

Dr Piers Fleming

Education

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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 |

Experience

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

Publications

- ◆ Fleming, P., and Zizzo, D. J. (in press). A Simple Stress Test of Experimenter Demand Effects. *Theory and Decision*.
- ◆ Rosenthal, H.E.S., Somers, N., Fleming, P., and Walsh, J. (in press) The contributions of interpersonal attachment and friendship group identification to depressive symptoms in a non-clinical sample. *Journal of Applied Social Psychology*.
- ◆ 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*. DOI: 10.1093/bjsw/bcs007
- ◆ Fleming, P. (2012). Social Desirability, Not What it Seems: A Review of the Implications for Self-Reports. *The International Journal of Educational and Psychological Assessment*, 11, 3-22.
- ◆ 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.
- ◆ Ferguson, E., Spence, A., Townsend, E., Prowse, C., Palmer, J., Fleming, P. and Van Hilten, J.A. (2009). What Type of Information is Trusted by whom? A Multi-Level Analysis of the Stability of the Information Source-Trust Association for Blood Transfusion. *Transfusion*, 49, 1637-1648.

- ◆ 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., Ferguson, E., Townsend E. and Lowe, K.C. (2007). Stakeholder perceptions in transfusion medicine: a pilot field study on risk and ethics for blood and blood substitutes. *Artificial Cells, Blood Substitutes, and Biotechnology*, 35, 149-156.
- ◆ 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.
- ◆ Ferguson, E., Fleming, P., Townsend, E. and Lowe, K. (2006). Perceived Naturalness and Risk of Blood and Blood Substitutes. In: Peterson, B.R. (Ed.) *New Developments in Blood Transfusion Research* (pp. 65-76). New York: Nova Science Publishers.
- ◆ 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
- ◆ Ferguson, E., Leaviss, J., Townsend E., Fleming, P. and Lowe, K.C. (2005). Perceived safety of donor blood and blood substitutes for transfusion: the role of message framing, patient groups and stress appraisals. *Transfusion Medicine*, 15, 401-412
- ◆ Fleming, P., Ormerod, T., Ball, L. and Collins, A. (2004). Spatial Representation and Processing in the Congenitally Blind. In: Ballesteros, S. and Heller, M. A. (Eds.) *Touch, Blindness and Neuroscience*. Madrid, Spain: UNED Press.

Conference Proceedings

- ◆ Fleming, P. & Zizzo, D.J. (2013) Social Desirability and Decision-Making: Social Image or Social Sensitivity? Presented at the Subjective Probability Utility and Decision Making Conference, Barcelona, Spain.
- ◆ Fleming, P. & Zizzo, D.J. (2012) Losing Money due to Social Desirability: Giving to computers and Shredding vouchers. Presented at the Society for Judgment and Decision Making (SJDM), Minneapolis, USA.
- ◆ Fleming, P. & Zizzo, D.J. (2012) Losing Money due to Social Desirability: Giving to computers and Shredding vouchers. Presented at the 11th Tilburg Institute for Behavioral Economics Research: Symposium on Psychology and Economics (TIBER XI), Tilburg, Netherlands.
- ◆ Fleming, P. & Zizzo, D.J. (2011) Giving: a conformity heuristic? Presented at the 23rd Subjective Probability Utility and Decision Making Conference, London, UK.
- ◆ Fleming, P. & Zizzo, D.J. (2010) Personality and Economics: Social desirability as a factor in experimental economics. Paper presented at the 15th European Conference on Personality, Brno, Czech Republic.
- ◆ Fleming, P., & Blackburn, L. (2010) HPV vaccination perceptions in the UK and the USA. Presented at the Society for Risk Analysis Europe Conference, London, UK.
- ◆ Zizzo, D. J., & Fleming P. (2009). In Search of Social Desirability Effects. Paper presented at the European Meeting of the Economic Science Association, Innsbruck, Austria.
- ◆ Fleming, P., & Zizzo, D. J. (2009). Cooperation, Social Desirability, Conformity and Altruism. Paper presented at the Subjective Probability, Utility and Decision Making Conference, Rovereto, Italy.

- ◆ Fleming, P., Townsend E., Lowe, K. C. & Ferguson, E. (2006). Information, Trust and Decision-Making in a national field experiment. Paper presented at the British Psychological Society Cognitive Section Conference, Lancaster, UK.
- ◆ Fleming, P., Townsend E., Lowe, K. C. & Ferguson, E. (2006). Perceptions of Naturalness and Risk in Health Technologies. Paper presented at the British Psychological Society Division of Health Psychology Conference, Essex, UK.
- ◆ P. Fleming, E. Ferguson, E. Townsend, & K.C. Lowe. (2006). Factors Predicting Biotechnology Acceptance: Acceptance of Biotechnological Blood Substitutes. Paper presented at the 26th International Congress of Applied Psychology, Athens, Greece.
- ◆ Ainsworth, S.E. & Fleming, P. (2005). Evaluating a Mixed-Initiative Authoring Environment: Is REDEEM for Real?. Proceedings of the 12th International Conference Artificial Intelligence in Education, pp 9-16.
- ◆ Ainsworth, S.E & Fleming, P.F. (2004). Teachers as instructional designers: Does involving a classroom teacher in the design of computer-based learning environments improve their effectiveness? In Gerjets, P., Kirschner, P. A., Elen, J. & Joiner, R. (Eds.) (2004). Instructional design for effective and enjoyable computer- supported learning. Proceedings of the first joint meeting of the EARLI SIGs Instructional Design and Learning and Instruction with Computers, pp 283-291.
- ◆ Fleming, P., Ball, L., and Ormerod, T. (2003). Order Effects in the Representation of Spatial Descriptions. Paper presented at the British Psychological Society Cognitive Section, Reading, UK.
- ◆ Fleming, P., Collins, A., Ball, L. and Ormerod, T. (2002). Reasoning and the Recall of Spatial Descriptions by the Congenitally Blind. Paper presented at the International Conference of Touch, Blindness and Neuroscience, Madrid, Spain.

Research Grants

- ◆ £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

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 Personality
School of Psychology Ethics Chair

Supervised Research Students

Emanuela Lezzi, (2009) Emotions, Rationality and Economic Theory, University of East Anglia, full-time.
Sandra Bögelein, (2011) Social Dilemmas and Sustainable Behaviour, University of East Anglia, full-time.