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My Google Scholar Citations:
scholar.google.com/citations?user=SAH7sJoAAAAJ
(copy paste the link)

Ph.D., Psychology (Experimental/Cognitive), Kansas State University, 1990.
M.S., Psychology (Experimental), East Texas State University, 1980.
M.A. Linguistics, Fujen University, Taiwan, 1975.
B.A., National Chengchi Univ., Taiwan, 1969.

Academic positions

Professor Emeritus, September 2024 -
Professor of psychology, University of Texas Rio Grande Valley (UTRGV), 2015- May, 2023
Professor of psychology, University of Texas Pan American (UTPA), 2000-2015
Associate professor of psychology, UTPA, 1996-2000
Assistant professor of psychology, UTPA, 1994-1996
Lecturer of psychology, UTPA, 1993-1994
Assistant professor of psychology, Georgia Southern University, 1990-1993
Instructor of Psychology, Division of Continuing Education, Kansas State University, 1989-1990
Instructor of linguistics, Providence University, Taiwan, 1975-1978

Professional affiliations

- Fellow, the Psychonomic Society (The National Experimental Psychology Society)
- Member, Association for Psychological Science
- Member, Southwestern Psychological Association

Teaching interests

Cognitive and experimental psychology

Courses I taught:

- Introduction to Psychology
- Testing and Measurements
- Memory
- Psy 4380 (Research Seminar)
- Experimental Psychology
- Statistics in Psychology
- Research Design (graduate)
- Memory & Cognition (graduate)
- Human Factors (for both Psych Dept and Manufacturing Eng Dept Graduate program: Psy 4383; Mane 4399.02 & Mane 6399.02).
- Human motivation
- Human learning
- Special topic (Psy 4383): Advanced learning and memory
- Cognitive Psychology
- Research Methods in Psychology

Thesis/Dissertation Committee Work

- Previously (1996-2008) served on business doctoral students' dissertation committees for:

  Sergio Alonso
  Wolfgang Hink
  Melissa Castillo
  Monica Hermandez
  Fernando Garza
  H. Ulas Ograk

- Chair of master's thesis committee for:

  Gabriel Reichman (2023-)
  Juan Benitez
  Cassandra Brown

- Member of master's thesis committees for:

  Daniel Raynosa (manufacturing engineering)
  Angela Dunn
  Norma Salazar
  Monica Hernandez
  Tobie Escher
  Leslie Gower
  Susana Stephens (Ed Psy)
  Gary Leka
  Pearson Klein

Amber Klein
Hector Pena
Amando Pena
Carolina Alvarez
Francisco Sierra

- Chair of undergraduate honor's thesis for:

  Joseph Foreman
  Ryan Zimmerman,
  Jeff Huerta
  Denise Davis

- Member of undergraduate honor's thesis committee for:

  Alayn Arambula

Current Research interests

- False memory
- Serial-order memory
- Unconscious cognition
- Judgment and decision making under uncertainty.

Publications

Tu, S., Yan, J., Liu, C., Lv, J., Jou, J., & Qiu, J. (In-press). Two masked prime arrows simultaneously affect a response to a target: Revealing of an additive unconscious priming effect. *PsyCh.*

Jou, J., Calma, K. G., Elizondo, L. A., Cruz, J. A., Moreno, S. S., & Chen, P.-Y. (2024). Can an Isolated Middle-Series Item Make a "Dent" in the Bow-Shaped Serial-Position Curve of Comparative Judgments? *Psychological Research, 88,* 1471-1482.

Li, C., Liu, Q., Liu, Y., Jou, J., & Tu, S. (2024). Unconscious integration of categorical relationship of two subliminal numbers in comparison with "5". *Behavioral Sciences, 14 (4),* 296 -

Wang, D., Yan, J., Li, J., Jou, J., Jiang, J., Qiu, J., & Tu, S. (In-press). Multiple sources of unconscious-information processing affect a single response: Independent unconscious priming effects. *Journal of General Psychology.*

Tu, S., Li, J., Wan, S. Wang, D., Jou, J., Liu, Y., & Ma, Y. (2023). A target sequential effect on the forced-choice prime visibility test in unconscious priming studies: A caveat for researchers. *Journal of Psychology and Behavioral Science, 11 (1),* 6-17.

Sierra, F. J., Lin, Y. C., Weimer, A. A., Jou, J. (in-press). Relations among Degree of Bilingualism and Laterality in Children and Adults. *International Journal of Bilingualism.*

Knoell, H. D., & Jou, J. (2023). Russian and Soviet psychology in the changing political environments. In C. L. Frisby, R. E. Redding, W. T. O'Donohue, & S. Lilienfelt (Eds.), *Ideological and political bias in psychology: Nature, scope, and solution* (pp. 869-901). Gewerbestrasse, Switzerland: Springer Nature.

Jou, J., & Hwang, M. (2022). A Memory-Interference Versus the "Dud"-Effect Account of a DRM False Memory Result: Fewer Related Targets at Test, Higher Critical-Lure False Recognition. *Psychonomic Bulletin & Review, 29,* 1397-1404. *pdf.* This paper was selected by the Psychonomic Society as a featured article: https://featuredcontent.psychonomic.org/deliberately-monitoring-your-memory-can-sometimes-lead-to-more-memory-errors/

Tu, S., Jou, J., Zhao, G., & Jiang, J. (2021). Editorial: The depth and complexity of unconscious processing. *Frontiers in Human Neuroscience, 15:791589. doi: 10.3389/fnhum.2021.791589*. pdf.

Knoell, H.-D., & Jou, J. (2021). *Russian and Soviet psychology in the changing political environment: A time series analysis approach*. Hamburg, Germany: Tredition (published as a monograph: a reprint of a book chapter).

Jou, J., Escamilla, E. E., Torres, A. U. Ortiz, A., & Matos, M. S. (2020) Why are the Trial-By-Trial, Strength-Based Criterion Shifts Hard to Observe? Is the Difficulty in the Mental Process Itself or in the Typical Cued-Criterion Method? *The American Journal of Psychology, 133 (4),* 453-471. Pdf.

Jou, J., Matos, M. S., Martinez, M. A., Sierra, F. J., Guzman, C., & Hut, A. R. (2020). Redefining the congruity effect in comparative judgments: A review of the theories and a further test. *The American Journal of Psychology, 133 (2),* 221-239. Pdf.

Tu, S., Wan, S., Jou, J., Ma, Y., Zhao, G., & Pan W. (2020). Can unconscious temporal integration of semantic information occur when the prime Chinese characters are displayed from left to right? *Attention, Perception, & Psychophysics, 82,* 1221-1229. Pdf.

Tu, S, Liang, Q, Jou, J, Wan, S, Zhao, Q, Ma, Y, Qiu, J. (2020). Unconscious integration of sequentially presented subliminal arrow pointing directions. *Australian Journal of Psychology, 72.* 82-92. pdf.

Tu, S., Liu, C., Zhu, S., Jou, J., Zhou, Y., & Wan, S. (2019). The semantic integration between two subliminally perceived words simultaneously presented at different locations. *Journal of Psycholinguistic Research, 48,* 1087-1110. Pdf.

Jou, J. (2019). Combining Two Separate Series into a Single Ordering: Testing the Local and Global Distinctiveness theories with Absolute and Relative Judgments. *Consciousness and Cognition, 72, 19-30.* Pdf.

Jou, J., Escamilla, E. E., Torres, A. U., Ortiz, A. Salazar, P. (2018). Where does the congruity effect come from in memorial comparative judgments? A serial-position-based distinctiveness account. *Journal of Memory and Language, 103,* 127-150. *pdf.*

Jou, J., Escamilla, E. E., Torres, A. U., Ortiz, A. Perez, M. Jr., & Zuniga, R. (2018). Why seemingly more difficult test conditions produce more accurate recognition of semantic prototype words: A recognition memory paradox? *Consciousness and Cognition, 63,* 239-253. *pdf.*

Jou, J., Escamilla, E. E., Arredondo, M. L., Pena, L., Zuniga, R., Perez, M., Jr., Garcia, C. (2018). The Role of Decision Criterion in the DRM False Recognition Memory: False Memory Falls and Rises As a Function of Restriction on Criterion Setting. *Quarterly Journal of Experimental Psychology, 71 (2), 499-521.* *pdf.*

Wang, D., Tang, L., Liang, Q., Jou, J., Ma, Y., Pan, W., Tu, S. (2017). Unconscious integration of pointing relation between two masked arrows. *Visual Cognition, 25,* 928-939. *pdf.*

Jou, J., Arredondo, M. L., Li, C., Escamilla, E., & Zuniga, R. (2017). The Effects of Increasing Semantic-Associate List Length on DRM False Recognition Memory: Dual False-Memory Process in Retrieval from Sub- and Supraspan Lists. *Quarterly Journal of Experimental Psychology, 70.* No. 10, 2076-2093. *pdf.*

Liu, C., Sun, Z., Jou, J., Cui, Q. Zhao, G., Qiu, J., & Tu, S. (2016). Unconscious processing of facial emotional valence relation: Behavioral evidence of integration between subliminally perceived stimuli. *PLOS ONE, 11* (9), e162689. pdf.

Guo, J., Liu, C., Jou, J., Cui, Q, Zhao, G., & Tu, S. (2016). Pure partial awareness or interaction between the mask and the masked stimuli. *Psychology, 7,* 733-740. pdf.

Jou, J., Flores, S., Cortes, H. M., & Leka, B. G. (2016). The Effects of Weak Versus Strong relational judgments on Response Bias in Two-Alternative-Forced-Choice Recognition: Is the Test Criterion-Free? *Acta Psychologica, 167,* 30-44. *pdf.*

Tu, S., Jou, J., Cui, Q., Zhao, G., Wang, K., Hitchman, G., Qiu, J. & Zhang, Q. (2015). Category selective-attention interacts with partial awareness processes in a continuous manner: An fMRI study. *Cogent Psychology, 2,* 1-13.

Liu, C., Sun, Z., Jou, J., Martens, U., Yang, Q., Qiu, J., Zhang, Q, & Tu, S. (2015). Category-selective attention modulates unconscious processing: Evidence from ERP. *British Journal of Education, Society, and Behavioral Science, 7* (3), 220-231.pdf.

Jou, J. (2014). Task-switching cost and repetition priming: Two overlooked confounds in the fixed-set procedure of the Sternberg paradigm and how they affect memory set-size effects. *Quarterly Journal of Experimental Psychology, 67* (10), 1871-1894. *pdf.*

Jou, J., & Flores, S. (2013). How Are False Memories Distinguishable From True Memories in the Deese-Roediger-McDermott Paradigm? A Review of the Findings. *Psychological Research, 77,* 671-686. *pdf.*

Jou, J., Cortes, H. M. (2012). Can people strategically control the encoding and retrieval of some morphologic and typographic details of words? *Consciousness and Cognition, 21,* 1280-1297. *pdf.*

Liu, J.M., Zhang, M., Jou, J., Wu, X, Li, W., Qiu, J. (2012). Neural bases of falsification in conditional proposition testing: Evidence from an fMRI study. *International Journal of Psychophysiology, 85,* 249-256. pdf.

Yun, X., Qiu, J., Jou, J., Wei, D., & Tu, S. (2011). Neural mechanisms of subliminal priming for traumatic episodic memory: An ERP study. *Neuroscience Letters, 498,* 10-14. *pdf.*

Jou, J. (2011). Conscious and unconscious discrimination between true and false memories. *Consciousness and Cognition, 20,* 828-839. *pdf.*

Jou, J. (2011). Two paradigms of measuring serial-order memory: Two different patterns of serial-position functions. *Psychological Research, 75,* 202-213. *pdf.*

Jou, J. (2010). Can associative information be strategically separated from item information in word-pair recognition? *Psychonomic Bulletin & Review, 17,* 778-783. *pdf.*

Jou. J. (2010). The serial-position, distance, and congruity effects of reference-point setting in comparative judgments. *The American Journal of Psychology, 123,* 127-136. *pdf.*

Qiu, J., Yu, C., Li, H., Jou, J., Tu, S., Wang, T., Wei, D., & Zhang, Q. (2010). The impact of social comparison on the neural substrates of reward processing: An event-related potential study. *NeuroImage, 49,* 956-962. pdf.

Qiu, J., Li, H., Jou, J., Liu, J., Luo, Y., Feng, T., Wu, Z., & Zhang, Q. (2010). Neural correlates of the "Aha" experiences: Evidence from an fMRI study of insight problem solving. *Cortex, 46,* 397-403. pdf.

Tu, S, Li, H., Jou, J., Zhang, Q., Wang, T., Yu, C, & Qiu, J. (2009). An event-related potential study of deception to self preferences. *Brain Research, 1247,* 142-148. pdf.

Qiu, J., Li, H., Jou, J., Wu, Z., Zhang, Q. (2008). Spatiotemporal cortical activation underlies mental preparation for successful riddle solving: An event-related potential study. *Experimental Brain Research, 186,* 629-634. pdf.

Jou, J. (2008). Recall latencies, confidence, and output positions of true and false memories: Implications for recall and metamemory theories. *Journal of Memory and Language, 58,* 1049-1064. *pdf.*

Jou, J., & Foreman, J. (2007). Transfer of learning in avoiding false memory: The roles of warning,

immediate feedback, and incentive. *The Quarterly Journal of Experimental Psychology, 60* (6), 877-896. pdf.

Jou, J. (2005). Memory retrieval tasks determine the serial position curves of linear orders with categorical structures. *The American Journal of Psychology, 118*, 525-565. pdf.

Jou, J. (2005). American Psychological Society Observer Forum commentary. The name of "American Psychological Society" should not be changed. *American Psychological Society Observer, 18* (6), 6-7. pdf.

Jou, J., Leka, G. E., Rogers, D. M., & Matus, Y. E. (2004*).* Contraction bias in memorial quantifying judgments: Does it come from a stable compressed memory representation or a dynamic adaptation process? *The American Journal of Psychology, 117*, 543-564. pdf.

Jou, J., Matus, Y. E., Aldridge, J. W., Rogers, D. M., & Zimmerman, R. L. (2004). How similar is false recognition to veridical recognition objectively and subjectively? *Memory & Cognition, 32*, 824-840. pdf.

Jou, J. (2003). Multiple number and letter comparison: Directionality and accessibility in numeric and alphabetic memories. *The American Journal of Psychology, 116*, 4, 543-579. pdf.

Jou, J. (2001). The magic number of four: Can it explain Sternberg's serial memory scan data? A commentary on N. Cowan's "The magical number 4 in short-term-memory: A reconsideration of mental storage capacity. *Behavioral and Brain Sciences, 24*, (1) p. 126-127. pdf.

Jou, J. (2000). Understanding/acceptance and adaptation: Is the nonnormative thinking mode adaptive? A commentary on K. E. Stanovich & R. F. West's "Individual differences in reasoning: Implications for the rationality debate?" *Behavioral and Brain Sciences, 23* (5), p. 680-681. pdf.

Jou, J., & Aldridge, J. W. (1999). Memory representation of alphabetic position and interval information. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 25*, 680-701. pdf.

Jou, J. (1997). Why is the alphabetically middle letter in a multiletter array so hard to determine? Memory processes in linear-order information processing. *Journal of Experimental Psychology: Human Perception and Performance, 23*, 1743-1763. pdf.

Jou, J., Shanteau, J., & Harris, R. J. (1996). An information processing view of framing effects: The role of causal-schemas in decision making. *Memory & Cognition, 24*, 1-15. pdf.

Jou, J., & Shanteau, J. (1995). The gestalt and dynamic processes in decision making. *Behavioural Processes, 33*, 305-318. pdf.

Jou, J. (1992). Reading inflectionally incongruent texts: Automatic and strategic processes in language performance. *Journal of Psycholinguistic Research, 21*, 365-382. pdf.

Jou, J., & Harris, R. J. (1992). The effect of divided attention on speech production. *Bulletin of the*

Psychonomic Society, 30, 301-304. pdf.

Jou, J., & Harris, R. J. (1991). Processing of inflections: Dynamic processes in sentence comprehension. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 17*, 1082-1094. pdf.

Jou, J., Shanteau, J., & Harris, R. J. (1991). An alternative interpretation of framing effects in decision-making. *Bulletin of the Psychonomic Society, 29* (6), p. 516. pdf.

Jou, J., & Harris, R. J. (1990). Event order vs. syntactic structure in recall of adverbial complex sentences. *Journal of Psycholinguistic Research, 19*, 21-42. pdf.

Birnbaum, M. H., & Jou, J. (1990). A theory of comparative response times and difference judgments. *Cognitive Psychology, 22*, 184-210. pdf.

Jou, J. (1988). The development of comprehension of double negation in Chinese children. *Journal of Experimental Child Psychology, 45*, 457-471. pdf.

Published abstracts

Jou, J. (1990). *The automatic processing of some basic grammatical rules, Dissertation Abstract International, Vol. 51*(6-B), Dec., 1990, 3165-3166.

Presentations

Jou, J. & Hwang, M. (2021). "Can the Relative Speeds of Remember/Know Responses in Recognition be Reversed by an Instruction Manipulation?" A virtual presentation at the Annual Meeting of the Psychonomic Society, in November, 2021.

Sierra, Castillo, etc., Lin, Jou, & Weimer (April, 2021). Interhemispheric linguistic processing and bilingualism after controlling for income and age. A virtual presentation at the 2021 Annual Meeting of the Southwest Psychological Association.

Jou, J., Martinez*, M. A., Guzman*, C., Hut*, A. R., & Sierra* F. J. (2020). "Absolute and Relative Judgments Measure Different Aspects of Serial-Order Information". A poster presented at the Psychonomic Society November 2020 virtual Annual Meeting.

Sierra*, F. J., Martinez*, M. A., Guzman*, Hut*, A. R. & Jou, J. (2020). "Implicit Association Test and Explicit Rating Task: Judgments on Disadvantaged People". A poster presented to the Psychonomic Society November 2020 virtual Annual Meeting.

Sierra, F. J., Gonzales, F. D., Garcia, F.,……Weimer, A. A., Lin, Y., & Jou, J., … (2019). Degree of bilingualism correlates with differences in cerebral hemispheric involvement. Presented as a poster at the Association for Psychological Science Annual Meeting in Washington, DC.

Sierra, F. J., Gonzales, F. D., Luna, A.,..…… Lin, Y-C., Weimer, A. A., & Jou, J. (2019). Dichotic listening and foreign accent in balanced and language dominant bilinguals. Presented as a symposium at the Southwest Psychological Association Annual Meeting in Albuquerque, New Mexico.

Martinez, M., Matos, M. S., Sierra, F., Guzman, C., Torres, A, Hut, A., & Jou, J. (2019). Can the Least Remembered Item in a Serial List Be Made Especially Memorable? A Research Presentation. NEXUS–The CLA's Research, Teaching, & Service Symposium 2019, University of Texas Rio Grande Valley (UTRGV), Edinburg. (April 3, 2019).

Escamilla, E., Matos, M. S., Martinez, M., Torres, A., Salazar, P., Ortiz, A., & Jou, J. (2019). The association measured in the implicit association test (IAT) paradigm may not be necessarily implicit. Presented at NEXUS–The CLA's Research, Teaching, & Service Symposium 2019, University of Texas Rio Grande Valley (UTRGV), Edinburg. (April 3, 2019).

Knoell, H. D., & Jou, J. (2018). Soviet and Russian psychology 1950 – 2000 (From Stalin to Putin). Paper presented in 2018 American Psychological Association Annual Meeting, on August 11, in San Francisco, CA.

Jou, J., Escamilla, E. E., Torres, A. U., Ortiz, A., Zuniga, R., Perez, M., Jr. (2018). Adverse testing conditions are beneficial for the recognition of semantic prototype words. Paper presented at the Southwest Psychological Association Annual Meeting, in Houston, TX.

Knoell, Heinz, & Jou, Jerwen (2017). "From Stalin to Putin – 50 years of psychology in Soviet Union". presented at the Biannual Conference of the History of Psychology of German Society of Psychology in September in Hannover, Germany.

Jou, J., Escamilla, E. E., Zuniga, R., & Perez, Martin, Jr. (2017). Decision criterion plays an important role in DRM false recognition memory. Paper presented at the Annual Meeting of the Southwestern Psychological Association, April 1, 2017 in San Antonio, TX.

Arredondo, M., Escamilla, E., Pena, L. & Jou, J. (2015) "True and false memories are distinguishable: Why do people make false recognitions? " at the 2015 Annual SBS Research Conference of UTPA (and won the poster competition first place).

Jou, J., Silva, S. C., & Garcia, C. (2014). Memory retrieval profile of the DRM false memory in the Sternberg paradigm: The role of distractors. Paper presented at the 2014 Annual Meeting of the Psychonomic Society in November 2014 in Long Beach, CA.

Jou, J., Silva, S. C., & Garcia, C. (2014). Is the DRM false memory a memory- or a decision-based phenomenon? Paper presented at the 2014 UTPA Social and Behavioral Sciences Annual Conference.

Jou, J. (2013). Memory retrieval profile of the DRM false memory in the Sternberg's paradigm. Paper presented in the 54th Annual Meeting of the Psychonomic Society in November 2013 in Toronto, Canada.

Jou, J. (2013). Does false memory behave like true memory in the Sternberg memory search paradigm? Paper presented at the 2013 Spring semester UTPA CSBS Annual Research Conference.

Jou, J., & Flores, S. (2012). Comparing list words with the critical nonpresented words in the DRM paradigm across yes/no test and 2AFC: Is the false recognition derived from a criterion shift? Paper presented at the 2012 ARMADILLO Annual Meeting in Oct. 2012 in Laredo, TX.

Cortes, H. M., Jou, J., & Gonzalez, M. (2012). Do people automatically remember the details of words (plurality and case)? Paper presented at the UTPA College of Social and Behavioral Sciences Annual Research Conference in April, 2012.

Flores, S., & Jou, J. (2011). Two-alternative-forced-choice versus Yes/No recognition tests: Are they really equivalent? Paper presented at College of Social and Behavioral Sciences Annual Conference, UTPA in April, 2011.

Jou, J., & Flores, S. (2010). Is two-alternative-forced-choice recognition test really criterion-free? Paper presented at the 51st Annual Meeting of the Psychonomic Society in St. Louis, MO, in November 2010.

Flores, S., & Jou, J. (2010). Is two-alternative-forced-choice recognition test really criterion-free? Paper presented at the Psychology Research Symposium, College of Social and Behavioral Sciences, UTPA in May, 2010.

Jou, J. (2009). False memory can be implicitly discriminated from true memory. Paper presented at the 50th Annual Meeting of the Psychonomic Society in Boston, MA, in November 2009.

Jou, J. (2008). Associative memory is familiarity- (not recollection-) based: Evidence from automatic versus controlled slowdown in recognition. Paper presented at the 2008 Annual Meeting of the Psychonomic Society in Chicago.

Jou, J. (2007). Is familiarity-based or recollection-based recognition faster: The source of the contradicting findings. Presented at the 48th Annual Meeting of the Psychonomic Society in Nov. 2007 in Long Beach, CA.

Jou, J. (2007). False memory is an explicit (not implicit) memory phenomenon. Presented at UTPA College of Social and Behavioral Sciences Conference in Feb 2007.

Jou, J., Carreon, D. A., & Chapa, F. (2006). Familiarity-based recognition is slower than recollection-based recognition: Is it an experimental artifact? Presented at the 2006 Annual Meeting of the Psychonomic Society in Houston, TX.

Jou, J., & Foreman, J. (2006). The effects of encoding and decision factors on true and false memories. Paper presented at the Association of Psychological Science' Annual Meeting, in New York in May 2006.

Jou, J., & Foreman, J. (2005). False recall in the Deese-Roediger-McDermott (DRM) paradigm can be generated by two different processes. Paper presented at the American Psychological Society's Annual Meeting, in Log Angeles, CA.

Jou, J., Rogers, D. M., Zimmerman, R. L., & Foreman, J. (2004). False memory can be reduced by operant learning procedure. Presented at the 2004 Annual Meeting of the Psychonomic Society in Minneapolis, MN.

Jou, J., Matus, Y. E., Rogers, D. M. (2003). Distinctive orthographic feature processing of words greatly reduces false recall: A transfer appropriateness explanation. Presented at the 2003 Annual Meeting of the Psychonomic Society in Vancouver, Canada.

Jou, J., Rogers, D. M., & Matus, Y. E. (2003). Sensory/perceptual, and consciousness differences between true and false positive recognitions. Paper presented at the American Psychological Society's Annual Meeting, in Atlanta, GA.

Jou, J., & Aldridge, J. W. (2002). Levels of processing and false memory: Why are the data not consistent? Presented at the 2002 Annual Meeting of the Psychonomic Society in Kansas City, MO.

Jou, J., Aldridge, J. W., & Gonzalez, L. L. (2001). Is the cognitive process in false recognition really the same as in true recognition? Presented at the 2001 Annual Meeting of the Psychonomic Society in Orlando, FL.

Jou, J., Aldridge, J. W., Winkel, M. H., Vedantam, R., and Gonzalez, L. L. (2000). The effects of semantic relatedness on memory retrieval and discrimination of words. Presented at the 2000 Annual Meeting of the Psychonomic Society in New Orleans.

Jou, J., & Leka, G. E. (2000). Regression Towards the Mean in Magnitude Estimation: The Source of Bias in Alphabetic Distance Judgment. Presented at the Annual Meeting of the American Psychological Society in Miami, Florida, in June, 2000.

Harris, R.J., Brown, T.S., Jou, J., & Trujillo-Guzzo, D. (2000). Attributions about domestic violence by Mexican-American, European-American, British, and Uruguayan college women. International Communication Association, Acapulco, Mexico, June 2000.

Jou, J., Vedantam, R., Wilson, D., Leka, G. E., & Islas, R. A. (1999). Memory span modulates serial position effects in comparative judgments with middle reference points. Presented in Los Angeles in November, 1999 at Psychonomic Society's Annual Meeting.

Aldridge, J. W., Jou, J., Wilson, D. & Chapa, T. (1999). Non phonological working memory in dual-mode access of alphabetic position information. Presented at the Annual Meeting of the American Psychological Society in Denver, CO, in June, 1999.

Jou, J., Leka, G., Chapa, T. Y., & Wilson, D. R. (1998). Learning and testing determine the memory representation of a transitivity relationship. Presented at the 39th annual meeting of the Psychonomic Society in Dallas, Texas, in Nov., 1998.

Aldridge, J. W., Jou, J. Leka, G., & Espinoza, B. (1998). Analysis of articulatory suppression enhancement of alphabetic judgments. Presented at the Annual Meeting of the Southwestern

Psychological Association, new Orleans, Louisiana, in April, 1998.

Jou, J.,& Leka, G. (1998). Linear-Order Schema Theory Vs. Hierarchical Structure Theory In Memory Of Conjoined Series. Annual Meeting of the Southwestern Psychological Association, Southwestern Psychological Association.

Harris, R.J., Jou, J., & Brown, T.S. (1998). Attributions about domestic violence by Mexican-American, European-American, Uruguayan, and British college women. American Psychological Society, San Francisco, June 1998.

Jou, J., Leka, G., Espinoza, B., & Chapa, T. (1997) Reference points in linear-order determine the forms of serial position effects. Presented at the 1997 Annual Meeting of the Psychonomic Society in November 1997 in Philadelphia.

Aldridge, J. W., & Jou, J. (1997). Articulatory suppression improves the efficiency of judging alphabetic intervals. Presented at the Southwestern Psychological Association's 43rd Annual Meeting in Ft. Worth, TX, in April, 1997.

Jou, J., Nelson, J. A., Duran, J. B., & Barragan, Z. P. (1996). Reference points in linear-order memory determine the form of distance effects. Presented at the Nov. 1996, the Psychonomic Society Annual Meeting in Chicago in Nov., 1996.

Jou, J., Aldridge, J. W., Nelson, J. A., Barragan, Z. P., Duran, J. B., & Luna, C. (1996). Memory search of complementary sets of information. Presented at the American Psychological Society's Annual Meeting in San Francisco in July, 1996.

Jou, J., Aldridge, J. W., Salinas, C. M., & Luna, C. (1995). The mental representation of ordinal and interval alphabetic information. Presented at the Annual Meeting of the Psychonomic Society, in November 1995, in Los Angeles. (This study was supported by a UTPA Faculty Research grant No. 119140).

Harris, R. J., Lee, S. S., Jou, J., Johnson, A. T. (1995). Perceptions of domestic violence reports by Mexican-American and Euro-American college students in the United States. Presented at the Annual Meeting of the Interamerican Congress of Psychology in Puerto Rico in July 1995.

Jou, J. (1995). Serial position effect in identification of middle terms in letter triplets. Presented at the American Psychological Society 1995 Annual Meeting, in New York City, in June, 1995.

Jou, J., Li, X., & Salinas, C. M. (1995). The coding and learning factors in memory of linear ordering. Presented at the Southwestern Psychological Association 1995 Annual Meeting, in San Antonio, TX, in April, 1995.

Bastida, E., Narvaez, A., Jou, J., Chaparro, O., & Puentes, E. (1994). Self-reported illnesses and medications among Latino elderly. Presented at the Annual Meeting of the American Gerontological Society.

Jou, J., Li, X., & Quiyim, I. T. (1993). Two processes in order information processing. Presented at the 1993 Psychonomic Society Meeting in Washington, DC.

Jou, J. (1993). Information specificity reduces framing effects in decision making. Presented in June 1993 at the Fifth Annual Meeting of the American Psychological Society in Chicago.

Jou, J., Shanteau, J., & Harris, R. J. (1992). Some cognitive causes of framing effects in decision making. Presented at the 1992 Psychonomic Society Meeting, November 1992, in St. Louis.

Jou, J., Shanteau, J., & Harris, R. J. (1991). An alternative interpretation of framing effects in decision making. Presented at the 1991 Psychonomic Meeting.

Jou, J., & Harris, R. J. (1991). Speaking under divided attention. Presented at the 1991 American Psychological Society Meeting in Washington, D.C.

Donnelly, D. P., Ott, R. L., & Jou, J. (1989). A path analytic examination of job satisfaction and turnover in the CPA firm. Presented at the Western American Accounting Association, May, 1989.

Birnbaum, M. H., & Jou, J. (1986). A theory of difference judgments and comparative response times. Presented at the Psychonomic Society Meeting, November, 1986.

Grants obtained

Federal Grants:

- Jou, J. (PI). A 4-year (2002-2006) National Institutes of Health SCORE (support for competitive research) grant ("*The effect of semantic relatedness on recall and recognition: Furthering the understanding of false memory*"). ($308,188)

- Jou, J. (PI). A 3-year (1995-1998) National Institutes of Health Minority Biomedical Research Support grant "*The processing of order information*". ($145,718)

University Grants:

- Jou, J. (PI). 2015, UTPA Undergraduate Research Initiative award $2,000.

- Rogers, D. (PI) & Jou, J. (Co-PI). 2011-2012, "Experimental study of sexual aggression", UTPA Faculty Research Council grant, $5,000

- Jou, J. (PI). 2011-2012, UTPA College of Social and Behavioral Sciences Faculty External Grant Pre-proposal award ($3,000).

- Jou, J. (PI). UTPA Faculty Research Council grant $3,500 for year 2000. "The semantic distance effect in memory retrieval and discrimination of words".

- Jou, J. (PI). UTPA Scholar Funds Award of $3,500 for 1998-1999.

- Jou, J. (PI). UTPA Faculty Research Council grant $3,500 for 1997-1998. "A set theory of bowed reaction time curves of memory-set size and serial position effects."

- Jou, J. (PI). UTPA Faculty Research Council grant $2,250 for 1995-1996. "Memory representation of ordinal and interval scale information"

- Jou, J. (PI). UTPA Faculty Research Council grant $2,700 for 1994-1995. "Memory search of complementary sets of information".

Editorial board member:

- *Behavioral Sciences*
- *Review editor on the editorial board of Frontiers – Cognition & Attention*
- *International Journal of Psychological Studies*
- *International Journal of Psychology and Behavior Analysis*
- *Journal of Psychological Research*

Guest action editor:

- *Sage Social Science Journals*

One of special-topic issue guest editors:

- *Frontier in Psychology special topic issue "The depth and complexity of unconscious processing" 2020-2021*

Ad-hoc reviewer for journals

- *Acta Psychologica*
- *Proceedings of National Academy of Science*
- *the American Journal of Psychology*
- *Journal of Memory and Language*
- *Journal of Experimental Psychology: General*
- *Journal of Experimental Psychology: Learning, Memory, and Cognition*
- *Psychonomic Bulletin & Review*
- *Quarterly Journal of Experimental Psychology*
- *Psychological Research*
- *Computers in Human Behavior*
- *International Journal of Psychological Studies*
- *International Journal of Psychology and Behavior Analysis*
- *International Journal of Psychology*
- *Sage Social Science Journals*

- *Advances in Cognitive Psychology*
- *Cogent Psychology*
- *PLOS ONE*
- *Journal of Cognitive Psychology*
- *Journal of Clinical and Experimental Neuropsychology*
- *Journal of Psychological Research*
- *Frontiers in Psychology*
- *Current Psychiatry Research and Reviews*
- *International Journal of Cognition and Behavior*
- *Psychology in Russia: State of the Art*
- *Thinking Skills and Creativity*
- *Journal of Intelligence*

Grant reviews

- National Science Foundation research grant proposals
- National Institutes of Health SCORE research grant proposals

Review for publishers

- Oxford University Press: Reviewed Chun & Most's textbook *Cognition*, 2023.
- FlatWorld: Reviewed Bridget Robinson-Riegler & Gregory Robinson-Riegler's *Cognitive Psychology: Applying the science of the mind, 4th* edition in 2023.
- Reviewed a motivation textbook proposal (by Daniel Corts) for Sage College Publishing. 2019
- Oxford University Press: An Introduction to Cognitive Psychology, 2019.

- Oxford University Press: Cognitive Psychology: Unifying Mind and Behavior, 2018.
- Oxford University Press: Cognitive Psychology textbook, 2016
- Oxford University Press: Reviewed a proposal and 3 chapters of a Cognitive Psychology textbook, 2011
- Oxford University Press: Reviewed chapters of an introduction to psychology book, 2014.
- CRC Press, Taylor and Francis Group: Reviewed proposal for Proctor and Van Zandt's *Human factors in simple and complex systems* 3rd edition.
- John Wiley & Sons: Reviewed Johnmarshall Reeve's *Understanding motivation and emotion* 5th edition.
- Worth Publisher: "Memory" chapter, Myers' 9th (2009) ed introductory psychology textbook "Exploring Psychology"
- Worth Publisher: "Memory" chapter, Myers' 10th ed introductory psychology textbook "Exploring Psychology"
- Wadsworth: Goldstein's Cognitive Psychology, 2nd ed., prospectus for 3rd ed., and 3rd ed draft, 2008-2009
- Wadsworth/Cengage Learning: Prospectus for Henderson & Ferreira's "Cognitive Psychology" textbook
- Sage Publications: A prospectus and a sample chapter of a Human Memory textbook, 2008

- Sage Publications: A prospectus for a Cognitive Psychology textbook by Bennett Schwartz, 2011.
- Sage publications: McBride & Cuttings' *Cognitive Psychology: Theories and processes of studies.*
- Psychology Press: Pre-revision review for Eysenck's "Fundamentals in Cognitive Psychology", 2009
- Psychology Press: Post-revision review for Eysenck's "Fundamentals in Cognitive Psychology", 2010
- Prentice Hall: Chapters of Ciccarelli & White's introductory psychology textbook, 2009
- Houghton Mifflin & Co.: Gary W. Heiman's "Basic Statistics for the Behavioral Sciences", 3rd ed., 2002
- Pearson Allyn & Bacon: Reviewed Lilienfeld et al.'s, 2008 Introductory psychology book chapters
- Pearson Allyn & Bacon: Reviewed Lilienfeld et al.'s, 2011 edition Introductory psychology: An exploration book memory chapter, 2011
- Pearson Education: Reviewed Randall Engle & Zachary Hambrick's *Psychology: The science and technology* book proposal and memory and learning two chapters.
- Allyn & Bacon: Reviewed Introductory psychology book chapters, 1998
- Dushkin Publishing Group Inc.: Reviewed Honeck, Richard P. "Introductory Readings for Cognitive Psychology", 1997
- Flat World Knowledge Publishing Co. A prospectus and chapters of an introductory psychology book by Charles Strangor, 2010.

Honors:

- Fellow of the Psychonomic Society (the national experimental psychology society)
- First Place Award for posters, College of Social and Behavioral Science Research Conference, UTPA, 2015.
- The 2012 UTPA College of Social and Behavioral Sciences Faculty Research Excellence Award
- Invited to give 4 speeches at School of Psychology, Southwest University, Chongqing, China in December, 2005:

    1. "Serial Order Memory"
    2. "Heuristics and Biases in Judgment and Decision Making"
    3. "False Memory"
    4. "How to publish papers in American psychology journals"

- Invited by the president of UTPA to give a keynote address at the May 2003 graduate school commencement ceremony.
- Listed on *Stanford Who's Who.*
- Listed in the 2001, 2003, 2004, 2006, and 2011 editions of Marquis' *Who's Who in America*
- Listed in the 1996, 2002, 2004, 2005, 2006 editions of *Who's Who in America's Teachers*
- Listed in the 2006-2007 edition of *Who's Who in American Education* (7th ed).
- Listed in the *Directory of American Scholars* published by Gale Group (a premier reference publisher in Farmington Hills, Michigan).

- Listed as an educator in 1996, First Edition of *Texas Hall of Fame*, Englewood, NJ: Publishers Plus.

Department services

- Member of post-tenure review committee, 2022 – 2023.
- A peer observer for colleagues' teaching (about two times a year on average).
- Member of the tenured faculty evaluation committee 2021-2022.
- Member of the tenure-track faculty and lecturers' evaluation committee 2021-2022.
- Chair of the Department HOP Revision Committee (for phase I revision) 2021-2022.
- Member of the student learning outcome committee (Dr. Maria Ramirez as the chair) 2021-2022.
- Served as the chair of tenure/promotion committee for Department of Psychological Science 2020-2021.
- Served as chair of the tenure-track faculty evaluation committee 2020-2021.
- Served as chair of the department's tenure evaluation committee 2019-2020.
- Served as a member of department's annual evaluation committee 2019-2020.
- Served as an acting chair of the department's annual evaluation committee for the evaluation of the three new faculty members (one of them was the chair of the committee) 2019-2020.
- Served as a member of the Associate-to-Full professor evaluation committee (for Dr. Arthur Cantos) for our department 2019-2020.
- Served as a post-tenure review committee member for Psychology Department. 2019-2020.
- Served as chair of Dr. Mark Winkel's Memorial scholarship committee 2018.
- Served as member of Department's Annual Evaluation and Committee 2018-2019.
- Served as member on Psychology Department Human-Subject Pool Committee 2018-2019.
- Served as member on the promotion (to full professor) evaluation committee 2018-2019.
- Served as member of post-tenure review committee 2018-2019.
- Served on the department's curriculum committee (with Jaime Cano as chair) 2018-2019.
- Served as the department experimental psychology faculty search committee chair, 2017-2018
- Served on the department annual evaluation committee, 2017-2018

- Served on associate to full professor department promotion committee, 2017
- Served as faculty mentor to a junior faculty member 2015 to present
- Chair of quantitative psychology faculty search committee, 2016-2017.
- Chair of experimental psychology faculty search committee, 2016-2017.
- Member of department (associate to full professor) promotion committee, 2016
- Co-chair of department annual merit evaluation committee, 2016-2017
- Member of Departments faculty search committee, 2015.
- Chair, department post-tenure review committee, 2014-2015.
- Member, department tenure-track faculty review committee, 2014-2015.
- Member, department lecturers' review committee, 2014-2015.
- Psychology Department Student Learning Outcome coordinator 2013-2014
- Psychology Department Annual Review Committee member, 2013-2014
- Psychology Dept Program Review compiler, Fall 2009

- Psychology Dept annual evaluation, tenure, promotion committee (chair of annual evaluation committee, member of promotion tenure committee), Fall, 2009
- Dept of Psychology & Anthropology Graduate Advisory Committee member, 2008-2009
- UTPA Dept Library liaison for psychology section
- Introduction to Psychology learning outcome evaluation test revision committee chair (2008)
- UTPA Dept tenure committee chair, and promotion committee member (2005-2006)
- UTPA. Department of Psychology & Anthropology undergraduate psychology advisor (Fall, 1998)
- UTPA. Department Student Organization Faculty Advisor (Psi Chi and Psychology Club) (1998-2003)
- UTPA. Department library liaison (1998-2003)
- UTPA. Department of Psychology & Anthropology Departmental Curriculum Revision Committee (Spring, 1999-2005).
- UTPA. Department of Psychology & Anthropology Departmental Internal Chair Search Committee member (Fall, 1998).
- UTPA. Psych & Anthrop. Dept. Clinical Faculty Search Committee member
- UTPA. Served as a resource person in the Asian-American Association

College services

- Served as an equity-diversity advocate for the search for a tenure-track faculty and lecturers at the Department of Writing and Language Studies 2021-2022.
- Served as a member of the Liberal Arts College tenure/promotional committee 2020-2021.
- Served as an equity and diversity advocate for a faculty search for the Writing and Language Department 2020-2021.
- Served as an equity and diversity advocate (EDA) for three faculty searches in the Department of Writing and Language Studies (2019-2020).
- Served as an equity and diversity advocate (EDA) for a search for an assistant professor in the area of Medical Spanish in the Department of Writing and Language Studies (2018-2019).
- Houston Civil Engagement Endowment Professor Selection Committee member, 2016
- Equity and diversity advocate for Dept of Writing and Language Studies Search Committee, 2016
- Equity and diversity advocate for Dept of Public Affairs and Security Studies Search Committee, 2016
- Member, College of Liberal Arts Tenure/Promotion Committee, 2016,
- Affirmative Action Advocate on Faculty Search Committees for Dept of Literature & Cultural Studies, 2015
- Affirmative Action Advocate on Faculty Search Committees for Dept of Writing & Language Studies, 2015
- Served as chair of the session of "Cognitive factors in diverse populations" of UTPA 2014 Social and Behavioral Science Conference.
- College of Social and Behavioral Sciences tenure and promotion committee member, 2013-2014
- Affirmative Action Officer for Global Security Studies and Leadership search committee, 2012

- UTPA College of Social and Behavioral Sciences annual merit committee member, Fall, 2009
- UTPA College of Social and Behavioral Sciences tenure/promotion committee member, 2005-2006

University Services

- Ex officio for College of Education Tenure/Promotion Committee 2013-2014
- University Library Committee member 2012-2015
- UTPA Provost's online teaching evaluation task force committee member, Spring, 2013
- UTPA President Merit/Salary Task Force member, Spring 2012
- UTPA University Program Review Committee member, Fall 2009
- University Statistical Consulting Center as a statistical analysis consultant (still serving)
- UTPA Library Committee member and vice chair (2006-2009; 2012-2015)
- UTPA Faculty Senate ad hoc Research Incentive Committee member, 2002.
- UTPA Academic Computing Council member (2002-2005)
- UTPA Admissions Committee member (2001-2004)
- UTPA Served as a member on the Advisory Committee for MRBR-SCORE Program (2002-2006)
- UTPA Served as a member on the Advisory Committee for the Center for Aging and Health (2002- 2006)
- UTPA Faculty Development Council member (1998-2001)
- UTPA Faculty Senator for College of Behavioral and Social Sciences, 1995-1997 (on the Senate University Administrator Evaluation Committee)
- UTPA Computer Advisory Committee member, Spring, 1996
- UTPA Curriculum Committee member, 1995-1998
- UTPA Asian Studies Committee member (1994-1998)
- UTPA Library Self-Study Committee member for 1995 Southern Association of Colleges and Schools accreditation.
- Gave lectures to Learning Framework classes at UTPA several times
- Promoted HESTEC at UTPA several times
- Participated in many major fairs and student recruit campaigns (including in other cities)
- Delivered a speech on the topic of Self Regulation for the 2009 international week series

Professional services to the field

- Served as an external reviewer for a professor's promotion application to full professorship at Bowling Green State University, 2022.
- Served as chair for Cognitive 1 session at the 2018 Southwest Psychological Association Annual Conference in Houston, TX
- Provided a consultation to a professor at University of Southern California about Theory of Signal Detection, 2016.
- Chaired the talk session Cognitive 1 of the 2017 SWPA Annual Meeting in San Antonio, TX.
- Chaired a session ("False Memory") at the 1998 Annual Meeting of the Psychonomic Society, in Dallas, TX.

- Invited by Regents College (a distance learning college in Albany, NY) to serve on a consultation panel to review tests on Research Methods in Psychology, 1999, and 2000.
- Provided statistical analysis consulting to numerous faculty and master's and doctoral students at UTPA and from other universities for several times between 1994-2000.

    1. The theses of graduate students James Nelson and Cynthia Gonzalez of Psychology department of UTPA.
    2. The doctoral dissertation of Tina Briones (a nursing student from Univ. of Houston).
    3. A thesis of a developmental psychology master's student Cheta Dudeno also from Univ. of Houston.

- Read colleagues' grant proposals and gave comments several times
- Served as a consultant for Medical Colleges Entrance Examinations in spring, 1993.

Community services

- Made three presentations on February 21, 2020 at Hidalgo Early College High School Annual Career Day, introducing senior high-school students on what is psychology and what careers a psychology major can have.
- Made presentations at Hidalgo Early College High School Annual Career Day on February 22, 2019, introducing senior high-school students on what is psychology and what careers a psychology major can have.
- Served as a faculty advisor to Linguistics Club of UTRGV, 2016-2017.
- Served as an advisor several times for high school students' research projects on human memory

Media events

- Was interviewed (online) on May 27, 2021 by the McAllen Library for the scientific/scholarly portion of the May 2021 "Asian Pacific American Heritage" events.

- Was interviewed (online) by KVEO (a dual NBC/CBS-affiliated television station) on May 13 2021, on how to enhance interracial harmony, as an Asian Pacific American Heritage event.