

Anna Woodcock, Ph.D.

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Psychology Department,
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Education

Ph.D., Social Psychology. Purdue University, 2012

Advisor: Dr. William G. Graziano

Dissertation Topic: Implicit Ingroup Biases and Performance Under Threat: Do Successful Counterstereotypic Exemplars Help or Harm?

M.A., Experimental Psychology. California State University, San Marcos (CSUSM), 2004

Advisor: Dr. P. Wesley Schultz

Thesis topic: The Role of Self-Efficacy in Stereotype Threat

B.A., Psychology. Macquarie University, NSW, Australia, 1997

Research Interests

My research interests lie in the broad areas of diversity, prejudice and stereotyping. Specifically I am interested in the contextual factors that promote and reinforce social disparities such as the underrepresentation of women and minorities in STEM. Specifically I am interested in 1) the processes by which stereotype threat operates and how this threat may be effectively ameliorated, 2) the impact of implicit biases of outgroup members on behavior and strategies to reduce implicit bias, 3) the impact of implicit stereotypes about one's ingroup, and 4) the processes underlying effective interventions aimed at increasing participation and achievement of underrepresented groups in education and specific careers.

Peer Reviewed Publications

Bairaktarova, D. & Woodcock, A. (2015). Engineering ethics education: Aligning practice and outcomes. *IEEE Communications Magazine*.

Woodcock, A., Hernandez, P.R., & Schultz, P.W. (2015). Diversifying science: Programs weaken the effect of chronic stereotype threat on maladaptive achievement goals. *Social Psychological and Personality Science*

Woodcock, A. & Bairaktarova, D. (in press). Gender differences in first-year engineering students' performance self-evaluations. *Journal of Women and Minorities in Science and Engineering*.

Branch, S. E., Woodcock, A., & Graziano, W.G. (2015). Person orientation and encouragement: Predicting interest in engineering research. *Journal of Engineering Education*, 104, doi: 10.1002/jee.20068

Estrada, M., Woodcock, A., & Schultz, P.W. (2014). Tailored Panel Management: A theory-based approach to building and maintaining participant commitment to a longitudinal study. *Evaluation Review*.

Monteith, M.J., Woodcock, A., & Lybarger, J. E. (2013). Automaticity and control in stereotyping and prejudice: The revolutionary role of social cognition across three decades of research. *Oxford Handbook of Social Cognition*.

Woodcock, A., & Monteith, M.J. (2013). Creating a link with the self to combat implicit bias. *Group Processes and Intergroup Relations*. 16, 445–461. doi: 10.1177/1368430212459776.

- Woodcock, A., Graziano, W. G., Branch, S. E., Ngambeki, I., & Evangelou, D. (2013). Person and thing orientations: Psychological correlates and predictive utility. *Social Psychological and Personality Science*, 4, 117 - 124. doi: 10.1177/1948550612444320
- Hernandez, P. R., Schultz, P. W., Estrada, M., Woodcock, A., & Chance, R. C. (2013). Sustaining optimal motivation: A longitudinal analysis of personal and contextual predictors of achievement goals. *Journal of Educational Psychology*, 105, 89-107. doi: 10.1037/a0029691
- Woodcock, A., Hernandez, P. R., Estrada, M., & Schultz, P. W. (2012). The consequences of chronic stereotype threat: Domain disidentification and abandonment. *Journal of Personality and Social Psychology*, 103, 635-646. doi: 10.1037/a0029120
- Woodcock, A., Graziano, W. G., Branch, S. E., Ngambeki, I., & Evangelou, D. (2012). Engineering students' beliefs about research: Sex differences, personality, and career plans. *Journal of Engineering Education*, 101, 495-511.
- Estrada, M., Woodcock, A., Hernandez, P. R., & Schultz, P. W. (2011). Toward a model of social influence that explains minority student integration into the scientific community. *Journal of Educational Psychology*, 103, 206-222. doi: 10.1037/a0020743.
- Graziano, W. G., Habashi, M. M., & Woodcock, A. (2011). Exploring and measuring differences in person-thing orientation. *Personality and Individual Differences*, 51, 28-33. doi: 10.1016/j.paid.2011.03.004.
- Schultz, P.W., Hernandez, P.R., Woodcock, A., Estrada-Hollenbeck, M., Chance, R.C., Aguilar, M.A., & Serpe, R. (2011). Patching the pipeline: Reducing educational disparities in the sciences through minority training programs. *Educational Evaluation and Policy Analysis*, 33, 95-114. doi: 10.3102/0162373710392371.
- Monteith, M. J., & Woodcock, A. (2009). Modern forms of prejudice. In Levine, J., & Hogg, M. (Eds.) *Encyclopedia of group processes and intergroup relations*. Thousand Oaks, CA: Sage.
- Monteith, M. J., Lybarger, J. E. & Woodcock, A. (2009). Schooling the cognitive monster: The role of motivation in the regulation and control of prejudice. *Social and Personality Psychology Compass*, 3, 211-226.

Under Review

- Bairaktarova, D. & Woodcock, A. (chapter under review). Engineering student's ethical awareness and behavior: A new motivational model. *Emerging Technologies: Ethics, Education, and Engineering*.
- Hernandez, P.R., Estrada, M, Woodcock, A, & Schultz, P.W. (under review). Mentor qualities that matter: The importance of perceived (not demographic) similarity. *Research in Higher Education*.

Teaching Experience

CSUSM	Graduate Statistics (PSYC 520)
CSUSM	Intro. Statistics in Psychology (PSYC 220)
CSUSM	Psychology of Prejudice (PSYC 333)
CSUSM	Social Psychology (PSYC 332)
Purdue University	Stereotyping & Prejudice (PSY 33500)

Invited Talks

- Fall 2014 Activist San Diego and the United Nations Association Panel: The Many Faces of Violence Against Women. Panelist: *"Implicit Gender Bias and Violence Against Women"*
- Fall 2013 University of Texas, Pan American, Awesome Investigator Research Hour. *"Diversifying Science: Minority Training Programs and Why They Work"*

- Fall 2012 American Psychological Association, Women with Disabilities in STEM Education Research Agenda Development Project (WWDSE) Experts Workshop. Panelist: "Implicit Bias"
- Spring 2010 Purdue University School of Engineering Education Seminar Series. "Examining the Exodus: Measuring Women's Socialization into STEM"
- Spring 2008 Purdue University Social Psychology Brownbag Series. "Exploring the Moderating Effects of Self-Efficacy on Stereotype Threat"
- Fall 2005 & 2006 Palomar College: Information Sources and Resources (LT 120). "Finding, Using, and Presenting Statistics and Data Resources"

Recent Presentations

2015

- Ramachandran, M, Bairaktarova, D, & Woodcock, A. (June, 2015). *Differences in ethical decision making between experts and novices: A comparative study*. Paper submitted for presentation at the 122nd annual American Society for Engineering Education conference, Seattle, WA.
- Lawson, M. A., Woodcock, A., Johnson, A.M., Schultz, P. W., McGee, R., & Anderson, S M. (May, 2015). *Re-assessing what works-A novel approach to measuring efficacy and early findings from a broad intervention partnership*. Paper accepted for presentation at the 7th Annual Conference on Understanding Interventions, San Diego, CA.
- Woodcock, A, Hernandez, P. R., & Schultz, P.W. (May, 2015). *Diversifying science: Programs weaken the effect of chronic stereotype threat on maladaptive achievement goals*. Paper accepted for presentation at the 7th Annual Conference on Understanding Interventions, San Diego, CA.
- Woodcock, A, & Graziano, W.G. (May, 2015). *Diversifying STEM: Attracting person and thing-oriented people*. Poster accepted for presentation at the 7th Annual Conference on Understanding Interventions, San Diego, CA.
- Woodcock, A., & Bairaktarova, D. (February, 2015). *Gender differences in engineering students' self-evaluations*. Poster presented at the 16th annual meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- Watson, L.A., Audish, M.H., Huerta, M.A., Woodcock, A., Estrada, M., Hernandez, P.R., & Schultz, P.W. (February, 2015). *Patching the academic pipeline: Minority training programs impact success and persistence*. Poster presented at the 16th annual meeting of the Society for Personality and Social Psychology, Long Beach, CA.

2014

- Hernandez, P. R., Estrada, M., Woodcock, A., & Schultz, P. W. (October, 2014). *Mentor qualities that matter: The importance of perceived (not demographic) similarity*. Poster presented at the 7th Annual Mentoring conference, Albuquerque, NM.
- Graziano, W.G., & Woodcock, A. (September, 2014). *Interest and persistence in STEM: The case for person and thing Orientations*. Poster presented at Integrating Cognitive Science with Innovative Teaching in STEM Disciplines conference, St. Louis, MO.
- Bairaktarova, D., & Woodcock, A. (June, 2014). *The role of motivation in engineering students' ethical decisions*. Paper presented at the 2014 IEEE International Symposium on Ethics in Engineering, Science, and Technology, Chicago, IL.
- Lawson, M. A., Woodcock, A., Johnson, A., Schultz, P. W., McGee, R., & Anderson, S. M. (May, 2014). *The endocrine network for undergraduate research and career development opportunities: A model for broad training partnerships*. Paper presented at the 6th Annual Conference on Understanding Interventions, Baltimore, MD.
- Hernandez, P. R., Woodcock, A., Estrada, M., Aguilar, Gonzales, B., Flores, L., Quartucci, S., & Schultz, P. W. (February, 2014). *Weathering the storm: STEM training programs buffer minority students from the negative outcomes, but not the experience, of stereotype threat*. Poster presented at the 15th annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Woodcock, A., Graziano, W.G., Flores, L., & Gonzales, B. (February, 2014). *Attracting person and thing oriented people to STEM*. Poster presented at the 15th annual meeting of the Society for Personality and Social Psychology, Austin, TX.

2013

McIntyre, M.M., Branch, S.E., Woodcock, A., & Graziano, W.G. (May, 2013). *Person and thing orientations and self-selection of research studies*. Paper presented at the Midwestern Psychological Association conference, Chicago, IL.

Woodcock, A. (January, 2013). *Women in STEM: Do counterstereotypic exemplars help or harm?* Poster presented at the 14th annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Aguilar, M.A., Woodcock, A., Hernandez, P. R., Estrada, M., & Schultz, P.W. (January, 2013). *Have a little faith in me: Perceived climate support can sustain intention to pursue a research career for minority training program students with little confidence*. Poster presented at the 14th annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

2012

Woodcock, A., Branch, S.E., & Graziano, W.G. (May, 2012). *Personality, expectancies, and the pursuit of an engineering research career*. Paper presented at the Midwestern Psychological Association conference, Chicago, IL.

Branch, S.E., Woodcock, A., & Graziano, W.G. (May, 2012). *Promoting the pursuit of STEM: The role of Person-Thing Orientation*. Paper presented at the Midwestern Psychological Association conference, Chicago, IL.

Aguilar, M.A., Fernandez, P., Woodcock, A., Hernandez, P.R., Estrada, M., & Schultz, P.W. (January, 2012). *A mentor like me: Stereotype threat as a function of ethnic identification strength and mentor ethnicity*. Poster presented at the 13th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Fernandez, P., Aguilar, M.A., Estrada, M., Woodcock, A., Hernandez, P.R., & Schultz, P.W. (January, 2012). *Feel good about what you do. The mediating role of self-esteem in academic identity and happiness*. Poster presented at the 13th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Gulker, J.E., Monteith, M.J., & Woodcock, A. (January, 2012). *Counterstereotype training across time: Reducing implicit stereotyping and prejudice*. Poster presented at the 13th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Woodcock, A., Hernandez, P.R., Estrada, M., Aguilar, M., Fernandez, P., & Schultz, P.W. (January, 2012). *Belonging, goal orientation, and retaining minority scientists*. Poster presented at the 13th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Branch, S.E., Woodcock, A., & Graziano, W.G. (January, 2012). *Persuaded by technology: Person vs. thing oriented message effectiveness*. Poster presented at the 13th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

2011

Woodcock, A., Hernandez, P. R., Estrada, M., & Schultz, P. W. (May, 2011). *Minorities in STEM: The consequences of chronic stereotype threat and the role of intervention programs*. Paper presented at the 4th Understanding Interventions conference, Nashville, TN.

Aguilar, M. A., Estrada, M., Woodcock, A., Hernandez, P. R., Messina, A., Millard, M., & Schultz, P. W. (2011, April). *Is there a chill in the lab? Perceptions of a supportive climate and the relationship between science identity and values*. Poster presented at the 91st annual Western Psychological Association convention, Los Angeles, CA.

Woodcock, A., & Monteith, M. J. (2011, January). *The ironic impact of counterstereotype affirmation on stereotype threat*. Poster presented at the 12th annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Hernandez, P. R, Woodcock, A., Estrada-Hollenbeck, M., & Schultz, P.W.(2011, January). *"I never liked the sciences anyways": Effect of chronic stereotype threat on disengagement through disidentification*. Poster presented at the 12th annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

2010

Hernandez, P. R, Estrada-Hollenbeck, M., Woodcock, A., Chance, R. C., Aguilar, M. A. & Schultz, P.W. (2010, May). *RISE'ing the Bar: A Growth Curve Analysis of the Effect of the RISE Program on Underrepresented Students' Intentions to Pursue a Career in the Sciences*. Poster presented at the 22nd meeting of the Association for Psychological Science, Boston, MA.

Hazan, C., Estrada-Hollenbeck, M., Woodcock, A., Chance, R. C. & Schultz, P.W.(2010, May). *Race-based Rejection Sensitivity*. Poster presented at the 22nd meeting of the Association for Psychological Science, Boston, MA.

Hernandez, P. R., Shultz, P. W., Estrada-Hollenbeck, M., Chance, R. C., Woodcock, A., & Aguilar, M. A. (2010, August). *Mastery achievement goals among underrepresented students in the sciences: A longitudinal analysis*. Poster presented at the American Psychological Association convention, San Diego, CA.

Woodcock, A., & Monteith, M. J. (2010, April). *Creating a common ingroup to combat implicit bias*. Paper presented at the Midwestern Psychological Association conference, Chicago, IL.

Graziano, W. G., Ngambeki, I., Branch, S.E., Woodcock, A., & Evangelou, D. (2010, April). *What is research? Beliefs and expectations among students majoring in Engineering, Life Sciences, and Psychology*. Paper presented at the Midwestern Psychological Association Conference, Chicago, IL.

Woodcock, A., Estrada-Hollenbeck, M. & Ngambeki, I. (2010, February). *Promoting diversity: People and things, social influence, and the motivation to persist*. Paper presented at Purdue ADVANCE Gender and STEM Research Symposium, West Lafayette, IN.

Aguilar, M. A., Estrada-Hollenbeck, M., Chance, R. C., Sanchez, A., Woodcock, A., Hernandez, P. R., & Shultz, P. W. (2010, January). *A good student is easy to mentor: A social influence perspective on scientific integration*. Poster presented at the 11th annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Woodcock, A., Branch, S. E., Ngambeki, I., Graziano, W. G., & Evangelou, D. (2010, January). *What are researchers like? STEM majors' perceptions of researchers in their field*. Poster presented at the 11th annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Branch, S. E., Ngambeki, I., Woodcock, A., & Graziano, W. G. (2010, January). *Planning research-related careers: How stereotypes about researchers in engineering, life sciences, and psychology majors contribute*. Poster presented at the 11th annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

2004 – 2009

Available on request

Grants

- Schultz, P. W., & Woodcock, A. (2015 –2018). Co-PI. IMAGE program research evaluation. *American Society for Biochemistry and Molecular Biology*. National Science Foundation. \$150,254
- Schultz, P. W., & Woodcock, A. (2012 –2016). Co-PI. Minority access program evaluation. *Endocrine Society*. National Institute of General Medical Sciences. \$115,629
- CSUSM Faculty Development Grant (2014-2015). \$750
- American Psychological Association of Graduate Students (APAGS) Basic Psychological Research Grant – honorable mention (2011)
- Society for the Psychological Study of Social Issues (SPSSI) Grant-in-Aid Award, \$1,000 (2011)
 - Department of Psychological Sciences award match \$1,000 (2011)

- Society for the Psychological Study of Social Issues (SPSSI) Grant-in-Aid Award, \$900 (2010)
 - Department of Psychological Sciences award match \$900 (2010)
- Psychological Sciences Graduate Student Grant. Using Counter-Stereotypic Affirmation Training to Reduce the Impact of Stereotype Threat. \$1,500. (2008)
- Co-writer and data support: Capacity Building Grant for Associate Degree Registered Nursing (ADN). California Community College Chancellor's Office. \$390,000. Judith Elkhart (2006-2009) Director.
- Co-writer. A nationwide study of the RISE program. National Institutes of Health, National Institute of General Medical Sciences. R01-GM075316. \$1,770,120. Schultz, P. W. (2005-2009) PI.

Statistical Training

Applied Regression (PSY 692)	Purdue University
Factor Analytic Procedures (EDPS 638)	Purdue University
Multilevel Modeling in Developmental & Family Research (CDFS 627)	Purdue University
Multivariate Analysis in Organizational Research (PSY 682)	Purdue University
Structural Equation Modeling (PSY 633)	Purdue University
Fundamentals of Using R	The Georgia R School
Structural Equation Modeling (SEM) in Longitudinal Research	American Rican Psychological Assoc. Adv. Institute
Hierarchical Linear Modeling (HLM)	Data Analysis Training Institute of Connecticut
Hierarchical Linear Modeling (HLM) Workshop	Scientific Software International
Longitudinal Research	The CALDAR/UCLA Summer Institute

Research Positions

2012 – present	Research Faculty, Psychology Department, <i>California State University San Marcos</i>
2007-2012	Graduate Research Assistant, Department of Psychological Sciences, <i>Purdue University</i>
2004 – 2007	Institutional Research Analyst, <i>Palomar College</i>
2004 - 2012	Researcher III/Project Coordinator, <i>California State University San Marcos</i>
2003-2004	GEAR-UP Grant Program Evaluator, <i>Palomar College</i>
2002-2004	Graduate Research Assistant, <i>California State University San Marcos</i>
2002	Institutional Research Analyst (internship), <i>Palomar College</i>

Service to Scientific Community

Journals: Ad hoc reviewer

- Journal of Experimental Social Psychology
- Personality and Social Psychology Bulletin
- Psychological Assessment
- Psychological Bulletin
- Sleep Medicine
- Sociological Perspectives
- Social Psychology Quarterly
- Journal of Engineering Education
- CBE--Life Sciences Education
- Social Psychology
- Social Behavior and Personality

NSF Social Psychology grant submissions

Conferences: Submission reviewer

- 2015 Society for Personality and Social Psychology (SPSP) conference - Graduate Student Poster Award
- 2014 Society for the Psychological Study of Social Issues (SPSSI) conference
- 2014 & 2015 Western Psychological Association (WPA) meetings

- 2014 Society for the Psychological Study of Social Issues (SPSSI) program at APA convention
- 2011 Society for Personality and Social Psychology (SPSP) conference – Student Poster Award
- 2010 Gender and Science, Technology, Engineering and Mathematics (STEM) Research Symposium, Purdue University,

Judge: 2013 & 2014 CSUSM research competition

Honors & Awards

2014	Understanding Interventions Travel Award (\$800). 6th Annual Conference on Understanding Interventions That Broaden Participation in Research Careers, Baltimore, MD.
2011	Understanding Interventions Travel Award (\$800). 4th Annual Conference on Understanding Interventions That Broaden Participation in Research Careers, Nashville, TN.
2009	SPSP Student Travel Award (\$500). Annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
2004	CSUSM Student Travel Award. Annual meeting of the Society for Personality and Social Psychology, Austin, TX.
1989 & 1990	University of Western Sydney: CEO/Vice Chancellor's Letter to top students in B.A. program

Corporate Positions

1998- 2000	Group Marketing Manager, Australia & New Zealand, <i>The Bradford Exchange</i>
1997-1998	Database & Website Information Manager, <i>Australian Tourist Commission</i>
1995-1997	Marketing & Operations Manager, Study Tours & Conventions Divisions, <i>Australian Investment Conferences</i>
1993-1995	Marketing & Communications Executive, Australia & New Zealand, <i>Nu Skin Personal Care Australia</i>

References

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