

CURRICULUM VITA

Duane T. Wegener

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EDUCATION

B.A. in Psychology; University of Missouri-Columbia, 1989
Summa Cum Laude & Phi Beta Kappa

M.A. in Social Psychology; Ohio State University, 1991

Ph.D. in Social Psychology; Ohio State University, 1994
Primary Minor: Quantitative Psychology Secondary Minor: Consumer Behavior

ACADEMIC POSITIONS

Fall 1994 - Summer 1997 Assistant Professor of Psychology, Yale University

Fall 1997 - Summer 2003 Associate Professor of Psychological Sciences, Purdue University
(tenured in 2000)

Fall 2003 - Summer 2010 Professor of Psychological Sciences, Purdue University

Summer 2010 - present Professor of Psychology, Ohio State University

SELECTED RESEARCH IN PROGRESS

Attitudes: Message position as a moderator of message processing effects (of sources, attitude strength factors, etc.); Attitude strength and persuasion in dyads and groups; Values and processing of persuasive communications; Understanding numerical anchoring and decision making using theories of attitude change; Use of theories of attitude change in studies of stereotyping and prejudice; Implications of attitude theories for persuasion and behavioral changes related to energy use and the environment; attitude similarity effects in attraction

Bias correction: Corrections for bias in persuasion, stereotyping, and social judgment; Moderators of perceptions of bias and strategies in attempts to avoid bias.

Mood effects on persuasion and judgment: Mood and amount of effort scrutinizing persuasive appeals; Moderators of mood-congruent judgments.

GRANTS

- 4/96-12/97 PI of "Mood and Cognitive Flexibility" -- Yale University Social Science Research Fund grant (\$2300)
- 8/97 - 7/01 Co-PI (with Peter Salovey, PI) of "Message Framing and HIV Prevention/Detection in Low-income Women." -- Project 1 of the "Center for Interdisciplinary Research on AIDS" awarded to Yale University – National Institutes of Health grant #P01-MH/DA56826. (\$1,324,392 direct costs) [**Note: After moving to Purdue in 7/97, DTW became a consultant responsible for \$30,000 between 8/97 and 8/00]
- 5/01-8/01 PI of "Anchoring: Understanding a pervasive bias in social judgment." – Purdue Research Foundation Summer Faculty Grant (\$6000)
- 8/01-7/04 PI of "Moderators and processes of theory-based bias corrections." – National Science Foundation grant #0094510-BCS. (\$184,964 direct costs; \$264,383 total)
- 10/03-3/08 Co-PI (with Leandre R. Fabrigar, PI, and Steven M. Smith, Co-PI) of "Understanding message recipient bias in the processing of public health communications." -- Canadian Institutes of Health Research grant #MOP - 64197 (CDN \$217,441 total direct costs; Purdue site - CDN \$72,000 direct costs; CDN \$72,000 total)
- 7/05-6/06 PI of "Ambivalence and Cognitive Processing of Health Communications" (with Co-PI, Jason K. Clark) -- Kinley Trust Grant (\$16,667 direct costs; \$20,000 total)
- 3/06-2/07 PI of "Knowledge, Beliefs, and Attitudes: Foundations for Research on the Human Dynamics of Energy Use" (with Co-PIs Janice R. Kelly, Glenn R. Parker, Heather L. Cooper, Richard Widdows, Richard A. Feinberg, & George M. Bodner) – Seed grant from Energy Center at Discovery Park, Purdue University (\$50,000 direct costs; \$50,000 total)
- 10/07-9/11 PI of "Social, Economic, and Political Aspects of U. S. Ethanol Policy" (with Co-PIs Leigh S. Raymond & Wallace E. Tyner) – National Science Foundation, Human Social Dynamics (Decision Making, Risk, and Uncertainty) grant #0729348 (\$513,627 direct costs; \$749,961 total)
- 5/09 – 4/14 Co-I (with Diane Lauderdale, PI, Charles M. Macal, Co-PI, Robert S. Daum, Co-I, Michael Z. David, Co-I, Vanja Dukic, Co-I, James A. Evans, Co-I, Ian Foster, Co-I, Quinn R. Golden, Co-I, Michael J. North, Co-I, Andrey Rzhetsky, Co-I, L. Philip Schumm, Co-I, Eric Whitaker, Co-I) of "Modeling MRSA in the Community" – National Institutes of Health, Modeling of Infectious Disease Agent Study Research Projects (\$3,682,614 total across five years; \$34,136 to Purdue for first year; \$152,982 to Ohio State for last four years)

AWARDS AND HONORS

American Psychological Association (APA)

- Award for Distinguished Scientific Early Career Contributions to Psychology (Social Psychology), 2001 [Citation printed in *American Psychologist* (2001), 56, 905-908.]
- Election to Fellow status, 2008

Association for Psychological Science (APS)

- Elected to Fellow status, 2005

Society of Experimental Social Psychology (SESP)

- Dissertation Award Finalist, Honorable Mention Distinction (1994 Dissertation)
- Elected to membership, 1999
- Elected to Fellow status, 2009

Society for Personality and Social Psychology (SPSP)

- Elected to Fellow status, 2008

Midwestern Psychological Association

- Election to Fellow status, 2009

Purdue University

- University Faculty Scholar, 2004-2009
- Fellow in the Center for Behavioral and Social Science, 2004

RESEARCH/TEACHING AFFILIATIONS

Yale University:

- Department of Psychology (Social Psychology)
- Center for Interdisciplinary Research on AIDS

Purdue University:

- Department of Psychological Sciences (Social Psychology)
- Department of Consumer Sciences and Retailing
- The Energy Center at Discovery Park (Initiative Leader/Executive Board Member -- Social, Economic, and Political Aspects of Energy Use and Policy, SEPAE)
- Center for the Environment at Discovery Park
- Regenstrief Center for Healthcare Engineering (RCHE)
- Center for Consumer Driven Quality
- Purdue University Psychometric Instructional Laboratory (PUPIL)

Ohio State University:

- Department of Psychology (Social Psychology)
- Institute for Energy and the Environment

PUBLICATIONS

- Petty, R. E. & Wegener, D. T. (1991). Thought systems, argument quality, and persuasion. In R. S. Wyer & T. K. Srull (Eds.) *Advances in social cognition* (Vol. IV, pp. 147-162). Hillsdale, NJ: Erlbaum.
- MacCallum, R. C., Wegener, D. T., Uchino, B. N., & Fabrigar, L. R. (1993). The problem of equivalent models in applications of covariance structure analysis. *Psychological Bulletin*, *114*, 185-199.
- Petty, R. E., & Wegener, D. T. (1993). Flexible correction processes in social judgment: Correcting for context-induced contrast. *Journal of Experimental Social Psychology*, *29*, 137-165.
- Petty, R. E., Wegener, D. T., Fabrigar, L. R., Priester, J. R., & Cacioppo, J. T. (1993). Conceptual and methodological issues in the Elaboration Likelihood Model of persuasion: A reply to the Michigan State critics. *Communication Theory*, *3*, 336-363.
- Haugtvedt, C. P., & Wegener, D. T. (1994). Message order effects in persuasion: An attitude strength perspective. *Journal of Consumer Research*, *21*, 205-218.
- Petty, R. E., Priester, J. R., & Wegener, D. T. (1994). Cognitive processes in attitude change. In R. S. Wyer and T. K. Srull (Eds.) *Handbook of social cognition* (2nd ed.), (Vol. 2, pp.69-142). Hillsdale, NJ: Erlbaum.
- Wegener, D. T., & Petty, R. E. (1994). Mood-management across affective states: The hedonic contingency hypothesis. *Journal of Personality and Social Psychology*, *66*, 1034-1048.
- Wegener, D. T., Petty, R. E., & Klein, D. J. (1994). Effects of mood on high elaboration attitude change: The mediating role of likelihood judgments. *European Journal of Social Psychology*, *24*, 25-44.
- Petty, R. E., & Wegener, D. T. (1995; invited paper). Mood and persuasion: A multiple roles perspective. *Rassegna di Psicologia (Italy)*, *12*, 23-42.
- Wegener, D. T., Downing, J., Krosnick, J. A., & Petty, R. E. (1995). Strength-related properties of attitudes: Measures, manipulations, and future directions. In R. E. Petty and J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequences* (pp. 455-487). Mahwah, NJ: Erlbaum.
- Wegener, D. T., & Petty, R. E. (1995). Flexible correction processes in social judgment: The role of naive theories in corrections for perceived bias. *Journal of Personality and Social Psychology*, *68*, 36-51.
- Wegener, D. T., Petty, R. E., & Smith, S. M. (1995). Positive mood can increase or decrease message scrutiny: The hedonic contingency view of mood and message processing. *Journal of Personality and Social Psychology*, *69*, 5-15.
- Petty, R.E., Fabrigar, L.R., Wegener, D.T., & Priester, J.R. (1996). Understanding data when interactions are present or hypothesized. *Psychological Science*, *7*, 247-252.

- Wegener, D. T., & Petty, R. E. (1996). Effects of mood on persuasion processes: Enhancing, reducing, and biasing scrutiny of attitude-relevant information. In L. L. Martin and A. Tesser (Eds.), *Striving and feeling: Interactions among goals, affect, and self-regulation* (pp. 329-362). Mahwah, NJ: Erlbaum.
- Petty, R. E., Wegener, D. T., & Fabrigar, L. R. (1997). Attitudes and attitude change. *Annual Review of Psychology*, *48*, 609-647.
- Wegener, D. T., & Petty, R. E. (1997). The flexible correction model: The role of naive theories of bias in bias correction. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 29, pp. 141-208). Mahwah, NJ: Erlbaum.
- Fabrigar, L. R., Priester, J. R., Petty, R. E., & Wegener, D. T. (1998). The impact of attitude accessibility on elaboration of persuasive messages. *Personality and Social Psychology Bulletin*, *24*, 339-352.
- Petty, R. E., & Wegener, D. T. (1998). Attitude change: Multiple roles for persuasion variables. In D. Gilbert, S. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (4th ed., pp. 323-390). New York: McGraw-Hill.
- Petty, R. E., & Wegener, D. T. (1998). Matching versus mismatching attitude functions: Implications for scrutiny of persuasive messages. *Personality and Social Psychology Bulletin*, *24*, 227-240.
- *Reprinted in R. H. Fazio & R. E. Petty (2007) (Eds.). *Attitudes: Their structure, function, and consequences*. New York: Psychology Press.
- Petty, R. E., Wegener, D. T., & White, P. (1998). Flexible correction processes in social judgment: Implications for persuasion. *Social Cognition*, *16*, 93-113.
- Shestowsky, D., Wegener, D. T., & Fabrigar, L. R. (1998). Need for cognition and interpersonal influence: Individual differences in impact on dyadic decisions. *Journal of Personality and Social Psychology*, *74*, 1317-1328.
- Wegener, D. T., & Petty, R. E. (1998). The naive scientist revisited: Naive theories and social judgment. *Social Cognition*, *16*, 1-7.
- Wegener, D. T., Petty, R. E., & Dunn, M. (1998). The metacognition of bias correction: Naive theories of bias and the flexible correction model. In V. Yzerbyt, G. Lories, & B. Dardenne (Eds.), *Metacognition: Cognitive and social dimensions* (pp. 202-227). London: Sage.
- Fabrigar, L. R., Wegener, D. T., MacCallum, R.C., & Strahan, E. J. (1999). Evaluating the use of factor analysis in psychological research. *Psychological Methods*, *4*, 272-299.
- Fleming, M., Wegener, D. T., & Petty, R. E. (1999). Procedural and legal motivations to correct for perceived judicial biases. *Journal of Experimental Social Psychology*, *35*, 186-203.

- Petty, R. E., & Wegener, D. T. (1999). The Elaboration Likelihood Model: Current status and controversies. In S. Chaiken & Y. Trope (Eds.), *Dual process theories in social psychology* (pp. 41-72). New York: Guilford Press.
- Priester, J. R., Wegener, D. T., Petty, R. E., & Fabrigar, L. R. (1999). Examining the psychological processes underlying the sleeper effect: The elaboration likelihood model explanation. *Media Psychology, 1*, 27-48.
- Wegener, D. T., & Claypool, H. M. (1999). The elaboration continuum by any other name does not smell as sweet. *Psychological Inquiry, 10*, 176-181.
- DeSteno, D., Petty, R. E., Wegener, D. T., & Rucker, D. D. (2000). Beyond valence in the perception of likelihood: The role of emotion specificity. *Journal of Personality and Social Psychology, 78*, 397-416. [Correct Figure 5 printed on page 707 of volume 78.]
- Wegener, D. T., & Fabrigar, L. R. (2000). Analysis and design for nonexperimental data: Addressing causal and noncausal hypotheses. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 412-450). New York: Cambridge University Press.
- Wegener, D. T., & Gregg, A. (2000). Attitude structure. In A. E. Kazdin (Ed.) *Encyclopedia of Psychology* (Vol. 1, pp. 305-309). New York: APA Press.
- Wegener, D. T., Kerr, N., Fleming, M., & Petty, R. E. (2000). Flexible corrections of juror judgments: Implications for jury instructions. *Psychology, Public Policy, and Law, 6*, 629-654.
- Petty, R. E., Tormala, Z. L., Hawkins, C., & Wegener, D. T. (2001). Motivation to think and order effects in persuasion: The moderating role of chunking. *Personality and Social Psychology Bulletin, 27*, 332-344.
- Wegener, D. T., Dunn, M., & Tokusato, D. (2001). The Flexible Correction Model: Phenomenology and the use of naive theories in avoiding or removing bias. In G. B. Moskowitz (Ed.) *Cognitive social psychology: The Princeton symposium on the legacy and future of social cognition* (pp. 277-290). Mahwah, NJ: Lawrence Erlbaum Associates.
- Wegener, D. T., & Petty, R. E. (2001). Understanding effects of mood through the Elaboration Likelihood and Flexible Correction Models. In L. L. Martin & G. L. Clore (Eds.) *Theories of mood and cognition: A user's guidebook* (pp. 177-210). Mahwah, NJ: Erlbaum.
- Wegener, D. T., & Petty, R. E. (2001). On the use of naive theories of bias to remove or avoid bias: The Flexible Correction Model. In M. C. Gilly & J. Meyers-Levy (Eds.), *Advances in Consumer Research* (Vol. 28, pp. 378-383). Salt Lake City, UT: Association for Consumer Research.
- Wegener, D. T., Petty, R. E., Detweiler-Bedell, B., & Jarvis, W. B. G. (2001). Implications of attitude change theories for numerical anchoring: Anchor plausibility and the limits of anchor effectiveness. *Journal of Experimental Social Psychology, 37*, 62-69.

- Petty, R. E., Fabrigar, L. R., & Wegener, D. T. (2003). Emotional factors in attitudes and persuasion. In R. J. Davidson, K. Scherer, & H. H. Goldsmith (Eds.), *Handbook of affective sciences* (pp. 752-772). London: Oxford University Press.
- Salovey, P., & Wegener, D. T. (2003). Communicating about health: Message framing, persuasion, and health behavior. In J. Suls & K. Wallston (Eds.), *Social psychological foundations of health and illness* (pp. 54-81). Oxford, England: Blackwell.
- DeSteno, D., Petty, R. E., Rucker, D. D., Wegener, D. T., & Braverman, J. (2004). Discrete emotions and persuasion: The role of emotion-induced expectancies. *Journal of Personality and Social Psychology*, *86*, 43-56.
- Wegener, D. T., & Fabrigar, L. R. (2004). Constructing and evaluating quantitative measures for social psychological research: Conceptual challenges and methodological solutions. In C. Sansone, C. C. Morf, & A. T. Panter (Eds.), *The SAGE handbook of methods in social psychology* (pp. 145-172). New York: Sage.
- Wegener, D. T., Petty, R. E., Smoak, N. D., & Fabrigar, L. R. (2004). Multiple routes to resisting attitude change. In E. S. Knowles & J. A. Linn (Eds.), *Resistance and persuasion* (pp. 13-38). Mahwah, NJ: Erlbaum.
- Fabrigar, L. R., MacDonald, T., & Wegener, D. T. (2005). The structure of attitudes. In D. Albarracín, B. Johnson, & M. Zanna (Eds.), *The handbook of attitudes* (pp. 79-124). Mahwah, NJ: Erlbaum.
- Wegener, D. T., & Carlston, D. E. (2005). Cognitive processes in attitude formation and change. In D. Albarracín, B. Johnson, & M. Zanna (Eds.), *The handbook of attitudes* (pp. 493-542). Mahwah, NJ: Erlbaum.
- Wegener, D. T., Clark, J. K., & Petty, R. E. (2006). Not all stereotyping is created equal: Differential consequences of thoughtful versus non-thoughtful stereotyping. *Journal of Personality and Social Psychology*, *90*, 42-59.
- Petty, R. E., Briñol, P., Tormala, Z. L., & Wegener, D. T. (2007). The role of meta-cognition in social judgment. In E. T. Higgins & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (2nd ed., pp. 254-284). New York: Guilford Press.
- Wegener, D. T., & Blankenship, K. L. (2007). Ecological validity. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of Social Psychology* (Vol. 1, pp. 275-277). Thousand Oaks, CA: Sage.
- Wegener, D. T., & Clark, J. K. (2007). Research methods. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of social psychology* (Vol. 2, pp. 747-751). Thousand Oaks, CA: Sage.
- Wegener, D. T., & Reed, J. T. (2007). Nonexperimental designs. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of social psychology* (Vol. 2, pp. 623-625). Thousand Oaks, CA: Sage.
- Blankenship, K. L., & Wegener, D. T. (2008). Opening the mind to close it: Considering a message in light of important values increases message processing and later resistance to change. *Journal of Personality and Social Psychology*, *94*, 196-213.

- Blankenship, K. L., Wegener, D. T., Petty, R. E., Detweiler-Bedell, B., & Macy, C. L. (2008). Elaboration and consequences of anchored estimates: An attitudinal perspective on numerical anchoring. *Journal of Experimental Social Psychology, 44*, 1465-1476.
- Clark, J. K., & Wegener, D. T. (2008). Unpacking outcome dependency: Differentiating effects of dependency and outcome desirability on the processing of goal-relevant information. *Journal of Experimental Social Psychology, 44*, 586-599.
- Clark, J. K., Wegener, D. T., & Fabrigar, L. R. (2008). Attitude accessibility and message processing: The moderating role of message position. *Journal of Experimental Social Psychology, 44*, 354-361.
- Clark, J. K., Wegener, D. T., & Fabrigar, L. R. (2008). Attitude ambivalence and message-based persuasion: Motivated processing of proattitudinal information and avoidance of counterattitudinal information. *Personality and Social Psychology Bulletin, 34*, 565-577.
- Wegener, D. T., & Kelly, J. R. (2008). Social psychological dimensions of bioenergy development and public acceptance. *Bioenergy Research, 1*, 107-117.
- Clark, J. K., & Wegener, D. T. (2009). Source entitativity and the elaboration of persuasive messages: The roles of perceived efficacy and message discrepancy. *Journal of Personality and Social Psychology, 97*, 42-57.
- Clark, J. K., Wegener, D. T., Briñol, P., & Petty, R. E. (2009). Discovering that the shoe fits: The self-validating role of stereotypes. *Psychological Science, 20*, 846-852.
- Fabrigar, L. R., & Wegener, D. T. (2009). Structural equation modeling. In *Applied multivariate statistics for the social sciences* (5th ed.; pp. 537-595). Mahwah, NJ: Lawrence Erlbaum Associates.
- Petty, R. E., Wegener, D. T., & Fabrigar, L. R. (2009). Attitudes. In D. Sander & K. Scherer (Eds.), *Oxford companion to affective sciences*, (pp. 59-61). London: Oxford University Press.
- Wegener, D. T., & Clark, J. K. (2009). Beliefs (psychological perspectives). In D. Sander & K. Scherer (Eds.), *Oxford companion to affective sciences* (p. 76). London: Oxford University Press.
- Wegener, D. T., Sawicki, V., & Petty, R. E. (2009). Attitudes as a basis for brand relationships: The roles of elaboration, metacognition, and bias correction. In J. R. Priester, D. MacInnis, & C.W. Park (Eds.), *Handbook of brand relationships* (pp. 283-304). Armonk, NY: ME Sharpe.
- Delshad, A. B., Raymond, L., Sawicki, V., & Wegener, D. T. (2010). Public attitudes toward political and technological options for biofuels. *Energy Policy, 38*, 3414-3425.
- Fabrigar, L. R., & Wegener, D. T. (2010). Attitude structure. In R. F. Baumeister & E. J. Finkel (Eds.) *Advanced social psychology: The state of the science* (pp. 177-216). New York, NY: Oxford University Press.

- Fabrigar, L. R., Wegener, D. T., & MacDonald, T. K. (2010). Distinguishing between prediction and influence: Multiple processes underlying attitude-behavior consistency. In C. R. Agnew, D. E. Carlston, W. G. Graziano, & J. R. Kelly (Eds.), *Then a miracle occurs: Focusing on behavior in social psychological theory and research* (pp. 162-185). New York: Oxford University Press.
- Wegener, D. T., Petty, R. E., Blankenship, K. L., & Detweiler-Bedell, B. T. (2010). Elaboration and numerical anchoring: Breadth, depth, and the role of (non-)thoughtful processes in anchoring theories. *Journal of Consumer Psychology, 20*, 28-32.
- Wegener, D. T., Petty, R. E., Blankenship, K. L., & Detweiler-Bedell, B. T. (2010). Elaboration and numerical anchoring: Implications of attitude theories for consumer judgment and decision making. *Journal of Consumer Psychology, 20*, 5-16.
- Williams, K. D., Chen, Z., & Wegener, D. (2010). Persuasion after ostracism: Need-based influences on persuasion. In J. Forgas, J. Cooper, & W. Crano (Eds.), *The psychology of attitude and attitude change* (The 12th annual Sydney symposium on social psychology; pp. 201-215). New York: Psychology Press.
- Chien, Y.-W., Wegener, D. T., Hsiao, C.-C., & Petty, R. E. (in press). Dimensional range overlap and context effects in consumer judgments. *Journal of Consumer Research*.
- McCaslin, M., Petty, R. E., & Wegener, D. T. (in press). Self-enhancement and theory-based correction processes. *Journal of Experimental Social Psychology*.
- Wegener, D. T., Silva, P., Petty, R. E., & Garcia-Marques, T. (in press). The metacognition of bias regulation. To appear in P. Briñol & K. DeMarree (Eds.) *Social metacognition*. New York: Psychology Press.

TECHNICAL REPORTS

- Wegener, D. T., & Clark, J. K. (2006). Public perceptions of mathematics: Issues of persuasion and attitude strength. Submitted to the *National Academies' Mathematical Sciences Education Board*.
- Wegener, D. T. (2007). Communication issues in the use of call center systems for emergency notification. Submitted to *Genesys*.
- Wegener, D. T. (2007). Written (and oral) testimony for a *U.S. House of Representatives* hearing on "Contributions of the Social Sciences to the Energy Challenge." Submitted to the *Subcommittee on Research and Science Education, Committee on Science and Technology*. Written testimony available at http://science.house.gov/publications/hearings_markup_details.aspx?NewsID=1956

MANUSCRIPTS IN PREPARATION OR UNDER REVIEW

- Clark, J. K., Evans, A. T., & Wegener, D. T. (under review). Perceptions of source efficacy and persuasion: Multiple mechanisms for source effects on attitudes.

- Fabrigar, L. R., Wood, J. K., Hewitt, L. D., Wegener, D. T., & Rosen, N. O. (under review). Cognitive elaboration as a moderator of numerical majority-minority influence in group decision making.
- Habashi, M. M., Wegener, D. T., Shields, E. B., & Miller, J. (in preparation). Mood effects on judgment: Using mood in the absence of other salient cues.
- Hsiao, C.-C., Chien, Y.-W., Wegener, D. T., & Petty, R. E. (in preparation). Be yourself, image is nothing: Bias correction when viewing ads in sequence.
- Visser, P. S., Fabrigar, L. R., Wegener, D. T., & Browne, M. (in preparation). Analyzing multi-trait multi-method data in personality and social psychology.
- Wegener, D. T., Blankenship, K. L., Detweiler-Bedell, B., & Petty, R. E. (in preparation). Strength properties of anchored judgments: Knowledge, curvilinear effects of anchor extremity, and resistance to change.
- Wegener, D. T., Chen, Z., Petty, R. E., Smith, S. M., Jeong, H. G., & Habashi, M. M. (in preparation). Hedonic contingency and long-term mood management: Implications for processing of persuasive communications.

PRESENTATIONS AT PROFESSIONAL MEETINGS (Since January 2008)

- Blankenship, K. L., & Wegener, D. T. (2008, February). *Value importance, message processing, and willingness to pay for a consumer product*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Clark, J. K., & Wegener, D. T. (2008, February). *Concern about support or opposition from entitative groups: Effects of source entitativity on the processing of persuasive messages*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Norris, M., Fabrigar, L. R., Smith, S. M., & Wegener, D. T. (2008, February). *The impact of information processing goals and capacity restrictions on attitude-memory*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Clark, J. K., & Wegener, D. T. (2008, May). Perceptions of source efficacy and the processing of persuasive messages. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Wegener, D. T. (2008, June). Hedonic contingency and long-term mood management in the processing of persuasive communications. Paper presented at the 3rd European Association of Experimental Social Psychology Meeting on the Psychology of Attitudes (Affective Processes in Evaluation), Nijmegen, The Netherlands.
- Wegener, D. T., & Clark, J. K. (2008, June). Source efficacy and processing of proattitudinal versus counterattitudinal persuasive communications. Paper presented at the 15th general meeting of the European Association of Experimental Social Psychology, Opatija, Croatia.

- Clark, J. K., Evans, A. T., & Wegener, D. T. (2009, February). *Perceptions of source efficacy and persuasion: An examination of multiple roles*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Sawicki, V., Clark, J. K., & Wegener, D. T. (2009, February). *Attitudinal ambivalence as a motivation for selective exposure*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Wood, J. K., Fabrigar, L. R., Hewitt, L. D., & Wegener, D. T. (2009, February). *The influence of numerical minorities and majorities in group persuasion contexts*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Blankenship, K. L., & Wegener, D. T. (2009, May). *Values and indirect attitude change: Undermining a value decreases favorability of related attitudes*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Evans, A. T., Clark, J. K., & Wegener, D. T. (2009, May). *The self-validating role of source efficacy in persuasion*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.
- Sawicki, V., Wegener, D. T., & Kelly, J. R. (2009, May). *A social psychological perspective on bioenergy*. Poster presented at the Purdue University Second Generation Biofuels Symposium, West Lafayette, IN.
- Delshad, A. B., Raymond, L., Sawicki, V., & Wegener, D. T. (2009, May). *Public attitudes towards political and technological options for biofuels*. Poster presented at the Purdue University Second Generation Biofuels Symposium, West Lafayette, IN.
- Wegener, D. T. (2009, August). *Attitude strength and message position as influences on message processing*. Paper presented at the annual meeting of the American Psychological Association, Toronto, Canada.
- Wegener, D. T. (2009, October). *Elaboration and numerical anchoring*. Paper presented at the annual meeting of the Person Memory Interest Group, Boothbay Harbor, ME.
- Wegener, D. T. (2009, October). *Attitudinal properties and differential reactions to relatively proattitudinal or counterattitudinal information*. Paper presented at the annual meeting of the Society of Experimental Social Psychology, Portland, ME.
- Blankenship, K., Wegener, D., & Murray, R. (2010, January). *Values and attitude change: Value accessibility can increase a related attitude's resistance to change*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- Clark, J. K., Evans, A. T., & Wegener, D. T. (2010, January). *Source expertise and persuasion: The effects of perceived opposition or support on message scrutiny*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Norris, M., Fabrigar, L. R., Wegener, D. T., & Petty, R. E. (2010, January). *The influence of frequency on judgmental extremity*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Sawicki, V., Clark, J. K., Wegener, D. T., & Fabrigar, L. R. (2010, January). *Structural attitude weakness and motivational attitude strength: The role of doubt in selective exposure*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Fabrigar, L. R., & Wegener, D. T. (2010, April). *An overview of key methodological issues in conducting exploratory factor analysis*. Workshop presented at the annual meeting of the Midwestern Psychological Association, Chicago.

Sawicki, V., Clark, J. K., Wegener, D. T., & Fabrigar, L. R. (2010, April). *When weakness is strength: The effects of doubt on information selection*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago.

COLLOQUIA

University Colloquia (Departments of Psychology, unless otherwise noted):

Princeton University, January 1994

Northwestern University, January 1994

University of Kentucky, January 1994

Yale University, February 1994

Northern Illinois University, February 1994

University of Minnesota, February 1994

Northeastern University, November 1994

Princeton University, December 1995

University of Massachusetts, November 1996

Purdue University, January 1997

University of Connecticut, February 1997

New York University, May 1997

University of Michigan (Business School), December 1997

Indiana University, February 1998

University of Illinois, April 1999

Northwestern University, May 1999

Ohio State University, November 1999

Miami University - Oxford, OH, September 2000

University of Kentucky, November 2000

Washington University (St. Louis), February 2002

Ohio State University (Fisher College of Business), March 2004

University of Minnesota, April 2004

Ohio University, November 2004

Northern Illinois University, April 2005

University of Chicago, October 2005

University of Missouri, April 2008 (Keynote Address at Inaugural Psychology Day celebration)

Northwestern University, March 2009

Northwestern University (Kellogg School of Management), March 2009

Loyola University (Chicago), March 2009
University at Buffalo (SUNY), March 2009
Ohio State University, May 2009

Invited conference papers:

Midwestern Psychological Association, May 1997
Conference on Future Directions in Social Cognition, Princeton University, January 1998
DUCK Conference on Social Cognition, June 1998
Midcontinent Region of the Society for the Scientific Study of Sexuality, June 1998
DUCK Conference on Social Cognition, June 1999
DUCK Conference on Social Cognition, June 2000
SPI (Social Psychologists of Indiana), Indiana University, April 2001
Arkansas Symposium on Resistance and Persuasion, University of Arkansas, April 2002
SPSP (Society for Personality and Social Psychology) Attitudes Preconference, January 2004
Affective Processes in Evaluation (3rd EAESP Meeting on the Psychology of Attitudes), June 2008
Midwestern Psychological Association (Statistics Workshop), April, 2010
International Conference on Demography, Culture, and Marketing, Xavier Institute of Management,
Bhubaneswar, India, December, 2010

PROFESSIONAL ACTIVITIES

Professional service:

SESP Dissertation Award Selection Committee (2001)
Co-Organizer, SPSP Attitudes Preconference (2001 - inaugural meeting, 2002, 2003)
Co-Organizer, Purdue-Indiana Meeting on Persuasion Science (2006, 2007)/Group for Attitudes and
Persuasion – Purdue, Ohio State, and Northwestern (2008)/Attitudes Cavalcade (2009)
SPSP Publications Committee (2009-2011)
NSF Panel Member (Social Psychology Advisory Panel; Fall 2008 - present)

Testimony for a *U.S. House of Representatives* hearing on “Contributions of the Social Sciences to the
Energy Challenge.” Submitted to the *Subcommittee on Research and Science Education,*
Committee on Science and Technology (September, 2007). Hearing details at
http://science.house.gov/publications/hearings_markup_details.aspx?NewsID=1956

Roundtable discussant, National Science Board Task Force on Sustainable Energy, Berkeley, CA
(September, 2008)

Memberships:

American Psychological Association (APA) Society of Experimental Social Psychology (SESP)
Association for Psychological Science (APS) Society for Personality and Social Psychology (SPSP)
International Social Cognition Network (ISCON)
Midwestern Psychological Association (MPA)

Editing/Reviewing Experience:

Section Co-Editor
Social and Personality Psychology Compass (Attitudes and Social Cognition), 1/07 - present

Associate Editor

Personality and Social Psychology Bulletin, 1/00 – 12/01
Basic and Applied Social Psychology, 1/05 – 6/07

Guest Editor

Social Cognition, 1998 -- Special issue (Naive theories in social judgment and behavior)
Personality and Social Psychology Bulletin, 2009

Member – Board of Consulting Editors

Personality and Social Psychology Bulletin (1/98 - 12/99; 1/02 - 12/04; 2/09 - present)
Journal of Personality and Social Psychology (1/02 - present)
Journal of Experimental Social Psychology (1/03 - present)
Social Psychological and Personality Science (5/09 – 6/10)

Ad Hoc Reviewer -- Journals

<i>Journal of Personality and Social Psychology</i>	<i>Psychological Bulletin</i>
<i>Journal of Experimental Social Psychology</i>	<i>Psychological Review</i>
<i>Personality and Social Psychology Bulletin</i>	<i>Psychological Science</i>
<i>Personality and Social Psychology Review</i>	<i>Social Cognition</i>
<i>European Journal of Social Psychology</i>	<i>Political Psychology</i>
<i>Journal of Consumer Research</i>	<i>Psychological Inquiry</i>
<i>Journal of Consumer Psychology</i>	<i>Motivation and Emotion</i>
<i>Journal of Applied Social Psychology</i>	<i>Cognition and Emotion</i>
<i>British Journal of Social Psychology</i>	<i>Psychophysiology</i>
<i>Journal of Experimental Psychology - Applied</i>	<i>Health Psychology</i>
<i>Basic and Applied Social Psychology</i>	<i>Psychological Methods</i>
<i>Personality and Individual Differences</i>	<i>Multivariate Behavioral Research</i>
<i>Journal of Gerontology: Psychological Sciences</i>	<i>International Journal of Psychology</i>
<i>Group Processes and Intergroup Relations</i>	<i>Emotion</i>
<i>Scandinavian Journal of Psychology</i>	<i>MIS Quarterly</i>
<i>Biomass and Bioenergy</i>	<i>Bioenergy Research</i>
<i>AIDS Care: Psychological and Socio-medical Aspects of AIDS/HIV</i>	

Ad Hoc Reviewer -- Grant Panels & Research Initiatives

Israel Science Foundation (outside reviewer)
National Science Foundation – Social Psychology Grant Panel (outside reviewer); Research at Undergraduate Institutions Program (outside reviewer)
National Institutes of Health – B/START proposals
Research Grants Council, Hong Kong
Time-sharing Experiments for the Social Sciences (TESS) - an NSF-funded research initiative

Ad Hoc Reviewer -- Conferences

American Psychological Association
Eastern Psychological Association
Society for Personality and Social Psychology

TEACHING EXPERIENCE

Statistical Analysis for Experiments. Advanced undergraduate introduction to Analysis of Variance. Purdue University, 2009, 2010

Statistical Approaches to Social Psychological Data. Graduate overview of issues encountered in Analysis of Variance, Analysis of Covariance, and Regression, with emphasis on centered regression and use of regression to address research questions involving mediation. Purdue University, 2007
Reorganized to focus on Analysis of Variance and serve as first graduate statistics course, Purdue University, 2008, 2009

Introduction to Quantitative Topics in Psychology (renamed Introduction to Statistics in Psychology). Undergraduate introduction to statistics in psychology. Purdue University, 2005, 2006, 2007, 2008

Research Methods in Social and I/O Psychology. Second semester of a graduate course on methods used in basic and applied research, with an emphasis on application of methodological content to journal reviewing. Purdue University. 1999, 2000, 2005

Introduction to Social Psychology. Large undergraduate course introducing the theories and findings of social psychology. Purdue University. 1998, 1999, 2000, 2001, 2003

Psychology of Attitudes and Attitude Change. Advanced undergraduate course addressing the history and major developments in the psychological study of attitude change. Purdue University. 1998, 2000, 2002, 2003

Attitudes and Attitude Change. Graduate "core" course in attitude change introducing techniques of attitude measurement, classic theories of attitude change, and contemporary models/phenomena. Purdue University. 1998, 1999, 2000, 2001, 2002, 2004, 2005, 2007 Reorganized to list as combined undergraduate and graduate, Purdue University, 2009

Survey of Social Psychology. Graduate level introduction to the field of social psychology. Purdue University. 2000, 2001, 2002

Readings in Consumer Psychology. Undergraduate seminar exploring the application of social psychological principles to advertising and consumer behavior. Yale University. 1997

Attitudes: Theory and Measurement. Graduate "core" course in attitude change introducing techniques of attitude measurement, classic theories of attitude change, and contemporary models/phenomena. Yale University. 1997

The Modern Study of Attitude Change: Measurement, Models, Myth, and Moderation. Undergraduate introduction to the social psychological (experimental) study of attitude change in the 20th century. Yale University. 1996

Data Analysis: Quantitative Variables. Graduate statistics course with focus on ANOVA, contrast analyses, correlation and regression. Yale University. 1995, 1996

Contemporary Issues in Attitude Structure and Function. Graduate/Undergraduate seminar in current research and theories of attitude change. Yale University. 1994

Psychology Department Statistical Consultant. Provided department faculty and students with advice and assistance in all aspects of research design and analysis. Ohio State University. 1993-1994