

# Piers Fleming

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Website : <http://www.pfleming.ac.uk>  
Role : Senior Lecturer in Psychology

## University Qualifications

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BSc Psychology and Philosophy, University of Leeds	1997
MSc Psychological Research Methods and Statistics, Lancaster University	2000
PhD 'Processing and Representation of spatial descriptions', Lancaster University	2004

## Relevant Employment History

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Senior Lecturer, University of East Anglia	2016-
Lecturer, University of East Anglia	2006-2016
Research Fellow, University of Nottingham	2003-2006
Teaching Studentship, Lancaster University	2000-2003

## Selected Publications

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- ◆ Norman, I. & Fleming, P. (2019). Perceived attractiveness of two types of altruist. *Current Psychology*, 38, 982-990.
- ◆ Maddox, B., Bayliss, A., Fleming, P., Engelhardt, P., Edwards, G. S. & Borgonovi, F. (2018). Observing Response Processes with Eye Tracking in International Large-Scale Assessments: Evidence from the OECD PIAAC assessment. *European Journal of Psychology of Education*, 33, 543-558
- ◆ Fleming, P., Watson, S. J., Patouris, E., Bartholomew, K. J., & Zizzo, D. J. (2017). Why do people file share unlawfully? A systematic review, meta-analysis and panel study. *Computers in Human Behavior*, 72, 535-548.
- ◆ Watson, S. J., Zizzo, D. J., & Fleming, P. (2017). Risk, Benefit, and Moderators of the Affect Heuristic in a Widespread Unlawful Activity: Evidence from a Survey of Unlawful File-Sharing Behavior. *Risk Analysis*, 37, 1146-1156.
- ◆ Watson, S.W., Zizzo,D.J. and Fleming, P. (2015). Determinants of Unlawful File Sharing: A Scoping Review. *PLoS ONE*, 10(6) e0127921.
- ◆ Fleming, P., Beckett, C. and Biggart, L. (2014). Effects of professional experience on child maltreatment risk assessments: A comparison of students and qualified social workers. *British Journal of Social Work*.
- ◆ Fleming, P., and Zizzo, D. J. (2014). A Simple Stress Test of Experimenter Demand Effects. *Theory and Decision*, 78, 219-231.
- ◆ Fleming, P.; Townsend, E.; van Hilten, J.A.; Spence, A. and Ferguson, E (2012). Expertise, personal relevance and the use of context-driven heuristic processes in risk perception. *Journal of Risk Research*, 15, 857-873.
- ◆ Dodsworth, J., Bailey, S., Schofield, G., Cooper, N., Fleming, P. and Young, J. (2012) Internet technology: an empowering or alienating tool for communication between foster-carers and social workers? *British Journal of Social Work*.
- ◆ Fleming, P., and Zizzo, D. J. (2011). Social desirability, approval and public good contribution. *Personality and Individual Differences*, 51, 258-262.

- ◆ Zizzo, D. J., and Fleming, P. (2011). Can Experimental Measures of Sensitivity to Social Pressure Predict Public Good Contribution? *Economic Letters*, 11, 239-242.
- ◆ Fleming, P., Ball, L., Ormerod, T., and Collins, A. (2011) Sentence Memorability Reveals the Mental Representations Involved in Processing Spatial Descriptions. *Thinking and Reasoning*, 17, 30-56.
- ◆ Fleming, P., Townsend, E., Lowe K.C. and Ferguson, E. (2007). Social desirability effects on biotechnology across the dimensions of risk, ethicality and naturalness. *Journal of Risk Research*, 10, 989-1003.
- ◆ Fleming, P., Ball, L.J., Ormerod, T.C., and Collins, A. F. (2006). Analogue Versus Propositional Representation in Congenitally Blind Individuals. *Psychonomic Bulletin and Review*, 13, 1049-1055.
- ◆ Ainsworth, S.E. & Fleming, P.F. (2006). Teachers as instructional designers: Does involving a classroom teacher in the design of computer-based learning environments improve their effectiveness? *Computers in Human Behaviour*, 22, 131-148

## Research Grants

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- ◆ £6,250 (as **PI** with A. Bayliss and C. Seger) from the AHRC, ESRC and EPSRC "The Value of Personal Data Privacy" project for CREATE; June 2015 -September 2016.
- ◆ £49,985.60 (with D. Zizzo, **PI**) from the AHRC, ESRC and EPSRC "A Field Experiment on the Determinants of Unlawful File Sharing" project for CREATE; January 2015 - September 2016.
- ◆ £153,609 (as **PI** with D. Zizzo) from the AHRC, ESRC and EPSRC "Workpackage 6A: Sharing, Streaming, Stealing or Socialising?" an Anchor Project of the Centre for Creativity, Regulation, Enterprise & Technology (CREATE); January 2013-December 2015.
- ◆ £29,983 (with Jane Dodsworth, Neil Cooper, Gillian Schofield (**PI**), Sue Bailey and Julie Young from the Digital Inclusion Team, "Evaluation of Fosternets in Norfolk County Council and Two comparison Authorities" (March 2009 – September 2010).
- ◆ £7218 (as **PI** with D. Zizzo) from the Nuffield Foundation, "Do Individual Differences in Social Desirability Bias Imply Sensitivity to Social Pressure and Risk?" (August 2008 – July 2009).

## Professional Memberships and Activities

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Member of Centre for Behavioural and Experimental Social Science  
 Fellow of the Higher Education Academy, Associate Fellow and Chartered Psychologist with the British Psychological Society, Member of the Society for Risk Analysis, Member of the European Association of Decision Making, Member of the Brunswik Society  
 Reviewer: Politics & Policy; Mind & Language; Journal of Risk Research; Risk Analysis; Theory and Decision; British Journal of Social Work; The International Journal of Educational and Psychological Assessment; Global Environmental Change; Journal of Environmental Psychology; Cross-Cultural Research; Journal of Theoretical Biology; Journal of Personality; Journal of Consumer Policy; ESRC

## Supervised Research Students

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Shahriar Keshavarz (2016) The Effects of Mood and Arousal level on Gambling Behaviour, University of East Anglia, full-time.  
 Ian Norman, (2013) Distinct Altruistic Behaviours: Are they Perceived Differently? University of East Anglia, part-time.  
 Sandra Bögelein, (2011) Social Dilemmas and Sustainable Behaviour, University of East Anglia, full-time. Graduated.  
 Emanuela Lezzi, (2009) Emotions, Rationality and Economic Theory, University of East Anglia, full-time. Graduated.