

**Curriculum Vitae Gregg J. Gold, Ph.D.**  
**Professor, Cal Poly Humboldt Department of Psychology**

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**Work Address**

Cal Poly Humboldt Department of Psychology  
Arcata, California 95521  
gregg@humboldt.edu 707-826-3740

**EDUCATION**

Ph.D. 2000 University of California, Los Angeles; Psychology, Major: Social Psychology, Minor: Measurement  
M.A. 1996 University of California, Los Angeles; Social Psychology  
M.A. 1994 California State University, Northridge; General Experimental Psychology with Distinction  
B.A. 1978 University of California, Los Angeles; Psychology

**CAL POLY HUMBOLDT EMPLOYMENT**

Professor 2020 - Current  
Interim Dean, College of Professional Studies 2019 - 2020  
Associate Dean, College of Professional Studies 2018-2019  
Professor 2014 - 2018  
Chair, Department of Psychology 2011- 2014  
Assistant to Full Professor 2000 - 2011

**PUBLICATIONS** (students, current or former, noted with a \*)

\*Giacomotto, G., Antillon, R., Trejo, E., Moreno, G., Bath, E., Gold, G.J., & Lucero, J.M. (2026). Evaluating the Effectiveness of a Pre-Medical Pathway Program Containing Strengths-Based Innovations. *Perspectives on Medical Education*, 15(1), 697-704. <https://doi.org/10.5334/pme.2330>

\*Giacomotto, G., Antillon, R., Trejo, E., Moreno, G., Gold, G.J., & Lucero, J.M. (2026). Lessons learned from the David Geffen School of Medicine-UCLA Clinical Clerkship Psychology of Bias Seminar. *Journal of the National Medical Association*, 118(4), 770-776. <https://doi.org/10.1016/j.jnma.2026.06.016>

Zender, J., Eschker, E., & Gold, G. (2025). Financial Management in the Cannabis Industry: Innovative financial practices in the cannabis sector. *Strategic Finance*, 1-7.

Cretser-Hartenstein, J., Gold, G. J., & \*Belt, K. G. (2024). The Student-to-Journalist Pipeline: Attitudes, Motivations, and Expressed Likelihood of Choosing a Journalism Career. *Journalism & Mass Communication Educator*, 79(1), 103-117. <https://doi.org/10.1177/10776958231224025>

Zender, J., \*Frankovsky, A., Gold, G.J., & Eschker, E. (2023). Perspectives from California cannabis industry insiders. *The National Social Science Journal*, 59(2), 62-73.

Ogle, Whitney L., Gold, Gregg, J., \*Coppen, Lukas, E., \*Copriviza, C. (2022). How and why adults use cannabis during physical activity. *Journal of Cannabis Research*. 4(24), 1-10. <https://doi.org/10.1186/s42238-022-00134-z>

Chen, C. L., Gold, G. J., Cannesson, M., & Lucero, J. M. (2021). Calling out aversive racism in academic medicine. *New*

*England Journal of Medicine*, 385(27), 2499-2501. DOI: 10.1056/NEJMp2112913

Kelly, Erin; Gold, Gregg J., and \*Di Tommaso, Joanna (2017). The willingness of non-industrial private forest owners to enter California's carbon offset market. *Environmental Management*, 60(5), 882-895.  
<https://doi.org/10.1007/s00267-017-0918-0>

Eschker, E., Gold, G. & Lane, M. D. (2017). Rural entrepreneurs: what are the best indicators of their success?.  
*Journal of Small Business and Enterprise Development*, 24(2), 278-296. <https://doi.org/10.1108/JSBED-07-2016-0112>

\*Stormes, Kaitlyn N., and Gold, Gregg J. (2016). Academic Advising Support for Students on Academic Probation, *ideaFest: Interdisciplinary Journal of Creative Works and Research from Humboldt State University*: Vol. 1, Article 5. <http://digitalcommons.humboldt.edu/ideafest/vol1/iss1/5>

\*Gaffney, Amber M., Tomory, Jessica J. & Gold, Gregg J. (2014, Sept. 22). The Endorsement of Commentator Opinion: A Case of Manufactured Consent?. *Psychology of Popular Media Culture*.  
<http://dx.doi.org/10.1037/ppm0000057>

Gold, Gregg J. (2014). [Review of the book *Humboldt: Life on America's Marijuana Frontier*, by E. Brady]. *Humboldt Journal of Social Relations*, 198-200.

\*Davis, J.R. & Gold, G.J. (2011). An examination of emotional empathy, attributions of stability, and the link between perceived remorse and forgiveness. *Journal of Personality & Individual Differences*, 50(3), 392-39. <https://doi.org/10.1016/j.paid.2010.10.031>

Gold, Gregg J. (2011). Review of Fishbein & Ajzen (2010) Predicting and Changing Behavior: The Reasoned Action Approach. *Journal of Social Psychology*, 151(3), 382-385.

Gold, Gregg J. (2011). Bases of power. In K. Dowding, (Ed.), *Encyclopedia of Power*. Thousand Oaks, CA: Sage Publications, Inc.

Gold, Gregg J. (2011). Raven, Bertram (biography). In K. Dowding, (Ed.), *Encyclopedia of Power*. Thousand Oaks, CA: Sage Publications, Inc.

Gold, Gregg J. & \*Nguyen, Alyssa T. (2009). Comparing entering freshmen's perceptions of campus marijuana and alcohol use to reported use. *Journal of Drug Education*. 39, 133-148. DOI: 10.2190/DE.39.2.b

Gold, Gregg J. (2008). Primacy effect (attribution). In *Encyclopedia of Social Psychology* (Vol.2, pp. 697- 698). Thousand Oaks, CA: Sage Publications, Inc.

Poplawski, M. G., Gold, G., & \*Poplawski, S. C. (2005). History of sexual assault in bariatric surgery candidates. *Surgery for Obesity and Related Diseases*, 1(3), 254. <https://doi.org/10.1016/j.soard.2005.03.093>

Gold, G.J., & \*Davis, J.R. (2005). Psychological determinants of forgiveness: An evolutionary perspective. *Humboldt Journal of Social Relations*, 29, 111-134. <https://www.jstor.org/stable/23262798>

Gold, G.J., & Weiner, B. (2000). Remorse, confession, group identity, and expectancies about repeating a transgression. *Basic and Applied Social Psychology*, 22, 291-300.  
[https://doi.org/10.1207/S15324834BASP2204\\_3](https://doi.org/10.1207/S15324834BASP2204_3)

Gold G.J., & Shaw, J. (1998). The structure of perceived causality. *Journal of Social Behavior and Personality*, 13(4), 651-666.

Gold, G.J., & Raven, B. (1992). Interpersonal influence strategies in the Churchill-Roosevelt bases-for-destroyers exchange. *Journal of Social Behavior and Personality*, 7(2), 245-272.

## **GRANTS & AWARDS**

(2024) Orick Microgrid, \$319,712, US Department of Energy, via Orick Community Service District. Role: Senior Personal/Faculty Associate

(2023) Hemp Entrepreneurs, \$111,505.26, Agricultural Research Institute (ARI), Role: PI

(2022) Centers of Excellence, \$2,500,000 total—Subaward to Cal Poly Humboldt, \$103,221, United States Department of Health Resources and Services Administration (HRSA), Role: Senior Personal/Faculty Associate

(2021) Cannabis Business Entrepreneurs and Jobs, \$464,997, State of California Bureau of Cannabis Control, Role: PI

(2019) Improvement Research Fellowship, \$40,000. New Generation of Educators, J. D. Bechtel Jr. Foundation, Role: System Leader

(2018) Expanding the New Generation of Educations Initiative, \$15, 000, J. D. Bechtel Jr. Foundation, Role: Co-PI with Libby Miller, Education

(2018) Sponsored Programs Foundation Incentives Grant, \$4,000, Role: Co-PI with Cindy Moyer, Music.

(2014/15) California State University Quality Online Learning & Teaching (QOLT) Award

(2006) National Science Foundation (NSF 05-620) \$200,000, Science of Design: TEAM: Teaching Creativity and Conceptual Representation, a Design Toolkit, Role: Senior Personal.

(2004) Psi Chi Psychology International Honor Society \$500, Psi Chi Regional Chapter Award

(2004) Psi Chi Psychology International Honor Society, \$3,000, Psi Chi Faculty Advisor Research Grant

(2004) Humboldt Area Foundation, \$4,000, Research Grant

(2003) Psi Chi Psychology International Honor Society, \$1,500, Psi Chi Student/Faculty Research Grant

(2000). Psi Chi Psychology International Honor Society, \$2,000, Psi Chi Faculty Advisor Research Grant