

March 21, 2017

Michael,

My written statement in support of Jack Yates application for emeritus status:

Jack Yates came to UNI as an Assistant Professor of Psychology in 1975 after receiving his Ph.D. in Cognitive Psychology from Johns Hopkins University the previous year. Jack taught courses in Cognitive Psychology, Memory and Language, and Research Methods and was infamous among students for requiring multiple drafts of papers. For many years, he was the co-advisor for the student Psychology Club and was instrumental in organizing the department's annual student research conference which grew into a regional conference featuring student work from nearby colleges.

Jack's early research focused on cognitive processing of language, and he later studied mental representations. In 1985, he published a paper in *Psychological Review*, the most prestigious journal in psychology, which explained a diverse set of empirical findings by advancing a theory of consciousness emphasizing the distinction between awareness and underlying mental processes.

Later in his career, Jack's interest in energy conservation led him to explore psychological solutions to the problem of energy consumption. This field research, funded by the National Science Foundation and Iowa Energy Center, focused on community action for change and was responsible for a 15% reduction in energy use in four rural Iowa communities. Jack and his wife Carole won a national Tools of Change Landmark Award in 2016 for this work.

Finally, we would be remiss to ignore Jack's reputation around campus as the crazy guy who rides his bike to work even in the winter.

[Adam Butler, Ph.D.](#)

Professor & Head

Department of Psychology

University of Northern Iowa

Cedar Falls, IA 50614-0505

Bartlett Hall 1078

p: [319.273.7717](tel:319.273.7717)