



**C.K. "Pete" Rowland, Ph.D.**

With more than 27 years of experience in academic studies of judge and juror behavior and trial consulting, Dr. Rowland is an expert in jury and judicial behavior, research, case assessment and advocacy strategy. From 1980 until his retirement from the University in 2004, Rowland was a professor at the University of Kansas, where he is currently Professor Emeritus. In 1986 Rowland and Larry Wrightsman, a Distinguished Professor at Kansas, created Lititech, a research firm dedicated to the "real world" application of social science and social-science research methods to evaluation and resolution of real-world civil disputes. Rowland has continued the project since the death of Professor Wrightsman earlier this year. In 1993, Rowland formed, Litigation Insights, a national firm conducting jury research, developing trial graphics and assisting counsel with jury selection and case presentation during trial proceedings. Rowland sold Lititech to his junior partners in 2009; however, he continues to serve as an invited advisor for high-exposure cases.

**Education**

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- Post-Doctoral Exchange Fellow. Jury Psychology & Decision Making  
University of Kansas
- Ph.D., Political Science/Political Psychology, University of Houston
- M.A., Political Science, University of Houston
- B.A., Political Science, California State University

**Professional Experience**

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| 1986      | Founder, Lititech  |
| 1994-2007 | Founding Partner<br>Litigation Insights (formerly Center for Trial Insights – KS)<br>Overland Park, KS |
| 1991-1994 | Senior Litigation Consultant<br>American Litigation Analysts   |
| 1988-1991 | Partner<br>Lititech  |

- 2003-present Professor Emeritus  
University of Kansas  
Lawrence, KS
- 1980-2003 Professor  
University of Kansas  
Lawrence, KS
- 1986 Visiting Scholar – Political Psychology/Federal District Judges  
Brookings Institution  
Washington, D.C.

**Teaching:** Graduate Courses in Research Methods and Design, including survey research, statistics and qualitative research. • Seminars in Judicial and Jury Behavior • Law and Society • Judicial Process

### Exemplar Awards

- Amoco Award for Teaching Excellence; University of Kansas
- National Science Foundation Grants: "Judgment and Jurisprudence: The Federal District Courts"

### Exemplar Publications

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- ["Comparing Judges Versus Jurors: Do They Decide Cases Differently?"](#) April 2015. *Insights*.
- ["Every Trial is a Bench Trial: Judicial Engineering of Jury Trials,"](#) Chapter in *Judges and Judging*, Oxford University Press, 2010 (with T. Traficanti and E. Vernon).
- "Product Liability Litigation: Current Law, Strategies and Best Practices in Product Litigation – Emerging Jury Issues," Practising Law Institute, 2009 (with C. Varner and M. Harman).
- ["Psychological Perspectives in Juror Reactions to the September 11 Events,"](#) Defense Counsel Journal, April 2002.
- ["Policymaking and Judgment in the Federal District Courts,"](#) University of Kansas Press, 1996 (with R. Carp; nominated for APSA Woodrow Wilson Foundation Award).
- "The Links Between Platform-based Appointment Criteria and Federal District Judge's Abortion Decision," *Judicature*, 1990
- [Politics and Policy Making in the Federal District Courts,](#) w/ R. Carp; University of Tennessee Press, 1983
- "The Federal Courts," in [American Courts, a Critical Assessment;](#) Washington D.C.; Congressional Quarterly Press, 1991
- "The Relative Effects of Maturation, Time Period and Appointing President," w/ R Carp; [Journal of Political Behavior;](#) 1983
- "The Effect of Group Identification and Fact/Law Ambiguity on Federal Judge's Decisions," w/ D Songer; [American Political Science Association.](#)
- "Where You Stand Depends on Who Sits – Judicial Gatekeeping in the Federal District Courts," w/ B Todd; [Journal of Politics;](#) 1991

## Select Professional Presentations

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- ASTC 35<sup>th</sup> National Conference: Disappearing Civil Trial Panel, Moderator. Redondo Beach, CA.
- Harvard Trial Advocacy Program: Attorneys & Jurors – The Poetic/Scientific Disconnect.
- American Bar Association: Section of Labor & Employment Law (San Francisco).
- Products Liability Advisory Council: Contrition & Concession Effects on Judge and Juror Behavior.
- American Society of Trial Consultants Annual Meetings.
- National Science Foundation Conference: The Psychology of Judging; University of Virginia, 2010.
- ASTC 35<sup>th</sup> National Conference: “Judges and the Disappearing Civil Trial” Panel, Redondo Beach, CA.

## Professional Memberships

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- Member, American Society of Trial Consultants
- Member, Law and Society Association

## Pro-Bono Service (Partial Listing)

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- Jury Selection for Prosecution: *Mississippi v. Byron De La Beckwith* (Medgar Evers Murder Case)