

LINDA J. DEMAINE, J.D., PH.D.

Arizona State University Sandra Day O'Connor College of Law
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PRIMARY RESEARCH AND TEACHING INTERESTS

- ◆ Empirical analysis of law, legal procedure, and legal decision making
- ◆ Application of psychological and legal perspectives to social issues
- ◆ Ethical, legal, and social issues deriving from advances in technology
- ◆ Information campaigns and persuasion

EDUCATION

ARIZONA STATE UNIVERSITY, *Ph.D., Social Psychology, 1999*
National Science Foundation Graduate Fellow
Arizona Regents Graduate Academic Scholar

UNIVERSITY OF ARIZONA COLLEGE OF LAW, *J.D., 1993*
Articles Editor, *Arizona Law Review*
Dean's List five of six semesters

ARIZONA STATE UNIVERSITY, *B.A. summa cum laude, Psychology, 1990*
Phi Beta Kappa Honor Society
Phi Kappa Phi Honor Society
Psi Chi Psychology Honor Society
Arizona Regents Undergraduate Academic Scholar

PROFESSIONAL EXPERIENCE

ARIZONA STATE UNIVERSITY COLLEGE OF LAW

Professor of Law, 2008 - present

Affiliate Professor of Psychology, 2004 - present

Founder and Director, Law and Psychology Graduate Program, 2005 - present

Associate Professor of Law, 2004 - 2008

Courses Taught: Torts, Cults and Alternative Religions, Law and Psychology: Theory and Methodology, Mental Health Law, Law and Psychology of Advertising

UNIVERSITY OF HAWAI'I SCHOOL OF LAW

Visiting Scholar, June - Aug. 2006 and July 2008

AMERICAN PSYCHOLOGICAL ASSOCIATION SCIENCE POLICY FELLOWSHIP, WASHINGTON, DC

Fellow, Sept. 2003 - Aug. 2004, Central Intelligence Agency, Behavioral Sciences Unit

Researched and advised the Agency on cross-cultural social influence, the formation and change of fundamental beliefs and attitudes, and the psychology of self-sacrifice; reviewed research proposals and commented on current projects.

AMERICAN PSYCHOLOGICAL ASSOCIATION CONGRESSIONAL FELLOWSHIP, WASHINGTON, DC
Fellow, Sept. 2002 - Aug. 2003, Senate Judiciary Committee
Advised on legislation relating to unsolicited bulk email, toxic torts, and other issues; conducted FBI and DOJ oversight; performed background investigations on judicial nominees.

RAND, SANTA MONICA, CA

Associate Policy Analyst, Jan. 2000 - Sept. 2002, Consultant, Sept. 2002 - present

Led and participated in research projects on a variety of issues, including the following:

- ◆ The issuance of patents on genes and other slightly modified products of nature
- ◆ Science-based substance abuse prevention in elementary and secondary schools
- ◆ Binding arbitration clauses in consumer contracts
- ◆ The law and psychology of deception in defense of national computer systems
- ◆ The use of the military for domestic civil law enforcement (Posse Comitatus Act)
- ◆ International reproductive rights and national population policies and laws
- ◆ Deceptive advertising
- ◆ Direct-to-consumer advertising of prescription drugs

Summer Associate, May - Aug. 1997

Health Program

Designed experiments to test the impact of improved data on consumers' choice of health care plan; examined legal, political, ethical, and technical concerns associated with providing decision support to individuals selecting a health plan.

Summer Associate, May - Aug. 1996

Institute for Civil Justice

Investigated the legal and psychological aspects of internal grievance procedures available to members of California's largest HMOs.

ARIZONA STATE UNIVERSITY, DEPARTMENT OF PSYCHOLOGY, TEMPE, AZ

Teaching Assistant, Social Psychology, Jan. - July 1995

Laboratory Instructor, Research Methods, Aug. - Dec. 1994

PUBLICATIONS

Navigating Policy by the Stars: The Influence of Celebrity Entertainers on Federal Lawmaking,
VA. J. L. & POL. (forthcoming 2009)

In Search of an Anti-Elephant: Confronting the Human Inability to Forget Inadmissible Evidence, 16 GEORGE MASON L. REV. 99 (2008)

"Playing Doctor" with the Patient's Spouse: Alternative Conceptions of Health Professional Liability, 14 VA. J. SOC. POL'Y & L. 308 (2007)

THE CIVIL-MILITARY GAP IN THE UNITED STATES (RAND Corp. 2007) (with Thomas S. Szayna, Kevin F. McCarthy, Jerry M. Sollinger, Jefferson P. Marquis & Brett Steele)

Process Dangers of Military Involvement in Civil Law Enforcement: Rectifying the Posse Comitatus Act, 9 NYU J. LEGIS. & PUB. POL'Y 167 (2006) (with Brian Rosen)

Managing Social Norms for Persuasive Impact, 1 SOC. INFLUENCE 3 (2006) (with Robert Cialdini, Brad Sagarin, Daniel Barrett, Kelton Rhoads & Patricia Winter)

"Volunteering" to Arbitrate Through Pre-Dispute Arbitration Clauses: The Average Consumer's Experience, 67 DUKE J.L. & CONTEMP. PROBS. 55 (2004) (with Deborah Hensler)

Natural Substances and Patentable Inventions, 300 SCIENCE 1375 (2003) (with Aaron X. Fellmeth)

Reinventing the Double Helix: A Novel and Nonobvious Reconceptualization of the Biotechnology Patent, 55 STANFORD L. REV. 303 (2002) (with Aaron X. Fellmeth)

When Saying Yes Leads to Saying No: Preference for Consistency and the Reverse Foot-in-the-Door Effect, 27 PERSONALITY & SOC. PSYCHOL. BULL. 859 (2001) (with Rosanna E. Guadagno, Terrilee Asher & Robert Cialdini)

WORKS IN PROGRESS

Deceptive Imagery in Advertising: A Virtual Evasion of Commercial Speech Regulation

The Poison Parasite Defense: Instilling Persistent Resistance to Persuasion (invited resubmission to J. PERSONALITY & SOC. PSYCHOL.) (with Robert Cialdini, Daniel Barrett, Petia Petrova, Brad Sagarin & Kelton Rhoads)

Celebrity Entertainers on the International Stage

Discontinuity in the Purpose and Practice of Medical Informed Consent: The Case of Physician Characteristics

EDITORIAL ACTIVITIES

Founding Series Editor, NYU PRESS PSYCHOLOGY OF LAW BOOK SERIES, 2005 - present

LECTURES, WORKSHOPS & COLLOQUIA

The Undue Influence Doctrine, International Cultic Studies Association Annual Convention, New York, NY (July 2010)

Law and Memory Workshop. MacArthur Program in Neuroscience and the Law-University of Arizona Mind, Brain and Society Program, Tucson, AZ (Jan. 2010)

Celebrity Entertainers as Societal Power Equalizers, Law and Society Association Annual Meeting, Denver, CO (May 2009)

Crafting Effective Instructions to Disregard, Pima County Public Defender Office, Tucson, AZ (May 2009)

Science-Based Persuasion for Leaders in Education, American Psychological Association Education Leadership Conference, Washington, DC (Sept. 2008)

Discussant of Feldman, Y. & Tyler, T., *Mandated Justice: The Potential Promise and Possible Pitfalls of Mandating Procedural Justice*. Third Annual Conference on Empirical Legal Studies, Cornell Law School, Ithaca, NY (Sept. 2008)

Law and Psychology Workshop. Washington University School of Law, St. Louis, MO (Apr. 2008)

The Role of Physician Characteristics in the Medical Care Informed Consent Doctrine. American Psychology-Law Society Conference, Jacksonville, FL (Mar. 2008)

Inadmissible Evidence and Instructions to Disregard. Council of 100, Arizona State University College of Law (Feb. 2008)

Adventures in Advocacy: Training the Civic Scientist. American Psychological Association Science Directorate and Board of Scientific Affairs Science Leadership Conference, Washington, DC (Oct. 2007)

Psychology's Role in Educating Other Professions. American Psychological Association Education Leadership Conference, Washington, DC (Sept. 2007)

Law and Policy of Cults and Alternative Religions. Panel Chair, International Cultic Studies Association Annual Convention, Brussels, Belgium (June 2007)

Storytelling as an Instructional Method: In Search of Theoretical and Empirical Foundations. Workshop Participant, Air Force Research Laboratory, Mesa, AZ (Nov. 2006)

Pride or Prejudice: Indian Mascots and Imagery in the United States. Panel Moderator, Arizona State University Sandra Day O'Connor College of Law (Oct. 2006)

Abnormal Brains and Criminal Responsibility: Implications of Neuroscience for Criminal Culpability and Sentencing. Panel Moderator, Arizona State University College of Law (Apr. 2005)

Commentator on Dann, B. M., Hans, V. P., & Kaye, D. H.'s: *Testing the Effects of Selected Jury Trial Innovations on Juror Comprehension of Contested mtDNA Evidence*. Sixth International Conference on Forensic Statistics, Arizona State University College of Law (Mar. 2005)

Psychology at the CIA. American Psychological Association Annual Convention, Honolulu, Hawai'i (Aug. 2004)

Increasing Psychologists' Influence on Congressional Decision Making. American Psychological Association Annual Convention, Toronto, Ontario, Canada (Aug. 2003)

Reinventing the Double Helix: A Novel and Nonobvious Reconceptualization of the Biotechnology Patent. Next Generation of Leaders in Science and Technology Policy Symposium, Washington, DC (Nov. 2002) (with Aaron X. Fellmeth)

Only Another Forum?: Substituting Arbitration for the Courthouse in Consumer Disputes. Coming Crisis in Mandatory Arbitration: New Perspectives and Possibilities Symposium, Duke Law School (Oct. 2002)

The Psychology of Jury Decision-Making: Research on Punitive Damages. Institute for Civil Justice Insurance Advisory Council, RAND, Santa Monica, CA (Aug. 2000)

The U.S. Substance Abuse Prevention Environment: An Analysis of the Mechanisms and Drivers for Drug Prevention Funding and Decision Making. BEST Foundation; Conrad N. Hilton Foundation. Los Angeles, CA (May 2000) (with Robin Meili & Phyllis Ellickson)

Counteradvertising as a Form of Prevention Intervention. Arizona State University Prevention and Intervention Research Center (Sept. 1999) (with Robert Cialdini & Daniel Barrett)

"The Virus Thus Implanted in the Minds of the Jury is not so Easily Extracted": Inadmissible Evidence and the Traditional Instruction to Disregard. RAND, Santa Monica, CA (May 1999)

Consumer Decision Making and Computerized Decision Support in the Context of Health Plan Selection. RAND, Santa Monica, CA (Aug. 1997)

Member Grievance Procedures in California's Largest Health Maintenance Organizations. RAND, Santa Monica, CA (Aug. 1996)

UNIVERSITY AND COMMUNITY SERVICE

- ◆ Judicial College of Arizona, Member, 2010 - 2012
- ◆ ASU Leadership Development Initiative, Participant, 2009 - present
- ◆ ASU President's Academic Council, Member, 2009 - 2012
- ◆ ASU Law and Psychology Graduate Program, Founder and Director, 2005 - present
- ◆ ASU College of Law, Curriculum Committee, Chair, 2008 - 2009
- ◆ ASU College of Law Student Externship Program, Student Supervisor, 2005 - 2009
- ◆ ASU College of Law Ad Hoc Committee on Academic Excellence, Member, 2006 - 2007
- ◆ ASU College of Law, Appointments Committee, Member, 2005 - 2007
- ◆ ASU Graduate Council, College of Law Delegate, 2004 - 2006
- ◆ ASU College of Law, Admissions Committee, Member, 2004 - 2005

PROFESSIONAL AFFILIATIONS

- ◆ American Bar Association
- ◆ American Psychological Association
 - Division 8 – Society of Personality and Social Psychology
 - Division 9 – Society for the Psychological Study of Social Issues
 - Division 41 – American Psychology-Law Society
 - *Ad Hoc* Reviewer, AP-LS Annual Conference
- ◆ American Psychological Society
- ◆ Society for Empirical Legal Studies
- ◆ Arizona Bar, Admitted Oct. 1993, No. 015027

MISCELLANEOUS

U.S. Government, Top Secret Clearance, Aug. 2004 - present