

Gilles O. Einstein Curriculum Vitae

Personal Data

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Marital Status: Married (Patty), two daughters (Julie and Alex)

Education

B.A. 1972	Lafayette College, Easton, PA
<u>MA</u> 1974	University of Colorado, Boulder, CO
Ph.D. 1977	University of Colorado, Boulder, CO Major: Experimental Psychology Minor: Developmental Psychology

Professional Experience

9/89- SC	Professor, Department of Psychology, Furman University, Greenville, SC
	<u>Acting</u> Chair, 91-92; Chair 9/94-
9/86-8/89	Associate Professor, Department of Psychology, Furman University, Greenville, SC
1/86-8/86	Visiting Scholar, Department of Psychology, University of New Mexico, Albuquerque, NM
9/84-12/85	Associate Professor, Department of Psychology, Furman University, Greenville, SC
9/77-8/84	Assistant Professor, Department of Psychology, Furman University, Greenville, SC

Honors and Offices

Winner of Furman University's Annual Meritorious Teaching Award, 1985
 President of Southeastern Workers in Memory, 1985-1986
Board of Governors, National Conferences on Undergraduate Research, 1990-1996
 At-Large and Psychology Councilor, Council on Undergraduate Research, 1990-1997
 Fellow of Divisions 3 (Experimental Psychology) and 20 (Adult Development and Aging) of the American Psychological Association, 1999

Editorial Boards

Journal of Experimental Psychology: Learning, Memory, and Cognition, 1995-2000,
2002-2003

Memory & Cognition, 1989-1996

Proceedings of the National Conference on Undergraduate Research, 1989-2002

Professional Memberships

American Psychological Association

Psychonomic Society

Southeastern Psychological Association

Southeastern Workers in Memory

Publications: Books

Einstein, G. O., & McDaniel, M. A. (2004). Memory fitness: A guide for successful aging. New Haven, CT: Yale University Press.

Brandimonte, M., Einstein, G. O., & McDaniel, M. A. (Eds.) (1996). Prospective memory: Theory and applications. Mahwah, NJ: Erlbaum.

Einstein, G. O., & Nocks, E. C. (1987). Learning to use SPSS^x. Englewood Cliffs, NJ: Prentice-Hall.

Nocks, E. C., & Einstein, G. O. (1986). Learning to use the SPSS batch system. Englewood Cliffs, NJ: Prentice-Hall.

Publications: Articles and Chapters

McDaniel, M. A., & Einstein, G. O. (in press). Prospective memory and aging. In D. C. Park & N. Schwarz (Eds.), Cognitive aging: A primer (2nd Edition). Psychology Press.

McDaniel, M. A., Einstein, G. O., Graham, T., & Rall, E. (in press). Delaying execution of intentions: Overcoming the costs of interruptions. Applied Cognitive Psychology.

McDaniel, M. A., & Einstein (in press). Components of prospective memory most at risk for older adults and implications for medication adherence. In D. C. Park & L. Liu (Eds.), Social and Cognitive Perspective on Medical Adherence. Mahwah, NJ: Erlbaum.

McDaniel, M. A., Guynn, M. J., Einstein, G. O., & Breneiser, J. (2004). Cue-Focused and Reflexive-Associative Processes in Prospective Memory Retrieval. Journal of Experimental Psychology: Learning, Memory, and Cognition, *30*, 605-614.

Kleigel, M. Martin, M. McDaniel, M.A., & Einstein, G. O. (2004). Importance affects in

- event-based prospective memory. Memory, 12, 553-561.
- McDaniel, M. A., & Einstein, G. O. (2004). Material appropriate difficulty: A framework for determining when difficulty is desirable for improving learning. In A. F. Healy (Ed.), Experimental cognitive psychology and its applications (pp. 73-85). Washington, D.C.: American Psychological Association.
- Einstein, G. O., McDaniel, M. A., Williford, C. L., Pagan, J. L., & Dismukes, R. K. (2003). Forgetting of intentions in demanding situations is rapid. Journal of Experimental Psychology: Applied, 9, 147-162.
- McDaniel, M. A., Einstein, G. O., Stout, A. C., & Morgan, Z. (2003). Aging and maintaining intentions over delays: Do it or lose it. Psychology and Aging, 18, 823-835.
- McDaniel, M. A., Maier, S. F., & Einstein, G. O. (2003). "Brain-Specific" Nutrients: A Memory Cure? Nutrition, 19, 957-975.
- Einstein, G. O. (2003). Psychology beyond the classroom: Enriching undergraduate education with summer research and internships. Feedback, 11-12.
- McDaniel, M.A., Maier, S. F., & Einstein, G. O. (2003, April). The other "brain boosters." Scientific American, 90.
- Batson, J. D., & Einstein, G. O. (2002). "I can't ever remember not wanting to be a teacher: A brief biography of Charles C. Brewer. In S. F. Davis & A. Buskist (Eds.), The Teaching of Psychology: Essays in Honor of Wilbert J. Mckeachie and Charles L. Brewer. Mahwah, NJ: Erlbaum.
- McDaniel, M. A., Maier, S. F., & Einstein, G. O. (2002). "Brain-Specific" Nutrients: A Memory Cure? Psychological Science in the Public Interest, 3, 12-38.
- Kleigel, M., Martin, M., McDaniel, M. A., & Einstein, G. O. (2002). Complex prospective memory and executive control of working memory: A process model. Psychologische Beitrage, 44, 303-318.
- McDaniel, M. A., & Einstein, G. O. (2001). The psychology of prospective memory. International Encyclopedia of the Social and Behavioral Sciences, (pp. 12241-12244). Amsterdam: Elsevier Science Ltd.
- Einstein, G. O., Earles, J. L., & Collins, H. M. (2002). Gaze aversion: Spared inhibition for visual distraction in older adults. Journal of Gerontology: Psychological Sciences, 57B, 65-73.
- Guynn, M. J., McDaniel, M. A., & Einstein, G. O. (2001). Remembering to perform actions: A different type of memory? In H. Zimmer and R. Cohen (Eds.), Memory for action: A distinct form of episodic memory? (pp. 25-48). New York: Oxford University Press.
- Kleigel, M., Martin, M., McDaniel, M. A., & Einstein, G. O. (2001). Varying the importance of a prospective memory task: Differential effects across time- and event-based prospective memory. Memory, 9, 1-11.

- Einstein, G. O., McDaniel, M. A., Manzi, M., Cochran, B., & Baker, M. (2000). Prospective memory and aging: Forgetting over short delays. Psychology and Aging, 15, 671-683.
- McDaniel, M. A., & Einstein, G. O. (2000). Strategic and automatic processes in prospective memory retrieval. Applied Cognitive Psychology, 14, S127-S144
- Kleigel, M., McDaniel, M. A., & Einstein, G. O. (2000). Plan formation, retention, and execution in prospective memory: A new approach and age-related effects. Memory & Cognition, 28, 1041-1049.
- Einstein, G. O., McDaniel, M. A., Smith, R. E., & Shaw, P. (1998). Habitual prospective memory and aging: Remembering intentions and forgetting actions. Psychological Science, 9, 284-288.
- Guynn, M. J., McDaniel, M. A., & Einstein, G. O. (1998). Prospective memory: When reminders fail. Memory & Cognition, 26, 287-298.
- McDaniel, M. A., Robinson-Riegler, B., & Einstein, G. O. (1998). Prospective remembering: Perceptually-driven or conceptually driven processes? Memory & Cognition, 26, 121-134.
- Einstein, G. O. & McDaniel, M. A. (1997). Aging and mind wandering: Reduced inhibition in older adults? Experimental Aging Research, 23, 343-354.
- Einstein, G. O., Smith, R. E., & McDaniel, M. A. (1997). Aging and prospective memory: The influence of increased task demands at encoding and retrieval. Psychology and Aging, 12, 479-488.
- Einstein, G. O., & McDaniel, M. A. (1996). Prospective memory: Remembering a forgotten topic. In D. Hermann, C. McEvoy, C. Hertzog, P. Hertel, & M. Johnson (Eds.) Basic and Applied Memory Research: Practical Applications, Volume 2 (pp. 79-94). Mahwah, NJ: Erlbaum.
- Waddill, P. J., & Einstein, G. O. (June, 1996). Collaboration between researchers at primarily undergraduate institutions and major research institutions. Council on Undergraduate Research Quarterly, 16, 218-221.
- Einstein, G. O., & McDaniel, M. A. (1996). Retrieval processes in prospective memory: Theoretical approaches and some new empirical findings. In M. Brandimonte, G. O. Einstein, & M. A. McDaniel (Eds.) Prospective memory: Theory and applications (pp. 115-142). Hillsdale, NJ: Erlbaum.
- Einstein, G. O., McDaniel, M. A., Richardson, S. L., Guynn, M. J., & Cunfer, A. R. (1995). Aging and prospective memory: Examining the influence of self-initiated retrieval processes. Journal of Experimental Psychology: Learning, Memory, and Cognition, 21, 996-1007.
- McDaniel, M. A., Einstein, G. O., Delosh, E., May, C., & Brady, P. C. (1995). The bizarreness effect: It's not surprising, it's complex. Journal of Experimental Psychology: Learning, Memory, and Cognition, 21, 422-435.

- McDaniel, M. A., Blischak, D., & Einstein, G. O. (1995). Understanding the special mnemonic characteristics of fairy tales. In Discourse Processing: Essays in honor of Walter Kirsch, (pp. 157-176). Hillsdale, NJ: Erlbaum.
- McDaniel, M. A., Hines, R. J., Waddill, P. J., & Einstein, G. O. (1994). What makes folk tales unique: Content familiarity, causal structure, scripts, or superstructures? Journal of Experimental Psychology: Learning, Memory, and Cognition, 20, 1-16.
- McDaniel, M. A., & Einstein, G. O. (1993). The importance of cue familiarity and cue distinctiveness in prospective memory. Memory, 1, 23-41.
- Einstein, G. O., & McDaniel, M. A. (1992). Aging and remembering to remember. Experimental Aging Research, 71, 95.
- Einstein, G. O., Holland, L. J., McDaniel, M. A., & Guynn, M. J. (1992). Age-related deficits in prospective memory: The influence of task complexity. Psychology and Aging, 7, 471-478.
- McDaniel, M. A., & Einstein, G. O. (1992). Aging and prospective memory: Basic findings and practical applications. In T. E. Scruggs & M. A. Mastropieri (Eds), Advances in learning and behavioral disabilities. (Vol. 8), 87-105. Greenwich, CT: JAI Press.
- Guynn, M. J., Einstein, G. O., & Hunt, R. R. (1992). Detecting the organization of materials: Perceiving the forest despite the trees. Bulletin of the Psychonomic Society, 30, 145-148.
- McDaniel, M. A., & Einstein, G. O. (1991). Reading a series of similar texts: Testing a schema-based learning theory. Bulletin of the Psychonomic Society, 29, 297-300.
- McDaniel, M. A., & Einstein, G. O. (1991). Bizarre imagery: Mnemonic benefits and theoretical implications. In R. H. Logie & M. Denis (Eds.), Mental images in human cognition (pp. 183-192). Amsterdam: Elsevier.
- Einstein, G. O., McDaniel, M. A., Owen, P. D., Cote', N. C. (1990). Encoding and recall of texts: The importance of material appropriate processing. Journal of Memory and Language, 29, 566-581.
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- Einstein, G. O., & McDaniel, M. A. (1990). Normal aging and prospective memory. Journal of Experimental Psychology: Learning, Memory, and Cognition, 16, 717-726.
- McDaniel, M. A., & Einstein, G. O. (1990). Material appropriate processing: A contextualist approach to reading and studying strategies. Educational Psychology Review, 1, 113-145.
- McDaniel, M. A., Anderson, D. C., Einstein, G. O., & O'Halloran, C. M. (1989). Modulation of environmental reinstatement effects through encoding strategies. American Journal of Psychology, 102, 523-548.

- Batson, J. D., & Einstein, G. O. (1989). Developing a microcomputer laboratory at a small liberal arts college. Behavior Research Methods, Instruments, & Computers, 21, 139-141.
- McDaniel, M. A., & Einstein, G. O. (1989). Sentence complexity can disrupt the mnemonic advantage of bizarre imagery. Bulletin of the Psychonomic Society, 27, 117-120.
- Einstein, G. O., McDaniel, M. A., & Lackey, S. (1989). Bizarre imagery, interference, and distinctiveness. Journal of Experimental Psychology: Learning, Memory, and Cognition, 15, 137-146.
- Waddill, P. J., McDaniel, M. A., & Einstein, G. O. (1988). Illustrations as adjuncts to prose: A text-appropriate processing approach. Journal of Educational Psychology, 80, 457-464.
- McDaniel, M. A., Waddill, P. J., & Einstein, G. O. (1988). A contextual account of the generation effect: A three-factor theory, Journal of Memory and Language, 27, 521-536.
- McDaniel, M. A., Einstein, G. O., & Lollis, T. J. (1988). Qualitative and quantitative considerations in encoding difficulty effects. Memory & Cognition, 16, 8-14.
- Einstein, G. O. (1988). Psychology's past: Historical coherence for a diverse field. [Review of History and Systems of Psychology (2nd ed.)]. Contemporary Psychology, 33, 41-42.
- Lollis, T. J., Einstein, G. O., & Brewer, C. L. (1987). Using undergraduate factors to predict Psychology Graduate Examination scores. Teaching of Psychology, 14, 202-206.
- Einstein, G. O., & McDaniel, M. A. (1987). Distinctiveness and the mnemonic benefits of bizarre imagery. In M. A. McDaniel & M. Pressley (Eds.), Imagery and related mnemonic processes: Theories, individual differences, and applications (pp. 78-102). New York: Springer-Verlag.
- Einstein, G. O. (1986). Experimental psychology: A distinctive alternative. [Review of Human experimental psychology]. Contemporary Psychology, 31, 974-975.
- McDaniel, M. A., Einstein, G. O., Dunay, P. K., & Cobb, R. E. (1986). Encoding difficulty and memory: Toward a unifying theory. Journal of Memory and Language, 25, 645-656.
- McDaniel, M. A., & Einstein, G. O. (1986). Bizarre imagery as an effective memory aid: The importance of distinctiveness. Journal of Experimental Psychology: Learning, Memory, and Cognition, 12, 54-66.
- McDaniel, M. A., & Einstein, G. O. (1986). The mnemonic effects of bizarre imagery: Increased attention or increased distinctiveness? In D. G. Russell, D. F. Marks, & J. T. E. Richardson (Eds.), Imagery 2, (pp. 72-76). Dunedin, New Zealand: Human Performance Associates.
- Einstein, G. O., Morris, J., & Smith, S. (1985). Note taking, individual differences, and memory for lecture information. Journal of Educational Psychology, 77, 522-532.

- Einstein, G. O., McDaniel, M. A., Bowers, C. A., & Stevens, D. T. (1984). Memory for prose: The influence of relational and proposition-specific processing. Journal of Experimental Psychology: Learning, Memory, and Cognition, 20, 133-143.
- Hunt, R. R., & Einstein, G. O. (1981). Relational and item-specific information in memory. Journal of Verbal Learning and Verbal Behavior, 20, 497-514.
- Einstein, G. O., & Hunt, R. R. (1980). Levels of processing and organization: Additive effects of individual-item and relational processing. Journal of Experimental Psychology: Human Learning and Memory, 6, 585-598.
- Battig, W. F., & Einstein, G. O. (1977). Evidence that broader processing facilitates delayed retention. Bulletin of the Psychonomic Society, 10, 28-30.
- Einstein, G. O. (1976). Effects of simultaneous interference on free recall learning and retention. Memory & Cognition, 4, 701-708.
- Einstein, G. O., Pellegrino, J. W., Mondani, M. S., & Battig, W. F. (1974). Free recall performance as a function of overt rehearsal frequency. Journal of Experimental Psychology, 103, 440-449.

Ad Hoc Reviewer

Aging, Neuropsychology, and Cognition
American Journal of Psychology
Applied Cognitive Psychology
Behavior Research Methods, Instrumentation, and Computers
British Journal of Psychology
Canadian Journal of Psychology
Cognition and Emotion
Cognitive Psychology
Current Psychology of Cognition
Developmental Psychology
European Journal of Cognition
Fund for Scientific Research (Belgium)
International Journal of Behavioral Development
Journal of Abnormal Psychology
Journal of Cross Cultural Psychology
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, and Cognition
Journal of Gerontology
Journal of Memory and Language
Journal of Personality and Social Psychology
Memory
Perceptual and Motor Skills
Psychology and Aging
Psychological Bulletin
Psychological Reports
Psychological Research
Psychological Science
Psychonomic Bulletin and Review

National Science Foundation
The Wellcome Trust

Grants

NASA Ames. 2003-2005: Prospective Remembering: Theoretical Processes Minimizing Prospective Memory Failure, and Remembering Deferred Intentions- - \$390,000 direct costs plus indirect costs (With Mark A. McDaniel)

NASA Ames. 1999-2002: Prospective Remembering Under Complex, Demanding, and Fluid Conditions--\$524,857 direct costs plus indirect costs (With Mark A. McDaniel).

National Institute on Aging. Four-year competing renewal submitted July, 1997: A Componential Analysis of Prospective Memory and Aging -- \$671,527 direct costs plus indirect costs. (With Mark A. McDaniel). Not funded.

National Institute on Aging (Grant No. 2 RO1 AGO8436-03A1). 1993-1998: A Componential Analysis of Prospective Memory and Aging -- \$443,552 direct costs plus indirect costs. (With Mark A. McDaniel).

National Science Foundation (submitted November, 1993). Equipment grant to update a psychology microcomputer laboratory -- \$57,383. (With John Batson)--Not funded.

National Institute on Aging (Grant No. 1 RO1 AGO8436-01). 1989-1991: Prospective Memory Across the Adult Lifespan -- \$130,000 direct costs.

National Institute of Child Health and Human Development, Grant No. HD23984), 1987-1990: Encoding Difficulty and Memory: Toward a Unifying Theory -- \$140,000 direct costs. (With Mark A. McDaniel)

National Science Foundation, (Grant CSI-8750875), 1987-1989: Equipment grant to establish a psychology microcomputer laboratory -- \$58,196.

National Cash Register Corporation, 1984: Grant for six NCR Decision Mate V microcomputers and software -- \$24,000.

Departmental Reviews

1993, 1994, 1997, 2000	External Examiner, Davidson College
1997	Union College
1998	Trinity University
1999	Kenyon College, St. Olaf College
2000	Oberlin College, Drew University