

SALLY DEW FARLEY

Assistant Professor of Psychology
Division of Applied Behavioral Sciences
University of Baltimore
1420 N. Charles Road / Baltimore, MD 21201
410.837.5279
sfarley@ubalt.edu

EDUCATION

- Ph.D., Experimental Psychology (*Social Concentration*), 2000
Virginia Commonwealth University, Richmond, VA
Dissertation Topic: "*Attaining Status in Mixed-Sex Groups: Pilfering Power through Interruptive Behavior.*"
- M.A, General Experimental Psychology, 1997
East Carolina University, Greenville, NC
Thesis Topic: "*Effect of Attractiveness and Gender on Dimensions of Hirability*"
- B.A., Psychology, 1994
Furman University, Greenville, SC

PROFESSIONAL EXPERIENCE

Assistant Professor of Psychology, University of Baltimore, Baltimore, MD 2008-present

- Primary responsibility involves teaching quantitative and research-oriented courses for the Applied Psychology Masters program
- Supervised two senior undergraduate research projects and two graduate-level directed research projects
- Presented poster presentations with seven different graduate students at regional and national conferences

Assistant Professor of Psychology, Albright College, Reading, PA 2000-2008

- Primary responsibility involved teaching quantitative and research-oriented courses
- Supervised approximately 100 undergraduate research projects
- Developed a 30-page curriculum guide for Applied Social Psychology course and a special topics course called the Social Psychology of Gender and Gendered Communication
- Presented posters or papers at regional conferences with 14 undergraduate students

Sally D. Farley, p. 2 (*Professional experience, cont.*)

Academic Program Coordinator for Applied Psychology, Albright College, Reading, PA 2005-08

- Completed oversight of all academic matters of the Applied Psychology Program
- Specific administrative duties:
 - Recommended and facilitated changes to course curricula
 - Recruited and hired excellent full- and part-time faculty for all courses, located in 8 different regions of Pennsylvania
 - Supervised a group of three full-time and approximately 20 part-time faculty
 - Formally evaluated all full- and part-time faculty, including at least six hours of classroom observation annually
 - Effectively responded to any academic-related issues in the program, including teaching quality, course rigor, and academic dishonesty
 - Conducted orientations for new faculty (approximately 4-5 annually) and new groups of students (approximately 5-6 annually)
 - Provided academic support for approximately 100 students, including student advising and appointment of tutors

Site Coordinator, Albright College Degree Completion Program 2000-2003

Adjunct Professor of Psychology 1996-2002

- East Carolina University, Greenville, NC
- Virginia Commonwealth University, Richmond, VA
- University of Mary Washington, Fredericksburg, VA
- Towson University, Baltimore, MD

COURSES TAUGHT

General/ Introductory Psychology	Social Psychology
Quantitative Methods/Statistics and Research Methods (undergrad and grad level)	
Directed Research (Thesis projects)	Professional Issues
Interpersonal Relationships	Organizational Behavior
Group Dynamics	Learning and Motivation
Forensic Psychology	Social Psychology of Gender and Gendered Communication

RESEARCH INTERESTS

General:

- Nonverbal behavior: Nonverbal influence processes in small groups. Specifically interested in the nonverbal correlates of power and attraction.
- Social psychology: Interested in a variety of social psychological research areas (romantic attraction, social influence, sex differences)
- Evolutionary psychology: Interested in the adaptive significance of nonverbal behaviors, especially as these relate to dimensions of status and attraction

Specific:

- Voice: Interested in the extent to which our voices communicate biologically-important information in addition to information about our emotional states.
- Gossip: Pursuing research on the functions of gossip, in addition to how gossiping affects perceptions of one's status and attraction.
- Behavioral mimicry: Interested in the moderators of non-conscious behavioral mimicry and vocal accommodation, such as relationship status, attraction to interaction partners, motivational states.

PUBLICATIONS AND MANUSCRIPTS IN PREPARATION

Farley, S. D., & Eyssell, K. (2011). *The effects of gossip valence and inclusion on trust and liking of the gossiper*. Manuscript in progress.

Farley, S. D., Hughes, S., & Lafayette, J. N. (2011). *Vocal changes as a function of conversational partner*. Manuscript in progress.

Farley, S. D. (in press). Is gossip power?: Perceptions of positive and negative gossipers in terms of power and likability. *The European Journal of Social Psychology*.

Farley, S. D., Ashcraft, A. M., Stasson, M. F., & Nusbaum, R. L. (2010). Nonverbal reactions to conversational interruption: A test of complementarity and the status/gender parallel. *Journal of Nonverbal Behavior*, 34(4), 193-206. doi: 10.1007/s10919-010-0091-0

Farley, S. D., Timme, D. R., & Hart, J. (2010). On coffee talk and break-room chatter: Perceptions of women who gossip in the workplace. *Journal of Social Psychology*, 150(4), 361-368. doi: 10.1080/00224540903365430

Sally D. Farley, p. 4 (*Publications and manuscripts in preparation, cont.*)

Hughes, S., Farley, S. D., & Rhodes, B. C. (2010). Vocal and physiological changes in response to the attractiveness of conversational partners. *Journal of Nonverbal Behavior*, doi: 10.1007/s10919-010-0087-9

Farley, S. (2009). *Wait! I wasn't finished! The effect of conversational interruption on perceptions of power and likability*. Germany: VDM Verlag.

Farley, S. D. (2008). Attaining status at the expense of likability: Pilfering power through conversational interruption. *Journal of Nonverbal Behavior*, 32, 241-260. doi: 10.1007/s10919-008-0054-x

Farley, S. D., & Stasson, M. F. (2003). Relative influences of affect and cognition on behavior: Are feelings more related to blood donation intentions? *Experimental Psychology*, 50, 55-62. doi: 10.1026//1618-3169.50.1.55

Farley, S. D., Chia, R. C., & Allred, L. J. (1998). Stereotypes about attractiveness: When beautiful is not better. *Journal of Social Behavior and Personality*, 13, 479-492.

PROFESSIONAL PRESENTATIONS

Calinger, A., Pimble, C. & Farley, S. D. (2011, May). *Individual impressions: The effects of gossip and gender on likeability*. Poster session to be presented at the 23rd Annual Convention of the Association for Psychological Sciences, Washington, D.C.
*poster based upon a group project conducted in graduate Research Methods course.

Farley, S. D. (2011, May). *Is gossip power? The inverse relationships between gossip, power and likability*. Poster session to be presented at the 83rd Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Farley, S. D. (2011, January). *PowerPoint in the classroom: Bane or benefit for student learning?* Participant idea exchange presented at the 33rd Annual National Institute on the Teaching of Psychology, St. Pete Beach, FL.

Farley, S. D., Eyssell, K., Nusbaum, R. L., & Kowalewski, G. (2010, May). *The bonding effect of gossip: Liking the ones who tell us secrets*. Poster session presented at the 22nd Annual Convention of the Association of Psychological Science, Boston, MA.

Farley, S. D., Hughes, S. M., & LaFayette, J. N. (2010, May). *How you doin'?: Evidence of vocal change when we are in love*. Poster session presented at the 22nd Annual Convention of the Association of Psychological Science, Boston, MA.

Sally D. Farley, p. 5 (*Professional presentations, cont.*)

Farley, S. D. (2010, January). *Engaging students in statistics using personal research: Can students tell if someone is in love by the sound of "how are you?"* Poster session presented at the 32nd Annual National Institute on the Teaching of Psychology, St. Pete Beach, FL.

***Winner of the Frank Costin Memorial Award for Excellence.**

Mitchell, T., Bates, J., Farley, S. D., Griggs, J., & Yun, G. J. (2010, January). *A comparison of professor and student perceptions of behaviors characteristic of master teachers and effective students.* Poster session presented at the 32nd Annual National Institute on the Teaching of Psychology.

Hughes, S., Farley, S. D., & Rhodes, B. C. (2009, July). *Vocal and physiological changes in response to the attractiveness of conversational partners.* Poster session presented at the Third Annual Meeting of the NorthEastern Evolutionary Psychology Society (NEEPS), Oswego, NY.

Hughes, S., Farley, S. D., & Rhodes, B. C. (2009, May). *Vocal and physiological changes in response to the attractiveness of conversational partners.* Poster session presented at the 21st Annual Convention of the Association of Psychological Science, San Francisco, CA.

Farley, S. D., Nusbaum, R. L., & Luciotti, N. M. (2009, March). *Conversational interruption as a test of the Interpersonal Complementarity Hypothesis.* Poster session presented at the annual meeting of the Eastern Psychological Association, Pittsburgh, PA.

Farley, S. D. (2009, January). *Do the questions on the mid-semester evaluations matter?: A comparison of the traditional evaluation and the Teacher Behavior Checklist on course satisfaction.* Poster session presented at the 31st Annual National Institute on the Teaching of Psychology, St. Pete Beach, FL.

Farley, S. D., & Hart, J. W. (2008, March). *Did you hear that?: How we perceive women who gossip.* Poster session presented at the annual meeting of the Eastern Psychological Association, Boston, MA.

Roth, J. M., Farley, S. D., & Phillips, L. A. (2007, March). *Decreasing depression in assisted-living residents by adding an element of control.* Poster session presented at the annual meeting of the Eastern Psychological Association, Philadelphia, PA.

*Poster based upon an undergraduate research thesis

Sally D. Farley, p. 6 (*Professional presentations, cont.*)

Schneider, M. A., Phillips, L. A., & Farley, S. D. (2007, March). *The effect of seating arrangement on participation and cohesion of adult college cohorts*. Poster session presented at the annual meeting of the Eastern Psychological Association, Philadelphia, PA.

*Poster based upon an undergraduate research thesis

Wert, A., & Farley, S. D. (2006, March). *Does aerobic exercise improve mood and decrease stress more than therapeutic massage?* Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Ruiz, S., & Farley, S. D. (2006, March). *Imagery and weight-training performance*. Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Vallat, S., & Farley, S. D. (2005, April). *Gender and conformity*. Poster session presented at the 6th Annual Conference for Undergraduate Research and Expressions in Berks County, Reading, PA.

*Poster based upon an undergraduate research thesis

Parrish-McCoy, C., & Farley, S. D. (2005, April). *Effects of others' reaction to humor on individual humor response*. Poster session presented at the 6th Annual Conference for Undergraduate Research and Expressions in Berks County, Reading, PA.

*Poster based upon an undergraduate research thesis

Farley, S. D., & Ashcraft, A. M. (2003, May). *Nonverbal reactions to interruptions: Dominant, submissive, or just friendly?* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Farley, S. D., & Grumbine, J. (2002, March). *The costs and benefits of team-based production: Social loafing in an organizational setting*. Paper presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

McClendon, O. L., & Farley, S. D. (2002, March). *The ability of children to recall abstract vs. concrete words using auditory and visual stimuli*. Paper presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Paper based upon an undergraduate research thesis

Sally D. Farley, p. 7 (*Professional presentations, cont.*)

Oswandel, C. L., & Farley, S. D. (2002, March). *Our faces are our signatures: Facial beauty may lie more than skin deep*. Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Miller, D. R., & Farley, S. D. (2002, March). *Gender, gossip, and power: A look at informal communication in the workplace*. Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Trufahnestock, P. G., & Farley, S. D. (2002, March). *Mirror mirror: The effects of gender and postural mirroring on measures of likability*. Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Smith, C. H., & Farley, S. D. (2002, March). *Family functioning and child behavior: A comparison study between families headed by lesbian, gay, or heterosexual parents*. Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Smoker, K., & Farley, S. D. (2002, March). *Patient satisfaction and caring: The impact of provider interactions*. Poster session presented at the annual meeting of the Eastern Psychological Association, Baltimore, MD.

*Poster based upon an undergraduate research thesis

Farley, S. D. (2001, April). *Attaining status in mixed-sex groups: Pilfering power through interruptive behavior*. Invited colloquium at the spring colloquium series in psychology, Penn State University – Harrisburg, PA.

Farley, S. D., Ashcraft, A., Barratt, A., & Stasson, M. F. (2000, May). *The effects of conversational interruption on dimensions of attraction and dominance: Status Characteristic Theory accounts*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Farley, S. D., & Stasson, M. F. (2000, February). *The relative influence of cognition and affect on behavior: Which matters more, what you think or how you feel?* Poster session presented at the first annual meeting of the Society of Personality and Social Psychologists, Nashville, TN.

Sally D. Farley, p. 8 (*Professional presentations, cont.*)

Farley, S. D. (1999, September). *On the nature of interruption: How gender stereotypes affect perceptions of conversational behavior*. Invited guest lecture in graduate social psychology class, Virginia Commonwealth University, Richmond, VA.

Farley, S. D., & Stasson, M. F. (1999, August). *Beauty's paradox: Automatic and controlled components of the attractiveness stereotype*. Poster session presented at the annual meeting of the American Psychological Association, Boston, MA.

COLLEGE AND UNIVERSITY SERVICE

University of Baltimore Committee Membership

- *Member of the College of Arts and Sciences Strategic Planning Task Force* 2010-present
- *Alternate Member of the Institutional Review Board* 2010-present
- *Committee Member and Judge for the Inspired Discoveries Undergraduate Research and Creativity Symposium* 2010-present
- *Member of the Undergraduate Curriculum Committee* 2009-2010
- *Member of the Division of Behavioral Sciences Assessment Committee* 2008-2009
 - *Completed six hours of workshop training at the Annual Conference of the Middle States Commission on Higher Education,* Dec. 7, 2008

Supervision of Research Projects

- *Directed a graduate-level independent study by Cindy Mason* Fall 2010
entitled, "*Accuracy of Detecting Sexual Orientation Through Voice*"
- *Supervised an undergraduate senior thesis project by Latoya Brown* Fall 2010
entitled, "*A Qualitative Review of Behavior Modification in a Therapeutic Setting*"
- *Supervised an undergraduate senior thesis project by Adam Dushuttle* Fall 2010
entitled, "*The Influence of Religious Stimuli in Self-Control and Risk-Taking*"
- *Directed a graduate-level directed research project by Martina Miller* Spring 2009
entitled, "*The Effects of Gender Identity Threat on Perceptions of Gay and Lesbian Victims of Violent Crime*"

Service at Albright College

- *Search Committee for Full-time Applied Psychology Faculty Member, Albright College*
 - *Member* Spring, 2008
 - *Chair* Fall, 2005
 - *Member* Fall, 2003
- *Member of the Institutional Review Board* 2005 - 2008
- *Member of the Strategic Advisory Council* 2007- 2008
- *Psi Chi Co-Advisor for Albright College* 2002-2004

Sally D. Farley, p. 9 (*Service, cont.*)

Service at Virginia Commonwealth University

Graduate Student Representative for Virginia Commonwealth

1998-2000

University's Social Psychology Student Selection Committee

- Evaluated incoming applications, responded to applicant questions, coordinated opportunities for the applicants to meet faculty, and made recommendations to the faculty.

HONORS AND AWARDS

- Recipient of a \$1060 grant from the Center for Excellence in Teaching and Learning to support travel to the 33rd Annual National Institute on the Teaching of Psychology, St. Pete Beach, FL *January, 2011*
- Recipient of the National Institute on the Teaching of Psychology (NITOP) Frank Costin Memorial Award for Excellence (award of \$250 and complimentary registration at a future NITOP conference) for the poster presentation entitled, "*Engaging Students in Statistics Using Personal Research: Can Students Tell if Someone Is in Love by the Sound of "How Are You?"*" *January, 2010*
- Invited reviewer for *European Journal of Social Psychology* and the *Journal of Nonverbal Behavior* *2009-present*
- Invited reviewer for *Sex Roles: A Journal of Research* *2008-present*
- Recipient of Faculty Development Grant (\$350), Albright College *2008*
- Nominated by students for the first Accelerated Degree Program Excellence in Teaching Award *December, '07*
- Awarded a competitive merit-based fellowship at Virginia Commonwealth University for the academic year *1999-2000*
- Awarded university-wide merit-based out-of-state tuition waivers for both years of attendance at East Carolina University *1995-1997*
- Founding member and Vice-President of East Carolina University's APSSC chapter *1994*

PROFESSIONAL AFFILIATIONS

- Association for Psychological Science (APS)
- Midwestern Psychological Association (MPA)
- Social Psychology Network (SPN)
- Society for Personality and Social Psychology (SPSP)
- Society for the Teaching of Psychology (STP)
- Psi Chi

NEWSPAPER AND ONLINE ARTICLES ABOUT RESEARCH

Voice

Derbyshire, D. (May 22, 2010). Forget come to bed eyes, it's the come to bed voice that counts. *Mail Online*. Retrieved from <http://www.dailymail.co.uk/news/article-1280377/Forget-come-bed-eyes-come-bed-voice-counts.html>

Dick Jones Communication. (May 20, 2010). Research: The sound of seduction. Retrieved from [http://www.newswise.com/articles/research-the-sound-of-seduction?ret=/articles/list&category=life-social&page=9&search\[sub_section\]=32&search\[sort\]=date+desc&search\[has_multimedia\]=&search\[status\]=3](http://www.newswise.com/articles/research-the-sound-of-seduction?ret=/articles/list&category=life-social&page=9&search[sub_section]=32&search[sort]=date+desc&search[has_multimedia]=&search[status]=3)

Moulland, B. (April 27, 2010). The husky voice of seduction: A lower tone when speaking to the opposite-sex is a "sure sign of attraction." *Mail Online*. Retrieved from <http://www.dailymail.co.uk/sciencetech/article-1268626/The-husky-voice-seduction-A-lower-tone-speaking-opposite-sex-sure-sign-attraction.html>

Racheff, J. (May 23, 2010). Want to be seductive? Lower your voice. *Limelife*. Retrieved from <http://www.limelife.com/blog-entry/Want-to-Be-Seductive-Lower-your-Voice/45549.html>

Woznicki, K. (May 26, 2010). Voice is key in sexual attraction. *WebMD*. Retrieved from <http://www.medicinenet.com/script/main/art.asp?articlekey=116658>

May 23, 2010. People lower their voices to attract the opposite sex. *Geo Television Network*. Retrieved from <http://www.geo.tv/5-23-2010/65427.htm>

May 23, 2010. The secret to seduction also about lowering the voice. *MedIndia*. Retrieved from <http://www.medindia.net/news/Secret-to-Seduction-Also-About-Lowering-the-Voice-69229-1.htm>

May 22, 2010. Husky voice is the key to seduction. *Thaindian News*. Retrieved from http://www.thaindian.com/newsportal/lifestyle/husky-voice-is-the-key-to-seduction_100368258.html

May 22, 2010. The sound of seduction: Lowering voice may be the key to signalling attraction, research finds. *RedOrbit*. Retrieved from http://www.redorbit.com/news/health/1869185/the_sound_of_seduction/index.html

Sally D. Farley, p. 11 (*Newspaper articles, cont.*)

May 21, 2010. A lower pitch may indicate flirting. *UPI.com*. Retrieved from http://www.upi.com/Health_News/2010/05/21/A-lower-voice-may-indicate-flirting/UPI-39691274500557/

May 21, 2010. Lowering voice is key to seduction. *The Times of India*. Retrieved from <http://timesofindia.indiatimes.com/articleshow/5958021.cms>

May 21, 2010. People 'lower voices to attract the opposite sex.' *The Telegraph: Science News*. Retrieved from <http://www.telegraph.co.uk/science/science-news/7749238/People-lower-voices-to-attract-the-opposite-sex.html>

May 20, 2010. Seduction: low voice may signal attraction. *TS-Si*. Retrieved from <http://ts-si.org/relationships/25018-seduction-low-voice-may-signal-attraction>

Gossip

Burkes, P. (2008, April 11). Office gossip: Better be careful what you say behind somebody's back, especially in the workplace. *The Herald*. Retrieved April 16, 2008, from <http://www.montereyherald.com>.

Burkes, P. (2008, April 14). Office gossips have high status. *The Journal Gazette*. Retrieved April 16, 2008, from <http://www.journalgazette.net>.

Burkes, P. (2008, April 10). Office gossips often influential power brokers, studies find. *San Francisco Chronicle*, C3.

Burkes, P. (2008, April 9). Office gossip, power frequently go together. *Scripps News*. Retrieved April 10, 2008, from <http://www.scrippsnews.com>.

Burkes, P. (2008, April 9). Office gossip, power frequently go together. *Ventura County Star*. Retrieved April 16, 2008, from <http://www.venturacountystart.com>.

Burkes, P. (2008, April 9). Office gossip, power frequently go together. *Scripps News*. Retrieved April 10, 2008, from <http://www.scrippsnews.com>.

Burkes, P. (2008, April 10). Office gossip, power frequently go together. *Gettysburg Times*, 6-7.

Burkes, P. (2008, April 10). Office power, gossip have link. Study: Outgoing females wield their influence. *Carroll County Times*, 4.

Sally D. Farley, p. 12 (*Newspaper articles, cont.*)

Burkes, P. (2008, April 20). Office gossip, power frequently go together. *The Sunday Enterprise*, E4.

Burkes, P. (2008, May 1). Office gossip, power frequently go together. *The Lincoln Business Journal*, 26.

Burkes, P. (2008, April 22). Power, gossip frequently merge. Studies find that leaders talk as much as others. *The Patriot Ledger*, 33.

Burkes, P. (2008, April 6). Powerful people employ gossip in the workplace, studies show. *NewsOK.com*. Retrieved April 6, 2008, from <http://newsok.com>.

Burkes, P. (2008, April 6). Psssst! Powerful people employ gossip in the workplace, studies show. *Oklahoman*, 4C.

Burkes, P. (2008, April 19). Psst, your boss just may be the office gossip. *The Globe and Mail*. Retrieved April 28, 2008, from <http://www.theglobeandmail.com>.

Crocker, M. (2008, July 1). Overheard at the water cooler. *Travel Professional*, 6.

Gurchiek, K. (2008, May 1). Pssst! Check out these gossip studies. *Society for Human Resource Management Online*. Retrieved May 1, 2008, from <http://www.shrm.org>.

Harteis, F. (2008, July 29). Juicy or judicious. *Fred Harteis International & Biznet News Today*. Retrieved July 29, 2008, from http://www.fredharteisharteisinternational.net/blog/_archives/2008/7/29/3815287.html

Oklahoma City Oklahoman. (2008, May 10). Office gossip if often tied to power traits. *Baltimore Examiner*, 27.

Oklahoma City Oklahoman. (2008, May 10). Office gossip if often tied to power traits. *San Francisco Examiner*, 32.

Oklahoman. (2008, April 13). Office gossip, power often go together. *The Concord Monitor*. Retrieved April 16, 2008, from <http://www.concordmonitor.com>.

Oklahoman. (2008, May 5). Gossipers seen as influential, in power, Study finds talkers seeking inclusion. *The Blade*, 8.

Orlando Sentinel. (2008, April 14). Gossips trade pals for power. *Florida Times - Union*, F6.

Sally D. Farley, p. 13 (*Newspaper articles, cont.*)

Orlando Sentinel. (2008, April 13). The price of gossip. *El Paso Times*, 7E.

Orlando Sentinel. (2008, April 26). Psst! Heard about this study? *Fort Worth Star – Telegram*, 2C.

Pssst! Office gossip, power frequently go together. (2008, April 16). *Our Snapshot*. Retrieved April 17, 2008, from <http://www.oursnapshot.com>.

Price of gossip. (2008, April 13). *Dominion Post*.

Price of gossip. (2008, April 13). *Wisconsin State Journal*.

Roland, J. How to avoid office gossip traps. *Helium.com*. Retrieved March, 16, 2010 from <http://www.helium.com/items/1233788-how-to-avoid-the-office-gossip-trap>

Wessel, H. (2008, April 2). The price of gossip. *OrlandoSentinel.com*. Retrieved April 2, 2008, from <http://Orlandosentinel.com>.