

CURRICULUM VITAE

Mark LaCour

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Education

- 2021** **Texas Tech University**
Ph.D., Experimental Psychology (Cognition & Cognitive Neuroscience)
- 2016** **University of Louisiana at Lafayette**
M.S., General-Experimental Psychology
- 2011** **University of Louisiana at Lafayette**
B.A. (Honors) Philosophy
Minor in Cognitive Science

Professional Experience

- 2023 – Present** **Assistant Professor of Psychology**
University of Louisiana at Lafayette
- 2021 – 2023** **Assistant Professor of Psychology**
Louisiana State University of Alexandria

Publications

(* indicates an undergraduate collaborator)

- LaCour, M.**, Serra, M.J., ***Duvall, M.**, & ***Hislop, C.** (accepted). Getting lost in the “realm of possibility”: Common phrases used to communicate rare events have substantially different effects on decision-making. *Journal of International Crisis and Risk Communication Research*.
- Martis, J.**, Davis, T., & **LaCour, M.** (accepted). Investigating how individual differences in selective attention relate to schizotypy and altered states of consciousness. *Psychology of Consciousness: Theory, Research, and Practice*.
- LaCour, M.**, & Serra, M. J. (2021). Distinct heuristic strategies are triggered during online retail shopping depending on products’ average user ratings. *Journal of Consumer Behaviour*.
- LaCour, M.**, Goldwater, M., Ireland, M., Worthy, D., Van Allen, J., Gaylord, N., ***Van-Hoosier, G.**, & Davis, T. (2021). The double bind of communicating zoonotic origins: Describing exotic animal sources of COVID-19 increases both healthy and discriminatory avoidance behaviors. *Risk Analysis*.
- Davis, T., **LaCour, M.**, Goldwater, M., Hughes, B., Ireland, M., Worthy, D., Gaylord, N., & Van Allen, J. (2020). Communicating animal susceptibility impacts human risk perceptions for diseases of zoonotic origin: The role of inductive reasoning principles. *Behavioral Science & Policy*.
- LaCour, M.** & Davis, T. (2020). Vaccine skepticism reflects basic cognitive differences in mortality-related event frequency estimation. *Vaccine*. 38(21), 3790-3799.

- Taraban, R., Marcy, W., **LaCour, M.**, Lakshmojee, K, Prasad, S, & Zaiekin, S. (2020). Using the web to develop global ethical engineering students. *Advances in Engineering Education*.
- Davis, T., **LaCour, M.**, Beyer, E., Finck, J.L., Miller, M.F. (2020). Neural correlates of attitudes and risk perception for food technology topics. *Food Quality and Preference*, 80.
- LaCour, M.**, Cantú, N., & Davis, T. (2019). When calculators lie: A demonstration of uncritical calculator usage among college students and factors that improve performance. *Plos One*.
- Taraban, R., Koduru, L., **LaCour, M.**, & Marshall, P. (2018). Finding a common ground in human and machine-based text processing. *East European Journal of Psycholinguistics*, 5(1), 83-91.

Peer Reviewed Conference Proceedings

- LaCour, M.**, Beyer, E., Finck, J. L., Miller, M., & Davis, T. (2019). Infographics Influence Attitudes and Risk Perceptions for Food Technologies. *Meat and Muscle Biology*, 3(2), 5-5.
- LaCour, M.**, Beyer, E., Finck, J. L., Miller, M., & Davis, T. (2019). Perceived Norms Influence Perceptions of Risk and Attitudes for Food Technologies. *Meat and Muscle Biology*, 3(2), 6-7.
- Beyer, E. S., **LaCour, M.**, Miller, M. F., Davis, T. H., & Finck, J. L. (2019). Functional Neuroimaging Reveals Neural Processes Underlying Food Technology Attitudes and Risk Perception. *Meat and Muscle Biology*, 3(2), 19-19.
- Taraban, R., Marcy, W. M., **LaCour, M. S.**, Pashley, D., & Keim, K. (2018). Do engineering students learn ethics from an ethics course? *Proceedings of the American Society of Engineering Education – Gulf Southwest (ASEE-GSW) Annual Conference*, Austin, TX.
- Taraban, R., **LaCour, M.**, Marcy, W., Burgess, R. (2017, June) Developing ethical engineering students using machine-assisted analysis of their ethics course assignments. Paper presented at the 124th *Annual Meeting of the American Society For Engineering Education*, Columbus, OH.

Manuscripts in preparation or under review

- Goldwater, M., Enfield, N., Davis, T., **LaCour, M.**, Ireland, M., Gaylord, N., & Worthy, D. *Lay judgments of the effectiveness and normativity of public health mitigation measures*.
- LaCour, M.** & Serra, M.J. *Memory for topics covered in the news are inflated by pre-existing attitudes towards those topics*.
- *Farzana, T., Gilliland, S., & **LaCour, M.** *The overlooked role of social norms in problematic smartphone usage*.
- *Matthews, R. & **LaCour, M.** *The effects of political affiliation and conceptualizations of drug addiction and drug policy*.

Oral Conference Presentations

- *Souphanthalop, A. & **LaCour, M.** (2022, November) *Re-examining the factor structure of the Suinn-Lew Asian Self-Identity Acculturation Scale (SL-ASIA)*, Talk presented at the Virtual Midwest/West URSCA Conference.
- Davis, T., **LaCour, M.**, Beyer, E., Finck, J.L., Miller, M.F. (2019, August) *Brain activation predicts risk perception and attitude change for food technologies*. Talk presented at the

- 65th Annual International Congress of Meat Science and Technology, Potsdam, Germany.
- Taraban, R., Koduru, L., **LaCour, M.**, Schumacher, J. & Iserman, M. (2018, November) *Using Machine Tools to Analyze Students' Ethics Essays*. Talk presented at the 48th Annual Meeting of the Society for Computers in Psychology, New Orleans, LA.
- LaCour, M.** (2018, April) *Rating distributions affect people's product choices, independent of the mean*. Talk presented at the 90th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- LaCour, M.** (2018, March) *Teaching informal fallacies in the age of internet memes*. Talk presented at the 110th Annual Meeting of the Southern Society for Philosophy and Psychology, San Antonio, TX.
- LaCour, M.**, Cantú, N. G. (2017, April) *Do college students have trouble with math because of uncritical calculator usage?* Talk presented at the 89th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- LaCour, M.** (2016, April) *The cognitive science of mathematical thinking: An overview of theories and findings with implications for math tutors of every stripe*. Talk presented at the 2nd Annual Conference for Tutors and Learning Professionals, Baton Rouge, LA.
- Breaux, B. O., Richard, D., Robinette, L., Garber, K., **LaCour, M.**, & Harrell, D. (2016, March). *(Not) talking about death: Implications for terror management theory*. Talk presented at the 62nd Annual Meeting of the Southeastern Psychological Association, New Orleans, LA.
- LaCour, M.** (2015, March) *The Philosophical Assumptions of CBS and Cognitive Science: Why they divide us, but really shouldn't*. In M. Gamble (Chair), *Cognitive science and contextual behavioral science*. Symposium presented at the inaugural meeting of the Association for Contextual Behavioral Science, Southeast Chapter Conference, Lafayette, LA.

Poster Presentations

- ***Souphanthalop, A.** & **LaCour, M.** (2023, April) *Asian values, regardless of Western acculturation, predict hesitancy to use formal mental health systems.* Poster presented at the 69th Annual Meeting of the Southeastern Psychological Association, New Orleans, LA.
- ***Matthews, R.**, **LaCour, M.**, & Bell, Z. (2023, April) *The effects of political affiliation and conceptualizations of drug addiction and drug policy*. Poster presented at the 69th Annual Meeting of the Southeastern Psychological Association, New Orleans, LA.
- ***Duvall, M.**, ***Hislop, C.**, ***Janise, G.**, ***Duff, L.**, & **LaCour, M.** (2022, November) *Effects of verbal and numerical phrasing of risk information in decision-making*. Poster presented at the 63rd Annual Meeting of the Psychonomic Society, Boston, MA.
- ***Duff, L.** & **LaCour, M.** (2022, April) *A qualitative analysis of undergraduate research opportunities at peer institutions*. Poster presented at the 2022 Southwestern Psychological Association Convention, Baton Rouge, LA.
- ***Clark, M.** & **LaCour, M.** (2022, April) *Political influences on vaccine hesitancy*. Poster presented at the 2022 Southwestern Psychological Association Convention, Baton Rouge, LA.

- *Matthews, R., LaCour, M., & Bell, Z. (2022, April) *Vaccine-preventable illnesses kill more people than necessary because of vaccine hesitancy*. Poster presented at the 2022 Southwestern Psychological Association Convention, Baton Rouge, LA.
- *Janise, G. & LaCour, M. (2022, April) *How to communicate risk factors effectively when making decisions*. Poster presented at the 2022 Southwestern Psychological Association Convention, Baton Rouge, LA.
- *Herring, T., LaCour, M., & Serra, M. (2021, November) *News headline frequency is associated with greater risk perception*. Poster presented at the 62nd Annual Meeting of the Psychonomic Society, virtual conference.
- LaCour, M. & Serra, M. J. (2020, November) *The role of risk perceptions in judgments of frequency for news headlines*. Poster presented at the 61st Annual Meeting of the Psychonomic Society, virtual conference.
- LaCour, M. & Davis, T. (2020, March) *Uncritical calculator usage: A demonstration of the problem and hopes for an intervention*. Poster presented at the 16th Annual Advancing Teaching and Learning Conference, Lubbock, TX.
- *Kuzminas, N., LaCour, M., Davis, T., & Serra, M. (2020, April) *Men overestimate politically charged events: Exploring demographic predictors of event frequency estimation abilities*. Poster accepted at the 66th Annual Meeting of the Southeastern Psychological Association's CEPO/Psi Chi Undergraduate Conference, New Orleans, LA. **Conference cancelled because of the COVID-19 pandemic.**
- *Martis, J., LaCour, M., & Davis, T. (2019, May) *The cognitive reflection test and detecting a lying calculator: A test of predictive validity*. Poster presented at the 60th Annual Meeting of the Psychonomic Society, Montreal, Canada
- LaCour, M. & Davis, T. (2019, November) *Vaccine skeptics are less accurate at processing negative event frequencies and over-estimate the frequency of rare events to a greater degree than non-skeptics*. Poster presented at the 60th Annual Meeting of the Psychonomic Society, Montreal, Canada.
- LaCour, M., *Martis, J., & Davis, T. (2019, May) *Undergraduates' Uncritical Calculator Usage Is Mitigated By Concrete Problem Presentation and Numeracy Skills*. Poster presented at the 31st APS Annual Convention, Washington, D.C.
- *Martis, J., LaCour, M., & Davis, T. (2019, April) *New directions for the Cognitive Reflection Test: An Item Response Theory Approach*. Poster presented at the 91st Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- LaCour, M. & Serra, M. J. (2018, November) *Differential Item Functioning Between Groups in Two Popular Numeracy Scales*. Poster presented at the 59th Annual Meeting of the Psychonomic Society, New Orleans, LA.
- LaCour, M. & Serra, M. J. (2017, November) *(Not) Thinking about distributions: Review-rating distributions affect people's product choices, independent of the mean*. Poster presented at the 58th Annual Meeting of the Psychonomic Society, Vancouver, Canada.
- LaCour, M. (2016, September) *Students would rather wait an eternity (7sec) to use a calculator than do the math themselves*. Poster presented at the 25th Annual Meeting of ARMADILLO, The Southwest Cognition Conference, El Paso, TX.

Supervised Undergraduate Publications

- *Lewis, A., Gilliland, S., & LaCour, M. (2022). Parental stress of homeschool parents vs. non-homeschool parents. *The Oak Leaf*, 3(1), 14-27.

*Scull, C., LaCour, M., & Gilliland, S. (2022). Inspiring or discouraging: The impact of fitness influencers on Body Image. *The Oak Leaf*, 2(1), 15-25.

*Phillips, E. & LaCour, M. (2022). The history of parapsychology and its influence on pop culture. *The Oak Leaf*, 2(1), 90-94.

Selected Media Coverage

When calculators lie: A demonstration of uncritical calculator usage among college students and factors that improve performance: [The Times Higher Education](#), [The Conversation](#), [Cosmos](#), [Science Alert](#)

Vaccine skepticism reflects basic cognitive differences in mortality-related event frequency estimation: [EurekAlert](#), [Psych Central](#), [Science Daily](#), [Pharmacy Times](#), [Big Think](#), [Science-Based Medicine](#), [New York Daily News](#)

Teaching Experience

In-person teaching

Directed Research (SP22, FA22)

Introduction to Psychology (SP22)

Statistics in Behavioral Social Sciences (FA21, SP22, FA22)

Psychology of Adjustment (FA21)

History of Modern Psychology (FA21, FA22)

Research Methodology (FA021, SP22, FA22)

Statistical Methods Lab (FA19)

Cognition (FA17)

Online teaching

History of Modern Psychology (SP22)

Statistics in Behavioral Social Sciences (SU22, FA22)

Summary of teaching evaluations, average ratings (out of 5).

	F2017	F2019a	F2019b
Course objectives	4.6	4.8	4.6
Effectiveness	4.4	4.7	4.9
Valuable learning experience	4.5	4.6	4.6

Awards

May 2022	Outstanding Faculty Mentor Award
March 2021	Department of Psychological Sciences Best Researcher Award in Experimental Psychology
March 2021	Department of Psychological Sciences Research Funding Grant
March 2018	Graduate Student Travel Award, 110th Annual Meeting of the Southern Society for Philosophy and Psychology, San Antonio, TX
October 2017	Distinguished Research Poster, 26th Annual Meeting of ARMADILLO, The Southwest Cognition Conference, College Station, TX
November 2016	Best in Panel Award, 2016 Arts and Humanities Graduate Student Research Conference, Texas Tech University
August 2016	J.T. and Margaret Talkington Graduate Fellowship
March 2012	Undergraduate Philosophy Essay Contest

Service

Various	Ad Hoc Reviewer: Computers in Human Behavior, Cognitive Science Society, Midwestern Psychological Association, Open Public Health Journal, Frontiers in Psychology, Biology Letters, PLOS ONE, International Journal for the Scholarship of Teaching and Learning, Journal of Experimental Psychology: Applied
August 2019 - Present	Recycling Coordinator for Department of Psychological Sciences Winner of the 2020 RecycleMania Departmental Competition
February 2016	Judge Region VI Social Studies Fair
December 2015 - March 2016	Volunteer peer-reviewer Provided feedback for several research proposals submitted to the Association of Psychological Science Student Caucus
October 2015	Fundraiser/Participant, NAMIWalks Acadiana Raised \$100 for mental illness de-stigmatization and outreach.
August 2009 - May 2010	Facilitator, Healing House Helped children who are grieving from the loss of a loved one.

Additional Skills

Statistical programs: R, JMP, SPSS
fMRI data analysis: FSL, pyMVPA
Experiment/survey implementation: Python/Psychopy, Qualtrics, Survey Monkey, MTurk,
Prolific, Javascript/HTML
Miscellaneous: LIWC, Latent Semantic Analysis, various Natural Language Processing
algorithms.

Memberships

American Psychological Association
Association for Psychological Science
Psi Chi
Psychonomic Society
Society for Judgment and Decision Making
Southeastern Psychological Association
Southern Society for Philosophy and Psychology

References

Tyler Davis, Ph.D.
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Department of Psychological Sciences
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Zebulon Bell, Ph.D.
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