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EDUCATION

Ph.D. - Purdue University, January 1966. Major in psychology; minor in measurement and statistics.

M.S. - Purdue University, January 1963. Major in psychology; minor in statistics.

B.S. - City College of New York, June 1961. Major in psychology.

WORK HISTORY

Institute for Survey Research, Temple University

Director - November 1972 to present.

Acting Director - November 1971 to November 1972.

Assistant Director - July 1971 to November 1971.

Study Director - July 1968 to July 1971.

Responsible for all phases of administration, design, planning, analysis and reporting of results of large-scale national probability surveys and program evaluation. As administrative officer, and as senior study director at ISR, have had major scientific and administrative responsibilities for more than 300 projects, including the following:

Numerous evaluations of school-based drug use prevention projects (funded by the Center for Substance Abuse Prevention and local agencies)

The National Household Survey on Drug Abuse (National Institute on Drug Abuse)

A longitudinal evaluation of drug free treatment modalities (State of Pennsylvania through Villanova University)

Preparation of three edited monographs--one each on outcome, process, and impact evaluation techniques as applied to drug abuse prevention programs (National Institute on Drug Abuse)

An evaluation of Project PRIDE (National Institute on Drug Abuse)

A national study of professional and paraprofessional counselors (National Institute on Drug Abuse)

A national study of volunteers in drug abuse programs (National Institute on Drug Abuse)

A study of the Philadelphia Central Medical Intake Unit (City of Philadelphia and

National Institute on Drug Abuse)

Preparation and delivery of one-day seminars on Survey Research Methods (Environmental Protection Agency)

Development of monograph Guidelines for Planning and Managing a Statistical Survey (Environmental Protection Agency)

A methodological study to evaluate survey instruments for measuring unwanted pregnancy (U.S. Public Health Service)

A methodological study on incentives and interviewer and respondent characteristics reflecting on nonresponse at the household listing stage (Johns Hopkins University)

A national study of public attitudes toward and exposure to erotic materials (Presidential Commission on Obscenity and Pornography)

A study of attitudes of Pennsylvania high school students (Pennsylvania Governor's Office)

A national study of family television viewing (National Institute for Mental Health)

A national study of differential fertility among Black and White teenagers (Johns Hopkins University)

A national study of medical malpractice (Secretary of HEW's Commission on Medical Malpractice)

A national study of physicians' attitudes toward abortion (National Institute of Child Health and Human Development)

A national study of the Social Security "Leads" Program (Social Security Administration)

A study of fertility decision-making (National Institute of Child Health and Human Development)

A national study of the relationship between oral contraceptives and cervical cancer in a cohort of 30,000 women (National Institute of Child Health and Human Development)

Professor of Psychology, Temple University, 1981 - present. Teaching undergraduate and graduate courses in survey research, applied social psychology, and consumer behavior.

Professor of Marketing, Temple University, 1984-1998. Teaching undergraduate and graduate level courses in marketing research and consumer behavior.

Associate Professor of Psychology, Temple University, 1969 to 1981.

Assistant Professor of Psychology, Rutgers University, 1965-1968. Teaching undergraduate courses in general psychology, industrial psychology, and tests and measurements. Teaching graduate courses in design and analysis of consumer research in Graduate Program in Consumer Psychology.

CONSULTANT POSITIONS

Consultant on major consumer and survey research projects in Philadelphia, New York, and Washington.

Research Center and Grant Reviewer for Population Research Center, National Institute on Child Health and Human Development, National Institutes of Health: Permanent Reviewer--1972-1976; also served as Special Panel Member

Research Center and Grant Reviewer--Special Panel Member, National Institute on Drug Abuse.

Member, National Radon Survey Design Subcommittee, Science Advisory Board, Environmental Protection Agency--1987 to 1990.

Consultant to Social Security Administration, Baltimore, Maryland, 1971 to 1972. Developing in-house testing and survey capabilities for the Office of Public Information.

Consultant, 1962 through 1968, to Batten, Barton, Durstine and Osborne. Analyzed results of consumer attitude and opinion surveys. Prepared and reported on research proposals; applied statistical and laboratory techniques to the measurement of advertising effects.

MAJOR RESEARCH INTERESTS

Evaluation and survey research methodology including attitude and opinion measurement, sampling and data analysis techniques, program evaluation and focus groups.

Drug abuse research—prevention program research and evaluation, consumption patterns.

Health research, especially behavioral and statistical characteristics of individuals and subgroups with regard to health-related knowledge, motivations, attitudes, and practices.

Consumer behavior--psychological and social influences on the consumption of commercial and noncommercial goods and services, including the products of the mass media studied through focus groups, surveys and experiments.

THESES

Doctoral Thesis - The Influence of Product Preferences upon Dissonance Reduction. Purdue University, January 1966. Major professor - Robert Perloff.

Master's Thesis - Biographical Factors in Academic Achievement. Purdue University, January 1963. Major professor - Joseph Tiffin

SELECTED PUBLICATIONS ON DRUG ABUSE PREVENTION AND TREATMENT

- LoSciuto, L.A., Aiken, L., and Ausetts, M.A. Professional and Paraprofessional Counselors. Services Research Monograph Series. Rockville, MD: National Institute on Drug Abuse, 1979.
- LoSciuto, L., Aiken, L., Emrich, R., and Goldstein, J. Evaluating Drug Abuse Prevention Programs: Vol. 1. Evaluating the Outcomes of Drug Abuse Prevention Programs. Vol. 2. Evaluating the Impact of Drug Abuse Prevention Programs. Vol. 3. Process Evaluation in Drug Abuse Prevention Programs. Rockville, MD: National Institute on Drug Abuse, 1980.
- LoSciuto, L. A Study of Volunteers in Drug Abuse Programs. Services Research Monograph Series. Rockville, MD: National Institute on Drug Abuse, 1981.
- Ausetts, M.A., LoSciuto, L.A., and Aiken, L. The Use of Volunteers in Drug Abuse Services: A Review of the Literature. Services Research Monograph Series. Rockville, MD: National Institute on Drug Abuse, 1981.
- LoSciuto, L., Aiken, L., Ausetts, M.A., and Brown, B. Paraprofessional vs. Professional Drug Abuse Counselors: Attitudes and Expectations of the Counselors and Their Clients. International Journal of the Addictions, 19 (3), 1984, pp. 233-252.
- Aiken, L., LoSciuto, L., Ausetts, M.A., and Brown, B. Paraprofessional vs. Professional Drug Counselors: Diverse Routes to the Same Role. International Journal of the Addictions, 19 (2), 1984, pp. 153-173.
- Aiken, L., LoSciuto, L., Ausetts, M.A., and Brown, B. Paraprofessional vs. Professional Drug Counselors: The Progress of Clients in Treatment. International Journal of the Addictions, 19 (4), 1984, pp. 383-401.
- Aiken, L., LoSciuto, L., and Ausetts, M. Who is Serving Drug Abuse Clients: The Delivery of Treatment by Professional vs. Paraprofessional, by Paid Staff vs. Volunteer. Ashery, R. (Ed.) Brief Effective Treatment Strategy, National Institute on Drug Abuse, 1985.
- LoSciuto, L. and Ausetts, M.A. Evaluation of A Drug Abuse Prevention Program: A Field Experiment. Addictive Behaviors, Vol. 13, 1988, pp. 337-351.
- Aquilino, W.S. and LoSciuto, L.A. Interview Mode Effects in Drug Use Surveys. Public Opinion Quarterly, Vol. 54, No. 3, Fall 1990, pp. 362-395.
- LoSciuto, L., Aquilino, W.S., and Licari, F.C. Interviewing Minority Youth about Drug Abuse: Telephone vs. In-Person Surveys. In Drug Abuse Among Minority Youth. M. DeLaRosa and J. Recio Adrados, Editors. NIDA Research Monograph Series, No. 130. Rockville, MD: National Institute on Drug Abuse, August 1993.
- LoSciuto, L., Rajala, A.K., Townsend, T.N., Taylor, A.S. An Outcome Evaluation of Across Ages: An Intergenerational Mentoring Approach to Drug Prevention. Journal of Adolescent Research, Vol. 11, No. 1, January 1996, pp. 116-129.
- LoSciuto, L., Freeman, M.A., Harrington, E., Altman, B.,

- Lanphear, A. An Outcome Evaluation of the Woodrock Youth Development Project. Journal of Early Adolescence, Vol. 17, No.1, February 1997, pp. 51-66.
- LoSciuto, L., Hilbert, S.M., Fox, M., Porcellini, L., and Lanphear, A. A Two-Year Evaluation of the Woodrock Youth Development Project. Journal of Early Adolescence. November 1999, pp. 488-508.
- Taylor, A., LoSciuto, L., Fox, M. and Hilbert, S. The mentoring factor: Evaluation results from Across Ages. (1999) Intergenerational programs: Understanding what we have created. Child and Youth Series. Haworth Press. Vol. 1 & 2.
- Taylor, A., Porcellini, L., and LoSciuto, L. Intergenerational Mentoring In Handbook of Youth Mentoring, David Dubois and Michael Karcher, Ed.s. Sage publications. (In press)
- LoSciuto, L. and Steinman, R. A re-evaluation of Project PRIDE, a redesigned school-based drug abuse prevention program. Journal of Drug Education, Vol. 34:2.

OTHER SELECTED PUBLICATIONS

- LoSciuto, L.A. and Hartley, E.L. Religious affiliation and Open-Mindedness in Binocular Resolution. In Peter B. Warr (Ed.) Thought and Personality, Baltimore, Penguin Books, 1970, p. 373. Reprinted from Perceptual and Motor Skills, 1963, 17, pp. 427-430.
- Wells, W.D. and LoSciuto, L.A. Direct Observation of Purchasing Behavior. Journal of Marketing Research, August 1966.
- LoSciuto, L.A., Strassmann, L.H., and Wells, W.D. Advertising Weight and the Reward Value of the Brand. Journal of Advertising Research, August 1967.
- LoSciuto, L.A. and Perloff, R. The Influence of Product Preferences Upon Dissonance Reduction. In H. Kassarian (Ed.) Perspectives in Consumer Behavior, 1969. Reprinted from Journal of Marketing Research, August 1967.
- Wells, W.D., LoSciuto, L.A., and Strassmann, L.H. Is Reach More Important Than Frequency? Media/Scope, December 1967.
- LoSciuto, L.A., Spector, A.J., Michelson, E., and Jenne, C.
A Methodological Report on a Study of Public Attitudes Toward and Experience with Erotic Materials. Technical Reports of the Commission on Obscenity and Pornography, Vol. 6, 1970, Washington, DC, U.S. Government Printing Office.
- LoSciuto, L.A. A National Inventory of Television Viewing Behavior. In E.A. Rubenstein, G.A. Comstock, and J.P. Murray (Eds.) Television and Social Behavior, Vol. 4, U.S. Government Printing Office, 1972.
- LoSciuto, L.A. and Karlin, R. Correlates of the Generation Gap. Journal of Psychology, 1972, 81, pp. 253-262.
- LoSciuto, L.A., Balin, H., and Zahn, M. Physicians' Attitudes Toward Abortion. Journal of Reproductive Medicine, Vol. 9, No. 2, August 1972.

- Balin, H., Hontz, A., and LoSciuto, L.A. Antifertility Agents: Introduction and History. Seminars in Drug Treatment, Vol. 3, No. 2, 1973, pp. 117-120.
- Balin, H., Newton, R., Hontz, A., and LoSciuto, L.A. Pharmacologic and Clinical Aspects of Oral Contraceptive Safety. Seminars in Drug Treatment, Vol. 3, No. 2, 1973, pp. 121-142.
- LoSciuto, L.A. and Vanderveer, R.B. Video Recording of Ingroup Discussions. Videosociology, Vol. 2, No. 1, 1973.
- Sedlis, A., Walters, A., Balin, H., Hontz, A., and LoSciuto, L.A. Evaluation of Two Simultaneously Obtained Cervical Cytological Smears--A Comparison Study. Acta Cytologica, Vol. 18, No. 4, 1974.
- Hontz, A.C., Balin H., Merritt, C.G., and LoSciuto, L.A. Dysplasia and the Pill--A Progress Report on the American Women's Health Program. The Journal of Reproductive Medicine, Vol. 13, No. 3, 1974, pp. 101-105.
- Merritt, C.G., Gerstl, J., and LoSciuto, L.A. Age and Perceived Effects of Erotica. Archives of Sexual Behavior, No. 6, 1975, pp. 605-621.
- Shulman, J.J., Hontz, A., Sedlis, A., Walters, A.T., Balin, H. and LoSciuto, L.A. The Pap Smear: Take Two. American Journal of Obstetrics and Gynecology, Vol. 121, No. 8, 1975, pp. 1024-1028.
- Merritt, C.G., Rosenberg, S., and LoSciuto, L.A. Age at First Coitus and Choice of Contraceptive Method: Preliminary Report on a Study of Factors Related to Cervical Neoplasia. Social Biology, Vol. 22, No. 3, 1975, pp. 255-260.
- LoSciuto, L.A. and Cliff, N. Problems in Survey Methodology Relating to Contraceptive Sterilization. In S.H. Newman and Z.E. Klein (Eds.) Behavioral-Social Aspects of Contraceptive Sterilization, Lexington, MA: D.C. Heath and Company, 1978, pp. 201-211.
- LoSciuto, L. Survey Research Methods. Chapter 9 in LoSciuto et al. (Eds.) Evaluating Drug Abuse Prevention Programs, Vol. 2. Rockville, MD: National Institute on Drug Abuse, 1980.
- LoSciuto, L. Conducting and Monitoring a Statistical Survey. Washington, DC: Environmental Protection Agency, 1980.
- LoSciuto, L. Questionnaires and Interviews. Chapter 8 in Selltiz, Wrightsman, and Cook's Research Methods in Social Relations, L. Kidder (Ed.). New York: Holt, Rinehart, and Winston, 1981.
- Hunter, Lynda L. and LoSciuto, L. Employers' Expectations of Career-entry Competencies--A National Survey. Laboratory Medicine, Vol. 24, No. 7, July 1993.

SELECTED PROFESSIONAL PAPERS AND SYMPOSIA

The Effects of Frequency and Product Usage on Advertising Recall. Paper presented at June 1968 meetings of the American Psychological Association, Division 23.

Ethics and the Consumer Psychologist. Paper presented at September 1970 meetings of the American Psychological Association, Division 23.

Measuring Public Attitudes Toward Pornography Through Survey Techniques. Paper presented at September 1971 meetings of the American Psychological Association, Division 9.

Campus Research Resources versus Commercial Agencies. Symposium held at 1971 meetings of the American Psychological Association, Division 23.

Measuring Physicians' Attitudes Toward Abortion. Paper presented to Medical and Social Science Staff, Burlington County Memorial Hospital, March 2, 1972.

Measurement of Steroid Consumption Relative to Research in Cervical Dysplasia (with Hontz, A., Merritt, G., and Balin, H.). Paper presented at the International Family Planning Research Association meetings, Las Vegas, Nevada, Fall 1972.

Sterilization--Methodological Problems and Perspectives. Paper delivered at the April 1973 Symposium on Sterilization organized by the National Institute of Child Health and Human Development, Bethesda, MD.

A Study of Professional Practices Among Consumer Psychologists. Paper presented at the September 1973 meetings of the American Psychological Association.

Research on Controversial and Sensitive Social Issues. Chairman of Symposium given at the 1974 meetings of the Eastern Psychological Association.

Methodology of Sex Research. Member of Symposium given at the National Institute of Mental Health Conference, Washington, DC, November 1977.

Assessing the Validity of a Sequential Drug Use Pattern Using the 1985 National Household Survey on Drug Abuse (with Lazaro, C., Porcellini, L., and Santos, R.). Proceedings of the American Statistical Association, New Orleans, August 1988.

Measuring Drug Use Among Minority Youth. Conference at the Office of Substance Abuse Prevention, Rockville, Maryland, July 16-17, 1991.

Assessment of the Woodrock Youth Development Project (with Freeman, Mark S., Harrington, Evan, and Lanphear, Alden K.). Presented at the National Conference, Center for Substance Abuse, U.S. Public Health Service, March 1996.

RITE – A Four-Phase Approach to Program Evaluation. Panelist/Speaker at the Association of Fundraising Professionals Meeting, Philadelphia, PA, April 2, 2002

