

## William L. D. Krenzer, Ph.D.

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### Academic Appointment

#### Duke University | Science & Society, Durham, NC

*Postdoctoral Associate, Science, Law, and Policy (SLAP) Lab* 2018 – present

- Lab Manager/Project Coordinator for the SLAP Lab; Oversee the design, implementation, and analysis of qualitative and quantitative research projects investigating the intersection of science/technology and law/policy.

*Project Leader, Duke University | Bass Connections*

2018 – present

- Project Leader for the Bass Connections project *Consumer EEG, Mental & Emotional States, Privacy and the Brain*; Oversee the design, implementation, and analysis of qualitative and quantitative data investigating the use of consumer-based EEG devices in different settings.

### Education

#### DePaul University, Chicago, IL

*Ph.D. in Psychology (Psychological Science), College of Science and Health, 2018*

- Dissertation: *Assessing the Experience of Awe: Validation of the Situational Awe Scale*, Committee: Kimberly Quinn (Advisor), Sheila Krogh-Jespersen, Verena Graupmann, Leah Bryant, and Elizabeth Millan

#### San Francisco State University, San Francisco, CA

*M.A. in Psychology, Mind, Brain, & Behavior (Psychology), 2014*

- Thesis: *Brainwave Responses to Picture Identification*

*B.A. in Psychology, Psychology, 2012*

- Magna Cum Laude

#### Diablo Valley College, Pleasant Hill, CA

*A.S. in Culinary Arts, 2010*

*A.A. in Transfer Studies, 2010*

*Certificate of Completion, 2008*

- Culinary Arts
- Baking & Pastry
- Hotel & Restaurant Management

### Publications

**Krenzer, W. L. D., & Quinn, K. A.** (*Under Review*). Assessing the experience of awe: Validating the situational awe scale. *Journal of Personality and Social Psychology: Personality Processes and Individual Differences*.

Price, C. A., Greenslit, J., Quinn, K. A., Krogh-Jespersen, S., Appelbaum, **Krenzer, W. L. D., & Ibtasar, X.** (*Under Review*). A nice shock: Awe and epistemology in a science museum. *Journal of Learning Science*.

**Krenzer, W. L. D., & Splan, E. D.** (2018). Evaluating the heat-aggression hypothesis: The role of temporal and social factors in predicting baseball related aggression. *Aggressive Behavior*, 44 (1), 83 – 85.

### Talks

- Krenzer, W. L. D., & Quinn, K. A. (2018).** *Assessing the Experience of Awe*. Paper will be presented at the weekly Social Psychology Brown Bag, Psychology & Neuroscience Department, Duke University, Durham, NC.
- Krenzer, W. L. D., Quinn, K., Krogh-Jespersen, S., Price, A., & Greenslit, J. (2018).** *Awe within the Museum: Prior knowledge heightens the experience*. Paper will be presented at the annual meeting of the Society for Southeastern Social Psychologists, Raleigh, NC.
- Krenzer, W. L. D., Quinn, K., Krogh-Jespersen, S., Price, A., & Greenslit, J. (2018).** *Awe at the Museum: Prior knowledge heightens the experience*. Paper to be presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Krenzer, W. L. D., & Quinn, K. (2017).** *The Cheerleader Effect: Do people look more attractive in groups?* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Krenzer, W. L. D., Niblett, S., Geisler, M., & Ben-Zeev, A. (2013).** *When an educated Black man becomes lighter in the mind's eye: A social cognitive neuroscience framework for investigating race categorization*. Presentation at Social and Mind, Brain, & Behavior Brown Bag, Psychology Department, San Francisco State University, San Francisco, CA.

### Presentations

- Brummel, E. S., Bleiweiss, K., Kwong, L., Morrell, W., **Krenzer, W. L. D.**, & Farahany, N. A. (2019). *“Don’t Make Me Your Sex Machine”: Individuals Judgments on Their Right to Likeness*. Poster to be presented at the annual meeting of the Society of Personality and Social Psychology Conference, Portland, OR.
- Krenzer, W. L. D. & Splan, E. D. (2019).** *Going, Going, Gone: Distance and Aggression in Major League Baseball*. Poster to be presented at the annual meeting of the Society of Personality and Social Psychology Conference, Portland, OR.
- Nguyen, C. T., **Krenzer, W. L. D.**, Cole, C. E., Price, A., Greenslit, J., Quinn, K. A., & Krogh-Jespersen, S. (2018). *Architecture is Awe-Some: Eye-tracking and Awe in a Museum Environment*. Poster presented at the annual meeting of the Midwestern Psychological Association’s Conference, Chicago, IL.
- Krenzer, W. L. D., Quinn, K. A., Krogh-Jespersen, S., Price, A., & Greenslit, J. (2018).** *Exploring “The marvelous structure of reality”: Awe in a museum setting*. Poster presented at the annual meeting of the Society of Personality and Social Psychology Conference, Atlanta, GA.
- Mosher, E. K., **Krenzer, W. L. D.**, & Quinn, K. A. (2017). *The cognitive benefits of interacting with nature: A replication*. Poster presented at the annual meeting of the Midwestern Psychological Association's Conference, Chicago, IL.
- Krenzer, W. L. D., Gomez, P., & Quinn, K. A. (2017).** *The Cheerleader Effect: Replication and extension*. Poster presented at the annual meeting of the Society for Personality and Social Psychology Conference, San Antonio, TX.
- Quinn, K. A., & **Krenzer, W. L. D. (2017).** *Measuring awe: Exploratory factor analysis and preliminary validation*. Poster presented at the annual meeting of the Society for Personality and Social Psychology Conference, San Antonio, TX.

- Krenzer, W. L. D.,** Pedrós, E.D., Gomez, P., & Perea, M. (2016). *The effect training has on the Flanker Task: Analyses via Delta Plots*. Poster presented at the annual meeting of the Psychonomic Society Conference, Boston, MA.
- Krenzer, W. L. D.,** Pfeifer, K., Lujan, C., Ben-Zeev, A., & Geisler, M (2015). *Male facial stimuli evoke greater N170 amplitudes in different cortical regions for either female or male participants*. Poster presented at the annual meeting of the Cognitive Neuroscience Society Conference, San Francisco, CA.
- Krenzer, W. L. D.,** Lujan, C., Pfeifer, K., Ben-Zeev, A., & Geisler, M. (2014). *Person perception and category levels: How the brain processes males and females differently*. Poster presented at the annual College of Science and Engineering Graduate Showcase, San Francisco State University, San Francisco, CA.
- Krenzer, W. L. D.,** Lujan, C., Pfeifer, K., Ben-Zeev, A., & Geisler, M. (2014). *Event-related potentials to the categorization of gender at the basic and subordinate level*. Poster presented at the annual meeting of the Cognitive Neuroscience Society Conference, Boston, MA.
- Krenzer, W. L. D.,** Splan, E., Geisler, M., & Ben-Zeev, A. (2014). *"Feminism is the radical notion that women are people": A social cognitive neuroscience framework for investigating gender categorization and individuation*. Poster presented at the annual meeting of the Society for Personality and Social Psychology Conference, Austin, TX.
- Krenzer, W. L. D.,** Splan, E., Ben-Zeev, A., & Geisler, M. (2013). *Event-related potentials and gender category levels*. Poster presented at the annual College of Science and Engineering Graduate Showcase, San Francisco State University, San Francisco, CA.
- Splan, E., Niblett, S., **Krenzer, W. L. D.,** Hibberd, P., Mendoza, M., Geisler, M., & Ben-Zeev, A. (2013). *The influence of stereotypes on person perception*. Poster presented at the annual College of Science and Engineering Graduate Showcase, San Francisco State University, San Francisco, CA.
- Goodrich, R., Niblett, S., **Krenzer, W. L. D.,** Ben-Zeev, A., & Geisler, M. (2013). *Cross-sex vs. Own-sex face perception modulates early attentional ERPs*. Poster presented at the annual meeting of the Cognitive Neuroscience Society Conference, San Francisco, CA.
- Duggan, E., Scharnetzki, L., **Krenzer, W. L. D.,** & Ben-Zeev, A. (2012). *When ignorance is bliss: Knowledge of stereotype threat heightens endorsement of general essentialism*. Poster presented at the annual College of Science and Engineering Student Project Showcase, San Francisco State University. San Francisco, CA.
- Kolarik, B., Dennehy, T., Samaha, J., Goodrich, R., **Krenzer, W. L. D.,** Ben-Zeev, A., & Geisler, M. (2012). *P300 amplitude as an index of memory distortions for skin tone*. Poster presented at the annual College of Science and Engineering Student Project Showcase, San Francisco State University, San Francisco, CA.
- Krenzer, W. L. D.,** Duggan, E., Scharnetzki, L., & Ben-Zeev, A. (2012). *Ignorance and bliss: How knowledge of stereotype threat heightens ones endorsement of general essentialism*. Poster presented at University of California, Berkeley's Third Annual Psychology Undergraduate Research Conference, Berkeley, CA.

### Research Experience

**Graduate Researcher,** The Children's Understanding & Behavior Lab, DePaul University (09/2016 – 2018)

Director: Dr. Sheila Krogh-Jespersen

- Collected and analyzed mobile eye tracking data from the Museum of Science and Industry using Tobii software
- Assisted in design, conducting, and analyzing eye tracking studies investigating the role of nature on one's well-being

**Lab Manager & Graduate Researcher**, DePaul University Social Cognition Lab, DePaul University  
(07/2014–2018)

Director: Dr. Kimberly Quinn

- Designed and currently conducting behavioral and ERP studies to investigate social categorization and individuation of faces
- Facilitate and lead weekly lab meetings discussing the lab's current projects

**Graduate Research Assistant**, Neurophysiology Laboratory, DePaul University  
(08/2014–2017)

Director: Dr. Joseph Mikels

- Assisted in the training of undergraduate- and graduate-students in designing and running experimental studies.
- Assisted undergraduate- and graduate-students with analyzing and interpreting Event-related potentials (ERPs) from different types of studies that were conducted.

**Lab Manager & Graduate Researcher**, Cognitive Psychophysiology Lab, San Francisco State University  
(08/2012–06/2014)

Director: Dr. Mark Geisler

- Facilitated and lead weekly lab meetings
- Interviewed and train new research assistants on the proper use of the EEG equipment
- Designed and conducted an ERP study to investigate gender and race categorization

**Graduate Researcher**, Cognition and Social Equity Lab (*was Complex Cognition Lab*), San Francisco State University  
(08/2012–06/2014)

Director: Dr. Avi Ben-Zeev

- Designed and conducted a study to investigate the influence of music on recollection of racial groups
- Attended and actively participated in weekly lab meetings discussing lab projects

**Research Assistant**, Cognitive Psychophysiology Lab, San Francisco State University  
(01/2012–06/2012)

Director: Dr. Mark Geisler

- *Face Categorization Project* – Assisted with data collection in this ERP study; applied electrodes to the face and skull of participants; analyzed using Acqknowledge 4.0
- *Memory Distortion of Skin Tone Project* – Analyzed data using Acqknowledge 4.0

**Research Assistant**, Cognition and Social Equity Lab (*was Complex Cognition Lab*), San Francisco State University  
(06/2011–06/2012)

Director: Dr. Avi Ben-Zeev

- *Face Memorization Project* – Assisted with stimulus collection; data collection; analysis of survey data collected
- *Essentialism Project* – Assisted as a confederate for the project throughout data collection

### Teaching Preparation

**Graduate Teaching Fellow Training** (Summer 2017) – Training with the Associate Chair of the Psychology Department on key concepts for facilitating a course at DePaul University.

**Seminar in Teaching Psychology** (PSY 550; Winter – Autumn 2015) – A three-term seminar in which we learned the fundamentals of designing a syllabus, constructing lectures, utilizing campus resources, and conducting oneself professionally in a classroom environment.

### **Teaching**

**Statistics I** (PSY 240) – Graduate Teaching Fellow (Instructor of Record)  
(Winter 2018)

- Designed course syllabus, created and presented weekly lectures, created and graded exams to test the abilities of the students within the realm of statistics.

**Statistics I** (PSY 240) – Graduate Teaching Fellow (Instructor of Record)  
(Autumn 2017)

- Designed course syllabus, created and presented weekly lectures, created and graded exams to test the abilities of the students within the realm of statistics.

**Statistics II** (PSY 340) – Teaching Assistant to Daniel R. Abben, M.S., M.A.  
(Winter 2017)

- Attended classes, lead study sessions, and assisted with teaching objectives.

**Statistics II** (PSY 340) – Teaching Assistant to Dr. Jennifer Zimmerman  
(Winter 2016)

- Graded exams, weekly homework, and final research papers.

**Statistics I** (PSY 240) – Teaching Assistant to Dr. Jennifer Zimmerman  
(Fall 2015)

- Graded exams, weekly homework, and final research papers.

**Physiological Psychology II** (PSY 582) – Teaching Assistant to Dr. Mark Geisler  
(Spring 2014)

- Held office-tutoring hours, organized and conducted review sessions; graded exams, weekly homework, and final research papers

**Psychological Statistics** (PSY 371) – Graduate Teaching Assistant to Dr. Avi Ben-Zeev  
(Fall 2013)

- Provided classroom instruction, lead weekly laboratory sessions for three different sections, made in class assignments for students, prepared learning materials, administered exams, tutored students, calculated grades, and other work as assigned.

**Physiological Psychology II** (PSY 582) – Teaching Assistant to Dr. Mark Geisler  
(Spring 2013)

- Held office-tutoring hours; organized and conducted review sessions; graded exams, weekly homework, and final research papers

**Introduction into Psychology Research** (PSY 400) – Teaching Assistant to Dr. Avi Ben-Zeev (Winter 2013)

- Held office-tutoring hours; organized and conducted group project review sessions; provided in-class SPSS training for students; graded exams, daily article reviews, and final research papers

**Perception (PSY 492)** – Teaching Assistant to Dr. Mark Geisler  
(Spring 2012)

- Held office-tutoring hours; organized and conducted review sessions; graded exams

**Physiological Psychology II (PSY 582)** – Teaching Assistant to Dr. Mark Geisler  
(Spring 2012)

- Held office-tutoring hours; organized and conducted review sessions; graded exams, weekly homework, and final research papers

### **Informal Teaching & Mentorship**

#### **DePaul University**

- *Museums and Awe*: Trained undergraduate students (2) and graduate students (2) in how to analyze eye-tracking data through Tobii software.
- *Campus Awe*: Trained an undergraduate student in the proper procedures of conducting and analyzing eye-tracking data through Tobii software.
- *Berman Replication*: Mentored an undergraduate student in designing, conducting, and analyzing a reaction time study within the DePaul University Social Cognition Lab. This project was funded by the College of Science and Health at DePaul University.
- *Cheerleader Effect*: Trained graduate (2) and undergraduate (3) students in the proper procedures of conducting in lab reaction time studies within the DePaul University Social Cognition Lab.
- Mentored graduate students (3) in the proper procedures of designing, conducting, and analyzing their event-related potential research projects within the Neurophysiology Laboratory.

#### **San Francisco State University**

- Mentored graduate students (5) in the proper procedures of designing, conducting, and analyzing their event-related potential research projects within the Cognitive Psychophysiology Laboratory.
- *Music and Faces*: Mentored undergraduate research assistants (2) in the proper procedures of conducting and analyzing reaction time data within the Cognition and Social Equity Lab (*was Complex Cognition Lab*).
- Interviewed and mentored new undergraduate research assistants (6) in the proper procedures of conducting and analyzing event-related potential data within the Cognitive Psychophysiology Laboratory.

### **Honors and Awards**

- *Doctoral Research Fellowship* – Awarded \$8,300 from the Psychology department within College of Science and Health at DePaul University in support of conducting research in regards to my final dissertation; Spring 2018.
- *Graduate Research Fund* – Awarded \$500 from the College of Science and Health at DePaul University to support travel to the annual Society of Personality and Social Psychology Conference in Atlanta, GA. Chicago, IL, Winter 2018.
- *Doctoral Student Research Project – Mini-Grant* – Awarded \$3,125 from DePaul University's Psychology Department for conducting research titled *Measuring and Evaluating the Effects of Awe*. Chicago, IL; 2017 – 2018.

- *Doctoral & Undergraduate Opportunities for Scholarships* – Awarded \$750 from DePaul University’s Psychology Department within College of Science and Health for blending the energy and skills of doctoral and undergraduate students in conducting a research project. Chicago, IL; 2016 – 2017.
- *Doctoral Student Research Project – Mini-Grant* – Awarded \$4,000 from DePaul University’s Psychology Department for conducting research titled *Awe, Nature, and Well-being*. Chicago, IL; 2016 – 2017.
- *Graduate Research Fund* – Awarded \$500 from the College of Science and Health at DePaul University to support travel to the annual Cognitive Neuroscience Society conference in San Francisco, CA. Chicago, IL; Spring 2015.

### **Research Skills**

- Proficient in SPSS (v 25), R/R-Studio, AcqKnowledge (v 4.2), Superlab (4.5), SurveyMonkey, Qualtrics, E-Prime, MediaLab, Direct RT, and DMDX
- Extensive experience with Biopac MP150 and MP36 Electrophysiology Units
- Experience with psychophysiological equipment
- Experience with training others to use psychophysiological equipment
- Experience with Tobii eye tracking software
- Experience with Emotiv Insight EEG equipment
- Adobe Photoshop for stimulus preparation

### **Professional Service: *Internal***

- Psychological Sciences Graduate Student representative at the Psychology Departmental Meetings, DePaul University 2016 – 2017.
- Facilitated the organization of the Pre-Psychonomics Word Recognition Conference 2015 in Chicago, IL
- EEG/ERP Training of Graduate Students within the Psychological Science program at DePaul University

### **Professional Service: *External***

- Graduate Poster Reviewer, *Society for Personal and Social Psychology*, 2017
- *Ad hoc reviewer*: Journal of Experimental Psychology: Applied, PLoS one, Personality and Social Psychology Bulletin