

TIMOTHY B. JAY
Department of Psychology
Massachusetts College of Liberal Arts
North Adams, MA 01247

Education

- B.A. Miami University, 1972 - Psychology
- M.A. Kent State University, 1974 - Cognitive Psychology
- Ph.D. Kent State University, 1976 - Cognitive Psychology

Professional Societies

Association for Psychological Science
Eastern Psychological Association - Departmental Liaison
Sigma Xi
Human Factors and Ergonomics Society
Society for Applied Research in Memory and Cognition
New England Psychological Association

Teaching Philosophy

Using the Socratic Method in almost all of my upper division courses makes the students responsible for completing readings and contributing to each class. I also require students to complete research projects and submit APA-style papers. I have sponsored and co-written many papers with undergraduates and am an advocate of learning by doing. I make extensive efforts to train and prepare research assistants for graduate schools and have been very successful at placing students.

I won a G.S. Hall Award for my teaching in *Introductory Psychology* and take great interest in what happens to students here. Students are called on individually in each class and are sometimes asked to answer questions in writing. They complete a demanding set of readings and then are tested each week. It may be the most important course I teach.

With over 34 years of teaching experience and several distinguished teaching awards, it is clear that instruction is very important to me and that I do an exemplary job of it. I integrate several forms of media into discussions and lectures and generally go to great efforts to make material concrete and personal for students. Using a fair amount of humor and addressing issues of interest to students I maintain a lively atmosphere in my courses.

Courses Taught

Undergraduate Preparations: Introduction to Psychology, Educational Psychology, Cognitive Psychology, Psycholinguistics, Human Factors, Perception, Computer Assisted Learning, Computer Applications, Tutor Training, Research Methods, Environmental Psychology, Professional and Special Topic Seminars, Language & Censorship

Graduate Preparations: Reading Processes, Educational Psychology, Computer Assisted Learning, Software Evaluation

Classroom Related Experience

Professional Consulting: First Amendment and Obscenity Issues
Human Factors and Communication
What to Do When Students Talk Dirty
Workplace Speech Issues

Additional: Coordinator, Research Subject Pool, North Adams State College
Coordinator, Psychology Club, North Adams State College
Director, Human Factors Cooperative Education Program
Supervisor, Undergraduate Research
Chair, Departmental Research Committee
Contact Person, Sexual Harassment Issues on Campus

Curriculum Design: Human Factors Program, North Adams State College
Instructional Technology Program, North Adams State College
Summer Computer Camp, North Adams State College
Tutor-Counselor Training Program

GRANTS AND AWARDS

MCLA Athletics Department - Steve Green Award for Outstanding Service- 2011

NCAA Division III Faculty Athletics Representative Symposium – Fall 2010

MCLA Faculty Association Senior Faculty Award—2006

NCAA Fall Forum Travel Grant, November, 2005, San Diego. Faculty Athletics Representative.

Psi Chi Grant to Research Assistant, Kristin Janschewitz. Topic: Language Processing with Taboo Words. Faculty Senior Thesis Advisor. Spring, 2004. \$1, 812.

Distinguished Lecturer in Cognitive Psychology. Topic "A Neurolinguistic Model of Emotional Language." UCLA, fall 1995 & 1996

NIMH Travel Grant for Practical Aspects of Memory Conference, summer 1994, \$500.

Grants and Awards

A Multidisciplinary Computer Laboratory for the Social and Behavioral Sciences, National Science Foundation Grant (#925345), Co-director, June 15, 1992 - December 31, 1994, \$12,136.

Alcohol and Human Factors, FIPSE Grant under the NASC ADEPT Program, summer 1990, \$500.

Faculty Incentive Award, Faculty Forum, North Adams State College, "Tutor Training," Spring 1986.

G. Stanley Hall Award, American Psychological Association, for Excellence in Undergraduate Education, Topic: Microcomputers in Psychology, 1986.

Professional Development Grant, North Adams State College, Topic: "Computer Literacy on Campus," 1981.

Distinguished Service Award, North Adams State College, 1981.

Distinguished Service Award, North Adams State College, spring 1980.

Faculty Incentive Award, Faculty Forum, North Adams State College, "Computers and Education," Fall 1980.

Professional Development Award, North Adams State College, Topic: "Computer Assisted Learning," 1980.

National Science Foundation Chautauqua Short-Course, Participant, "Computers as an Aid in Learning Science," 1979-1980.

Distinguished Service Award, North Adams State College, spring 1979.

Faculty Incentive Award Grant, North Adams State College, Topic: "A Frequency Count of Colloquial English Words," 1978.

BOOKS AND BOOK CHAPTERS

Jay, T.B. (in preparation). The Evolution of Swearing.

Jay, T.B. (2005). American Women, Their Cursing Habits and Religiosity.
In A. Jule (Ed.), *Women, Religion, and Language*. New York: Palgrave-MacMillan.

Jay, T.B. (2003). *The Psychology of Language*. Upper Saddle River, NJ: Prentice-Hall.

- Jay, T.B. (2003). *Instructor's Manual and Test Items for The Psychology of Language*. Upper Saddle River, NJ: Prentice Hall.
- Jay, T.B. (2000). *Why We Curse: A Neuro-Psycho-Social Theory of Speech*. Philadelphia: John Benjamins Pub Co.
- Jay, T.B. (1998). *What To Do When Your Kids Talk Dirty*. San Jose: Resource Publications, Inc.
- Jay, T.B. (1996). *What To Do When Your Students Talk Dirty*. San Jose: Resource Publications, Inc.
- Jay, T.B. (1996). Cursing: A damned persistent lexicon. In D. Herrmann, M. Johnson, C. McEvoy, C. Hertzog, & P. Hertel (Eds.). *Basic and Applied Memory: Research on Practical Aspects of Memory: Vol. 2. Practical Applications*. Hillsdale, NJ: Erlbaum.
- Jay, T.B. (1992). *Cursing in America*. Philadelphia: John Benjamins.
- Jay, T.B. (1990). Young children's acquisition of offensive speech. In J. M. Machado, *Early Childhood Experiences in Language Arts*. (pp. 223-224). Delmar Press.
- Jay, T.B. (1986). Computerphobia & The cognitive approach to computer courseware design and evaluation. In D.O. Harper and J.H. Stewart (Eds.). *Run: Computer Education*. Monterey, CA: Brooks-Cole.
- Jay, T.B. (1987). Computers and Psychology. *G. Stanley Hall Lecture Series Vol. 7*, American Psychological Association.
- Jay, T.B. (1985). Defining and measuring computerphobia. In R. Eberts and C. Eberts (Eds.). *Trends in Ergonomics/Human Factors*, North-Holland.
- Jay, T.B. (1984). *Psychology and Computer Assisted Instruction*. North Adams, MA: PSYCAL Press.
- Jay, T.B. (1983). *The Instructional Computing Manual*. North Adams, MA: PSYCAL Press.

PSYCHOLINGUISTICS and CURSING RESEARCH

- Jay, T.B., & Janschewitz, K. (2011). Children swearing (in preparation)
- Jay, T.B. (2010). Fluency for taboo and animal words. (Submitted)

- Jay, T.B. (2009). The utility and ubiquity of taboo words. *Perspectives in Psychological Science*, 4, 153–161.
- Jay, T.B. (2009). Do offensive words harm people? *Psychology, Public Policy, and Law*, 15, 81-101.
- Jay, T. B. (2008). The big “A.” *Esquire*, July, p 76, 78.
- Jay, T.B., & Janschewitz, K. (2008). The pragmatics of swearing. *Journal of Politeness Research: Language, Behavior, Culture*, 4(2), 267-288.
- Jay, T.B., Caldwell-Harris, C., & King, K. (2008). Recalling taboo and nontaboo words. *American Journal of Psychology*, 121 83-103.
- Janschewitz, K., & Jay, T.B. (2008). Slang. *Chicago companion to the child*.
- Jay, T.B. (2007). Profanity. *International Encyclopedia of the Social Sciences*.
- Jay, T.B. & Janschewitz, K. (2007). Filling the emotion gap in linguistic theory: Commentary on Potts’ expressive dimension. *Theoretical Linguistics*, 33, 215-221.
- Jay, T.B., King, K., & Duncan, T. (2006) Memories of punishment for cursing. *Sex Roles*, 32, 123-133.
- Jay, T.B. (2001, Fall). Psycholinguistics: To Be Taboo or Not to Be. *Mind’s Eye*, 7-22.
- Jay, T.B. (2000). What to do when your kids start talking dirty. *Parent Guide*, 18(9), 20.
- Jay, T.B. (1997). Undesirable language. In Jerome Kagan (Ed.) *Encyclopedia of Childhood and Adolescence*. Pepper Pike, OH. Eastword Publications Development Inc.
- Jay, T.B. (1997). When young children talk dirty: How to handle cursing and name calling. *Early Childhood News*, 9(3), 6-13.
- Jay, T.B. (1997). Improving school conduct codes: Clarity about unacceptable speech. *ERIC Document Reproduction Service*, EA 028 417.
- Jay, T.B. (1996). Cursing. In *American Folklore: An Encyclopedia*. New York: Garland Publishing.
- Jay, T.B. (1995). The feminizer. *Initiatives: Journal of National Association for Women in Education*, 56, 37-41.
- Jay, T.B. (1987). A maledicta bibliography. *Maledicta: The International Journal of Verbal Aggression*, 9, 207-224.
- Jay, T.B. (1985). The role of obscene speech in psychology. *Interfaces*, 12 (3).

- Jay, T.B. (1981). Comprehending dirty word descriptions. *Language and Speech*, 24 (1), 29-38.
- Jay, T.B. (1980). Sex roles and dirty word usage. A review of the literature and reply to Haas. *Psychological Bulletin*, 88 (3), 614-621.
- Jay, T.B. (1980). A frequency count of college and elementary school students' colloquial English, *Catalogue of Selected Documents in Psychology*, 10, 1.
- Jay, T.B. (1979). A bibliography of research on dirty word usage, *Catalogue of Selected Documents in Psychology*, 9, 77.
- Jay, T.B. (1978). A plea for help. *Interfaces: Linguistics and Psychoanalysis Newsletter*, 10, 14-15.
- Jay, T.B. (1978). "Are you confused about dirty words?" Paper prepared at the request of the Center for Applied Linguistics, Arlington, VA, *ERIC Document* Reproduction Service No. ED 158 610.
- Jay, T.B. (1977). Doing research with dirty words. *Maledicta: The International Journal of Verbal Aggression*, 1, 234-256.
- Jay, T.B., & Danks, J.H. (1977). Ordering of taboo adjectives. *Bulletin of the Psychonomic Society*, 9, 405-408.

APPLIED and GENERAL RESEARCH AND REVIEWS

- Jay, T.B., & Brooks, P. (2004). Self-censorship in course diaries. *College Teaching*, 52 (3), 82-86.
- Jay, T.B. (1992). Review of *Euphemism and Dysphemism* by Allan and Burrige. In *Pragmatics*, 19 (5), 518-521,
- Jay, T.B. (1990). Review of *Expert Systems in Education and Training*. In *Educational Technology*, 30, 56-7.
- Jay, T.B. (1988). Review of *Developing Student Autonomy in Learning* (2nd edition). In *Educational Technology*, 28 (11), 43-44.
- Jay, T.B. (1987). Three cheers for introductory psychology. In *Contemporary Psychology*, 32 (9), 808-810.
- Jay, T.B. (1987). Review of *American Psychologist*: Special Issue: Psychological Science and Education. (October, 1986). In *Educational Technology*, 27 (4), 49-50.

- Jay, T.B. (1987). Review of *Human Processing and Human Productivity*. In *Educational Technology*, 27 (2), 58.
- Jay, T.B. (1985). Review of *Talking Minds: The Study of Language in Cognitive Science*. In *Educational Technology*, 25 (3), 58.
- Jay, T.B. (1985). Review of *The Computer: Extension of the Human Mind III*. In *Educational Technology*, 25 (2), 52.
- Jay, T.B. (1984). Review of *Videogames and Human Development*. In *Educational Technology*, 24 (9), 51-52,
- Jay, T.B. (1983). In-Service: What you need to know before you begin? *Electronic Learning*, 3 (1), 90-93.
- Jay, T.B. (1983). Review of *Computers in the Classroom* by Kepner. *Educational Computer*, 3 (5), 65.
- Jay, T.B. (1983). Review of *Young Children in a Computerized Environment* by Frank. *Educational Computer*, 3 (3), 62.
- Jay, T.B. (1982). Suggestions on courseware development and evaluation. *Educational Technology*, 22(10), 41.
- Jay, T.B. (1983). A cognitive psychologist's view of courseware. *Educational Technology*, 23(1), 22-26.
- Jay, T.B. (1982). The future of educational technology. *Educational Technology*, 22(6), 21-23.
- Jay, T.B. (1982). Review of *Computing in the Humanities* by Patton and Holoien. *Educational Technology*, 22(7), 41-42.
- Jay, T.B. (1982). Review of *Techno/Peasant Survival Manual*. *The Computing Teacher*, 10(2), 65.
- Jay, T.B. (1982). Review of *Learning with Computers* by A. Bork. *80-Micro-Computing*, 310.
- Jay, T.B. (1981). Review of *Man-Machine Systems* by Sheridan and Ferell (MIT Press) in *Educational Technology*.
- Jay, T.B. (1981). Education, technology, and the future. *Educational Technology*, 22(6), 21-23.
- Jay, T.B. (1981). Why be a computer literate? *Thrust*, 25-27.
- Jay, T.B. (1981). Are you a computer illiterate? *The Computing Teacher*, 8(4), 58-60.

Jay, T.B. (1981). What to do about computerphobia. *Educational Technology*, 47-48.

Jay, T.B. (1980). Providing research experience for students in environmental psychology courses. *Teaching of Psychology*, 7(2), 114-116.

PAPERS AND REPORTS

Jay, T.B. (1987). Human factors in the academic computer lab. Technical Report, NASC.

Jay, T.B. (1986). Tutoring: A mental fitness program. Faculty Forum Series, NASC.

Jay, T.B. (1982). Evolution of in-service training. pp 41-42. Defining and measuring "computerphobia" pp 52-53. In Proceedings of the Conference on Computers and Education. Vol. 1. Plymouth State College (NH).

Jay, T.B. & Dupee, L.D. (1982). Computerized Advising Technical Report, North Adams State College.

Jay, T.B. (1980). Quantification. American Association of State College and Universities and North Adams State College, Spring.

Jay, T.B. (1979). A Frequency Count of College Students' Colloquial English. Technical Report, Faculty Incentive Awards Committee, North Adams State College.

Danks, J.H. & Jay, T.B. (1974). Ideas and Sentences: A Two Stage Analysis of Sentence Production. Technical Report, Kent State University.

Danks, J.H. & Jay, T.B. (1974). Case Responses to 100 Verbs. Technical Report. Kent State University.

Dissertation: Impressions Formed from Taboo Adjective Descriptions.

Thesis: The Semantic Function of Taboo Words: Connotation and Denotation.

FILM, VIDEO, COMPUTER AND AUDIO PRODUCTION

I Swear: The History of Swearing. History Channel. Winter 2011.

F*ck. (Documentary, 90 minutes). [Steven Anderson, Director]. World premiere, American Film Institute, Hollywood, CA (November, 2005).

The New Autumn Ritual. (Film and Video) NFL Films and ESPN Classics (June 20, 2003)

Jay, T.B. Words that Hurt. (Video) for Films for the Humanities. Fall, 2002.

- Jay, T.B. What to do when students talk dirty. For WAMC's 51% August, 1996.
- Jay, T.B. Divided by a Common Language. For BBC Radio 4, Part of a series based on Bill Bryson's *Made in America*. August, 1995.
- Jay, T.B. Director, Banned Film Series, NASC, Fall 1993.
- Jay, T.B. Director, (1993). Cursing in Hollywood. (Film).
- Jay, T.B. Cursing in America. For WAMC's "The Best of Our Knowledge" Fall 1992.
- Jay, T.B. Obscene Phone Calls. For WAMC's "51%". Summer 1992.
- Jay, T.B. Cursing in American Films. For WAMC radio's syndicated program "51%" with Beth Engeler. Spring 1991.
- Jay, T.B. Sports Language. The Berkshire Magazine, Cable Television Program, Pittsfield, MA 1987.
- Autumn Ritual - NFL FILMS, Mt. Holly, NJ, 1986.
- Jay, T.B. Computers in Psychology - Audio Cassette Audio Transcripts Ltd., 610 Madison St., Alexandria, VA 22314, 1986.
- Jay, T.B. ADVISOR BASIC Apple 2+ 10/86
- Jay, T.B. Birth Control Education & Female Anatomy Apple IIE 6/86.
- Jay, T.B. Computers in Mass Communication Videocassette, Cox Cablevision and NASC, Spring 1984.
- Jay, T.B. ADVICE BASIC 9/82
Provides academic advising on topic of Major in Psychology and General Education Requirement at North Adams State College.
- Jay, T. B. BEGIN BASIC (PET) 6/82
Cassettes for introduction to CAL programming.
- Jay, T.B. GRADES FORTRAN, COBAL 10/80
Course Gradebook for large class with numerous tests & evaluations.
- Jay, T.B. WORKBOOK PILOT 10/80
Workbook exercises in multiple choice format used in conjunction with Hilgard, Atkinson & Atkinson's *Introduction to Psychology* (7th Ed.)
- Jay, T.B. ADVISOR PILOT 10/80

Provides personal advice in client-centered fashion on topic of student concerns and problems.

Jay, T.B. ADVICE BASIC 9/82

Provides academic advising on topic of Major in Psychology and General Education Requirement at North Adams State College.

EXPERT WITNESS TESTIMONY AND LEGAL CONSULTATION

Expert Witness in sexual harassment case *Nelson v. American Apparel* (2008). For the law firm Mitchell, Silberberg & Knupp, Los Angeles. Aaron Wais & Lucia Coyoca.

Statement of Expert Opinion in the context of All Things Considered program regarding Richard Pryor's use of mother-----er and ass during news program, December, 2005.

Statement of Expert Opinion in 06-1760-ag(L). United States Court of Appeals for the Second Circuit. Fox Television Stations, Inc, et al., Petitioners, v. Federal Communications Commission, et al. Respondents, NBC Universal, Inc, et al., Intervenors. On Petition for Review of an Order of The Federal Communications Commission. November, 2006.

Statement of Expert Opinion regarding Old Country Buffet: Alleviating Design Problems. D'Amico, plaintiff vs. OCB Restaurant Co., Defendant. August, 2006.

Statement of Expert Opinion in the context of radio documentary "Movin' Out the Bricks," the phrase "get fucked up and shit like that" is not indecent speech. In the matter of FCC action against radio station WBEZ (Chicago). (September, 2004). For Susan M. Jenkins of the Sanchez Law Firm, Washington, DC.

Informational consultant to Attorney William T. Street for Law Firm Klimaszewski & Street, Saginaw, MI. In *People v. Timothy Boomer* Jan., 1999. Arenac County 81st District Court #98- 1728-SM. Research of book on "swearing in front of woman."

Consultant to Judge Peter Ney - *People v. Holmes*, Court of Appeals Denver, CO, April 1998. Research regarding the offensiveness of word, "chickenshit."

Consultant to Winston & Strawn Law Firm in Chicago. Research regarding offensiveness of workplace speech. Summer 1997.

Consultant to Morgan Sloane, Attorney, representing the Producers of *Easy Rider* in arbitration with Columbia Pictures Company, 1994. Presented evidence that film was not profane.

Expert Witness. *Buffkins v. City of Omaha*, Broom, Johnson, Fahey & Clarkson. Cursing research on meaning of "asshole" 1987-1989.

Consultant and Expert Witness for Cain, Hibbard & Myers Law Firm of Pittsfield, MA. Human factors research involving warning signs used by the Western Mass Electric Company. *Evans v. WMECO*, 1980.

PAPERS, POSTERS AND CONFERENCE PARTICIPATION

Jay, T.B., Janschewitz, K., & Seeley, K. (2011, May). College Students' Poor Memories of Potty Training. Poster presented at the annual meeting of the Association for Psychological Science, Washington, DC.

Jay, T.B., Janschewitz, K., & Seeley, K. (2011, June). Poor memories of Potty Training. Poster presented at the 9th Meeting of the Society for Applied Research in Memory and Cognition (SARMAC), New York, New York.

Jay, T.B. (2010, September 1-4). Why do we swear? An Overview of Swearing as an Interpersonal Activity. Sociolinguistics Symposium 18. University of Southampton, Southampton, UK.

Caucci, G., Fusini, A., & Jay, T.B. (2006, July). Slower reading times but poorer recognition rates for romantic sentences. 16th Annual Meeting of the Society for Text & Discourse, Minneapolis, MN.

Jay, T.B. (2006, July) Psychology of the Child. Invited Address. Psychology of the Child Roundtable St. Anne's College in the University of Oxford. Oxford Round Table.

Jay, T.B. & Janschewitz, K. (2006, July 3-4). Swearing with friends and enemies in high and low places. Invited address. Conference on Impoliteness. University of Huddersfield, UK.

Gaesser, B., Tovani, A., & Jay, T. (2006, April). Semantic priming effects with taboo words. Poster presented at National Conference on Undergraduate Research (NCUR). University of North Carolina Asheville.

Gaesser, B., Tovani, A., & Jay, T. (2006, March). Semantic Priming Effects of Taboo Words. Poster presented at Eastern Psychological Association, Baltimore.

Jay, T.B. & Janschewitz, K. (2005, May). Parents and children disagree about the badness of "taboo" words. American Psychological Society, Los Angeles.

Fusini, A., Caucci, G., & Jay, T.B. (2005, May). Slower reading times but poorer recognition rates for romantic sentences. American Psychological Society, Los Angeles.

Jay, T.B. (2004, April). (Chair). Taboo words, arousal, memory, and cross-cultural issues. Symposium presented at Eastern Psychological Association Meeting, Washington.

Jay, T.B., & Duncan, T. (2004, April). Two hundred college students' memories of punishment for cursing. Paper presented at Eastern Psychological Association Meeting, Washington.

- King, K., & Jay, T.B. (2004, April). Memory for taboo and emotion words: A levels of processing approach. Paper presented at Eastern Psychological Association Meeting, Washington.
- Harris, C., Jay, T.B., & Pope, L. (2004, April). High arousal: Why are taboo words easy to recall without elaborative processing? Paper presented at Eastern Psychological Association Meeting, Washington.
- Jay, T.B., & Brooks, P. (2003, March). Self-censorship in course diaries. Presented at Eastern Psychological Association Meeting, Baltimore.
- Jay, T.B., King, K., & Duncan, T. (2002, March). Wash my mouth with soap: Narratives of punishment for cursing. Presented at Eastern Psychological Association Meeting, Boston.
- Jay, T.B. (2001, October). Taboo words in figures of speech: Too hot to handle? Paper presented at New England Psychological Association Meeting, Danbury, CT.
- Jay, T.B. (2001, October). Chair, Paper session: Personality and Social Psychology. New England Psychological Association Meeting, Danbury, CT.
- Jay, T.B. (1999, June). When Broca's Brain was Cursing. Poster presented at American Psychological Society Meeting, Denver, CO.
- Jay, T.B. (1999, April). Broca, Leborgne, and his "Goddamn" remark. Is Cursing Speech or Not? Paper presented at Eastern Psychological Association Meeting, Providence, RI.
- Griffin, N. & Jay, T. (1998, May). Dress codes, the First Amendment, and censorship. Paper presented at the Fourth Annual Conference on Undergraduate Research, Scholarly, Creative, and Public Service Activities, Boston, MA.
- Jay, T.B. (1998, February). Tourette Syndrome: Cross-cultural coprolalia. Paper presented at Eastern Psychological Association Meeting, Boston, MA.
- Jay, T.B. (1997, April). Symposium Chair and Speaker. Cursing, Cognition and Culture. Presented two papers: (1) A Decade of Cursing in America and (2) The Neuro-psycho-social model of cursing. Eastern Psychological Association Meeting, Washington, DC.
- Jay, T.B. (1996, June). Invited participant. White House/Senate Conference on Character Building, Sponsored by the Communitarian Network, Washington, DC.
- Jay, T.B. (1996, April). Cursing in mental health settings. Paper presented at Eastern Psychological Association, Philadelphia.
- Jay, T.B. (1995, October). Cursing and Cognition. Cognitive Forum, UCLA, Department of Psychology.

- Tero, P., & Jay, T.B. (1995, June). Contrasting approaches toward assessment in the major. Poster at 10Th. AAHE Conference on Assessment and Quality, Boston, MA.
- Clermont, A., Boudreau, J., & Jay, T.B. (1995, April). Cursing in mental health settings. Paper presented at Mount Holyoke College Undergraduate Psychology Conference, South Hadley, MA.
- Rotolo, J., & Jay, T.B. (1995, April). High school cheerleaders' self-esteem. Presented at Mount Holyoke College Undergraduate Psychology Conference, South Hadley, MA.
- Lane, C., Barney, L., & Jay, T.B. (1995, April). Tee shirt offensiveness: Implications for school clothing policy. Presented at Greater Boston Undergraduate Psychological Conference, Salem State College, Salem, MA.
- Jay, T.B., & Richard, D. (1995, April). Verbal sexual harassment, figurative language and gender. Poster At Eastern Psychological Association Meeting, Boston, MA.
- Jay, T.B. (1994, October). Keynote speaker. Cursing in America. Annual Psychology Fair, Muskingum College, New Concord, Ohio.
- Jay, T.B. (1994, August). Invited Speaker and Chair. Cursing: A Damned Persistent Lexicon. Presented at the Third practical Aspects of Memory Conference, University of Maryland.
- Jay, T.B. (1994, May). Panelist. False memory syndrome. Children of the 90's: 5Th. Annual Conference on Child Abuse and Neglect. Berkshire Area Health Education Center, Pittsfield, MA.
- Richard, D., Clermont, A., & Jay, T.B. (1994, April). Cursing: Elderly and college student attitudes. Presented at the Greater Boston Undergraduate Research Paper Conference, Framingham State College.
- Jay, T.B. (1994, April). Chair. Psycholinguistics. Eastern Psychological Association Meeting. Providence, RI.
- Olson, R., & Jay, T.B. (1993, April). Cursing in the nursing home. Presented at the Greater Boston Undergraduate Research Paper Conference, Wellesley College.
- Jay, T.B., & Olson, R. (1993, April). Cursing in the nursing home. Poster at Eastern Psychological Association Meeting. Arlington, VA.
- Jay, T.B. (1993, April). Cursing: Too taboo for television. Presented at Popular Culture Association Meeting, New Orleans.
- Jay, T.B. (1992, December). Cursing in America. Colloquium at Boston University.
- Niquette, N., & Jay, T.B. (1992, April). Recall and recognition of brand name products and distraction in motion pictures. Presented at Greater Boston Undergraduate Research Paper Conference, Bradford College, Bradford, MA.

Jay, T.B. (1992, April). Women cursing women. Poster at Eastern Psychological Association Meeting, Boston.

Jay, T.B. (1992, March). Cursing in the comics. Presented at Popular Culture Association Meeting, Louisville.

Jay, T.B. (1991, March). Metaphors of lust and love. Presented at Popular Culture Association Meeting, San Antonio.
Presentations (Cont'd)

Palmaccio, T., Szewczyk, R., and Jay, T.B. (1991, April). Comic strips, cursing and gender stereotypes. Presented at 17th. Annual Greater Boston Psychology Undergraduate Research Conference. Tufts University.

Jay, T.B. (1991, April). Doing research with dirty words. Keynote Speaker at Kent State University Undergraduate Research Conference.

Litchfield, M., and Jay, T.B. (1990, April). An investigation of linguistic expression and metaphors used in the language of affection, and love and lust. Greater Boston Undergraduate Research Paper Conference. Salem State College, Salem, MA.

Jay, T.B. (1990, March). What are "Fighting Words"? Presented at Eastern Psychological Association Meeting, Philadelphia.

Jay, T.B. (1990, March). The evolution of cursing in American film. Presented at Popular Culture Meeting, Toronto.

Jay, T.B. (1990, March). Chair, Language and Censorship in film . Popular Culture Meeting, Toronto.

Benedetti, K., Levitz, and Jay, T.B. (1989, April). Gender related insults in cartoons. Presented at Greater Boston Undergraduate Psychological Research Paper Conference, Boston College.

Jay, T.B. (1989, March). The Emergence of an obscene lexicon. Presented at Eastern Psychological Association meeting, Boston.

Jay, T.B. (1988). Beer drinking in American film. Presented at Popular Culture Association meeting. New Orleans.

Hall, P. and Jay, T.B. (1988). Children's use of obscene speech. Presented at Popular Culture Association meeting, New Orleans.

Jay, T.B. (1987, October). Computers in psychology. Presented at New England Psychological Association, University of Massachusetts.

Jay, T.B. (1987, March). F---ing around with free speech and the First Amendment. Presented at Popular Culture Association meeting, Montreal.

Bingley, J., & Jay, T.B. (1986, April). The microcomputer: Teaching anatomy and contraception. Presented at Greater Boston Undergraduate Psychology Research Conference, Boston College.

Jay, T.B., & Bingley, J. (1986, June). Can microcomputers deliver birth control education? Presented at Mid Central Human Factors/ Ergonomics Conference. Miami University.

Jay, T.B. (1986, April). 2170 obscene words: who, what where and when. Presented at Eastern Psychological Association meeting, New York.

Jay, T.B. (1986, April). Obscene speech. Presented at Popular Culture Association Convention. Atlanta.

Jay, T.B., & Reardon, K. (1985, April). A field study of obscene speech. Presented at 20th. Annual New York State Undergraduate Psychology Conference, Union College.

Dupee, L.D. & Jay, T.B. (1985, March). Borrowing and lending by college students. Presented at Eastern Psychological Association Meeting. Boston.

Jay, T.B. (1985, March). Some good news about dirty words. Colloquium, Hamilton College.

Jay, T.B. (1985, March). Defining and measuring computerphobia. Presented at Eastern Psychological Association Meeting. Boston

Jay, T.B. (1985, June). Defining computerphobia. Presented at Mid Central Human Factors/Ergonomics Conference. Purdue University.

Dupee, L., Jay, T.B., & Bennett, D. (1984, April). Object values, borrowing and lending by college students. Presented at Greater Boston Undergraduate Research Conference, Bridgewater.

Jay, T.B. & Giangrande, E. (1984, June). Is LOGO an instructional tool? Presented at Massachusetts Psychological Association, Worcester, MA.

Jay, T.B. & Dupee, L. (1984, June). Computer operating manuals: Faults in technical writing. Presented at Conference on Writing for the Computer Industry. Plymouth, NH.

Jay, T.B. (1984, June). Moderator. Who makes the best technical writers? Conference on Writing for the Computer Industry. Plymouth, NH.

Jay, T.B. (1984). Chair, Cognitive behaviors. Eastern Psychological Association, Baltimore.

Jay, T.B. (1984, January). Computers versus education. Presented at Seventh Annual Educators Convention. Bennington, VT.

- Jay, T.B. (1983, October). A time for CAL to pay its dues. Presented at Conference on Computers. Plymouth State College.
- Jay, T.B. (1983). Word encoding, Chair, Paper Session Eastern Psychological Association, Philadelphia.
- Jay, T.B. (1983). Computer assisted learning. Presented at Massachusetts Psychological Association Meeting, Boston, MA.
- Dupee, L.D. & Jay, T.B. (1983, April). Students' perceptions of computers as sources of help. Presented at Greater Boston Undergraduate Research Paper Conference. Suffolk University.
- Jay, T.B. (1982, October). Evolution of in-service training. Presented at Conference on Computers and Education, Plymouth State College, Plymouth, NH.
- Jay, T.B. (1982). Developmental Cognition, Chair, Paper Session. Eastern Psychological Association, Baltimore.
- Jay, T.B. (1981, November). Defining and measuring "computerphobia" Presented at Conference on Computers and Education, Plymouth State College, Plymouth, NH.
- Jay, T.B. (1981, October). Computer assisted learning. Presented at Westfield State College, Westfield.
- Jay, T.B. (1981, August). Technology and the Future: Gray cloud or silver lining? Presented at Elderhostle, North Adams State College.
- Jay, T.B. (1981, June). Gilbreth meets the P.T.O. or the human factors of computer assisted learning. Colloquium at Stevens Institute of Technology, Hoboken.
- Jay, T.B. & Burke, T. (1980). Male and female differences in dirty word usage. Presented at Eastern Psychological Association, Hartford.
- Jay, T.B. (1980, February). Quantitative Skills. Presented at American Association of State Colleges and Universities, Albany, NY.
- Burke, T., & Jay, T.B. (1979). Age constraints on dirty word usage. Presented at Greater Boston Undergraduate Psychological Research Paper Conference, Wellesley College.
- Clough, D.L., Jay, T.B., & Moore, D.A. (1979). Sources of power and planning in city redevelopment: Where does the citizen fit in? Presented at Greater Boston Undergraduate Psychological Research Paper Conference, Wellesley College.
- Murphy, J.H., Jay, T.B., & Richards, D.M. (1979). Resident and non-resident student images of a college town. Presented at Greater Boston Undergraduate Psychological Research Paper Conference, Wellesley College.

Jay, T.B. (1979). The role of context in dirty word usage. Presented at Midwestern Psychological Association, Chicago.

Jay, T.B. (1979). Contextual constraints on dirty word usage. Presented at Eastern Psychological Association, Philadelphia.

Jay, T.B. (1978). Chair, Paper Session, "Human Information Processing." Eastern Psychological Association, Washington, D.C.

Abbott, M., & Jay, T.B. (1978). The effect of taboo words on humor appreciation. Presented at Massachusetts Psychological Association, Wellesley.

Clough, D., & Jay, T.B. (1978). Memory for natural lists. Presented at North Adams State College Undergraduate Research Convention.

Jay, T.B. (1978). Are you confused about dirty words? Presented at the Interdisciplinary Conference on Linguistics, Louisville.

Jay, T.B. (1977). Impressions formed from taboo adjective descriptions. Presented at Eastern Psychological Association, Boston.

Jay, T.B., & Danks, J.H. (1975). Connotation and denotation: The effect of semantic interpretation on pronominal adjective order. Presented at Midwestern Psychological Association, Chicago.

APPLIED WORK AND EDUCATIONAL CONSULTATION

Jay, T.B. (2003). Computerphobia Questionnaire. Behavioral Measurement Database Services: Health And Psychosocial Instruments. Pittsburgh, PA.

Workshop Director, *What to Do When Your Students Talk Dirty.* Several Berkshire Co (MA) Schools beginning 1995. Southwick-Tolland Regional Schools, June 1996. Dougherty High School, Worcester, MA, Oct 1996. Mass Teachers Assoc - Professional Development, Auburn, MA Mar 1997. Malden Public Schools - October, 1997. MTA Professional Development Meeting, Andover, MA, October, 1997.

Workshop Director, Broadcast Language for WJJW Radio. February 1993.

In-Service Training - Computers and Psychology, Holy Cross College, Wooster, MA, May, 1989.

Consultant, Mount Greylock Regional High School. Computer Literacy. Contact: Ellio Fernander MGRHS, Williamstown, MA 01267.

Consultant, Amherst Regional Schools, Computer Literacy. Contact: Jack Heffley, Director of Secondary Education, Amherst, MA 01002.

Participant - Human Factors Society Meeting, Seattle. October, 1982.

In-Service Training - Aging and Language Abilities, Sweetbrook Nursing Home Staff, Summer 1982, Williamstown, MA 01267.

Workshop, Computer Literacy for Berkshire County Elementary School Principals, Spring 1982. Contact Stephen Smachetti, East School North Adams, MA 01247.

In-Service Training - Computer Literacy, North Adams Public Schools, Spring 1982. Contact Carol Cellana.

Consultant, In-Service Training, Williamstown Public Schools, School Street, Williamstown, MA 01267. Contact Dr. H. Smith.

Consultant, In-Service Training, Mount Everett School, Sheffield, MA 01257. Contact Emilie Piper.

Consultant, In-Service Training, North Adams Schools, E. Main Street, North Adams, MA 01247. Contact Ms. Carol Cellana.

Consultant to Guilderland Public Schools, School Road, Guilderland Center, NY 12085. Computers and Education. Contact Dr. Joseph E. Purcell Administrator for Instruction.

Consultant to Independent Broadcasting Authority, 70 Brompton Road London on topic of broadcasting standards and public reaction for Dr. J.M. Wober, Deputy Head of Research.

Book Reviewer on topic of Computer Assisted Instruction Man-Machine System and Human Factors for *Educational Technology Magazine*.

Consultant, Evaluation Team Member of North Adams State College - Skills Center Grant, Spring 1981.

Workshop and Seminar Director, Computer Assisted Learning, North Adams State College, Graduate & Continuing Education, Summer 1980.

Consultant and Contributor to Academic Program Evaluation Project. The Resource Center for Planned Change of the American Association of State Colleges and Universities. Spring 1980.

Numerous artist-in-residence projects and art education projects with Williamstown Public Schools. Medium of stained glass arts.

Environmental Psychology Consultant to Mayor Richard Lamb of the City of North Adams, Massachusetts, Spring 1979. Projects included downtown redevelopment plans and college-city relationships.

Member and Psychological Consultant, Board of Trustees, The Children's Museum, Williamstown, Massachusetts, 1997-1978.

Psychological Consultant, Graduate Education Program, North Adams State College. In the area of reading processes, 1977.

Group Discussion Leader, Institute for the Child with Learning Difficulties. Directed by Dr. Bruno Bettelheim and Dr. Fritz Redl, 1977.

Educational-Psychological consultant for art curriculum revision for Williamstown, Massachusetts Public School. Purpose was to revise the art curriculum in relation to current educational and psychological practices. Supervised by Donald Kurlander, Art Teacher, 1977.

Individual investigation of the procedures and services of the Kent State University, Educational Child Study Center, College of Education. The purpose was to examine and evaluate the procedures for intake of children taking reading tests. Directed by Dr. Carol Rosen, 1976.

Coordinator for Psychology-Graduate Education seminar on the application of cognitive psychology research to reading processes and the acquisition of reading skills, 1975.

Coordinator of Staff for Academic Advising Office, Kent State University, 1975-1976.

Member of the Kent State University Statistics and Design Consulting Group. The purpose was to assist faculty and graduate students with programs and problems involving experimental design and statistical analysis, 1975-1976.

Numerous projects involving computer programming skills and the implementation of research and analysis programs on computers, 1972-1986 Software: FORTRAN, Pascal, BMD, SPSS, BASIC Hardware: CDC, Burroughs, DEC, Radioshack, PET.