

Brian C. Cronk, PhD
St. Joseph, MO

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CURRENT POSITION:

Professor, Psychology (Board of Governor's Distinguished Professor, 2008)

Chair, Department of Psychology (2012-current)

Missouri Western State University, St. Joseph, MO

Faculty Assistant to the Provost (2012-current)

PREVIOUS POSITIONS:

Associate Provost, Missouri Western State University (2011-2012)

Founding Dean of the Graduate School, Missouri Western State University (2009-2012)

Director of Grants and Sponsored Programs, Missouri Western State University (2009-2014)

Employed at Missouri Western State University as a faculty member or administrator since 1993.

EDUCATION:

PhD, 1993, Psychology

University of Wisconsin - Milwaukee, Milwaukee, WI

Major: Cognition and Perception

Minors: Quantitative Methods, Social Psychology, Computer Science

Dissertation: Semantic and repetition priming with homophones

MA, 1990, Psychology

Bradley University, Peoria, Illinois

Thesis: The comprehension of idioms: Familiarity, likeliness, and implications for current theories of idiom comprehension

BS, 1989, Psychology

University of Wisconsin - Madison, Madison, WI

PUBLICATIONS

- Cronk, B.C. (2016) *How to use IBM SPSS Statistics: A step-by-step guide to analysis and interpretation* (9th edition). Oxford: Routledge. ISBN 978-1-936523-44-3
 - 8th edition (2014). ISBN 978-1-936523-26-9
 - 7th edition (2012). ISBN 1-884585-99-X

- 6th edition (2010) - Had one-edition title change to reflect PASW/SPSS renaming
- 5th edition (2008). ISBN 1-884585-79-5
- 4th edition (2006). ISBN 1-884585-68-X.
- 3rd edition (2003) ISBN 1-884585-55-8
- 2nd edition (2002) ISBN 1-884585-42-2
- 1st edition (1999) ISBN 1-884585-15-9
- Campbell, A.M., Eckdahl, T., Cronk, B.C., Andresen, C., Frederick, P., Huckuntod, S., Shinneman, C., Wacker, A., & Yuan, J. (2014). pClone: Synthetic Biology Tool Makes Promoter Research Accessible to Beginning Biology Students. *CBE: Life Sciences Education*, 12, 285-296.
- Bechert, U. & Cronk, B.C. (2013). Applied Learning at the Graduate Level – Professional Science Master’s Lead the Way. *Journal of Applied Learning in Higher Education*, 4, 23-33.
- Still, J. & Cronk, B.C. (2010). Putting the spotlight on Human Factors. *Human Factors and Ergonomics Society Bulletin*.
- Cronk, B.C. (2007). The OUR-IRB Project: A Necessary Tool for Risk Management and Ethics Education. *CUR Quarterly*, 27(4), 142-146.
- Cronk, B.C. (2007). Prejudice. Article in the *World Book Encyclopedia*.
- Cronk, B.C., & West, J.L. (2002). Personality research on the Internet: A comparison of web based and traditional instruments in take-home and in-class settings. *Behavior Research Methods Instruments and Computers*, 34, 177-180.
- Cronk, B.C. (2001). Phonological, semantic and repetition priming with homophones. *Journal of Psycholinguistic Research*, 30, 363-375.
- Cronk, B.C. (2001). Issues in Computer Dissemination of Undergraduate Research: The National Undergraduate Research Clearinghouse. *Social Science Computer Review*, 19, 94-99.
- Cronk, B.C. & Faulkner, E.E. (1995). *Instructor’s Guide to Accompany Schweigert’s Research Methods and Statistics (2nd Printing)*. Pacific Grove: Brooks/Cole.
- Cronk, B.C. (1994). *SPSS for Unix Quick Reference Guide*. Missouri Western State College, St. Joseph, MO.
- Cronk, B.C. (1993). *Instructor’s Guide to Accompany Schweigert’s Research Methods and Statistics*. Pacific Grove: Brooks/Cole.
- Cronk, B.C., Lima, S.D., & Schweigert, W.A. (1993). Idioms in sentences: Effects of frequency, literalness, and familiarity. *Journal of Psycholinguistic Research*, 22, 59-82.
- Cronk, B.C. & Schweigert, W.A. (1992). The comprehension of idioms: The effects of familiarity, literalness, and usage. *Applied Psycholinguistics*, 13, 131-146.
- Godley, M.D., Cronk, B.C. & Landrum, E. (1992). Alcohol-drug programs. In Crimando,

W. & Riggart, T.F. (Eds.) *Utilizing Community Resources: An Overview of Human Services* (pp. 49-58). Orlando: Paul M. Deutsch Press.

- Schweigert, W.A. & Cronk, B.C. (1992). Ratings of the familiarity of idioms' figurative meanings and the likelihood of idioms' literal meanings among U.S. college students. *Current Psychology: Research & Reviews*, 11, 325-345.

PROFESSIONAL PRESENTATIONS:

- Still, M.L., Langley, M.M., & Cronk, B.C. (2017, May). Trumped up: Is election night 2016 a new flashbulb memory event? Poster presented at the American Psychological Society Annual Meeting.
- Cronk, B.C. (2017, March). *Assessing the effects of curriculum on performance on the ETS Major Field Test in Psychology*. International Convention of Psychological Science. Vienna, Austria.
- Henry, K.B., Gerhart, A., & Cronk B.C. (2014, April). *Student Use of Lecture Capture in Online Psychology Courses*. Southwestern Psychological Association, San Antonio, TX.
- Cronk, B.C. (2013, June). *Using the Student Clearinghouse for Revenue and Efficiency*. UBTech. Orlando, FL.
- Cronk, B.C. (2013, June). *Using the Student Clearinghouse for Revenue and Efficiency*. UBTech, Orlando, FL.
- Wated, G., Szuchman, L., Micklet, A., Webster, S., Larson, S., Cronk, B. (2010). *What every undergraduate psychology major should know: The knowledge, skills and values of psychological research*. Council on Undergraduate Research National Conference. Ogden, UT.
- Cronk, B.C. (2010). *Do you have any more homework for me to do? Utilizing automated online homework tied to your specific text to improve student performance in introductory statistics*. National Institute on the Teaching of Psychology. St Petersburg Beach, FL.
- Cronk, B.C. & Cronk, R.C. (2009, January). *Establishing a Collaborative Relationship with a Community Organization to Teach Statistics: Advantages and Disadvantages to Students, Faculty, and the Organization*. 31st Annual National Institute on the Teaching of Psychology. St. Petersburg, FL.
- Cronk, B.C. (2006, February). *The National Undergraduate Research Clearinghouse: Dissemination of Student Research over the World Wide Web*. Paper presented at the 1st annual statewide conference on Applied Learning, St. Joseph, MO.
- Cronk, B.C. (2005, May). *Automating IRB review and submission at an undergraduate institution*. Paper presented at the 77th annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Cronk, B.C. (2004, October). *Utilizing Microsoft Excel to ease computational burden in introductory statistics*. Paper presented at the Best Practices in Teaching Research

Methods and Statistics Convention, Atlanta, GA.

- Wann, P.D. & Cronk, B.C. (2002, June). *Teaching skepticism about pseudoscientific claims*. Paper presented at the annual meeting of the American Psychological Society, New Orleans, LA.
- Wann, P.D. & Cronk, B.C. (2002, May). *Educating psychology majors to think critically about pseudoscientific claims*. Paper presented at the 74th annual meeting of the Midwestern Psychological Association, Chicago, IL. NOTE: This presentation won the CTUP Creative Classroom award.
- West, J. & Cronk, B. C. (2001, November). *Personality research on the Internet: A comparison of web based and traditional instruments in take-home and in-class settings*. Presentation at the 29th annual Society for Computers in Psychology Convention. Orlando.
- Wann, P.D. & Cronk, B.C. (2001, May). *Outlets for dissemination of undergraduate research*. Presentation at the 73rd annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Wann, P.D., & Cronk, B.C. (2000, June). *Teaching critical thinking and research skills using a computerized Psychology laboratory*. Paper presented at the 8th annual conference of the Council of Undergraduate Research, Wooster, Ohio.
- Wann, P.D., Cronk, B.C., & Huntermark, J. (2000, April). *What's my theory? Using interactive web games to supplement instruction in general psychology*. Paper presented at the 72nd annual meeting of the Midwestern Psychological Association.
- Cronk, B.C., & Wann, P.D. (1999, April). *Got research? Student publication on the WWW national undergraduate research clearinghouse*. Paper presented at the 71st annual meeting of the Midwestern Psychological Association.
- Wann, P.D., & Cronk, B.C. (1999, January). *Got research? Student publication on the WWW national undergraduate research clearinghouse*. Paper presented at the 1999 NITOP conference.
- Cronk, B.C. (1998, November). *Dissemination of Undergraduate Research with the National Undergraduate Research Clearinghouse*. Paper presented at the 28th annual convention of the Society for Computers in Psychology, Dallas, Texas.
- Cronk, B.C. & Wann, P.D. (1998, June). *The National Undergraduate Research Clearinghouse: Dissemination of student research over the World-Wide-Web*. Paper presented at the Seventh National Conference of the Council on Undergraduate Research, Los Angeles, California.
- Cronk, B.C. & Wann, P.D. (1998, May). *Student publishing on the World-Wide-Web using the National Undergraduate Research Clearinghouse*. Paper presented at the 70th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Gorcyca, D.A., Leonard, J.G., Cronk, B.C. and Olesen, K.B. (1997, November).

Communication Apprehension and the Basic Course: Effects across educational contexts and between student populations. Paper presented at the National Communication Association Convention, Chicago, Illinois.

- Cronk, B.C. & Varma, V. (1997, October). *Conventional instruction vs teaching on the Web: Some pros and cons.* Paper presented at the 1997 ETLI conference, Marietta, Georgia.
- Cronk, B.C. (1997, June). *Using the Internet to enhance your small business: Focus on the World-Wide-Web.* Presentation made to the St. Joseph Area Chamber of Commerce, St. Joseph, Missouri.
- Cronk, B.C., Wann, P.D., Ashley, D. & Eckdahl, T.E. (1997, May). *Interdisciplinary Research Day: Using Research to Enhance Undergraduate Education and Understanding of Science.* Paper presented at the 69th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Wann, P.D. & Cronk, B.C. (1996, June). *Using undergraduate research to develop a 'student culture' at an open admissions commuter college.* Paper presented at the 6th national conference of the Council of Undergraduate Research, North Carolina Central University, Durham, N.C.
- Cronk, B.C. (1996, May). *Fun, but not just fun and games: The internet in the research methods laboratory.* Paper presented at the 68th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Cronk, B.C. (1995, May). *Self evaluation and evaluation by others: The effect of student estimates of grades on exam performance, previous beliefs, and reactions to obtained grades.* Paper presented at the 67th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Cronk, B.C. & Lima, S.D. (1994, June). *Proofreading Strategies and Phonological Priming.* Paper presented at the sixth annual convention of the American Psychological Society, Washington, DC.
- Lima, S.D. & Cronk, B.C. (1994, May). *The time course of repetition priming.* Paper presented at the 66th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Fuhrman, S. & Cronk, B.C. (1993, November). *St. Joseph's Hospital inpatient cardiac rehabilitation length of stay study.* Paper presented at the 1993 Great Lakes Regional Conference on Cardiovascular Disease Prevention, Milwaukee, WI.
- Fuhrman, S., Cronk, B.C., Henry, F. & Olin, P. (1993, November). *St. Joseph's Hospital inpatient cardiac rehabilitation learning study.* Paper presented at the 1993 Great Lakes Regional Conference on Cardiovascular Disease Prevention, Milwaukee, WI.
- Cronk, B.C. (1993, September). *Three priming effects with heterographic homophones.* Paper presented at the Missouri Western State College Psi Chi initiation ceremony. St. Joseph, Missouri.

- Cronk, B.C. (1993, July). *Data coding and instrument design*. Inservice presented to the Rehabilitation Institute of Milwaukee rehabilitation specialists. Milwaukee, Wisconsin.
- Cronk, B.C. & Lima, S.D. (1993, June). *Three priming effects with heterographic homophones*. Paper presented at the fifth annual convention of the American Psychological Society, Chicago, Illinois.
- Cronk, B.C., Lima, S.D., & Schweigert, W.A. (1993, April). *Effects of word frequency in idiom processing*. Paper presented at the 65th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Cronk, B.C. (1993, April). *The access of ambiguous items: Idiom processing*. Invited colloquium, Department of Psychology, Missouri Western State University, St. Joseph, Missouri.
- Cronk, B.C. (1993, March). *Investigations into multiple methods of lexical access*. Invited colloquium, Department of Psychology, California State University at Fresno, Fresno, California.
- Cronk, B.C. (1993, February). *Writing research reports*. Inservice presented to Rehabilitation Institute of Milwaukee rehabilitation specialists. Milwaukee, Wisconsin.
- Cronk, B.C. (1993, January). *Designs for value and quality assurance research*. Inservice presented to Rehabilitation Institute of Milwaukee rehabilitation specialists. Milwaukee, Wisconsin.
- Cronk, B.C. (1992, November). *Interpreting SPSS output*. Inservice presented to Rehabilitation Institute of Milwaukee rehabilitation specialists, Milwaukee, Wisconsin.
- Cronk, B.C. (1992, April). *Idiom processing: Literalness affects comprehension*. Paper presented at the 64th annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Cronk, B.C. (1992, April). *Research skills for clinical validation studies*. Inservice presented to Rehabilitation Institute of Milwaukee rehabilitation specialists, Milwaukee, Wisconsin.
- Cronk, B.C. (1991, March). *The effect of familiarity and likelihood of idiom phrases on reading sentences containing idioms*. Paper presented at the Sigma Xi research symposium, University of Wisconsin - Milwaukee, Milwaukee, Wisconsin.
- Cronk, B.C. (1991, Feb.). *Using Unix for scientific communication*. Invited colloquium, Department of Psychology, University of Wisconsin - Milwaukee, Milwaukee, Wisconsin.
- Cronk, B.C. (1990, June). *Familiarity and likeliness ratings for idioms*. Paper presented at the second annual convention of the American Psychological Society, Dallas, Texas.
- Lehner, C.E., Cronk, B.C., Hei, D.J., & Lanphier, E.H. (1988). *Transient decompression sickness in sheep*. Paper presented at the Undersea and Hyperbaric Medical Society Annual Meeting.

GRANTS RECEIVED AND GRANT SPONSORED RESEARCH REPORTS:

- Cronk, B.C. (2008). Undergraduate Research Celebration. Council on Undergraduate Research Psychology Division. (\$225)
- Cronk, B.C. (1998). Supplement to provide a National Undergraduate Research Clearinghouse (DUE#97-5113 supplement #1 proposal DUE#98-40914)
- Cronk, B.C. & Wann, P.D. (1997). A Computerized Laboratory to Enhance Undergraduate Psychology Education and Research. National Science Foundation (DUE#97-51113)
- Godley, M.D. & Cronk, B.C. (1990). *Counseling services for domestic violence perpetrators: Service descriptions and recommendations for McLean County*. Bloomington, IL: McLean County Illinois State's Attorney.
- Godley, M.D., Taricone, P.F., White, W.L. & Cronk, B.C. (1990). *Human resources in the Illinois substance abuse delivery system: An assessment of the crisis in recruitment and retention*. Chicago: Illinois Department of Alcoholism and Substance Abuse.
- Godley, M.D. & Cronk, B.C. (1990). *The effectiveness of interventions for DUI offenders in preventing recidivism: A review of the literature with special emphasis on remedial education*. Chicago: Illinois Department of Alcoholism and Substance Abuse.

SELECTED NATIONAL MEDIA EXPOSURE

- "Bigfoot", *Darkside Mysteries*, NHK Japanese National Television, July 2014.
- "Loch Ness monster: Geology tries, but doesn't explain mystery", *Christian Science Monitor*, July 3, 2013. <http://www.csmonitor.com/Science/2013/0703/Loch-Ness-monster-Geology-tries-but-doesn-t-explain-mystery>
- "Monsters, Ghosts and Gods: Why We Believe", *LiveScience*, August 18, 2008.
- "Despite Hoax, Bigfoot Believers Keep the Faith", *LA Daily News*, August 22, 2008
- "Bigfoot Searchers Carry On", *San Gabriel Valley Tribune*, August 22, 2008.
- "Using the Internet for Something Else – IRB Improvement" in Pollick, A. (2007, November). IRBs: Navigating the Maze. *APS Observer*, 20, 16-21.
- "Home Décor Fades to Black" *Wall Street Journal*, September 8, 2006 p.W10
- "The Youth Team", *Nature*, May 3, 2001, p. 13-14.
- "Netwatch", *Science*, December 11, 1998, p. 1951.

SELECTED AWARDS AND HONORS:

- Board of Governor's Distinguished Professor, 2008
- Outstanding Instructor, 2008 (only one award given across entire University)
- Outstanding Instructor, 2007 (several awards given across the University)
- CTUP Creative Classroom award (MPA, 2002)

- Jessie Lee Myers Excellence in Teaching Award, Missouri Western State College (1996)
- MWSU Psi-Chi/Psychology Club "most helpful professor." 1995 Psi-Chi/Psychology Club Awards Ceremony.
- MWSU Psi-Chi/Psychology Club "favorite professor." 1995 Psi-Chi/Psychology Club Awards Ceremony.
- American Psychological Association (APA) Dissertation Award. 1993.
- American Psychological Society Student Caucus (APSSC) 1993 Student Research Award.

COMMUNITY AND PROFESSIONAL LEADERSHIP POSITIONS

- National CUR (Council for Undergraduate Research) Councilor, Psychology Division, 2008-2011; 2011-2014.
- President, St. Joseph Public Library Board of Trustees, 2009-2011. Treasurer 2012-2014.

CURRENT AND PRIOR PROFESSIONAL AFFILIATIONS:

- American Psychological Society (APS)
- Southwestern Psychological Association (SWPA)
- Midwestern Psychological Association (MPA)
 - Midwestern Psychological Association Local Representative
- Sigma Xi, the Scientific Research Society
- Council on Undergraduate Research (CUR)
- Council of Teachers of Undergraduate Psychology
- American Psychological Association (APA)
- Human Factors and Ergonomics Society

LANGUAGE SKILLS:

German: basic reading, writing, and speaking skills (5 semesters plus 8 weeks living in Germany)

Programming Skills: PHP, HTML, MySQL, SQL, SPSS, Tableau

SELECTED REVIEWER SERVICE:

- Software Design Reviewer and Beta Tester, IBM SPSS Statistics (ongoing)
- Reviewer, National Science Foundation (NSF) CCLI Program (2005).
- Manuscript Reviewer, *Behavior Research Methods Instruments & Computers* (2002).
- Reviewer and Section Chair, National Science Foundation (NSF) CCLI Program (1999).
- Reviewer, National Science Foundation (NSF) Instrumentation and Laboratory

Improvement Program (1998).

- Site and Content Reviewer, PsychPlace.Com Web Site, Peregrine Publishing (2000).
- Web Site Editor, Houghton Mifflin Psychology Web Page (1999 - current)
- Judge, Great Plains Student Psychology Convention (1994; 1995; 1996; 1997, 2005).
- Software Reviewer, Brooks/Cole Publishing Company (1994).
- Text Reviewer, Brooks/Cole Publishing Company (1994; 1997).
- Judge, Mid America Regional Science and Engineering Fair (1994, 1995, 1997).
- Reviewer, Sixth Annual (1994) American Psychological Society (APS) Convention.
- Reviewer, Fifth Annual (1993) American Psychological Society (APS) Convention.
- Moderator, Missouri Academy of Science (1995) convention.

SELECTED COMMITTEE AND COMMUNITY SERVICE:

- Board of Trustees, St. Joseph Public Library Foundation, 2014 – 2016.
- Board of Trustees, St. Joseph Public Library System, 2008 – 2014.
- MWSU Presidential Search Committee (2007-2008).
- MWSU Graduate Council (2007 – 2009)
- Chair, Graduate Council (2007 – 2008)
- Faculty Grievance Committee (2002 – 2007). Hearing board chair, 2007. Vice-President 2006-2007.
- Curriculum Committee (2005 – 2006)
- Scholarship Committee (2002 – 2005)
- Board of Directors, Specialty Industries of St. Joseph (1999 – 2002, 2002 - 2005 terms). Secretary of Board 2001 – 2002, 2002 – 2003, 2003-2004 terms.
- Numerous institutional committees including program review, budget advisory, strategic planning, salary, and accreditation.
- Institutional Review Board (IRB), Missouri Western State University (1995 – 2016; Chair 2002 – 2016)
- Faculty Senate, Missouri Western State University, St. Joseph, MO (1994-96 term; 1996-98 term; 2006-2008 term); President 1998-99; Vice-President 1995-96; 1996-97; 2007-08

TEACHING EXPERIENCE:

Undergraduate Level

- Board of Governors Distinguished Professor, Service, 2008.
- Professor, Psychology, Missouri Western State University, St. Joseph, MO (Fall 2003 –

current). Courses: General Psychology, Intermediate Psychology, Research Methods, Applied Research, Research Methods Laboratory, Introductory Statistics, Intermediate Statistics, Cognitive Psychology, Computers in Psychology, Human Factors Psychology.

- Associate Professor, Psychology, Missouri Western State College, St. Joseph, MO (Fall 1997 - 2003). Awarded tenure in 1998.
- Assistant Professor, Psychology, Missouri Western State College, St. Joseph, MO (Fall 1993 – Spring 1997)
- Laboratory Instructor, Research Methods, University of Wisconsin -- Milwaukee (Fall 1990, Spring 1991, Spring 1993).
- Teaching Assistant, Experimental Psychology, Bradley University, Peoria, IL (Spring 1990).
- Teaching Assistant, Introductory Statistics, Bradley University, Peoria, IL (Fall 1989, Spring 1990).
- Computer Center Instructor, University of Wisconsin - Madison (Spring 1987).

Graduate Level

- Graduate Faculty appointment, Missouri Western State University (Fall 2007 – current)
- Instructor, Experimental Psychology, Wisconsin School of Professional Psychology, Milwaukee, WI (Fall 1991, Fall 1992).