



Alan L. Dorris, PhD
Principal Consultant

Professional Profile:

Alan Dorris founded Dorris and Associates in 1982 to provide consulting services in the areas of product safety, human factors and ergonomics. Dr. Dorris is a certified Human Factors Professional and a member of numerous professional societies. For more than 25 years, he has served on the American National Standards Institute (ANSI) Z535 Committee that promulgates voluntary, consensus warning standards. He was formerly the Chairman of the Z535.4 subcommittee that developed the national standard for product safety signs and labels.

Prior to establishing Dorris and Associates, Dr. Dorris served as the Corporate Manager of Product Safety for J.I. Case Company and as an Assistant Professor of Industrial Engineering at the University of Oklahoma. In these capacities and as an independent consultant, Dr. Dorris has overseen hundreds of projects involving the development and evaluation of instructions, warnings and other precautionary information for products and equipment.

Dorris and Associates serves a wide variety of clients including governmental organizations, law firms, trade associations, and public as well as private corporations.

Education:

Bachelor of Industrial Engineering, Georgia Institute of Technology; Atlanta, GA (1970)

M.S., Industrial Engineering, Georgia Institute of Technology; Atlanta, GA (1972)

Ph.D., Industrial and Systems Engineering, Georgia Institute of Technology; Atlanta, GA (1974)

Professional Affiliations & Service:

ANSI Z535 Committee on Safety Signs and Labels

- Member, 1979 to present
- Chairman of ANSI Z535.4 Subcommittee, 1979 to 1985

Human Factors and Ergonomics Society (HFES)

- Chairman, Safety Technical Group, 1983 to 1985

Society of Automotive Engineers (SAE)

American Society of Agricultural Engineers (ASAE)

- Member, T-2 Agricultural Safety Committee, 1983 to 1986
- PM-61 Human Factors Committee, 1986 to 1989

National Safety Council (NSC)

The Institute of Industrial Engineers (IIE), Senior Member

Honors & Awards:

Georgia Institute of Technology:

- Distinguished Alumni Award, School of Industrial and Systems Engineering
- Academy of Distinguished Engineering Alumni, College of Engineering

Professional Registrations/Certifications:

Certified Human Factors Professional; Board of Certification in Professional Ergonomics, No. 535

Publications & Reports:

"Supporting the Warning Designer: An Automotive Case Study," Proceedings of the Human Factors Society 45th Annual Meeting, Minneapolis, Minnesota, 2001, pp. 865-869. (Co-authored with Nathan Dorris).

"Mandatory Air Bag Warnings: A Human Factors Analysis of Their Development," SAE International, Detroit, Michigan, March 5-8, 2001. (Co-authored with Nathan Dorris).

"Product Warnings in Theory and Practice: Some Questions Answered and Some Answers Questioned," Proceedings of the Human Factors Society 35th Annual Meeting, San Francisco, California, 1991, pp. 1073-1077.

Publications & Reports (continued):

"Behavioral Research on Warnings - A Quick and Dirty Guide," American Bar Association, Atlanta, Georgia, August 13, 1991.

"An Historical Review of Signal Words: Their Purpose, Meaning and Effect on Risk Perception," American Society of Agricultural Engineers, Cedar Rapids, Iowa, May 7-9, 1990. (Co-authored with Russell Marhefka).

"Warning Effectiveness: What Do We Need To Know?," Proceedings of the 31st Annual Human Factors Society Conference, New York, New York, October, 1987, pp. 1116-1120. (Co-authored with Jerry Purswell and Richard Krenek).

"Human Factors vs. Hardware: A Look at Emergency Stop Devices," Agricultural Engineering, Vol. 63, No. 11, November 1982, pp. 12-14.

"Tractor Safety and Comfort," Farm Power and Tractors, Fifth Edition, Chapter 21, Fred R. Jones and William H. Aldred, McGraw-Hill Book Company, New York, New York, 1980.

"An Analysis of First Impressions in the Reading of Electrical Schematic Diagrams," Proceedings of the 24th Annual Human Factors Society Conference, Los Angeles, California, October, 1980. (Co-authored with Mark M. Burroughs and LaVerne L. Hoag).

"An Empirical Investigation of Consumer Perception of Product Safety," Journal of Products Liability, Vol. 2, 1978, pp. 155-163 (Co-authored with M.F. Tabrizi).

"Inspection Errors and Statistical Quality Control: A Survey," AIIE Transactions, Vol. 10, No. 2, 1978, pp. 184-192 (with B.L. Foote). Published in a condensed form as "Effects of Human Inspection Errors on Statistical Quality Control Plans," Proceedings of 1978 American Institute of Industrial Engineers Annual Conference.

Final Report: "Evacuation From Intercity Buses," for U.S. Department of Transportation, Federal Highway Administration, January, 1978 (with J.L. Purswell).

Final Report: "Impact of Motorcycle Helmet Usage in Oklahoma," for U.S. Department of Transportation, National Highway Traffic Safety Administration, July, 1978. Volume I - Research Report DOT-803-681; Volume II - Supplemental Data/Index, DOT HS803-682 (with J.L. Purswell).

"Human Factors in the Design of Effective Product Warnings," Proceedings of the 22nd Annual Human Factors Society Conference, Detroit, Michigan, October 16-18, 1978, pp. 343-346 (Co-authored with J.L. Purswell).

"A Study of Post Crash Bus Evacuation Problems," Proceedings of the 22nd Annual Human Factors Society Conference, Detroit, Michigan, October 16-18, 1978, pp. 522-527 (Co-authored with J.L. Purswell).

Publications & Reports (continued):

"More Information or More Data?: Some Experimental Findings," Proceedings of the 21st Annual Human Factors Society Conference, San Francisco, California, October, 1977. (Co-authored with T. Connolly, T.L. Sadosky and M. Burroughs).

"Warnings and Human Behavior: Implications for the Design of Product Warnings," Journal of Products Liability, Vol. 1, No. 4, 1977, pp. 255-265 (Co-authored with J.L. Purswell).

"The Effects of Inspector Error on the Operation of a C-Chart," AIIE Transactions, Vol. 9, No. 3, 1977, pp. 311-314.

"Auditory and Biomechanical Performance Requirements for Motorcycle Helmets," Proceedings of the 21st Annual Human Factors Society Conference, San Francisco, California, October, 1977 (Co-authored with J.L. Purswell).

"Varying Data and Information in a Decision Making Task," Ergonomics, Vol. 20, No. 6, November, 1977, pp. 643-649. (Co-authored with T. Connolly and T.L. Sadosky).

"Inspector Error Models: An Empirical Investigation," Proceedings of the 21st Annual Human Factors Society Conference, San Francisco, California, October, 1977. (Co-authored with L.L. Hoag and G. Kasiviswanathan).

"Predicting the Price of Gold: Group and Individual Estimates Using Subjective Probabilities," National ORSA/TIMS Meeting, Las Vegas, Nevada, November, 1975 (with R. Schlegel).

"New Directions in Research on Human Information Processing for Decision Making," Proceedings of 1974 Southeastern American Institute for Decision Sciences Conference, New Orleans, Louisiana, February, 1974 (with T. Connolly).

"The Effects of Varying the Number of Cues in a Multiple-Cue Inference Task," unpublished Ph.D. Dissertation, Georgia Tech, Atlanta, Georgia, 1974.

"A Fuzzy Set Theoretic Approach to Decision Making," Paper presented at the 44th National ORSA Meeting, San Diego, California, November, 1973 (with T.L. Sadosky).

"The Utility of Optimization Techniques in the Design of Man-Machine Systems," unpublished M.S. Thesis, Georgia Tech, Atlanta, Georgia, 1972.

Presentations & Seminars:

"Developing and Evaluating Warnings for Recreational Products." Defense Research Institute (DRI) Product Liability Conference. New Orleans, LA. February 2004.

Presentations & Seminars (continued):

Speaker at Defense Research Institute's Products Liability Seminar - "Questions and Answers Regarding The Development of Warnings and Instructions," New Orleans, Louisiana, February 4-6, 1998.

Speaker at Equipment Manufacturers Institute - Product Safety Seminar - "Ergonomic Safety-Industry Issues," October 28-29, 1993, Chicago, Illinois.

Speaker at The Product Liability Institute for Corporate Counsel Seminar, December 6-7, 1993, Washington, D.C.

Invited Paper: "Ergonomics in the Design of Safe Products," Ergonomics: Now and Then - A Reflection on Twenty-One Years of Ergonomics From the IEs Who Made Ergonomics What It Is Today - 44th International Industrial Engineering Conference in Los Angeles, California, May 25, 1993.

Primary Instructor in National Safety Council Product Safety Management Training Course, "Establishing and Auditing an Effective Product Safety Management Program." (Course presented 20 times since May, 1984).

Participated in the Failure to Warn Program at the American Bar Association Convention in Atlanta, Georgia on August 13, 1991.

Speaker at Sporting Goods Manufacturers Association (SGMA) Meeting, West Palm Beach, Florida, December, 1990.

Speaker at American Bar Association Meeting, Naples, Florida, April, 1990.

Speaker at Construction Industry Manufacturers Association (CIMA), Product Safety Meeting, Stone Mountain, Georgia, December, 1989.

Speaker at National Electrical Manufacturers Association Product Liability Workshop, Orlando, Florida, February, 20-21, 1986.

Speaker at Human Factors Seminar presented to 22nd Annual Meeting of Alabama, Mississippi, Tennessee, Florida Defense Lawyers Association, Lake Buena Vista, Florida, April 24-26, 1986.

Speaker on Product Warnings at Defense Research Institute Seminar in New York, New York, December 11, 1986.

"Product Warnings: A Brief Guide to the Design and Behavioral Literature," presented at Practicing Law Institute Seminar, Product Liability of Manufacturers 1986, August and September, 1986.

Organized and presented Professional Development Seminar on the "Safety Professional's Role in Implementing a Successful Product. Safety and Liability Prevention Program, at the 73rd and 74th National Safety Congresses, New Orleans, Louisiana, October 31, 1985; Chicago, Illinois, October 23, 1986.

Presentations & Seminars (continued):

Instructor on "Ergonomic Considerations in Occupational Safety," in Advanced Safety Concepts Training Course, at the National Safety Council Safety Training Institute, Chicago, Illinois, September 28, 1983; May 2, 1984.

Instructor on "Ergonomic Considerations in Occupational Safety," in Advanced Safety Concepts Training Course, at the National Safety Council Safety Training Institute, Chicago, Illinois, September 28, 1983; May 2, 1984.

Organized and presented Professional Development Seminar on "Human Factors in Occupational and Product Safety," at the 70th, 71st and 72nd National Safety Congresses in Chicago, Illinois, 1982, 1983, 1984.

Instructor in Material Handling Seminar, Alliance of American Insurers, Oakbrook, Illinois, November 8-11, 1983.

"Consensus Standards for Precautionary Labels," presented at Practicing Law Institute Seminar, Product Warnings, Instructions and Recalls, New York, New York, July 7-8, 1983 and San Francisco, California, August 18-19, 1983.

Instructor in "Product Safety and Liability Prevention Workshop: The Role of Warnings," University of Wisconsin Extension, Madison, Wisconsin, 1982, 1983.

Instructor in "Workshop: Using Human Factors to Improve Your Product Safety Effort," at FIEI School on Accident Prevention Through Product Safety, Pheasant Run Conference Center, St. Charles, Illinois, April 19-21, 1982.

"Product Safety and Product Liability," Seminar presented with Bowen Tucker to the Mississippi Valley Chapter of the Society of Automotive Engineers, Cedar Rapids, Iowa, May 20, 1982.

"Safety Instructions and Warnings: State of the Art Review," Workshop presented with James Finnegan at the Human Factors Society 26th Annual Meeting, Seattle, Washington, October 25, 1982.

"Operational Aspects of Product Safety Management," presented in Assessing your Product Safety Program - An Executive Clinic, Professional Development Seminar, presented at the 69th National Safety Congress, Chicago, Illinois, October 21, 1981.

"Industrial Product Recalls/Field Modifications: Selecting the Most Appropriate Techniques for your Organization," presented at 68th National Safety Congress, Chicago, Illinois, October 21, 1980.

"Managing the Corporate Product Safety Program," presented at University of Wisconsin Extension Seminar, Establishing and Implementing a Product Safety and Liability Prevention Program, Madison, Wisconsin, 1979, 1980, 1981.

"Essentials of an Effective Product Safety Program," presented to FIEI School on Accident Prevention Through Product Safety, Kansas City, Missouri, October 25-26, 1979.

Presentations & Seminars (continued):

"Human Factors and Product Safety," presented at CIMA Product Safety and Environmental Management Council Seminar, Lincolnshire, Illinois, October 4-5, 1979.

"Human Factors in Systems Safety," presented at the 67th National Safety Congress, Chicago, Illinois, October 1979.