

Chris C. Martin

248 Merrimac Trl., Apt. D
Williamsburg, VA 23185

404-304-4546 | chris.martin.e@gmail.com
<http://wmpeople.wm.edu/site/page/ccmartin>

EDUCATION

College of William and Mary, Williamsburg, VA

M.A. in Experimental Psychology, Anticipated Graduation: 2012.

Thesis Advisor: Todd Thrash

Georgia Institute of Technology, Atlanta, GA

M.S. in Human-Computer Interaction, 2000.

Thesis Advisors: John Stasko, Mark Guzdial

Davidson College, Davidson, NC

B.A. *cum laude* in Psychology with a Minor in Music, 1999.

Thesis Advisor: Margaret Munger

Fergusson College, Pune, India

Higher Secondary Certificate, 1995.

PUBLICATIONS

Thrash, T. M., & Martin, C. C. (under contract). Meaning from inspiration. In C. Routledge & J. A. Hicks (Eds.), *The experience of meaning in life: Classical perspectives, emerging themes, and controversies*. New York: Springer.

Thrash, T. M., Maruskin, L. A., & Martin, C. C. (2012). Implicit-explicit motive congruence. In R. M. Ryan (Ed.), *Oxford handbook of motivation*. New York: Oxford University Press.

Mitchell, A., Voids, S. A., Paradise, J., Martin, C. & Mynatt, E. D. (2000). *Ictus: A User-Centered System of Score Study for Semi-Novice Conductors*. Technical Report published by the Graphics, Visualization and Usability Center, Georgia Institute of Technology, Atlanta, GA.

PUBLICATIONS (IN PREPARATION)

Martin, C. C., Thrash, T. M., Maruskin, L. A., & Fuller, A. K. (2011). Causal obfuscation: Ten ways that causality may be obscured by lack of correlation. *To be submitted to American Psychologist*.

PRESENTATIONS

Chaired Symposia

Martin, C. C., & Thrash, T. M. (Symposium co-chair; August, 2012). *Toward a more rigorous explication of the relation between correlation and causality*. Symposium to be held at the annual convention of the American Psychological Association, Orlando, FL. Contributors include Christopher Hertzog, Richard S. Marken, Laura Maruskin, and Brittany Horth.

Talks

Martin, C. C., & Thrash, T. M. (2011, October). *Does human inspiration travel through the written word?* Presentation at Psychology Department Colloquium at the College of William & Mary, Williamsburg, VA.

- Martin, C. C., Thrash, T. M., & Fuller, A. K. (2011, March). *Can motive congruence be classified as normative, temporal or configural? The introduction of three concepts for precision and prediction*. Presentation at the Tenth Annual Graduate Research Symposium at the College of William & Mary, Williamsburg, VA.
- Martin, C. C., & Thrash, T. M. (2011, October). *Does human inspiration travel through the written word?* Presentation at Psychology Department Colloquium at the College of William & Mary, Williamsburg, VA.
- Martin, C. C., Thrash, T. M., & Fuller, A. K. (2011, March). *Can motive congruence be classified as normative, temporal or configural? The introduction of three concepts for precision and prediction*. Presentation at the Tenth Annual Graduate Research Symposium at the College of William & Mary, Williamsburg, VA.
- Martin, C. C., Thrash, T. M. & Maruskin, L. A. (2011, March). *Rethinking correlation and causality*. Presentation at Psychology Department Colloquium at the College of William & Mary, Williamsburg, VA.
- Steele, S., Navin, A. W., Weld, L., Srinivasan, I., Crawford, C. Y., Huebner, N., Ferguson, N., Osborne, M., Martin, C. C., et al. (2004, November). Internet speeds health communication in SARS response. Roundtable presented at the 132nd Annual Meeting of the American Public Health Association, Washington, D.C.

POSTERS

- Martin, C. C., Maruskin, L. A., & Thrash, T. M. (2012, January). *Inspiration in a writer predicts the chills in a reader*. Poster session presented at the 13th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA. Available at <http://bit.ly/wAICn7>
- Nezlek, J. B., & Martin, C. C. (2012, January). *Is generalized trust decreasing because of rising income inequality in the U.S.?* Poster session presented at the 13th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA. Available at <http://bit.ly/yrHcLA>
- Martin, C. C., Thrash, T. M., Maruskin, L. A., & Fuller, A. K. (2011, November). *Causal obfuscation: Ten ways that causality may be obscured by lack of correlation?* Poster session presented at the 33rd Annual Meeting of the Society of Southeastern Social Psychologists, Johnson City, TN. Available at <http://bit.ly/t1r5np>
- Martin, C. C., Maruskin, L. A., Cassidy, S. E., Fryer, J. W., & Thrash, T. M. (2011, January). *New methods and measures for the study of inspiration, creativity, and mechanics in the writing process*. Poster session presented at the New Methods and Measures Preconference in the 12th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX. Available at <http://bit.ly/tRj4mt>
- Nguyen-Dinh, P., Johnston, S. P., Xayavong, M. V., Griffith, K. S., Strausbaugh, L.J., Ferguson, N. E., Martin, C.C., & da Silva, A. J. (2004, November). *Using the internet to strengthen prevention, diagnosis, and treatment of malaria in the United States*. Poster session presented at the 53rd Annual Meeting of the American Society of Tropical Medicine and Hygiene, Miami, FL.

RESEARCH EXPERIENCE (GRADUATE)

Causal obfuscation: Ten ways that causality may be obscured by lack of correlation.

Theoretical paper, cataloging ways in which researchers may detect no correlation despite the operation of a causal process. Conducted literature review, authored manuscript, and presented poster at regional conference. Advisor: Todd M. Thrash.

Can motive congruence be classified as normative, temporal or configural?

Empirical study, comparing the utility of measuring implicit–explicit motive congruence across persons, across time, and across motive contents. Managed online surveys for data collection. Assisted with preliminary data analysis, and presented preliminary findings at regional conference. Advisor: Todd M. Thrash.

Is generalized trust decreasing because of rising income inequality in the U.S.?

Secondary data analysis, using longitudinal survey data to show the negative relationship between income inequality and generalized trust within the U.S. Conducted literature review and performed analyses of national social survey data. To be presented at SPSP in January 2012. Advisor: John B. Nezlek.

Poetry writing and the transmission of inspiration.

Empirical study, investigating whether creative inspiration can be transmitted via highly creative poems from one poet to another. Assisting with study design and online survey programming. To be conducted in Spring 2011. Advisor: Todd M. Thrash.

Income inequality estimates and attitudes toward race-based and income-based affirmative action.

Empirical study, investigating the accuracy of naïve estimates of income distribution among U.S. Blacks and U.S. Whites, and such estimates' impact on support for income-based and race-based affirmative action. Conducting literature review and designing study. To be conducted in Spring 2011. Advisor: John B. Nezlek.

Does power induce people to sacrifice performance for prestige?

Empirical study, investigating if power-primed people are more likely to forgo devices that improve their performance but impugn their competence. Conducted literature review and currently designing study. To be conducted in Spring 2011. Advisor: Joanna Schug.

RESEARCH EXPERIENCE (UNDERGRADUATE)

The use of color as a categorizing variable in computer menus.

Empirical study for undergraduate senior thesis. Planned and executed entire study.

Observational and physiological measures of defensive and supportive communication in same and mixed gender dyads.

Empirical study. Assisted with participant management, video recording and behavior coding.

TEACHING EXPERIENCE

Georgia Institute of Technology, Atlanta, GA

Teaching Assistant. CS 4750: Human Computer Interaction. Fall 1999, Fall 2000.

Teaching Assistant. CS 4000: Computerization in Society. Spring 2000.

College of William and Mary, Williamsburg, VA

Teaching Assistant, PSYC 412: Research in Personality. Fall 2011.

Teaching Assistant, PSYC 202: Introduction to Psychology as a Social Science. Spring 2011.

Teaching Assistant, PSYC 201: Introduction to Psychology as a Natural Science. Fall 2010.

ACADEMIC HONORS

- Student Activities Conference Travel Award. 2011.
- Psychology Department Conference Travel Award. 2011.
- Teaching Assistantship. Sole awardee upon admission. Georgia Institute of Technology. 1999-2000.
- Letter of Commendation from Psychology Faculty. Davidson College. 1999.
- Friends of the Arts Music Scholarship. Davidson College. 1996-1999.
- Samuel H. Bell Merit Scholarship (\$10,000). Davidson College. 1996-1999.
- Alumni Grant (\$81,000). Davidson College. 1995-1999.
- German Pedagogical Exchange Service (Pädagogischer Austauschdienst) Travel Award. 1994.

ACADEMIC SERVICE

- Faculty Committee on Graduate Studies for Arts and Sciences, College of William and Mary. 2011-12: Graduate Student Representative.
- Graduate Student Association for Arts and Sciences, College of William and Mary. 2011-12: President; 2010-11: Psychology department representative
- Graduate Council, College of William and Mary. 2011-2012: Vice-President.
- Graduate Student Senate, Georgia Institute of Technology. College of Computing Senator. 1999-2000
- Psychology Club, Davidson College. 1998-99. President.
- Faculty Educational Policy Committee, Davidson College. 1996-98. Student Representative.

GRANTS

- APA Basic Psychological Research Grant (APA). 2011. Pending.
- Psi Chi Graduate Research Grant. 2011. Pending.

EDITORIAL SERVICE

- Editorial Board Member, *The New School Psychology Bulletin*.
- Book Reviewer, *SAGE Publications*.

AFFILIATIONS

- American Psychological Association Student Affiliate. 2010-present.
- Society for General Psychology Student Affiliate. 2011-present.
- Society for Personality and Social Psychology (Division 8) Student Affiliate. 2010-present.
- Psi Chi Chapter Founder and Member. 1999-present.
- Phi Beta Delta, International Honor Society. 1999-present.

FOREIGN LANGUAGES

- High Fluency: German
- Moderate Fluency: Hindi, Marathi
- Low Fluency: Spanish, Russian, French

NON-ACADEMIC EXPERIENCE

LBi Atlanta, Atlanta, GA, Sr. Information Architect. June 2008-June 2010. Designed rich interactive experiences for clients. Tasks included researching users, designing wireframes, plotting site maps, inventorying content and creating personas. Conducted human subjects research for usability testing. Clients included Newell Rubbermaid, The Home Depot, and Graco.

CDC, Atlanta, GA, Usability Analyst, 2001-2004; 2007- 2008. Designed the user experience for for a federal- and state-level public-health grant management. Managed websites for SARS, malaria and other infectious diseases. Prototyped website for foodborne-disease-prevention guidelines. Conducted human subjects research for usability testing.

Avenue A | Razorfish, Atlanta, GA, Information Architect. December 2005-August 2007. Designed rich interactive experiences for clients. Tasks included researching users, designing Visio wireframes, plotting site maps, inventorying content, creating personas, managing usability tests, conducting competitive audits and writing visual use cases for Fortune 500 applications and websites. Conducted human subjects research for usability testing. Clients included Discover, Coca Cola, FedEx, and Carnival Cruise Lines.

OTHER ACTIVITIES

- Literacy Volunteers of America, Tutor of English as a Second Language. 2003-2004.
- Hagar House Women's Shelter, Information Technology Volunteer and Résumé Consultant. 2007-2010.
- American Mensa. Member. 2001-2011. Coordinator of 20-30s Events in Atlanta Region. 2002-2007.
- Toastmasters International. Member. 2007-2008. Received Competent Communicator Award in 2008.