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Born: April 21, 1946, Detroit, Michigan

Education

- 1967 B.Sc. (Mathematics, Psychology) *magna cum laude*, Wayne State University
- 1967-1970 Member of Kibbutz Gal-On and Kibbutz Lahav, Israel
- 1972 M.A. (Psychology) with distinction, The Hebrew University of Jerusalem
- 1975 Ph.D. (Psychology), The Hebrew University, of Jerusalem, Israel

Professional Positions

- 1971-1972 Research Assistant (to Daniel Kahneman), The Hebrew University of Jerusalem, Israel
- 1973-1974 Methodological Advisor, Paul Baerwald School of Social Work, MSW Program in Social Work Research, The Hebrew University of Jerusalem
- 1974-1976 Research Associate, Oregon Research Institute, Eugene, Oregon
- 1976-1987 Research Associate, Decision Research, a branch of Perceptronics, Eugene, Oregon
- 1981-1982 Visiting Scientist, Medical Research Council/Applied Psychology Unit, Cambridge, England
- 1982-1983 Visiting Scientist, Department of Psychology, University of Stockholm
- 1984-1990 Research Associate, Eugene Research Institute, Eugene, Oregon

Teaching Positions

- 1970-1974 Instructor, Department of Behavioral Sciences, University of Negev
- 1973-1974 Instructor, Paul Baerwald School of Social Work, The Hebrew University of Jerusalem
- 1975-1987 Visiting Assistant Professor, Dept. of Psychology, University of Oregon, 1975-1980;
Visiting Associate Professor, 1980-1987

1987-- Professor of Social and Decision Sciences; Professor of Engineering and Public Policy, Carnegie Mellon University

Selected Awards and Honors

- 1964-1967 Wayne State University Undergraduate Scholarship
- 1966-1967 NSF Undergraduate Research Grant (under Samuel Komorita)
- 1967 Phi Beta Kappa
- 1969-1974 Hebrew University of Jerusalem Graduate Fellowships
- 1980 American Psychological Association Distinguished Scientific Award for Early Career Contribution to Psychology
- 1985 Harold D. Lasswell Prize for paper of year in *Policy Sciences*, 1984. [For B. Fischhoff, S. Watson & C. Hope. (1984). Defining risk. *Policy Sciences*, 17, 123-139.]
- 1985 Ida Beam Honorary Professor, University of Iowa
- 1987 Alpha Kappa Psi - Spangler Award for literature contribution having a ten-year impact in the field of risk and insurance.
- 1989 *The Best of Psychology Today* [for B. Fischhoff (1975). Hindsight: Thinking Backwards? *Psychology Today*, 8, 4].
- 1990 American Psychological Association Award for Distinguished Early Career Contribution to Psychology in the Public Interest
- 1990 President, Society for Judgment and Decision Making [Member of Board 1989-1992]
- 1991 Society for Risk Analysis, Distinguished Achievement Award
- 1992 Citation Classic. Institute for Scientific Information [For Fischhoff, B. (1975). Hindsight#foresight: The effect of outcome knowledge on judgment under uncertainty.]
- 1992 Fellow, Society for Risk Analysis
- 1993 Member, Institute of Medicine of the National Academy of Sciences
- 1994 Fellow, American Psychological Association, Division of Experiment Psychology
- 1998 University Professor
- 2001 Arnold M. Small Lecture in Safety, Human Factors and Ergonomics Society
- 2002 Howard Heinz University Professor of Humanities and Social Sciences
- 2003 Fellow, American Psychological Society
- 2003-present Member, Scientific Advisory Board, Environmental Protection Agency; Chair, Homeland Security Advisory Committee (2005-)

- 2003 President, Society for Risk Analysis [Member of Council, 2003- 2006]
- 2004-present Member, Science and Technology Advisory Committee, Department of Homeland Security
- 2006 G. William Morgan Memorial Lecture, Health Physics Society.
- 2007 Godfrey Hochbaum Distinguished Lecture. University of North Carolina.
- 2007-present Chair, Food and Drug Administration Risk Communication Advisory Committee

Thesis and Dissertation

- 1972 Subjective probability: A judgment of coherence? Unpublished MA thesis (Advisor: Daniel Kahneman), The Hebrew University of Jerusalem
- 1975 Aspects of historical judgment: Effects of temporal setting and outcome knowledge on judgment under uncertainty. Unpublished PhD dissertation (Advisor: Amos Tversky), The Hebrew University of Jerusalem

Publications

1974

Fischhoff, B. & Beyth, R. (1974). Failure has many fathers. Review of I. Janis, *Victims of Groupthink*. *Megamot* 28, 325-328 (in Hebrew). Reprinted in *Policy Sciences*, 1976, 7, 388-393.

Koriat, A. & Fischhoff, B. (1974). What day is today? An inquiry into the process of time orientation. *Memory and Cognition*, 2, 201-205.

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Fischhoff, B. (1975). Hindsight ≠ foresight: The effect of outcome knowledge on judgment under uncertainty. *Journal of Experimental Psychology: Human Perception and Performance*, 104, 288-299. Reprinted in T.O. Nelson (Ed.), *Metacognition: Core readings*. Needham Heights, MA: Allyn & Bacon, 1992; in E. Aronson & A.R. Pratkanis (Eds.), *Social psychology*. Cheltenham, England: Edward Elgar; in R. Beyth-Marom (ed), *Heuristics and biases: The psychology of intuitive judgment*. Tel Aviv: Open University Press.

Fischhoff, B. (1975). Hindsight: Thinking backwards? *Psychology Today*, 8(11), 70-76. Reprinted in *The Best of Psychology Today*. New York: McGraw-Hill, 1990; in György Hunyady (Ed.), *Történeti és politikai pszichológia* (pp 234-251). Budapest: Osiris Kiadó (in Hungarian).

Fischhoff, B. & Beyth, R. (1975). "I knew it would happen"--Remembered probabilities of once-future things. *Organizational Behavior and Human Performance*, 13, 1-16.

1976

Fischhoff, B. (1976). Attribution, theory and judgment under uncertainty. In J. H. Harvey, W. J. Ickes and R. F. Kidd (Eds.), *New directions in attribution research* (pp. 419-450). Hillsdale, NJ: Erlbaum.

Fischhoff, B. (1976). The effect of temporal setting on likelihood estimates. *Organizational Behavior and Human Performance*, 15, 180-194.

Fulero, S. & Fischhoff, B. (1976). Differential media evaluations and satisfaction with election results: The bearer of good and bad tidings. *Communications Research*, 3, 22-36.

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Slovic, P., Fischhoff, B. & Lichtenstein, S. (1976). Cognitive processes and societal risk taking. In J. S. Carroll and J. W. Payne (Eds.), *Cognition and social behavior* (pp. 165-184). Potomac, MD: Erlbaum. Reprinted in H. Jungermann and G. deZeeuw (Eds.), *Decision making and change in human affairs*. Dordrecht, The Netherlands: D. Reidel, 1977. P. Slovic (Ed.), *The perception of risk*. London: Earthscan.

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Beyth-Marom, R. & Fischhoff, B. (1977). Direct measures of availability and judgments of category frequency. *Bulletin of the Psychonomic Society*, 9, 236-238.

Fischhoff, B. (1977). Cognitive liabilities and product liability. *Journal of Products Liability*, 1, 207-220.

Fischhoff, B. (1977). Cost-benefit analysis and the art of motorcycle maintenance. *Policy Sciences*, 8, 177-202.

Fischhoff, B. (1977). Perceived informativeness of facts. *Journal of Experimental Psychology: Human Perception and Performance*, 3, 349-358.

Fischhoff, B., Slovic, P. & Lichtenstein, S. (1977). Knowing with certainty: The appropriateness of extreme confidence. *Journal of Experimental Psychology: Human Perception and Performance*, 3, 552-564.

Lichtenstein, S. & Fischhoff, B. (1977). Do those who know more also know more about how much they know? The calibration of probability judgments. *Organizational Behavior and Human Performance*, 20, 159-183.

Lichtenstein, S., Fischhoff, B., & Phillips, L.D. (1977). Calibration of probabilities: The state of the art. In H. Jungermann and G. deZeeuw (Eds.), *Decision making and change in human affairs* (pp. 275-324). Dordrecht, The Netherlands: D. Reidel. Reprinted in R. Beyth-Marom (Ed.), *Evaluation and judgment under uncertain conditions*. Ramat Aviv, Israel: Open University Press.

Slovic, P. & Fischhoff, B. (1977). On the psychology of experimental surprises. *Journal of Experimental Psychology: Human Perception and Performance*, 3, 544-551.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1977). Behavioral decision theory. *Annual Review of Psychology*, 28, 1-39.

Slovic, P., Fischhoff, B., Lichtenstein, S., Corrigan, B. & Combs, B. (1977). Preference for insuring against probable small losses: Implications for the theory and practice of insurance. *Journal of Risk and Insurance*, 44, 237-258. Also appeared as Laboratory studies of insurance behavior. In H. Kunreuther, R. Ginsburg, L. Miller, P. Sagi, P. Slovic, B. Borkan, & N. Katz (Eds.), *Disaster insurance protection: Public policy lessons*. New York: Wiley, 1978. Reprinted in P. Slovic (Ed.), *The perception of risk*. London: Earthscan.

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Fischhoff, B. (1978). Intuitive use of formal models. A comment on Morrison's "Quantitative Models in History." *History and Theory*, 17, 207-210.

Fischhoff, B., Hohenemser, C., Kasperson, R. E. & Kates, R. W. (1978). Can hazard management be improved? *Environment*, 20(7), 16-20 & 32-37.

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thought-out values: Problems of measurement. In W. D. Conn (Ed.), *Energy and material resources: Attitudes, values and public policy*. Boulder, CO: Westview, 1983.

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Slovic, P., Fischhoff, B. & Lichtenstein, S. (1980). Facts and fears: Understanding perceived risk. In R. Schwing and W. A. Albers, Jr. (Eds.), *Societal risk assessment: How safe is safe enough?* (pp. 181-214). New York: Plenum Press. Revision in D. Kahneman, P. Slovic, and A. Tversky (Eds.), *Judgment under uncertainty: Heuristics and biases*. New York: Cambridge University Press, 1982. Reprinted in K.G. Willis, K.J. Button, & P. Nijkamp (Eds.), *Environmental valuation*. Cheltenham, UK: Edward Elgar; P. Slovic (Ed.), *The perception of risk*. London: Earthscan, 2001; in *Antologia di studi sul rischio*. Milan: Italian Institute for Research and Development of Insurance. 2004.

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1981

Bar-Hillel, M & Fischhoff, B. (1981). When do base rates affect predictions? *Journal of Personality and Social Psychology*, 41, 671-680.

Fischhoff, B. (1981). Can any assertions about behavior be empirically demonstrated? Response to J. Cohen, "Can human irrationality be empirically demonstrated?" *Behavioral and Brain Sciences*, 4, 336-337.

Fischhoff, B. (1981). Hot air: The psychology of CO₂-induced climatic change. In J. Harvey (Ed.), *Cognition, social behavior and the environment* (pp. 163-184). Hillsdale, NJ: Erlbaum.

Fischhoff, B. (1981). Inferential interference. Review of *Human inference: Strategies and shortcomings of social judgment*, by R. Nisbett and L. Ross. *Contemporary Psychology*, 26, 901-903.

Fischhoff, B. (1981). No man is a discipline. In J. Harvey (Ed.), *Cognition, social behavior and the environment* (pp. 579-583). Hillsdale, NJ: Erlbaum.

Fischhoff, B., Lichtenstein, S., Slovic, P., Derby, S. L. & Keeney, R. L. (1981). *Acceptable risk*. New York: Cambridge University Press. Appeared also as *Approaches to acceptable risk*. NUREG/CR-1614. Washington, DC: Nuclear Regulatory Commission, 1980.

Fischhoff, B., Slovic, P. & Lichtenstein, S. (1981). Lay foibles and expert fables in judgments about risk. In T. O'Riordan and R. K. Turner (Eds.), *Progress in resource management and environmental planning, Vol. 3*, (pp. 151-202). Chichester, UK: Wiley. Reprinted in *American Statistician*, 1982, 36, 240-255; and in *Report of Scandinavian Cooperative Risk Analysis Project*. Stockholm, Sweden: Nordforsk, 1983.

Fischhoff, B. & Whipple, C. (1981). *Assessing health risks associated with ambient air quality standards*. Report to U. S. Environmental Protection Agency, Office of Air Quality Planning and Standards. Reprinted in *Environmental Professional*, 3(3), 277-291; and in *Human reliability in complex technical systems*. Stockholm, Sweden: Royal Swedish Academy of Engineering, 1983.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1981). Perceived risk: Psychological factors and social implications. In F. Warner and D. H. Slater (Eds.), *The assessment and perception of risk* (pp. 17-34). London: The Royal Society.

Slovic, P., Fischhoff, B. & Lichtenstein, S. (1981). Perception and acceptability of risk from energy systems. In A. Baum and J. Singer (Eds.), *Advances in environmental psychology*, 3 (pp. 157-169). Hillsdale, NJ: Erlbaum. Reprinted in W. R. Freudenburg & E. A. Rosa (Eds.), *Public reactions to nuclear power: Are there critical masses?* Boulder, CO: Westview Press, 1984

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Fischhoff, B. (1982). Debiasing. In D. Kahneman, P. Slovic, and A. Tversky (Eds.), *Judgment under uncertainty: Heuristics and biases* (pp. 422-444). New York: Cambridge University Press.

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Fischhoff, B. (1982). Latitude and platitudes: How much credit do people deserve? In G. R. Ungson and D. N. Braunstein (Eds.), *Decision making: An interdisciplinary inquiry* (pp. 116-120). New York: Kent.

Fischhoff, B., Goitein, B., & Shapira, Z. (1982). The experienced utility of expected utility approaches. In N. Feather (Ed.), *Expectancy, incentive and action* (pp. 315-339). Hillsdale, NJ: Erlbaum. Abridgement appears as SEU: A model of decision making. *Journal of the American Society for Information Sciences*, 1981, 32, 391-413; in R. W. Scholz (Ed.), *Decision making under uncertainty: Cognitive decision research, social interaction, development and epistemology*. Amsterdam: North Holland, 1983, and in *Sbornik Trudov*. Institute for System Studies: Moscow, 1985 (in Russian).

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1983

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Under Editorial Review

Bruine de Bruin, W., Fischhoff, B., Downs, J.S., Florig, H.K., Stone, E.R., Mandel, D.R., & Lerner, J.S. *When disaster-preparation messages evoke fear and anger: Emotion effects on cognitive appraisals*. Under editorial review.

Bruine de Bruin, W., Guvenc, U., Fischhoff, B., Armstrong, C.M., & Caruso, D. *Communicating about xenotransplantation: Models and scenarios*. Under editorial review.

Downs, J. S., Bruine de Bruin, W., Murray, P. J. & Fischhoff, B. *When "It only takes once" fails adolescents: Perceived infertility after unprotected sex predicts condom use and STI acquisition*. Under editorial review.

Downs, J. S., Bruine de Bruin, W., Palmgren, C. R., & Fischhoff, B. *Communicating about HIV Risk: A randomized controlled study*. Under editorial review.

Fischhoff, B. *Everydays*. In J. Schnapp (ed). *SPEED limits*. Princeton: Princeton Architectural Press. Under editorial review.

Fischhoff, B., Bruine de Bruin, W., Parker, A.M., Millstein, S.G., & Halpern-Felsher, B.L. *Adolescents' perceived risk of dying*. Under editorial review.

Fischhoff, B., & Eggers, S. (in press) Questions of competence: The duty to inform and the limits to choice. In E. Shafir (ed.), *The behavioral foundations of policy*. Princeton: Princeton University Press. Under editorial review.

Fischhoff, B., Walker, E., Downs, J., Brewer, N., Ruggerio, L., Finucane, M., Jessor, R., Byrnes, J., & Jaccard, J. *Decision making about lifestyle behaviors for diabetes prevention*. Under editorial review.

John, L.K., & Fischhoff, B. *Assessing the stability of medical choices: Framing effects with a naturalistic task*. Under editorial review.

Parker, A.M., Bruine de Bruin, W., Downs, J.S., & Fischhoff, B. *Knowledge and confidence in adolescents and their parents*. Under editorial review.

Teck, S., Halpern, B.S., Kappel, C.V., Mcheli, F., Selkoe, K.A., Shearer, C., Martone, R., Crain, C.M., Cooke, R., Fischhoff, B., & Murray, G. *Using expert judgment to assess the vulnerability of marine ecosystems in the California Current*. Under editorial review.

Editorial Board Memberships

- Consulting Editor. *Environment*, 1978 - 1984.
- Consulting Editor. *Journal of Personality and Social Psychology*, 1978 - 1990.
- Consulting Editor. *Organizational Behavior and Human Decision Processes*, 1980 - 2007.
- Associate Editor. *Journal of Forecasting*, 1980 - 1985; *International Journal of Forecasting*, 1985 - 1998.

- Consulting Editor. *Social Behavior: International Journal of Applied Social Psychology*, 1985 - 1991.
- Consulting Editor. *Accident Analysis and Prevention*, 1986 - 1997.
- Member, International Advisory Board. *Policy Sciences*, 1986 - 1995.
- Associate Editor. *Journal of Risk and Uncertainty*, 1986 - present.
- Associate Editor. *Cognitive Psychology*, 1987 - 1995.
- Member, Editorial Advisory Board. *Risk: Health, Safety, & Environment*, 1991 - 2003.
- Consulting Editor. *Journal of Experimental Psychology: Applied*, 1993 - 2000.
- Associate Editor, *Journal of Behavioral Decision Making*, 1994 - present.
- Member, Editorial Board, *Current Psychology of Cognition*, 1994 - present.
- Associate Editor, *Risk, Decision & Policy*, 1995 - 2003.
- Review Coordinator, National Research Council Committee on Risk Characterization (*Understanding risk*). 1996.
- Member, Editorial Board. *Risk Analysis*, 1997 - present.
- Member, Editorial Board, *Journal of Risk Research*, 1999-present.
- Member, Editorial Board, *Integrated Assessment*, 1999-present.
- Member, Editorial Board, *Decision Analysis*, 1999-present.
- Member, Advisory Board, *Behavioral and Experimental Finance*, 2004-present.

Committees of the National Research Council/Institute of Medicine Membership

- National Research Council Panel on Survey Measurement of Subjective Phenomena, 1979 - 1981.
- National Research Council Committee on Human Factors, 1980 - 1987.
- National Research Council Committee on Priority Mechanisms for the National Toxicology Program, 1980 - 1984.
- National Research Council Committee on Research Needs in Space Station Design, 1986 - 1987.
- National Research Council Panel on the Use of Pilot Performance Models in Computer-Aided Design Facility, 1986 - 1988.
- National Research Council Committee on Risk Perception and Communication, 1987 - 1989.
- National Research Council Ad Hoc Panel on Behavioral Science Contributions to AIDS, 1987.
- National Research Council Committee on Human Dimensions of Global Environmental Change, 1989 - 1995.
- Institute of Medicine Committee on Substance Abuse & Mental Health Issues in AIDS Research, 1993 - 1995.
- National Research Council Commission on Behavioral and Social Science and Education, 1994 - 2000.
- National Research Council Committee on Criteria for Federal Support of R&D, 1994 - 1996.
- Institute of Medicine Committee on Environmental Justice, 1996 - 1999.
- National Research Council/Institute of Medicine Forum on Adolescence, 1997-2000 (liaison member).
- Institute of Medicine Committee on the National Institutes of Health Research Prioritization Process, 1998.
- Institute of Medicine Board on Health Promotion and Disease Prevention, 1998-2001.
- National Research Council Committee on Grand Challenges in Environmental Sciences, 1998-2000.
- National Research Council Steering Committee for the Workshop on Work-Related Musculoskeletal Disorders, 1998.
- Institute of Medicine Roundtable on Environmental Health Science and Research, 1998-present.
- National Research Council Panel on Musculoskeletal Disorders in the Workplace, 1999-2001.
- National Research Council Committee on Future Directions for Social and Behavioral Sciences Research at the National Institutes of Health, 1999-2001.
- Institute of Medicine Committee on Adolescent Risk and Vulnerability, Co-Chair, 2000-2001.
- Institute of Medicine Committee on Adolescent Health and Development, 2001-2003 (liaison).
- National Research Council Roundtable Social and Behavioral Sciences on Terrorism, 2002-2004.

- Member, Department of Homeland Security Science and Technology Advisory Committee, 2004-present
- Member, World Federation of Scientists, Permanent Monitoring Panel on Terrorism, 2004-present.
- Member, European Food Safety Agency, Risk Communication Advisory Committee, 2004-2008.
- Member, Department of Homeland Security Partners Program. 2005-2007.
- Member, Social Responses to Avian Flu Planning Group (PanDefense), 2005-2006.
- Member. Israel Environmental Health Fund Advisory Committee, 2006-present.
- Member. Heritage Foundation, Science and Engineering for National Security Advisory Board, 2006-present.
- Associate, National Intelligence Council Global Expertise Reserve Program, 2006-2008; Department of State Bureau of Intelligence and Research Global Expertise Program, 2008-present.
- Member, Pittsburgh Mind Body Center, 2006-present.
- Co-Chair, Centers for Disease Control and Prevention, Expert Panel on Decision Making and Risk Perception in Diabetes Prevention, 2007.
- Member, Intangible Asset Finance Society, Council, 2007-present
- Chair, Food and Drug Administration Risk Communication Advisory Committee, 2007-present.

Doctoral Students (Chair)

Harriet Shaklee, "Discounting in causal attribution," 1979. University of Idaho.

Marilyn J. Quadrel, "Elicitation of adolescents' risk perceptions: Qualitative and quantitative dimensions," 1990. Battelle Pacific Northwest Laboratories.

Cynthia J. Atman, "Network structures as a foundation for risk communication: An investigation of structure and format differences," 1990. University of Washington.

Ann H. Bostrom, "A mental models approach to exploring perceptions of hazardous processes," 1990. University of Washington.

Jon Merz, "Toward a standard of disclosure for medical informed consent: Development and demonstration of a decision-analytic methodology," 1991. University of Pennsylvania.

Michael Maharik, "Public perceptions of the risks of an unfamiliar technology: The case of using nuclear energy sources for space missions," 1992. Israel Atomic Energy Commission.

Marek J. Druzdzel, "Probabilistic reasoning in decision support systems: From computation to common sense," 1992. University of Pittsburgh.

Laurel Austin, "Consumer insurance decisions: Empirical analysis of four real-world decisions," 1996. University of Copenhagen and Decision Partners.

Sharon A. Jones, "A methodology for evaluating the usefulness of global-change information for long-term decision making: A case study of fisheries management in the Pacific Northwest," 1996. Lehigh University.

Karen Jenni, "Attributes for risk evaluation," 1997. Independent consultant, Denver, CO.

Donna Riley, "Human factors in exposure analysis for consumer paint-stripper use," 1998. Smith College.

Stephanie Byram, "Breast cancer and mammogram screening: Mental models and quantitative assessments of belief," 1998. Deceased.

Wändi Bruine de Bruin, "People's understanding of probability: "It's a fifty-fifty chance," 1998. Carnegie Mellon University.

Shane Frederick, "Discounting, time preference, and identify," 1999. Massachusetts Institute of Technology, Sloan School of Management.

Hiroshi Hayakawa, "Insurance buying behavior and risk management: A cross-national perspective." 2000. McKinsey & Co.-Japan.

Andrew Parker. "An individual-differences measure of decision-making competence," 2000. RAND Corporation.

Ned Welch. "The role of immediate affect in risky decision making." 2001. McKinsey & Co.

Dan Kovacs. "Risk communication, for individuals and communities." 2003. Decision Partners.

Umit Guvenc. "A scenario-based integrated risk assessment and risk communication methodology for a new biomedical technology: A case study in xenotransplantation." 2005. Bristol Myer Squibb.

Matthew Dombroski. "A framework for risk assessment of radiological dispersion device (RDD) events Integrating physical dispersion and behavioral response models." 2005. Lawrence Livermore National Laboratory.

Sara Eggers. "Behaviorally realistic standards for the adequacy of product communications." 2005. Decision Partners & Veterans Administration Center for Health Equity Research and Policy.

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