Judgement and Decision-Making, 2022.
 16. Tanner, B. Hoang, G., Mahmoud-Elhaj, D., Sabatini, D., Chamberlain, J., & Feltz, A. (December, 2022). Providing Information that Matters: An Empirical Investigation of the Impact of Different Areas of Educational Content on Recycled Water Knowledge and Acceptance. Oral presentation given at the Oklahoma Governor's Water Conference and Research Symposium, 2022, Midwest City, OK
 17. Tanner, B., Hoang, G., Muhammad, A., Holt, J., Mahmoud-Elhaj, D., Sabatini, D., Chamberlain, J., & Feltz, A. (November, 2022). An Empirical Examination of Deeper Indicators of Choice Architecture Effectiveness. Poster presented at the annual conference of the Society for Judgement and Decision Making, 2022

18. Tanner, B., Hoang, G., Mahmoud-Elhaj, D., Asif, M., Holt, J., Sabatini, D., & Feltz, A. (October, 2022). Skilled Decisions vs. Shallow Choice: An Empirical Comparison of Effects of Nudges and Education on Recycled Water Acceptance. Oral presentation given at the ARMADILLO 2022 Conference, Stephenville, TX
19. Tanner, B., Hoang, G., Mahmoud-Elhaj, D., Asif, M., Holt, J., Sabatini, D., Chamberlain, J., & Feltz, A. (November, 2022). *An Empirical Examination of Deeper Indicators of Choice Architecture Effectiveness*. Poster accepted for presentation at the annual conference of the Society for Judgement and Decision Making, 2022, San Diego, CA
20. “Animal Production Consumption: Measurement and Education” German Institute for Economic Research (DIW), Berlin, Germany. Fall 2019.
21. “Applied ethics and animal consumption” 42nd Midsouth Philosophy Conference, Memphis, TN, Spring 2018.
22. “Know what you eat: Experimental Philosophy and Animal Ethics” 41st Midsouth Philosophy Conference, Memphis, TN. Spring 2017.
23. “The Means/Side-effect distinction in moral cognition: A meta-analysis” 41st Midsouth Philosophy Conference, Memphis, TN. Spring 2017.
24. “Measures of Agency” American Philosophical Association Central Meeting, Kansas City, MO, Spring 2017.
25. “Free will and Punishment: Measuring the Major Factors of Free Will Attitudes” 40th Midsouth Philosophy Conference, Memphis, TN. Spring 2016.
26. “The Knowledge of Brain Death Scale” poster presentation at the 36th Annual Society for Judgment and Decision Making conference, Chicago, IL, Fall 2015.
27. “Applied Experimental Philosophy: Death” 39th Annual Midsouth Philosophy Conference, Memphis, TN. Spring 2015.
28. “Moral Responsibility and Free Will: A Meta-analysis” The American Philosophical Association Central Division Meeting, Chicago, IL, Spring 2014.
29. “Experimental Philosophy of Actual and Counterfactual Free Will Intuitions” 38th Mid-South Philosophy Conference, Memphis, TN, Spring 2014.
30. “Free Will, Religion, and Fate: A Mediation Analysis” 37th Mid-South Philosophy Conference, Memphis, TN. Spring 2013.
31. “Most Folk are not Compatibilists.” Northwest Philosophy Conference, Oregon State, Fall 2012.
32. “Pereboom and premises: Asking the right questions in the experimental philosophy of free will” 36th Annual Midsouth Philosophy Conference, Memphis, Spring 2012.
33. “Heuristics, Life-Sustaining Treatments, and Paternalism” Central Division of the American Philosophical Association, Minneapolis, Spring 2011.
34. “A Test of the Expertise Defense: Persistent Bias in Expert Judgments about Free Will and Moral Responsibility”
 - 35th Annual Midsouth Philosophy Conference, Memphis, Spring 2011
 - Southern Society for Philosophy and Psychology Annual Conference, New Orleans, Spring 2011.
35. “Heuristics, Life-Sustaining Treatments, and Paternalism” 35th Annual Midsouth Philosophy Conference, Memphis, Spring 2011
36. “The Philosophical Importance of Individual Differences” Experimental Philosophy Workshop, University of Wroclaw, Poland, Summer 2010.
37. “Actor-Observer Differences in Intentional Action Intuitions” 34th Annual

- Mid-South Philosophy Conference, Memphis, Spring 2010.
- 34th Annual Midsouth Philosophy Conference, Memphis, Spring 2010.
 - 32nd Annual Cognitive Science Society Conference, Portland, Oregon, Summer 2010.
38. “The Philosophical Heritability Argument” at the 61st Northwest Philosophy Conference, Fall 2009.
 39. “Frankfurt and the Folk: An Experimental Investigation of Frankfurt-Style Cases” at the 33rd Annual Mid-South Philosophy Conference, Spring 2009.
 40. “Predicting Moral Judgment and Folk Intuitions” at the annual meeting of the Society for Judgment and Decision Making, Fall 2008.
 41. “Individual Differences and the 'Truth' about Right and Wrong: Predicting Variation in Meta-Ethics and Moral Judgments”
 - The 33rd Annual Mid-South Philosophy Conference, Spring 2009.
 - First Annual Interdisciplinary Approaches to Philosophy Conference, University of South Alabama, Spring 2009.
 42. “The Actor-Observer Bias and Moral Intuitions: Adding Fuel to Sinnott-Armstrong's Fire” Southern Society of Philosophy and Psychology, Spring 2008.
 43. “Do You Know More When It Matters Less?”
 - The 32nd Annual Mid-South Philosophy Conference, Spring 2008.
 - Southern Society of Philosophy And Psychology, Spring 2008
 44. “Folk Intuitions, Slippery Slopes, and Necessary Fictions: An Essay on Saul Smilansky's Free Will Illusionism,” the Inland Northwest Philosophy Conference Spring 2006.
 45. “What is Intuition's Place in Epistemological Inquiry?” Southern Society of Philosophy and Psychology Conference, Spring 2005.
 46. Comments on John Bickle’s “Real Revolution in Neuro-science: Tool Development” 40th Midsouth Philosophy Conference, Memphis, TN. Spring, 2106.
 47. Comments on Robert Barnard’s “Expertise as Philosophical Reliablism.” Mid-South Philosophy Conference, Memphis, Spring 2013.
 48. Comments on Jeffery Englehardt’s “The Problem of Second Effects” Midsouth Philosophy Conference, Memphis, Spring 2012.
 49. Comments on Matt Drabek's “Feedback Bias in the Social Sciences: The Case of Paraphilia” 35th Annual Mid-South Philosophy Conference, Spring, 2011.
 50. Comments on Walter Riker's “Must Corporations Obey the Spirit of the Law?” 35th Annual Mid-South Philosophy Conference, Spring, 2011.
 51. Comments on Kathleen Voh's “Lay Beliefs In Free Will” at the Werkmeister Conference on Experimental Philosophy, Florida State University, Spring 2010.
 52. Comments on Christopher Zarpentine's “Taking Diversity Seriously” at the 61st Annual Northwest Philosophy Conference, Fall 2009.
 53. Comments on Joseph Ulatowski's “Two Senses of 'Ought' in Forrester's Paradox” at the 33rd Annual Mid-South Philosophy Conference, Spring 2009.
 54. Comments on Adam Cureton's “Moral Intuitions about Large Numbers” at the Southern Society for Philosophy and Psychology's annual meeting, Spring 2009.
 55. Comments on Adrian Patten's “Are the Rationality Wars Just?: A Look at the Question of Human Rationality,” The 31st Annual Mid-South Philosophy Conference, Spring 2007.

56. Comments on Stacey Swain, Joshua Alexander, and Jonathan Weinberg's "The Instability of Philosophical Intuitions: Running Hot and Cold on Truetemp," The First Annual On-line Philosophy Conference, Spring 2006.
57. Comments on Jacob Canton's "The Trolley Problem in 3D". 41st Midsouth Philosophy Conference, Memphis, TN. Spring 2017

Editorial Service

<i>Journal of Experimental Psychology: Applied</i>	Editorial Board
<i>Human-Animal Interaction Bulletin</i>	Editorial Board
<i>Psychology of Human-Animal Intergroup Relations</i>	Editorial Board

Silke Feltz

CURRICULUM VITAE **December 2023**

219 East Duffy Street
Norman OK 73069
shfeltz@ou.edu
(850) 591 1716

EDUCATION

Michigan Technological University
Ph.D., Rhetoric, Theory & Culture, August 2019
Dissertation: "Because We Have Chosen a Life of Peace: A Quantitative and Qualitative Study of Vegan Food Narratives"

Otto-Friedrich-Universität Bamberg, Germany
First Bavarian Staatsexamen (Teaching Certification in English and German), Spring 2002

Otto-Friedrich-Universität Bamberg, Germany
M.A., English and German, Fall 2001

RESEARCH & TEACHING INTERESTS

Research Focus	Pedagogy, Food Ethics
Creative Focus	Poetry
Areas of Specialization	Composition and Developmental Writing, Technical Communication, ESL, German
Areas of Competence	English and German literature, Communication Studies (Public Speaking, Writing & Research)

EMPLOYMENT

University of Oklahoma	Senior Assistant Director in First-Year Composition, Fall 2023-Present
University of Oklahoma	Director in First-Year Composition, Fall 2021-Fall 2023
University of Oklahoma	Assistant Teaching Professor/Lecturer, 2020-Present

University of Oklahoma	Instructor, 2018-2020
Michigan Technological University, MI	Composition Program Graduate Coordinator, 2016-2018
Michigan Technological University, MI	Instructor, 2014-2018
Schreiner University, TX	Instructor, Fall 2009-2014
Schreiner University, TX	Adjunct Instructor, Fall 2008-Spring 2009
Tallahassee Community College, FL	Adjunct Instructor, Fall 2007-Spring 2008
Kishwaukee College, FL	Adjunct Instructor, Fall 2003-Spring 2004
University of South Carolina, SC	Teaching Assistant, Fall 1998-Spring 1999
Otto-Friedrich-Universität Bamberg, Germany	Adjunct Instructor (German as a Second Language), Summer 1997

PUBLICATIONS

Peer-Reviewed Articles

1. Tweedale, K. and Feltz, S. (forthcoming). Inviting Empathy: A Feminist Approach to Community-Engaged Learning. *Journal of Community Engagement and Scholarship*. 2023.
2. Hoang, U., Feltz, S., Offer-Westort, T., & Feltz, A. (2023). Willingness to consume fewer animal products: A latent profile analysis. *Anthrozoös*, 36, 641-663.
3. Feltz, A., Caton, J., Cogley, Z., Engel, M., Feltz, S., Ilea, R., Johns, S., Offer-Westort, T., & Tuvel, R., (2023). Using Food Frequency Questionnaires to Measure Traits: A Case Study of Human Consumption of Animal Products. *Psychology of Human-Animal Intergroup Relations*, 2, 1-22.
4. Feltz, A., Caton, J., Cogley, Z., Engel, M., Feltz, S., Ilea, R., Johnson, S., & Offer-Westort, T., (2022). Developing an Objective Measure of Knowledge of Factory Farming. *Philosophical Psychology*, 1-26. DOI: [10.1080/09515089.2022.2056436](https://doi.org/10.1080/09515089.2022.2056436)
5. Feltz, A., Caton, J., Cogley, Z., Engel, M., Feltz, S., Ilea, R., Johns, S., Offer-Westort, T., & Tuvel, R., (2022). Educational interventions and animal consumption: Results from lab and field studies. *Appetite*, 173, 105981.

6. Seigel, M.; Chase, J.; Herder, W.; Feltz, S.; Kitalong, K. S.; Romney, A.; and Tweedale, K.. (2020). Monstrous Composition: Reanimating the Lecture in First-Year Writing Instruction. *College Composition and Communication*. Volume 71 Number 4. Pgs. 643-671.
7. Feltz, S. & Feltz, A. (2019). Consumer accuracy at identifying plant-based and dairy-based milk products. *Food Ethics*, 4, 85-112.
8. Feltz, S., & Feltz, A. (2019). The Knowledge of Animals as Food Scale. *Human-Animal Interaction Bulletin*, 7, 19-45.

Book Chapters

1. Feltz, S. (2023). *Becoming Vegan: A Mixed-Methods Study of Vegan Identities*. The Rhetorical Construction of Vegetarianism. London and New York: Routledge. Pg. 45-62.
2. Feltz, A. and Feltz, S (2021). Psychology and Vegan Studies. *The Routledge Handbook of Vegan Studies*. London and New York: Routledge.

Online Articles

1. Feltz, S. (2018). My Hive. In: *Activist History Review*. *The Future Is Another Country*. December Issue.

Book Reviews

1. Feltz, S. (2019). Review: Chimpanzee rights. *Metapsychology Online Reviews*. Ethics 23 (29).
http://metapsychology.net/poc/view_doc.php?type=book&id=8296&cn=135&fbclid=IwAR1Kw0aG5EaCviPEciguODcyef_I9VYZkNyWz_nFIGMDI0HPTe0d4eQ1P_A
2. Feltz, S. (2018). Review: The Oxford handbook of food ethics. *Metapsychology Online Reviews*. Ethics 22 (28).
http://metapsychology.mentalhelp.net/poc/view_doc.php?type=book&id=8108&cn=135
3. Feltz, S. (2017). Review: Personalities on the plate. *Metapsychology Online Reviews*. Ethics 21 (40).
http://metapsychology.mentalhelp.net/poc/view_doc.php?type=book&id=7950&cn=135
4. Feltz, S. & Feltz, A. (October 2016). The good life: Unifying the philosophy and psychology of well-being. *Philosophical Psychology* 29 (8). 1253-1255.

Poetry

1. Feltz, S. (2024). 3 am. In: Poem Alone. <https://poemalone.blogspot.com/>
2. Feltz, S. (2023). Apology. In: Literary Cocktail, Fall Issue. <https://www.literarycocktailmagazine.com/>
3. Feltz, S. (2023). Pretend Revenge Poem. In: Backwards Trajectory. <https://backwardstrajjectory.com/>
4. Feltz, S. (2023). The Moth. In: Literary Veganism. <https://www.litvegan.net/2023/08/poetry-by-silke-feltz.html>
5. Feltz, S. (2023). Canada Day. In: Oddballmagazine. <https://oddballmagazine.com/poem-by-silke-feltz/>
6. Feltz, S. (2023). The Man Who Does Not Read His Poem. In: Eighteen Seventy. Writing from the Fringe. <https://eighteenseventy.poetry.blog/2023/05/17/the-man-who-doesnt-read-his-poem-silke-feltz/>
7. Feltz, S. (2023). Dear Ukraine. In: Dear Ukraine Project. <https://dearukrainepoem.com/responses>
8. Feltz, S. (2023). What If? In: Literary Veganism: An Online Journal. <https://www.litvegan.net/2023/02/poetry-by-silke-feltz.html>
9. Feltz, S. (2022). Selkie Sorrow Part II. In: Mockingheart Review. <https://mockingheartreview.com/volume-7-issue-3/silke-feltz/>
10. Feltz, S. (2022). Inadequate Lover. In: Brief Wilderness: The Space Between. <https://briefwilderness.com/2022/08/13/inadequate-lover-by-dr-silke-feltz/>
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Website Manager:

www.animaliq.org

TALKS & PRESENTATIONS

Invited Talks

1. "Skilled Decisions and Animal Consumption." With Adam Feltz. March 9, 2023 at the Southern Society for Philosophy and Psychology in Louisville, Kentucky.
2. "Balancing beneficence and autonomy in agriculture with a warming world." June 27, 2022 at the American Society of Animal Science in Oklahoma City, Oklahoma.
3. "Effectively working with a community partner." March 3, 2022 at the University of North Texas in Denton, TX. (Zoom)
4. "Humanitarian knitting: a rhetorical intervention." March 3, 2022 at the University of North Texas in Denton, TX (Zoom).
5. "Milk labeling and consumer confusion." With Adam Feltz. February 2019 at UCLA Law School in Los Angeles, California.
6. "Webinar: The Texas Language Consortium." April 2014 at Associated Colleges of the South in Kerrville, Texas.
7. "Shared Academics Seminar: The Texas Language Consortium." June 2013 at National Institute for Technology in Liberal Education Shared Academics Seminar.

8. "The Texas Language Consortium." April 2013 at National Institute for Technology in Liberal Education Symposium, April 2013 in Atlanta, Georgia.
9. "Poetry Reading: women warriors." November 2010 at California State University Fullerton Creative Writing Workshop in Fullerton, California.
10. "Foreign language learning." June 2010 at Schulkolleg Dr. Rampitsch in Nürnberg, Germany.

Peer-Reviewed Talks and Presentations

1. "The Effectiveness of Animal Ethics Education" Midsouth Philosophy Conference, Memphis, TN, March 2023 (co-presenter with Adam Feltz)
2. "Doing Hope in a Seemingly Hopeless State: Engaging First-Year Writing Students through Service Learning." February 2023 at the Conference on College Composition and Communication in Chicago. (co-presenter with Jennifer Chancellor)
3. "Does Humane Education Change Knowledge, Attitudes, and Behaviors?" Animal Advocacy Conference: Insights from the Social Sciences. University of Kent, Summer 2021. (co-presenter with Adam Feltz)
4. "Education's Impact on Knowledge, Attitudes, and Behaviors Involving Animals." International Society for Anthropology and Zoology. Summer 2021. (co-presenter with Adam Feltz)
5. "Animal Food Consumption: Measurement and Education." October 2019 at Deutsches Institut fuer Wirtschaftsforschung (DIW) in Berlin, Germany. (co-presenter with Adam Feltz)
6. "How to Engage in Moral Education: Skilled Decision Making." March 2019 at Midsouth Philosophy Conference in Memphis, Tennessee. (co-presenter with Adam Feltz)
7. "Keeping It Real: Performance Pedagogy and Empathy Building in the Writing Classroom." March 2019 at Conference on College Composition and Communication in Pittsburgh, Pennsylvania.
8. "Applied Ethics and Animal Consumption." March 2018 at Midsouth Philosophy Conference in Memphis, Tennessee. (co-presenter with Dr. Adam Feltz)
9. "Monstrous Composition: Reanimating the Lecture in First-Year Writing Instruction." March 2018 at Conference on College Composition and Communication in Kansas, Missouri. (co-presenter with the first-year writing team of Dr. Marika Seigel)
10. "Embodied Making and Empathy in the Technical Communication Classroom." March 2018 at American Teachers of Technical Writing in Kansas City, Kansas. (co-presenter with Dr. Kimberly Tweedale)

11. "Shared perspectives on finding perspective on the tenure track." April 2017 at Southern States Communication Association in Greenville, South Carolina.
12. "Expanding the moral horizon through rhetorical ecologies." April 2017 at Southern States Communication Association/Philosophy and Ethics Interest Group in Greenville, South Carolina.
13. "Know what you eat: Experimental philosophy and animal ethics." March 2017 at Midsouth Philosophy Conference in Memphis, Tennessee.
14. "Personalizing the standard: Approaches to first-year composition." October 2016 at Michigan College English Association in Warren, Michigan.
15. "Communication as conscience: Animal rights in a nonideal world." April 2016 at Southern States Communication Association in Austin, Texas.
16. "'So, I'm not a good writer:' Using peer conferences to scaffold competence and confidence." April 2016 at Michigan Developmental Education Consortium, April 2016 in Bay City, Michigan.
17. "Moral schizophrenia and intersectionality." February 2016 at Midsouth Philosophy Conference in Memphis, Tennessee.
18. "*Stammtisch* approaches to crafting, networking, pedagogy, and community outreach." April 2015 at Southern States Communication Association in Tampa, Florida.
19. "*Le Petit Prince*: A big idea for a small liberal arts campus." November 2014 at American Council on the Teaching of Foreign Languages in San Antonio, Texas.
20. "Classroom of the future." April 2014 at Southern States Communication Association in New Orleans, Louisiana.
21. "Teaching beyond Schreiner: The Texas Language Consortium." October 2013 at Rocky Mountain Modern Language Association in Vancouver, Washington.
22. "Gallows voices: Surviving the battle of Berlin." September 2012 at West Virginia University Colloquium on Humor in Literature and Film in Morgantown, West Virginia.
23. "Poetry Reading: ½ a lifetime." March 2012 at Conference of College Teachers of English, in Fort Worth, Texas.
24. "Poetry Reading: Women warriors." April 2011 at Popular Culture Symposium in San Antonio, Texas.
25. "Poetry Reading: Liebestänze." April 2010 at California State University Fullerton Creative Writing and Composition Conference in Fullerton, California.

26. "Extreme Makeovers in the Writing Center: Mixing the materials." March 2010 at Conference of College Teachers of English in Texas.

Poster Presentations

1. "Food risk literacy: Knowledge of animal product consumption." November 2019 at Society of Judgment and Decision Making in Montreal, Canada.
2. "Food risk literacy: Results from studies of milk product literacy." November 2018 at Society of Judgment and Decision Making in New Orleans, Louisiana.
3. "Layered literacies, service learning, and knitting: A new approach to community advocacy and workplace readiness." April 2016 at Association of Teachers of Technical Writing in Houston, Texas.

Paper Commentaries

1. Comment on Donnie Smith's paper, "Certain Assertions." March 2023 at Midsouth Philosophy Conference in Memphis, TN.
2. Comment on Travis Hreno's paper, "The liberty enhancing effects of jury nullification." March 2019 at Midsouth Philosophy Conference in Memphis, Tennessee.
3. Comment on Emily Tilton's paper, "Against a ban on breast implants: A feminist approach." March 2018 at Midsouth Philosophy Conference in Memphis, Tennessee.
4. Comment on Alicia Hall's paper, "Theory building for health-related quality of life research." March 2017 at Midsouth Philosophy Conference in Memphis, Tennessee.
5. Comment on Daniel Doviak's paper, "Claims, Reasons, and Degrees of Fairness." February 2016 at Midsouth Philosophy Conference in Memphis, Tennessee.

University, Departmental & Community Talks

1. "Navigating the rhetoric of oppression and resistance in a deep red state." Invited guest lecture. July 2023 at Gymnasium Pegnitz in Pegnitz, Germany.
2. "Living in the U.S.: An immigrant's perspective." Invited guest lecture. July 2023 at Gymnasium Pegnitz in Pegnitz, Germany.
3. "Food for thought: Psychological Factors Involved in Animal Product Consumption." Invited guest lecture. July 2023 at Gymnasium Pegnitz in Pegnitz, Germany.
4. "Veganism as a social problem." Invited guest lecture. November 2018 at the University of Oklahoma in Norman, Oklahoma.

5. "Humanitarian Knitting & Wellness." Invited guest lecture. October 2018 at the University of Oklahoma in Norman, Oklahoma.
6. "*StreetKnits* cowl knitting workshop." March 2018 at Michigan Tech in Houghton, Michigan. This workshop was held for faculty and graduate students at Michigan Tech.
7. "Lunch & Learn: All about going vegan." March 2018 at Michigan Technological University in Houghton, Michigan. Invited talk. This talk offered the Michigan Tech community an introduction and overview of veganism.
8. "StreetKnits: Helping the homeless one stitch at a time." January 2018 at Houghton Rotary Club in Houghton, Michigan. Invited talk. This talk gave an overview of the *StreetKnits* project and discussed food insecurity on college campuses in America.
9. "Knitting and wellness." August 2017 at Ojibwa Community Library in Baraga, Michigan. Invited talk. This talk gave an overview of the *StreetKnits* project and discussed the connections of knitting and well-being to Native Americans.
10. "Poetry reading." March 2017 at Bluffs Nursing Home in Houghton, Michigan. Invited talk. This poetry reading was based on my own creative writing projects.
11. "Poetry Reading: From Goethe to slam poetry." January 2017 at Bluffs Nursing Home in Houghton, Michigan. Invited talk. This poetry reading offered an overview of some of the most prominent German voice throughout time.
12. "Slaughter, art, and tofu: The rhetorical ecologies of the pig." October 2016 at Rhetoric, Theory, and Culture Graduate Student Colloquium at Michigan Tech in Houghton, Michigan.
13. "Lunch & Learn: Knitting and Mindfulness." October 2016 at Michigan Tech in Houghton, Michigan. Invited talk about the connections between knitting and well-being, humanitarian knitting, and community building at Michigan Tech.
14. "The Sexual Politics of Meat Slideshow" by Carol Adams. October 2016 at Michigan Tech in Houghton, Michigan. This inter-campus event between Michigan Tech and Northern Michigan raised an awareness about the rhetoric of veganism.
15. "*StreetKnits* sock knitting workshop." March 2016 at Michigan Tech in Houghton, Michigan. This workshop was held for faculty and graduate students at Michigan Tech.
16. "*StreetKnits* hat knitting workshop." November 2015 at Michigan Tech in Houghton, Michigan. This workshop was held for faculty and graduate students at Michigan Tech.

WORKSHOPS

1. Invited to a WPA workshop on *AI And Academic Integrity in First-Year Composition* at Macmillan in New York City, New York in November 2023.
2. Accepted and participated in the week-long "Human-Animal-Studies Summer Institute" at the University of Illinois in Urbana-Champaign in July 2018.

GRANTS

1. 2020-2022 Co-Principal Investigator for Understanding Rodeos, UCLA Law School Animal Law and Policy Small Grants Program, \$ 3,230 (with Adam Feltz)
2. 2017-2018 Co-Principal Investigator for *Understanding Consumer Literacy about Milk*, UCLA Law School Animal Law and Policy Small Grants Program, \$4,470 (with Adam Feltz)
3. Co-PI for *Knowing What You Eat: Measuring the Effectiveness of Educational Interventions on Animal Consumption*. Animal Charity Evaluators, \$11,385. August 2017-May 2019 (with Adam Feltz, Syd Johnson, Mylan Engel, Ramona Ilea, Jacob Caton, and Carol Adams)
4. VegFund Grant, Carol Adams *The Sexual Politics of Meat* Lecture at MTU and NMU, Summer 2016 (\$150)

AWARDS & HONORS

1. FYC Faculty Excellence in Teaching Award, Fall 2021
The FYC awards committee at OU votes for the winner of this award after nominated faculty submits a teaching/reflection package.
2. Teaching Recognition, "Exceptional Average of 7 Dimensions," Spring 2018, Michigan Technological University.
This recognition is based on student evaluations at Michigan Tech. Among all teaching faculty, my teaching fell under the "Top 10 %."
3. Excellence in Teaching Award, Spring 2018
The Humanities Department nominated me for this award.
4. Teaching Recognition, "Exceptional Average of 7 Dimensions," Spring 2017, Michigan Technological University.
This recognition is based on student evaluations at Michigan Tech. Among all teaching faculty, my teaching fell under the "Top 10 %."
5. Schreiner University Summer Fellows Institute, Spring 2013
Two faculty members from each department were selected as representatives of excellent teaching. This honor entailed monetary recognition and a week-long workshop on pedagogy which resulted in several university-wide talks and cross-campus collaborations.
6. Fulbright Travel Grant, Summer 1998
The Fulbright Travel Grant covered my flight and provided me with start-up money when I studied abroad as an exchange student. It also entailed a weekend workshop in Bremen that prepared me for living abroad.

COMMUNITY OUTREACH

2023-Present: Poetic Justice

Poetic Justice is a nonprofit in Oklahoma that helps incarcerated women reflect on their trauma through poetry workshops.

2013-Present: Founder of *StreetKnits*

StreetKnits is an international humanitarian knitting charity that provides knitwear to the homeless. Moreover, *StreetKnits* pairs up with technical communication students in Texas, Florida, Michigan, and Oklahoma and raises awareness for homelessness while serving as a client in the academic classroom. Since 2020, *StreetKnits* found its physical home as a maker space at the University of Oklahoma (www.streetknits2013.weebly.com).

COURSES TAUGHT

Otto-Friedrich-Universität Bamberg, Germany:

German Style Variations
German Vocabulary Expansion

University of South Carolina, SC:

Elementary German I and II

Kishwaukee College, IL:

English Composition and Rhetoric
English Composition and Literature
Elementary German

Tallahassee Community College, FL:

English Composition and Rhetoric

Schreiner University, TX:

English Composition and Rhetoric
English Composition and Literature
Developmental Writing
Technical Communication
English Studies for Teachers
Elementary German I and II (face-to-face and online)
Intermediate German I and II (face-to-face and online)

Michigan Technological University, MI:

English Composition
Technical Communication (online)
German 1A (face-to-face and online)

Intermediate Pronunciation (ESL)
Advanced Listening and Speaking (ESL)
Advanced Pronunciation (ESL)
Advanced Vocabulary (ESL)
Advanced Reading (ESL)
Transitional Listening and Speaking (ESL)
Academic Support (ESL)

University of Oklahoma, OK:

ENGL 1113: Principles of Composition I
ENGL 1213: Principles of Composition II
ENGL 1913: Writing in the Health Professions
HR 5203: Graduate Research & Writing

SERVICE

August 2023-Present: Senior Assistant Director of the FYC team at the University of Oklahoma

August 2021-2023: Assistant Director of the FYC team at the University of Oklahoma

August 2022 - Present: Member of the Online Teaching Committee (FYC)

January 2021 - Present: Poetry Reviewer for *Writers: Craft & Context*

April 2021-Present: Reviewer for *Philosophy & Psychology*

July 2021-Present: Member of Committee A (FYC)

2020-Present: Member of the Celebration of Writing Committee, First-Year Writing Program (FYC)

2020-2022: Member of the Professional Development Workshops Committee (FYC)

Jan 2021-May 2021: Member of the Editorial Board of *The South Oval Review*, the undergraduate journal launched in OU's FYC program

2019-2020: Chair of the Archives Committee, First-Year Writing Program at the University of Oklahoma

2018-2019: Member of the Archives Committee, First-Year Writing Program at the University of Oklahoma

2016-2018: Co-Founding Editor of the undergraduate research journal, *The Portage Review* at Michigan Tech

2016-2017: Co-Founder of the Graduate Student Mentorship Program at Michigan Tech

2012-2014: Co-Advisor of the English Creative Writing Group at Schreiner University

2011-2014: Director of Monday Night Fiction at Schreiner University
2010-2011: Co-Director of Monday Night Fiction at Schreiner University
2010-2014: Member of the Allied Advance Program at Schreiner University
2009-2014: Co-Advisor of Delta Phi Epsilon at Schreiner University
2009-2012: Co-Advisor of Sigma Tau Delta at Schreiner University
2009-2014: Founder & Faculty Advisor of the German Stammtisch at Schreiner University
2009-2011: Founder of the English Composition Group at Schreiner University
2009-2010: Secretary of AAUW at Schreiner University
2003-2004: Member of the International Committee at Kishwaukee College
2003-2004: Founder of the German Stammtisch at Kishwaukee College

MEMBERSHIPS

2017-Present: Conference on College Composition and Communication
2016-2018: Association of Teachers of Technical Writing
2018-present: Affiliate member of the Women's and Gender Studies Faculty at the University of Oklahoma

LANGUAGES

German, native speaker
English, fluent

REFERENCES

Dr. Syd Johnson
Associate Professor
Center for Bioethics and Humanities
SUNY Upstate Medical University
618 Irving Avenue
Syracuse, NY 13210
johnsols@upstate.edu

Dr. Marika Seigel
Associate Professor of Rhetoric & Technical Communication
Michigan Technological University
Department of Humanities
1400 Townsend Drive

Houghton MI 49931
maseigel@mtu.edu

Dr. Mylan Engel
Professor of Philosophy
Northern Illinois University
1425 Lincoln Drive
DeKalb IL 60115
mylan-engel@niu.edu