

VITA

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Date and Place of Birth: October 9, 1952
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Educational Background

1970-1974 Cornell University
B.A., summa cum laude, 1974
Phi Beta Kappa

1974-1978 Princeton University
M.A., 1976
Ph.D., Social Psychology, 1978
NSF Graduate Fellowship
Porter Ogden Jacobus Fellowship

Academic Appointments

1978-1981 Assistant Professor of Psychology
Indiana University

1981-1985 Associate Professor of Psychology
Indiana University

1985-2001 Professor of Psychology and Cognitive
Science
Indiana University

November 1997 Visiting Professor
University of Exeter, UK

2001-2002 Distinguished Professor of Social and
Behavioral Sciences
Ohio State University

2002-present Harold E. Burt Chair in Psychology
Ohio State University

Professional Affiliations and Honors

Fellow, American Psychological Association
Fellow, Society for Personality and Social Psychology
Fellow, Society for General Psychology
Fellow, Society of Experimental Social Psychology
Charter Fellow, Association for Psychological Science
Charter Fellow, Midwestern Psychological Association
APA Distinguished Scientific Award for an Early Career
Contribution, 1983
NIMH Research Scientist Development Award, 1987-92,
1992-97
NIMH MERIT (Method to Extend Research in Time)
Award, 1987
NIMH Senior Scientist Award, 1999-2003
ISI Essential Science Indicators, April 2004, citation
analysis identifying Fazio & Olson (2003) *Annual
Review* article as "Fast Breaking Paper" in the field of
Psychology/Psychiatry
Fred Brown Research Award, Ohio State University
Department of Psychology, 2004
Thomas M. Ostrom Award for outstanding lifetime
contributions to social cognition theory and research,
Person Memory Interest Group, 2006
Distinguished Speaker Address, Society for Consumer
Psychology, New Orleans, 2008
Distinguished Scholar Award, Ohio State University, 2008

Professional Service Activities

Publications Committee, Society for Personality and Social
Psychology (Member, 1985-1987; Chair, 1988)
NIMH Mental Health Behavioral Sciences Research
Review Committee, 1988-92
Committee on Science Initiatives, Society for Personality
and Social Psychology, 1990-92
NIMH Workshop on Integrating Social Psychological
Theory in AIDS Research, 1994
National Science Foundation Workshop on Global
Change, 1994
Fellows Committee, Society for Personality and Social
Psychology, 1996-98
NIH Behavioral and Social Sciences Review Integration
Panel, 1998
APA Early Career Award in Social-Personality Psychology
Selection Panel, 2000
Executive Committee, Society of Experimental Social
Psychology, 2002-05
Membership Committee (Chair), Society of Experimental
Social Psychology, 2003-05

Editorial Service

Editor, *Journal of Experimental Social Psychology*, 1999-2003

Associate Editor, *Journal of Experimental Social Psychology*, 1998

Guest Editor, Special issue of *Personality and Social Psychology Bulletin* devoted to "Illustrating the Value of Basic Research" (March 1990)

Editorial Board:

Social Psychology Quarterly, 1979-83

Personality and Social Psychology Bulletin, 1983-84, 1994-98, 2004-

Journal of Experimental Social Psychology, 1980-97, 2003-

Journal of Personality and Social Psychology, 1982-00, 2003-

Social Cognition, 1992-00

Journal of Consumer Psychology, 1991-

Basic and Applied Social Psychology, 1994-

Social & Personality Psychology Compass, 2007-

Social Psychological and Personality Science, 2009-

Personality and Social Psychology Review, 2009-

Ad hoc Reviewer:

National Science Foundation

Psychological Review

Psychological Bulletin

Psychological Science

Research Grants Awarded

On the development and characteristics of the coronary-prone behavior pattern. Biomedical Research Support Grant, \$1,690, 3/79-7/80.

Attitude accessibility. National Institute of Mental Health, \$13,567, 3/80-8/81.

On the effects of expected reward on intrinsic interest: The role of initial attitudes. Spencer Foundation, \$6,494, 8/80-7/81.

A process view of attitude-behavior consistency. National Science Foundation, \$59,986, 6/81-11/83.

Cognitive processes in the attitude-behavior relation. National Institute of Mental Health, \$87,000, 1/84-12/86.

Conceptualizing and measuring product attitudes and their accessibility from memory. Ogilvy Center for Research & Development, \$67,836, 12/85-1/87.

Cognitive processes in the attitude-behavior relation. National Institute of Mental Health, \$344,765, 1/87-12/90.

Category-member associations and their activation from memory. Ogilvy Center for Research & Development, \$44,303, 2/87-1/88.

Attitude-behavior processes, stress, and mental health. National Institute of Mental Health Research Scientist Development Award, \$289,465, 9/87-8/92.

Principles of persuasion. Ogilvy Center for Research & Development, \$35,256, 2/88-1/90.

Extending brand equity to new categories. Marketing Science Institute, \$8,400, 1/89-6/90 (co-PI with P. H. Farquhar and P. M. Herr).

Cognitive processes in the attitude-behavior relation. National Institute of Mental Health, \$491,478, 1/91-6/95.

ADAMHA Small Instrumentation Program, \$20,720, 9/91 - 8/92 (co-PI with R. J. Rose, B. Pescosolido, and A. Holtzworth-Munroe).

Attitude-behavior processes, stress, and mental health. National Institute of Mental Health Research Scientist Development Award, \$511,350, 9/92-8/97.

Cognitive processes in the attitude-behavior relation. National Institute of Mental Health, \$470,082, 7/95-9/00.

Attitude-behavior processes. National Institute of Mental Health Senior Scientist Award, \$626,265, 1/99-12/03.

Cognitive processes in the attitude-behavior relation. National Institute of Mental Health, \$550,000, 7/00-6/06.

Cognitive processes in the attitude-behavior relation. National Institute of Mental Health, \$700,000, 8/07-4/11 (co-PI, M. W. Vasey).

Teaching Related Grants, Fellowships, & Publications

Lilly Postdoctoral Teaching Fellowship, 9/80-5/81.

Laboratory in social psychology. Grant from the Exxon Education Foundation, \$22,518, 8/81-7/83.

Fazio, R. H., & Sherman, S. J. (1982). Social influence. In R. Price, M. Glickstein, D. Horton & R. Bailey, *Principles of psychology* (pp. 483-514). New York: Holt, Rinehart, & Winston.

Fazio, R. H., & Sherman, S. J. (1982). Social interaction. In R. Price, M. Glickstein, D. Horton & R. Bailey, *Principles of psychology* (pp. 515-545). New York: Holt, Rinehart, & Winston.

- Fazio, R. H., Glickstein, M., & Sherman, S. J. (1982). Motivation and emotion. In Price, M. Glickstein, D. Horton & R. Bailey, *Principles of psychology* (pp. 291-324). New York: Holt, Rinehart, & Winston.
- Fazio, R. H., & Backler, M. H. (1983). Computer lessons for a social psychology research methods course. *Behavior Research Methods and Instrumentation*, *15*, 135-137.
- Fazio, R. H., & Backler, M. H. (1984). *Topics in Research Methods: Power, Main Effects and Interactions, Survey Sampling*. Three instructional microcomputer software packages published by CONDUIT, Iowa City, Iowa.
- Price, R. H., Glickstein, M., Horton, D. L., Sherman, S. J., & Fazio, R. H. (1987). *Principles of Psychology* (2nd ed.). Glenview, Illinois: Scott, Foresman.
- Fazio, R. H., & Petty, R. E. (Eds.) (2008). *Attitudes: Their Structure, Function, and Consequences*. New York: Psychology Press.
- Research Publications**
- Regan, D. T., Straus, E., & Fazio, R. H. (1974). Liking and the attribution process. *Journal of Experimental Social Psychology*, *10*, 385-397.
- Regan, D. T., & Fazio, R. H. (1977). On the consistency between attitudes and behavior: Look to the method of attitude formation. *Journal of Experimental Social Psychology*, *13*, 28-45.
Reprinted in:
J. C. Brigham, & L. S. Wrightsman (Eds.) (1982). *Contemporary issues in social psychology*. Monterey, California: Brooks/Cole, Inc.
A. M. Pines, & C. Maslach (Eds.) (1984). *Experiencing social psychology*. New York: Random House.
- Fazio, R. H., Zanna, M. P., & Cooper, J. (1977). Dissonance and self-perception: An integrative view of each theory's proper domain of application. *Journal of Experimental Social Psychology*, *13*, 464-479.
Reprinted in:
A. G. Halberstadt, & S. L. Ellyson (Eds.) (1990). *Social psychology readings: A century of research*. New York: McGraw-Hill.
B. Byers (Ed.) (1993). *Readings in social psychology: Perspective & method*. Boston: Allyn & Bacon.
- Pryor, J. B., Gibbons, F. X., Wicklund, R. A., Fazio, R. H., & Hood, R. (1977). Self-focused attention and self-report validity. *Journal of Personality*, *45*, 513-527.
- Cooper, J., Fazio, R. H., & Rhodewalt, F. (1978). Dissonance and humor: Evidence for the undifferentiated nature of dissonance arousal. *Journal of Personality and Social Psychology*, *36*, 280-285.
- Fazio, R. H., & Zanna, M. P. (1978). On the predictive validity of attitudes: The roles of direct experience and confidence. *Journal of Personality*, *46*, 228-243.
- Fazio, R. H., & Zanna, M. P. (1978). Attitudinal qualities relating to the strength of the attitude-behavior relationship. *Journal of Experimental Social Psychology*, *14*, 398-408.
- Fazio, R. H., Zanna, M. P., & Cooper, J. (1978). Direct experience and attitude-behavior consistency: An information processing analysis. *Personality and Social Psychology Bulletin*, *4*, 48-51.
- Cooper, J., & Fazio, R. H. (1979). The formation and persistence of attitudes that support intergroup conflict. In W. Austin & S. Worchel (Eds.), *The Social psychology of intergroup relations* (pp. 149-159). Monterey, California: Brooks/Cole, Inc.
Reprinted in:
S. Worchel, & W. Austin (Eds.) (1986). *Psychology of intergroup relations* (pp. 183-195). Chicago: Nelson-Hall.
- Fazio, R. H., Zanna, M. P., & Cooper, J. (1979). On the relationship of data to theory: A reply to Ronis & Greenwald. *Journal of Experimental Social Psychology*, *15*, 70-76.
- Seligman, C., Kriss, M., Darley, J. M., Fazio, R. H., Becker, L. J., & Pryor, J. B. (1979). Predicting summer energy consumption from homeowners' attitudes. *Journal of Applied Social Psychology*, *9*, 70-90.
- Fazio, R. H. (1979). Motives for social comparison: The construction-validation distinction. *Journal of Personality and Social Psychology*, *37*, 1683-1698.
- Zanna, M. P., Olson, J. M., & Fazio, R. H. (1980). Attitude-behavior consistency: An individual difference perspective. *Journal of Personality and Social Psychology*, *38*, 432-440.
Reprinted in:
B. Earn, & S. Towson (Eds.) (1986). *Readings in social psychology: Classic and Canadian Contributions*. Peterborough, Ontario: Broadview Press.
B. Earn, & S. Towson (Eds.) (1990). *Social Psychology: Readings for the Canadian Context*. Peterborough, Ontario: Broadview Press.
- Seligman, C., Fazio, R. H., & Zanna, M. P. (1980). Effects of salience of extrinsic rewards on liking and loving. *Journal of Personality and Social Psychology*, *38*, 453-460.

- Darley, J. M., & Fazio, R. H. (1980). Expectancy confirmation processes arising in the social interaction sequence. *American Psychologist*, *35*, 867-881.
- Fazio, R. H., & Zanna, M. P. (1981). Direct experience and attitude-behavior consistency. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 14, pp. 161-202). New York: Academic Press.
- Fazio, R. H., Cooper, M., Dayson, K., & Johnson, M. (1981). Control and the coronary-prone behavior pattern: Responses to multiple situational demands. *Personality and Social Psychology Bulletin*, *7*, 97-102.
- Zanna, M. P., Olson, J. M., & Fazio, R. H. (1981). Self-perception and attitude-behavior consistency. *Personality and Social Psychology Bulletin*, *7*, 252-256.
- Fazio, R. H. (1981). On the self-perception explanation of the overjustification effect: The role of salience of initial attitude. *Journal of Experimental Social Psychology*, *17*, 417-426.
- Becker, L. J., Seligman, C., Fazio, R. H., & Darley, J. M. (1981). Relating attitudes to residential energy use. *Environment and Behavior*, *13*, 590-609.
- Fazio, R. H., Effrein, E. A., & Falender, V. J. (1981). Self-perceptions following social interaction. *Journal of Personality and Social Psychology*, *41*, 232-242.
- Fazio, R. H., Sherman, S. J., & Herr, P. M. (1982). The feature-positive effect in the self-perception process: Does not doing matter as much as doing? *Journal of Personality and Social Psychology*, *42*, 404-411.
Reprinted in:
D.A. Schroeder, D.E. Johnson, & T.D. Jensen (Eds.) (1985). *Contemporary readings in social psychology*. Chicago: Nelson-Hall.
- Fazio, R. H., Chen, J., McDonel, E. C., & Sherman, S. J. (1982). Attitude accessibility, attitude-behavior consistency and the strength of the object-evaluation association. *Journal of Experimental Social Psychology*, *18*, 339-357.
- Tiller, M. G., & Fazio, R. H. (1982). On the relation between attitudes and later behavior following dissonance produced attitude change. *Personality and Social Psychology Bulletin*, *8*, 280-285.
- Zanna, M. P., & Fazio, R. H. (1982). The attitude-behavior relation: Moving toward a third generation of research. In M. P. Zanna, E. T. Higgins, & C. P. Herman (Eds.), *Consistency in social behavior: The Ontario symposium* (Vol. 2, pp. 283-301). Hillsdale, N.J.: Erlbaum.
- Fazio, R. H., Powell, M. C., & Herr, P. M. (1983). Toward a process model of the attitude-behavior relation: Accessing one's attitude upon mere observation of the attitude object. *Journal of Personality and Social Psychology*, *44*, 723-735.
- Herr, P. M., Sherman, S. J., & Fazio, R. H. (1983). On the consequences of priming: Assimilation and contrast effects. *Journal of Experimental Social Psychology*, *19*, 323-340.
- Fazio, R. H., & Cooper, J. (1983). Arousal in the dissonance process. In J. T. Cacioppo & R. E. Petty (Eds.), *Social psychophysiology* (pp. 122-152). New York: Guilford Press.
- Sherman, S. J., & Fazio, R. H. (1983). Parallels between attitudes and traits as predictors of behavior. *Journal of Personality*, *51*, 308-345.
- Gabrielcik, A., & Fazio, R. H. (1984). Priming and frequency estimation: A strict test of the availability heuristic. *Personality and Social Psychology Bulletin*, *10*, 85-89.
- Powell, M. C., & Fazio, R. H. (1984). Attitude accessibility as a function of repeated attitudinal expression. *Personality and Social Psychology Bulletin*, *10*, 139-148.
- Fazio, R. H., Lenn, T. M., & Effrein, E. A. (1984). Spontaneous attitude formation. *Social Cognition*, *2*, 217-234.
- Fazio, R. H., Herr, P. M., & Olney, T. (1984). Attitude accessibility following a self-perception process. *Journal of Personality and Social Psychology*, *47*, 277-286.
- Cooper, J., & Fazio, R. H. (1984). A new look at dissonance theory. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 17, pp. 229-266). Orlando: Academic Press.
- Fazio, R. H. (1986). How do attitudes guide behavior? In R. M. Sorrentino & E. T. Higgins (Eds.), *The Handbook of motivation and cognition: Foundations of social behavior* (pp. 204-243). New York: Guilford Press.
- Fazio, R. H., Sanbonmatsu, D. M., Powell, M. C., & Kardes, F. R. (1986). On the automatic activation of attitudes. *Journal of Personality and Social Psychology*, *50*, 229-238.
Reprinted in:
A. Kruglanski, & E. T. Higgins (Eds.) (2003). *Social psychology: A general reader*. Philadelphia: Psychology Press.

- Fazio, R. H., & Williams, C. J. (1986). Attitude accessibility as a moderator of the attitude-perception and attitude-behavior relations: An investigation of the 1984 presidential election. *Journal of Personality and Social Psychology, 51*, 505-514.
Reprinted in:
E. Aronson (Ed.) (1992, 1995, 1999, 2004). *Readings about the social animal*. New York: W. H. Freeman.
C. N. Jacklin (Ed.) (1992). *International Library of Critical Writings in Psychology*. London: Edward Elgar Publishing.
- Agostinelli, G., Sherman, S. J., Fazio, R. H., & Hearst, E. S. (1986). Detecting and identifying change: Additions versus deletions. *Journal of Experimental Psychology: Human Perception and Performance, 12*, 445-454.
- Kardes, F. R., Sanbonmatsu, D. M., Voss, R. T., & Fazio, R. H. (1986). Self-monitoring and attitude accessibility. *Personality and Social Psychology Bulletin, 12*, 468-474.
- Fazio, R. H. (1987). Self-perception theory: A current perspective. In M. P. Zanna, J. M. Olson, & C. P. Herman (Eds.), *Social influence: The Ontario symposium* (Vol. 5, pp. 129-150). Hillsdale, N.J.: Erlbaum.
- Fazio, R. H. (1989). On the power and functionality of attitudes: The role of attitude accessibility. In A. R. Pratkanis, S. J. Breckler, & A. G. Greenwald (Eds.), *Attitude structure and function* (pp.153-179). Hillsdale, N.J.: Erlbaum.
- Houston, D. A., & Fazio, R. H. (1989). Biased processing as a function of attitude accessibility: Making objective judgments subjectively. *Social Cognition, 7*, 51-66.
- Cooper, J., & Fazio, R. H. (1989). Research traditions, analysis, and synthesis: Building a faulty case around misinterpreted theory. *Personality and Social Psychology Bulletin, 15*, 519-529.
- Fazio, R. H., Powell, M. C., & Williams, C. J. (1989). The role of attitude accessibility in the attitude-to-behavior process. *Journal of Consumer Research, 16*, 280-288.
Reprinted in:
P. Stone, & M. Cannon (Eds.) (1997), *The International Library of Management*. Aldershot, UK: Ashgate Publishing Company.
- Fazio, R. H. (Ed.). (1990). Illustrating the value of basic research [Special issue]. *Personality and Social Psychology Bulletin, 16* (1).
- Fazio, R. H. (1990). On the value of basic research: An overview. *Personality and Social Psychology Bulletin, 16*, 5-8.
- Fazio, R. H. (1990). Multiple processes by which attitudes guide behavior: The MODE model as an integrative framework. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 23, pp. 75-109). San Diego: Academic Press.
- Fazio, R. H. (1990). A practical guide to the use of response latency in social psychological research. In C. Hendrick & M. S. Clark (Eds.), *Review of Personality and Social Psychology: Vol. 11. Research Methods in Personality and Social Psychology* (pp. 74-97). Newbury Park, CA: Sage Publications.
- Shavitt, S., & Fazio, R. H. (1990). Effects of attribute salience on the consistency of product evaluations and purchase predictions. *Advances in consumer research, 17*, 91-97.
- Farquhar, P. H., Herr, P. M., & Fazio, R. H. (1990). A relational model for category extensions of brands. *Advances in consumer research, 17*, 856-860.
- Sanbonmatsu, D. M., & Fazio, R. H. (1990). The role of attitudes in memory-based decision making. *Journal of Personality and Social Psychology, 59*, 614-622.
- Blascovich, J., Ernst, J. M., Tomaka, J., Kelsey, R. M., & Fazio, R. H. (1990). Attitude as a moderator of autonomic reactivity. *Psychophysiology, 27*, S17 (Abstract).
- Sanbonmatsu, D. M., & Fazio, R. H. (1991). Construct accessibility: Determinants, consequences, and implications for the media. In J. Bryant & D. Zillmann (Eds.), *Responding to the screen: Reception and reaction processes* (pp. 45-62). Hillsdale, N.J.: Erlbaum.
- Herr, P. M., & Fazio, R. H. (1991). On the effectiveness of repeated positive expressions as an advertising strategy. *Advances in consumer research, 18*, 30-32.
- Shavitt, S., & Fazio, R. H. (1991). Effects of attribute salience on the consistency between attitudes and behavior predictions. *Personality and Social Psychology Bulletin, 17*, 507-516.
Reprinted in:
T. F. Pettijohn (Ed.) (1998). *Sources: Notable selections in social psychology*. Guilford, CT: Dushkin/McGraw-Hill.

- Fazio, R. H., Herr, P. M., & Powell, M. C. (1992). On the development and strength of category-brand associations in memory: The case of mystery ads. *Journal of Consumer Psychology, 1*, 1-13.
- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1992). The accessibility of source likability as a determinant of persuasion. *Personality and Social Psychology Bulletin, 18*, 19-25.
- Vincent, M. A., & Fazio, R. H. (1992). Attitude accessibility and its consequences for judgment and behavior. In M. J. Manfredi (Ed.), *Influencing human behavior: Theory and applications in recreation, tourism, and natural resources management* (pp. 51-75). Champaign, IL: Sagamore.
- Dovidio, J. F., & Fazio, R. H. (1992). New technologies for the direct and indirect assessment of attitudes. In J. M. Tanur (Ed.), *Questions about questions: Inquiries into the cognitive bases of surveys* (pp. 204-237). New York: Russell Sage Foundation.
- Fazio, R. H., Blascovich, J., & Driscoll, D. M. (1992). On the functional value of attitudes: The influence of accessible attitudes upon the ease and quality of decision making. *Personality and Social Psychology Bulletin, 18*, 388-401.
- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1992). On the orienting value of attitudes: Attitude accessibility as a determinant of an object's attraction of visual attention. *Journal of Personality and Social Psychology, 63*, 198-211.
- Blascovich, J., Ernst, J. M., Tomaka, J., Kelsey, R. M., Salomon, K. L., & Fazio, R. H. (1993). Attitude accessibility as a moderator of autonomic reactivity during decision making. *Journal of Personality and Social Psychology, 64*, 165-176.
- Fazio, R. H. (1993). Variability in the likelihood of automatic attitude activation: Data re-analysis and commentary on Bargh, Chaiken, Gollwitzer, and Pratto (1992). *Journal of Personality and Social Psychology, 64*, 753-758, 764-765.
- Herr, P. M., & Fazio, R. H. (1993). The attitude-to-behavior process: Implications for consumer behavior. In A. A. Mitchell (Ed.), *Advertising exposure, memory and choice* (pp. 119-140). Hillsdale, N.J.: Erlbaum.
- Herr, P. M., Farquhar, P. H., & Fazio, R. H. (1993). Using dominance measures to evaluate brand extensions. *Marketing Science Institute, Report Number 93-120*.
Reprinted in: G. Carpenter, R. Glazer, & K. Nakamoto (Eds.) (1996). *Market driving strategies: A Reader*. New York: Harper Collins.
- Fazio, R. H., Roskos-Ewoldsen, D. R., & Powell, M. C. (1994). Attitudes, perception, and attention. In P. M. Niedenthal & S. Kitayama (Eds.), *The heart's eye: Emotional influences in perception and attention* (pp. 197-216). New York: Academic Press.
- Fazio, R. H., & Roskos-Ewoldsen, D. R. (1994). Acting as we feel: When and how attitudes guide behavior. In S. Shavitt & T. C. Brock (Eds.), *Persuasion: Psychological insights and perspectives* (pp. 71-93). Needham Heights, MA: Allyn & Bacon.
- Zanna, M. P., Fazio, R. H., & Ross, M. (1994). The persistence of persuasion. In R. C. Schank & E. Langer (Eds.), *Beliefs, reasoning, and decision making: Psycho-logic in honor of Bob Abelson* (pp. 347-362). Hillsdale, NJ: Erlbaum.
- Fazio, R. H. (1994). Attitudes in associated systems theory. In R. S. Wyer (Ed.), *Advances in Social Cognition* (Vol. VII, pp. 157-167). Hillsdale, NJ: Erlbaum.
- Fazio, R. H. (1995). Attitudes as object-evaluation associations: Determinants, consequences, and correlates of attitude accessibility. In R. E. Petty & J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequences* (pp. 247-282). Hillsdale, NJ: Erlbaum.
- Schuetter, R. A., & Fazio, R. H. (1995). Attitude accessibility and motivation as determinants of biased processing: A test of the MODE model. *Personality and Social Psychology Bulletin, 21*, 704-710.
- Fazio, R. H., Jackson, J. R., Dunton, B. C., & Williams, C. J. (1995). Variability in automatic activation as an unobtrusive measure of racial attitudes: A bona fide pipeline? *Journal of Personality and Social Psychology, 69*, 1013-1027.
- McConnell, A. R., & Fazio, R. H. (1996). Women as men and people: Effects of gender-marked language. *Personality and Social Psychology Bulletin, 22*, 1004-1013.
- Smith, E.R., Fazio, R. H., & Cejka, M. A. (1996). Accessible attitudes influence categorization of multiply categorizable objects. *Journal of Personality and Social Psychology, 71*, 888-898.
- Herr, P. M., Farquhar, P. H., & Fazio, R. H. (1996). The impact of dominance and relatedness on brand extensions. *Journal of Consumer Psychology, 5*, 135-159.
- Dunton, B. C., & Fazio, R. H. (1997). An individual difference measure of motivation to control prejudiced reactions. *Personality and Social Psychology Bulletin, 23*, 316-326.

- Posavac, S. S., Sanbonmatsu, D. M., & Fazio, R. H. (1997). Considering the best choice: Effects of the salience and accessibility of alternatives on attitude-decision consistency. *Journal of Personality and Social Psychology, 72*, 253-261.
- McMullen, M. N., Fazio, R. H., & Gavanski, I. (1997). Motivation, attention, and judgment: A natural sample spaces account. *Social Cognition, 15*, 77-90.
- Hanita, M., Gavanski, I., & Fazio, R. H. (1997). Influencing probability judgments by manipulating the accessibility of sample spaces. *Personality and Social Psychology Bulletin, 23*, 801-813.
- Fazio, R. H., & Powell, M. C. (1997). On the value of knowing one's likes and dislikes: Attitude accessibility, stress, and health in college. *Psychological Science, 8*, 430-436.
- Fazio, R. H., & Dunton, B. C. (1997). Categorization by race: The impact of automatic and controlled components of racial prejudice. *Journal of Experimental Social Psychology, 33*, 451-470.
- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1997). The role of belief accessibility in attitude formation. *Southern Communication Journal, 62*, 107-116.
- Fazio, R. H. (1998). From world views to beliefs, values, and attitudes. In J. M. Darley & J. Cooper (Eds.), *Attribution and social interaction: The Legacy of Edward E. Jones* (pp. 271-277). Washington, DC: American Psychological Association.
- Fazio, R. H. (1998). Further evidence regarding the multiple category problem: The roles of attitude accessibility and hierarchical control. In R. S. Wyer (Ed.), *Stereotype activation and inhibition: Advances in social cognition* (Vol. 11, pp. 97-108). Hillsdale, NJ: Erlbaum.
- Fazio, R. H., & Towles-Schwen, T. (1999). The MODE model of attitude-behavior processes. In S. Chaiken & Y. Trope (Eds.), *Dual process theories in social psychology* (pp. 97-116). New York: Guilford.
- Fazio, R. H. (2000). Accessible attitudes as tools for object appraisal: Their costs and benefits. In G. Maio & J. Olson (Eds.), *Why we evaluate: Functions of attitudes* (pp. 1-36). Mahwah, NJ: Erlbaum.
- Fazio, R. H., Williams, C. J., & Powell, M. C. (2000). Measuring associative strength: Category-item associations and their activation from memory. *Political Psychology, 21*, 7-25.
- Fazio, R. H., Ledbetter, J. E., & Towles-Schwen, T. (2000). On the costs of accessible attitudes: Detecting that the attitude object has changed. *Journal of Personality and Social Psychology, 78*, 197-210.
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- Deutsch, R., & Fazio, R. H. (2008). How subtyping shapes perception: Predictable exceptions to the rule reduce attention to stereotype-associated dimensions. *Journal of Experimental Social Psychology*, 44, 1020-1034.
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- Shook, N. J., & Fazio, R. H. (2008). Roommate relationships: A comparison of interracial and same-race living situations. *Group Processes & Intergroup Relations*, 11, 425-437.
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- Petty, R. E., Fazio, R. H., & Briñol, P. (2009). The new implicit measures: An overview. In R. E. Petty, R. H. Fazio, & P. Briñol (Eds.), *Attitudes: Insights from the new implicit measures* (pp. 3-18). New York, NY: Psychology Press.
- Olson, M. A., & Fazio, R. H. (2009). Implicit and explicit measures of attitudes: The perspective of the MODE model. In R. E. Petty, R. H. Fazio, & P. Briñol (Eds.), *Attitudes: Insights from the new implicit measures* (pp. 19-63). New York, NY: Psychology Press.
- Conklin, L. R., Strunk, D. R., & Fazio, R. H. (2009). Attitude formation in depression: Evidence for deficits in forming positive attitudes *Journal of Behavior Therapy and Experimental Psychiatry*, 40, 120-126.
- Eiser, J. R., Stafford, T., & Fazio, R. H. (2009). Prejudiced learning: A connectionist account. *British Journal of Psychology*, 100, 399-413.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2009). Implicit misattribution as a mechanism underlying evaluative conditioning. *Journal of Personality and Social Psychology*, 96, 933-948.
- Johnson, C. S., Olson, M. A., & Fazio, R. H. (2009). Getting acquainted in interracial interactions: Avoiding intimacy but approaching race. *Personality and Social Psychology Bulletin*, 35, 557-571.
- Olson, M. A., Kendrick, R. V., & Fazio, R. H. (2009). Implicit learning of evaluative vs. non-evaluative covariations: The role of dimension accessibility. *Journal of Experimental Social Psychology*, 45, 398-403.
- Olson, M. A., Fazio, R. H., & Han, H. A. (2009). Conceptualizing personal and extrapersonal associations. *Social and Personality Psychology Compass*, 3, 152-170.
- Shook, N. J., & Fazio, R. H. (2009). Political ideology, exploration of novel stimuli, and attitude formation. *Journal of Experimental Social Psychology*, 45, 995-998.
- Papers Presented at Professional Meetings, Invited Addresses, and Colloquia**
- Fazio, R. H., & Zanna, M. P. (1976, March). *Attitude-behavior consistency as a function of the salience of past behavior*. Paper presented at the annual meeting of the Eastern Psychological Association, New York.
- Zanna, M. P., Fazio, R. H., & Cooper, J. (1977). *Direct experience and attitude-behavior consistency: An information processing analysis*. Paper presented at the annual meeting of the Canadian Psychological Association.
- Kriss, M., Seligman, C., Darley, J. M., & Fazio, R. H. (1977, March). *Predicting residential energy consumption from homeowners' attitudes*. Paper presented at the annual meeting of the Eastern Psychological Association.
- Zanna, M. P., & Fazio, R. H. (1977, August). *Direct experience and attitude-behavior consistency*. Paper presented at the annual meeting of the American Psychological Association, San Francisco.
- Olson, J. M., Zanna, M. P., & Fazio, R. H. (1978, August). *Attitude-behavior consistency: An individual difference perspective*. Paper presented at the annual meeting of the American Psychological Association, Toronto.
- Fazio, R. H. *Attitude-behavior consistency: A process analysis*. University of Notre Dame, March 1981.
- Fazio, R. H. *A process view of attitude-behavior consistency: The role of attitude accessibility*. Ohio State University, April 1981.
- Herr, P. M., & Fazio, R. H. (1981, May). *Attitude accessibility as a function of attitudinal inferences from behavior*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. *Toward a process model of the attitude-behavior relation: The role of attitude accessibility*. Northwestern University, November 1981; Purdue University, December 1981; University of Dayton, February, 1982.
- Fazio, R. H. (1982, January). *A process model of the attitude-behavior relation*. Paper presented at the 7th Annual Interdisciplinary Conference, Jackson Hole, Wyoming.
- Fazio, R. H., & Backler, M. H. (1982, November). *The use of computer lessons in a social psychology research methods course*. Paper presented at the Twelfth Annual National Conference on the Use of On-line Computers in Psychology, Minneapolis.

- Castellan, N. J., & Fazio, R. H. *Strategies for instructional computing*. Workshop presented at the Indiana University Conference on Teaching and computers, 1983.
- Herr, P. M., Sherman, S. J., & Fazio, R. H. (1983, May). *On memory and judgment: Contextual effects of category activation*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. *An automatic processing model of the attitude-to-behavior relation*. University of Waterloo, Ontario, Canada, May 1983.
- Fazio, R. H. *How do attitudes guide behavior?* University of Missouri, October 1983; New York University, April 1984.
- Fazio, R. H. (1984, May). *The attitude-to-behavior process*. Invited address delivered at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1984, August). *Self-perception theory: Nearly twenty years later*. Paper presented at The Ontario Symposium, Waterloo, Ontario, Canada.
- Fazio, R. H. *How do attitudes guide behavior?* Princeton University, September 1984; Miami University, February 1985; Arizona State University, March 1985; Ohio State University, April 1985.
- Fazio, R. H. (1985, March). *How do attitudes guide behavior?* Invited address, Social Psychology in Indiana Conference, Purdue University.
- Agostinelli, G. E., Sherman, S. J., & Fazio, R. H. (1985, May). *Detecting and identifying change: The active monitor*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Agostinelli, G. E., Sherman, S. J., & Fazio, R. H. (1985, May). *Detecting and identifying change: The passive observer*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. *Attitude-behavior consistency: A question of process*. University of Utah, January 1986; Vanderbilt University, March 1986.
- Sanbonmatsu, D. M., Osborne, R. E., & Fazio, R. H. (1986, May). *The measurement of automatic attitude activation*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1986, October). *On the attitude-behavior process: The importance of attitude accessibility*. Invited address, Symposium on Attitude-Behavior Consistency, St. Francis Xavier University, Nova Scotia, Canada.
- Sanbonmatsu, D. M., & Fazio, R. H. (1986, October). *The automatic activation of attitudes toward products*. Paper presented at the annual meeting of the Association for Consumer Research, Toronto.
- Powell, M. C., & Fazio, R. H. (1986, October). *Attitude accessibility as a moderator of the attitude-behavior relation: An investigation of consumer behavior*. Paper presented at the annual meeting of the Association for Consumer Research, Toronto.
- Williams, C. J., & Fazio, R. H. (1986, October). *Attitude accessibility as a moderator of the attitude-perception and attitude-behavior relations: An investigation of the 1984 presidential election*. Paper presented at the annual meeting of the Association for Consumer Research, Toronto.
- Fazio, R. H. (1987, January). *The attitude-nonattitude continuum*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Houston, D. A., & Fazio, R. H. (1987, May). *Biased processing as a function of attitude accessibility*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Shavitt, S., & Fazio, R. H. (1987, May). *Attitude functions in the attitude-behavior relationship*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1987, August). *On the functionality of attitudes: The role of attitude accessibility*. In A. R. Pratkanis (Chair), Attitude structure and function. Symposium conducted at the annual meeting of the American Psychological Association, New York.
- Fazio, R. H. (1987, August). *Social cognition and attitudes*. In P. G. Devine (Chair), Social cognition: Contributions to the study of classical psychological issues. Symposium conducted at the annual meeting of the American Psychological Association, New York.
- Fazio, R. H. (1988, January). *The functionality of attitudes*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H. *On the power of attitudes: The role of attitude accessibility*. University of Iowa, April 1988.
- Shavitt, S., & Fazio, R. H. (1988, April). *Attitude functions and self-monitoring in the attitude-behavior relation*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.

- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1988, April). *The role of belief accessibility in the attitude-belief relation*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1988, October). *Critical analysis of "social psychology's most indispensable concept" (attitude)*. Invited panelist, annual meeting of the Society of Experimental Social Psychology, Madison, Wisconsin.
- Fazio, R. H. (1989, January). *Affectively-laden stimuli attract attention*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H. *The functional value of accessible attitudes*. University of Western Ontario, March 1989; Cornell University, April 1989; State University of New York at Buffalo, October 1989; University of Virginia, December 1989; Purdue University, January 1990.
- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1989, May). *The accessibility of source likability as a determinant of persuasion*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1989, May). *Do affectively-laden objects attract attention?* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Herr, P. M., & Fazio, R. H. (1989, May). *A process model of the attitude-behavior relation: Implications for consumer behavior*. Paper presented at the Advertising and Consumer Psychology Conference, Toronto.
- Fazio, R. H. (1989, July). *Attitude accessibility as an indicant of attitude strength*. Paper presented at the Workshop on Multiple Measures of Attitude Properties sponsored by the Social Science Research Council, Russell Sage Foundation, Yale University.
- Shavitt, S., & Fazio, R. H. (1989, October). *Effects of attribute salience on the consistency of product evaluations and purchase predictions*. Paper presented at the annual meeting of the Association for Consumer Research, New Orleans.
- Farquhar, P.H., Herr, P. M., & Fazio, R. H. (1989, October). *Extending brand equity to new categories*. Paper presented at the annual meeting of the Association for Consumer Research, New Orleans.
- Roskos-Ewoldsen, D. R., & Fazio, R. H. (1990, May). *The role of accessible attitudes in the attraction of attention*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Zanna, M. P., Fazio, R. H., & Ross, M. (1990, June). *The mediation of attitude persistence*. Paper presented at the North American-European Conference on Social Influence: "The Roots of Persuasion--Trends in North American and European Research," University of Valencia, Valencia, Spain.
- Blascovich, J., Ernst, J. M., Tomaka, J., Kelsey, R. M., & Fazio, R. H. (1990, October). *Attitude as a moderator of autonomic reactivity*. Paper presented at the annual meeting of the Society for Psychophysiological Research, Boston.
- Herr, P. M., & Fazio, R. H. (1990, October). *On the effectiveness of repeated positive expressions as an advertising strategy*. Paper presented at the annual meeting of the Association for Consumer Research, New York.
- Herr, P. M., Farquhar, P., & Fazio, R. H. (1990, November). *Extending brand equity to new categories*. Paper presented at the Marketing Science Institute Conference on Managing Brand Equity, Austin, Texas.
- Fazio, R. H. (1991, September). *Attitudes as object-evaluation associations: Determinants, correlates, and consequences of attitude accessibility*. Paper presented at the Attitude Strength Conference, Nags Head, N.C.
- Herr, P. M., Fazio, R. H., & Powell, M. C. (1991, October). *Ad format and memory structure: Measures and methods of building brand awareness*. Paper presented at the annual meeting of the Association for Consumer Research, Chicago.
- Fazio, R. H. (1992, January). *On the value of knowing one's likes and dislikes: Attitude accessibility, stress, and college adjustment*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H. (1992, October). *Determinants and consequences of attitude accessibility*. Invited panelist, annual meeting of the Society of Experimental Social Psychology, San Antonio, Texas.
- Fazio, R. H. *The functional value of accessible attitudes*. Harvard University, December 1992; Ohio State University, February 1993; Dartmouth College, April 1993.
- McConnell, A. R., Halberstadt, J. B., & Fazio, R. H. (1993, April). *Implicit sexism I: An indirect measure*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Halberstadt, J. B., McConnell, A. R., & Fazio, R. H. (1993, April). *Implicit sexism II: The effects of compunction*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.

- Schuette, R. A., & Fazio, R. H. (1993, April). *The roles of attitude accessibility and motivation in the biased processing of information*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1994, January). *An unobtrusive measure of racial attitudes*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H. *Multiple attitude-to-behavior processes*. University of Colorado, March 1994.
- Jackson, J. R., & Fazio, R. H. (1994, May). *Assessment of racial attitudes*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1994, May). Invited participant, NIMH workshop on "Integrating social psychological theory in AIDS research," Rockville, MD.
- Fazio, R. H. (1994, June). *Multiple attitude-behavior processes: The MODE model*. Invited participant, Two-mode models in personality and social psychology. Symposium conducted at the annual meeting of the Society for Personality and Social Psychology, Washington, D.C.
- Fazio, R. H. (1994, October). Invited participant, NSF workshop on "Psychological perspectives on human dimensions of global change," Arlington, VA.
- McConnell, A. R., & Fazio, R. H. (1995, May). *Women as men and people: Gender-marked language and biased personality assessments*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Jackson, J. R., & Fazio, R. H. (1995, May). *The effect of race of experimenter on responses to the Modern Racism Scale: A test of reactivity*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Posavac, S. S., Sanbonmatsu, D. M., & Fazio, R. H. (1995, May). *The role of object-superordinate category associations in decision making when alternatives are unspecified*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Lanthier, E. C., & Fazio, R. H. (1995, May). *The persuasive efficacy of mystery messages*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1995, May). *The functional value of accessible attitudes*. Invited address, Italy-U.S.A. Conference in Social Psychology, Bertinoro, Italy.
- Fazio, R. H. (1995, August). *Variability in automatic activation as an unobtrusive measure of racial attitudes*. In S. Fein (Chair), Current cognitive approaches to stereotyping--Integrating motivated, automatic, and controlled processes. Symposium at the annual meeting of the American Psychological Association, New York.
- Fazio, R. H. (1995, September). *Automatically-activated racial attitudes*. In B. Verplanken (Chair), Recent developments in research on the attitude-behavior relation. Symposium at the annual meeting of the Society of Experimental Social Psychology, Washington, D.C.
- Fazio, R. H. *Variability in automatic activation as an unobtrusive measure of racial attitudes*. University of Pittsburgh, November 1995.
- Fazio, R. H. (1996, January). *Impact of automatic and controlled components of prejudice on categorization by race*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H. *On the benefits (and costs) of accessible attitudes*. Yale University, February 1996.
- Fazio, R. H. *Automatic and controlled components of racial prejudice*. Yale University, February 1996.
- Fazio, R. H. *Automatic and controlled components of racial prejudice*. Rice University, March 1996.
- Fazio, R. H. (1996, April). *Automatic and controlled components of racial prejudice*. Keynote address delivered at the biennial meeting of the Social Psychologists of Indiana, Purdue University.
- Ledbetter, J. E., & Fazio, R. H. (1996, May). *The effects of accessible attitudes on the ability to detect change*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Posavac, S. S., Sanbonmatsu, D. M., & Fazio, R. H. (1996, May). *Increasing the strength of association between alternatives and the choice category increases attitude-decision correspondence*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.

- Fazio, R. H. (1996, October). *Categorization by race: The impact of automatic and controlled components of racial prejudice*. In P. Linville (Chair), *Inhibition: When does it work?* Symposium conducted at the annual meeting of the Society of Experimental Social Psychology, Sturbridge, MA.
- Fazio, R. H. *Processes by which attitudes guide behavior: Implications for prejudice*. Department of Speech & Hearing Sciences, Indiana University, March 1997.
- Fazio, R. H. *Automatic and controlled components of racial prejudice*. Texas A & M University, September, 1997.
- Fazio, R. H. *The benefits and costs of accessible attitudes*. Texas A & M University, September, 1997.
- Fazio, R. H. *Automatic and controlled components of racial prejudice*. University of Exeter, UK, November, 1997.
- Fazio, R. H. (1998, January). *On the costs of accessible attitudes: Detecting that the attitude object has changed*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Towles-Schwen, T., & Fazio, R. H. (1998, May). *On the origins of racial prejudice: Correlates of early experiences*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1998, December). *De-automatizing accessible attitudes*. Invited address, Workshop on Automatic Affective Processing, University of Leuven, Belgium.
- Fazio, R. H. *Forming attitudes through associative learning: General principles and their consequences for overcoming initial prejudices*. Purdue University, February, 1999.
- Olson, M. A., & Fazio, R. H. (1999, April). *Trait inferences as a function of automatically-activated racial attitudes and motivation to control prejudiced reactions*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Olson, M. A., & Fazio, R. H. (1999, April). *Nonverbal leakage during public evaluations of Black candidates: The roles of automatically-activated racial attitudes and motivation to control prejudiced reactions*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Feggins, L. R., & Fazio, R. H. (1999, April). *Forming attitudes through associative learning: The effects of initial prejudices*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (1999, May). *Predictive validity of estimates of racial attitudes derived from priming*. Paper presented at the NSF-sponsored Conference on the Construct Validity of Implicit Social Cognition Measures, Zion, IL.
- Fazio, R. H. *Automatic and controlled components of racial prejudice*. University of Arizona, December, 1999.
- Fazio, R. H. (2000, January). *Attitude formation through associative learning: Some general principles?* Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H. *Automatic and controlled components of racial prejudice*. Princeton University, February, 2000.
- Olson, M. A., & Fazio, R. H. (2000, May). *Responses to the Implicit Association Test by individuals motivated to control prejudiced reactions*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Olson, M. A., & Fazio, R. H. (2000, May). *Nonverbal leakage of automatically-activated racial attitudes*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Towles-Schwen, T., & Fazio, R. H. (2000, May). *Choosing social situations: The relation between automatically-activated attitudes and comfort with African Americans*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. *Automatic and controlled components of racial prejudice: Tests of the MODE model*. Ohio State University, May, 2000.
- Fazio, R. H. *Accessible attitudes: Their costs and benefits*. Workshop delivered at the Kurt Lewin Institute, University of Nijmegen, The Netherlands, June 2000.
- Fazio, R. H. *The MODE model of attitude-behavior processes*. Workshop delivered at the Kurt Lewin Institute, University of Nijmegen, The Netherlands, June 2000.
- Olson, M. A., & Fazio, R. H. (2000, June). *Implicit attitude formation through classical conditioning*. Paper presented at the annual meeting of the American Psychological Society, Miami Beach.
- Towles-Schwen, T., & Fazio, R. H. (2000, June). *The relation between adult racial prejudice and childhood experiences*. Paper presented at the annual meeting of the American Psychological Society, Miami Beach.

- Fazio, R. H., & Eiser, J. R. (2000, October). *Attitude formation through associative learning: Valence asymmetries*. Paper presented at the annual meeting of the Society of Experimental Social Psychology, Atlanta.
- Fazio, R. H. (2001, February). *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. Invited address, Attitude Pre-conference, Society for Personality and Social Psychology, San Antonio.
- Olson, M. A., Johnson, J. A., Wiser, D.R., & Fazio, R. H. (2001, February). *Evidence of unconscious attitude formation using an implicit measure*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio.
- Olson, M. A., & Fazio, R. H. (2001, May). *Black-White differences in detection of race-related discomfort among White evaluators*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Towles-Schwen, T., & Fazio, R. H. (2001, May). *Interracial roommate relationships as a function of automatically-activated racial attitudes*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Olson, M. A., & Fazio, R. H. (2001, May). *Implicit attitude formation through classical conditioning*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (2001, November). *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. Invited address presented at "A 'New Look' at Race" Conference, sponsored by the Research Institute of Comparative Studies in Race and Ethnicity, Stanford University.
- Towles-Schwen, T., & Fazio, R. H. (2002, February). *Interracial roommate relationships: The role of automatically-activated racial attitudes*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Savannah.
- Olson, M. A., & Fazio, R. H. (2002, February). *Implicit covariation learning: Evaluative versus non-evaluative associations*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Savannah.
- Fazio, R. H. (2002, March). *The meaning and use of implicit measures in social cognition research*. Paper presented at the Social Psychology Winter Conference, Whistler, British Columbia.
- Fazio, R. H. *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. University of Kentucky, April 2002.
- Olson, M. A., & Fazio, R. H. (2002, May). *Reducing automatically-activated negativity toward Blacks through implicit classical conditioning*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Shook, N., & Fazio, R. H. (2002, May). *Asymmetries in the associative learning of attitudes via exploratory behavior*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Olson, M. A., & Fazio, R. H. (2002, May). *Implicit evaluative conditioning: Effects on implicit measures and in the domain of racial prejudice*. Invited address presented at Special Interest Meeting on Human Evaluative Conditioning, Le Lignely, Belgium.
- Fazio, R. H. (2002, May). *Attitude formation through associative learning: Valence asymmetries*. Invited address presented at Special Interest Meeting on Human Evaluative Conditioning, Le Lignely, Belgium.
- Fazio, R. H. *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. University of Amsterdam, May 2002.
- Towles-Schwen, T., & Fazio, R. H. (2002, June). *Automatically-activated racial attitudes and the development of interracial relationships*. Paper presented at the annual meeting of the Society for Psychological Study of Social Issues, Toronto.
- Fazio, R. H. *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. Northwestern University, June 2002.
- Fazio, R. H. *Attitude formation through associative learning: Valence asymmetries*. Miami University, Oxford, OH, September 2002.
- Fazio, R. H. *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. Miami University, Oxford, OH, September 2002.
- Fazio, R. H. *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. University of Chicago, October 2002.
- Fazio, R. H. *Automatically-activated attitudes as the 'starting point' for race-related judgments and behavior*. University of Sheffield, November 2002.

- Fazio, R. H. *The influence of automatically-activated racial attitudes on race-related judgments and behavior*. University of Texas at El Paso, December 2002.
- Olson, M. A., & Fazio, R. H. (2003, February). *Relations between implicit measures of prejudice: What are we measuring?* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles.
- Shook, N., Fazio, R. H., & Eiser, J.R. (2003, February). *Approach behavior as the mediating mechanism in the associative learning of attitudes*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles.
- Olson, M. A., & Fazio, R. H. (2003, May). *Personalizing the Implicit Association Test: Removing the influence of extra-personal associations*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Shook, N., & Fazio, R. H. (2003, May). *On the importance of approach behavior when forming attitudes through exploratory behavior*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (2003, May). *Implicit measures of attitude: Some reflections on where we stand*. Invited address presented at Symposium on Attitudinal Incongruence and Information Processing, University of Amsterdam, The Netherlands.
- Towles-Schwen, T., & Fazio, R. H. (2003, May). *Associations among automatically activated racial attitudes, anxiety, and race of college roommate*. Paper presented at the annual meeting of the American Psychological Society, Atlanta.
- Fazio, R. H. *The influence of automatically-activated racial attitudes on race-related judgments and behavior*. Brown University, October 2003.
- Fazio, R. H. *The influence of automatically-activated racial attitudes on race-related judgments and behavior*. School of Journalism and Communication, Ohio State University, October 2003.
- Fazio, R. H. *The influence of automatically-activated racial attitudes on race-related judgments and behavior*. Washington University, November 2003.
- Fazio, R. H. (2004, January). *Reducing the influence of extra-personal associations on the Implicit Association Test: Personalizing the IAT*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Fazio, R. H., (2004, January). *On the nature of the associations assessed by the IAT*. Invited address, Attitude Pre-conference, Society for Personality and Social Psychology, Austin.
- Olson, M. A., Meslemani, D., & Fazio, R. H. (2004, January). *Intergroup anxiety in a simulated contact situation*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Austin.
- Han, H. A., Olson, M. A., & Fazio, R. H. (2004, January). *The influence of experimentally created extra-personal associations on the Implicit Association Test*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Austin.
- Shook, N., & Fazio, R. H. (2004, January). *Perceptions of discrimination: How extreme before it is noticed?* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Austin.
- Fazio, R. H. *The influence of automatically-activated racial attitudes on race-related judgments and behavior*. Queen's University, February 2004.
- Shook, N., & Fazio, R. H. (2004, April). *Roommate relationships: A comparison of interracial and same race living situations*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Han, H. A., Olson, M. A., & Fazio, R. H. (2004, April). *Experimentally-created extra-personal associations influence the IAT but not a priming measure*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. *Interpreting discrepancies between implicit and explicit measures: The perspective of the MODE model*. Invited address presented at EAESP meeting on Conscious and Unconscious Attitudinal Processes, Madrid, June 2004.
- Olson, M.A., Hermann, A. D., & Fazio, R. H. *Interpreting discrepancies between implicit and explicit measures of self-esteem: The role of self-presentational style*. Paper presented at EAESP meeting on Conscious and Unconscious Attitudinal Processes, Madrid, June 2004.
- Fazio, R. H. *The influence of automatically-activated racial attitudes on race-related judgments and behavior*. Cardiff University, UK, June 2004.
- Fazio, R. H. (2005, January). *Interracial roommate relationships*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.

- Han, H. A., Olson, M. A., & Fazio, R. H. (2005, January). *The influence of extrapersonal associations on the traditional vs. personalized Implicit Association Test*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans.
- Jefferis, V. E., & Fazio, R. H. (2005, January). *Construct accessibility as information: An indirect link between priming and behavior*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans.
- Johnson, C. S., Olson, M. A., & Fazio, R. H. (2005, January). *Predictors of self-disclosure in interracial interactions*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans.
- Shook, N. J., & Fazio, R. H. (2005, January). *Success of interracial versus same race roommate relationships*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans.
- Shook, N. J., & Fazio, R. H. (2005, May). *Attitude generalization: The effects of valence and extremity*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Eiser, J. R., Stafford, T., Shook, N., & Fazio, R. H. (2005, July). *Learning under uncertainty: Manipulating and simulating the role of expectations*. Paper presented at the meeting of the European Association of Experimental Social Psychology, Würzburg, Germany.
- Fazio, R. H. *Implicit measures of attitude: The perspective of the MODE model*. Invited address presented at Symposium on Implicit Cognition and Attention in Experimental Psychopathology and Health Research: Indirect Measures or Dual Processes? Maastricht University, The Netherlands, August 2005.
- Fazio, R. H. *Negativity biases in attitude formation and generalization*. Invited address presented at Symposium on Implicit Cognition and Attention in Experimental Psychopathology and Health Research: Indirect Measures or Dual Processes? Maastricht University, The Netherlands, August 2005.
- Fazio, R. H. *On the success of interracial roommate relationships*. Invited address presented at conference entitled "Looking toward the Future: Discrimination and Prejudice in the 21st Century," University of Wisconsin, Madison, September 2005.
- Fazio, R. H. (2006, January). *Negativity biases in attitude formation and generalization: Indicators of vulnerability to emotional disorders?* Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Han, H. A., Olson, M. A., & Fazio, R. H. (2006, January). *Responsivity of the IAT to conversational norms*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs.
- Jones, C., Olson, M. A., & Fazio, R. H. (2006, January). *Testing the role of misattribution in the mechanism underlying evaluative conditioning*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs.
- Olson, M. A., Johnson, C. S., & Fazio, R. H. (2006, January). *Differential effects of asking versus answering controversial questions in interracial interactions*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs.
- Shook, N. J., & Fazio, R. H. (2006, January). *Negativity bias in attitude learning: An indicator of vulnerability to emotional disorders?* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs.
- Han, H. A., Olson, M. A., & Fazio, R. H. (2006, May). *Shifting interpretation of the IAT as a function of conversation norms*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2006, May). *Eye gaze as a predictor of evaluative conditioning*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Shook, N. J., & Fazio, R. H. (2006, May). *Negativity biases in attitude formation and emotional disorders*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. *Negativity biases in attitude formation and generalization: Indicators of vulnerability to emotional disorders?* Invited address presented at the annual meeting of the Person Memory Interest Group, Worton, MD, October 2006.
- Fazio, R. H. *Valence asymmetries in attitude formation and generalization*. Ohio University, Athens, OH, November 2006.
- Fazio, R. H. *Valence asymmetries in attitude formation and generalization*. New York University, New York, November 2006.

- Olson, M. A., & Fazio, R. H. (2007, January). *Nonverbal indicators of intergroup anxiety as a function of discordant evaluations of Blacks*. In L. M. Rivera & N. Dasgupta (Chairs), From automatic prejudice to discriminatory behavior: New research and directions. Symposium at the annual meeting of the Society for Personality and Social Psychology, Memphis.
- Jefferis, V. E., Loersch, C. A., & Fazio, R. H. (2007, January). *Toward (and away from) the unknown: Evaluative conditioning of subliminally presented novel stimuli via motor behavior*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis.
- Shook, N. J., & Fazio, R. H. (2007, January). *The effect of interracial versus same-race roommate relationships on attitudes*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2007, January). *Testing an implicit misattribution model of evaluative conditioning: The role of stimulus proximity*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis.
- Han, H. A., Fazio, R. H., & Olson, M. A. (2007, January). *Malleability of attitudes, or malleability of the Implicit Association Test*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis.
- van den Berg, H., & Fazio, R. H. (2007, January). *Unobtrusive affective or cognitive focus influences the formation of attitudes*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis.
- Shook, N. J., & Fazio, R. H. (2007, May). *Interracial versus same-race roommate relationships: A field experiment testing the contact hypothesis*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2007, May). *Implicit misattribution as a mechanism underlying evaluative conditioning*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Han, H. A., Fazio, R. H., & Olson, M. A. (2007, May). *Malleability of attitudes versus malleability of the measure*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (2008, January). *Evaluative conditioning: The "How" question*. Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Han, H. A., & Fazio, R. H. (2008, February). *IAT performance depends on perspective accessibility*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque.
- Johnson, C. S., Olson, M. A., & Fazio, R. H. (2008, February). *Getting acquainted in interracial interactions: Seeking versus disclosing the personal and controversial*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2008, February). *Attentional shifting fosters evaluative conditioning*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque.
- Shook, N. J., & Fazio, R. H. (2008, February). *An experimental test of the effects of long-term contact on intergroup anxiety*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque.
- Jefferis, V. E., & Fazio, R. H. (2008, February). *Evaluative conditioning and avoidance behavior*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque.
- Kendrick, R. V., Olson, M. A., & Fazio, R. H. (2008, February). *Implicit covariation learning in evaluative vs. nonevaluative dimensions*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque.
- Fazio, R. H. (2008, February). *Evaluative conditioning: The "How" question*. Distinguished Speaker Address, Society for Consumer Psychology, New Orleans.
- Han, H. A., & Fazio, R. H. (2008, May). *Malleability of the IAT: The effect of perspective accessibility*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Jones, C. R., & Fazio, R. H. (2008, May). *Person categorization in the weapon misidentification procedure*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (2008, June). *Evaluative conditioning: The "How" question*. Invited address presented at EAESP meeting on Affective Processes in Evaluation, Nijmegen, The Netherlands.

- van den Berg, H., & Fazio, R. H. (2008, June). *Why does a focus on feelings enhance evaluations?* Paper presented at EAESP meeting on Affective Processes in Evaluation, Nijmegen, The Netherlands.
- Deutsch, R., & Fazio, R. H. (2008, July). How subtyping shapes perception: Predictable exceptions to the rule reduce attention to stereotype-associated dimensions. Paper presented at the XXIX International Congress of Psychology, Berlin.
- Fazio, R. H. (2008, October). *Implicit versus explicit self-esteem? Questions and reflections from the perspective of the MODE model.* In J. Bosson & B. Gawronski (Chairs), Perspectives on the nature and functions of implicit self-esteem. Symposium at the annual meeting of the Society of Experimental Social Psychology, Sacramento.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2009, February). *Accessibility of attitudes toward the unconditioned stimuli constrains valence transfer in evaluative conditioning.* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Tampa.
- Han, H. A., & Fazio, R. H. (2009, February). *Minimizing stimulus exemplar effects in the Implicit Association Test (IAT).* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Tampa.
- Pietri, E.S., Shook, N. J., & Fazio, R. H. (2009, February). *Recalibrating negativity biases to promote more positive interpretation of social events.* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Tampa.
- Fazio, R. H. *Evaluative conditioning: The "How" question.* School of Communication, Ohio State University, February, 2009.
- Jones, C. R., Fazio, R. H., & Olson, M. A. (2009, May). *"Source confusability" in evaluative conditioning and type of unconditioned stimulus.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Han, H. A., & Fazio, R. H. (2009, May). *Reducing the IAT's susceptibility to category redefinition.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Pietri, E. S., Fazio, R. H., & Shook, N. J. (2009, May). *Recalibrating the negativity bias.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Fazio, R. H. (2009, September). *Evaluative conditioning: The "How" question.* Keynote Address, British Psychological Society, Sheffield, United Kingdom.
- Fazio, R. H. (2009, October). *Racial prejudice: Through the eyes of a social psychologist.* Invited Address, The Ohio State University College of Arts and Sciences Renaissance Rediscovery Weekend, Columbus, Ohio.

Major University Service Activities

- College of Arts and Sciences Undergraduate Research Awards Committee, Indiana University, 1980-82
- Department of Psychology Policy and Steering Committee, Indiana University, 1983-85, 1987-90
- College of Arts and Sciences Tenure Committee, Indiana University, 1986-89
- Dean of Faculties Promotions Advisory Committee, Indiana University, 1996-97
- Search Committee for College of Social & Behavioral Sciences Professorship in Race and Ethnicity in the Americas, Ohio State University, 2003-04
- Department of Psychology Senate Committee, Ohio State University, 2004-06
- College of Social & Behavioral Sciences Promotion and Tenure Committee, Ohio State University, 2004-08
- Search Committee for the Executive Dean and Vice Provost of Arts and Sciences, Ohio State University, 2008-09
- Social Psychology Area Coordinator, Ohio State University, 2008-