

E·N·V·I·R·O·N·I·C·S

Peter B. Goldthorpe: Research Associate

Education

Ph.D. Social Psychology, University of Florida, 1984

M.A. Psychology, The Ohio State University, 1981

M.A. Philosophy, The Ohio State University, 1980

B.A. Honours Philosophy, University of Western Ontario, 1976

Skills

As Research Associate, Dr. Goldthorpe is involved in both custom and syndicated studies. He is manager of HOMES National and is involved questionnaire design, data analysis and report writing.

Prior to joining Environics, Dr. Goldthorpe worked as an analyst with a firm of market research consultants. He specialized in multivariate statistical analysis, working on market segmentation studies for the packaged goods industry.

Dr. Goldthorpe has a rich conceptual background for studying social policy and attitudinal patterns. He has conducted psychological research in such areas as attitude formation, the attitude-behaviour relation and impression management. He has presented academic papers on several of these topics. At the University of Florida he taught courses on research design and methodology.