

VITA

NAME: Robert S. Wyer, Jr.

EDUCATIONAL HISTORY:

B.E.E., Rensselaer Polytechnic Institute, 1957
M.E.E., New York University, 1959
Ph.D., University of Colorado, 1962

Title of Thesis: A model of cognitive structure
(Director: W. A. Scott)

PROFESSIONAL HISTORY:

6/56-9/56 General Electric Company, Schenectady, New York
6/57-9/59 Bell Telephone Laboratories, Whippany, New Jersey
6/60-9/60 Dunlap & Associates, Inc., Stamford, Connecticut
6/61-9/61 Hughes Aircraft Company, Culver City, CA
6/62-9/62 Hughes Aircraft Company, Culver City, CA
1959-1962 Part-time Research Assistant, University of Colorado
1962-1963 Research Associate, University of Colorado
1963-1965 Assistant Professor, Institute of Child Behavior and
Development, University of Iowa
1965-1967 Assistant Professor, University of Illinois, Chicago, Illinois
1967-1971 Associate Professor, University of Illinois, Chicago, Illinois
1971-1973 Professor, University of Illinois, Chicago, Illinois
1973-1995 Professor, Department of Psychology, University of Illinois, Urbana-Champaign
1987 Research Professor, Survey Research Laboratory, Univ. of Ill.
1993-1994 Research Professor, Institute of Government and Public Affairs, University of Illinois
2009-2011 J. M. Jones Chair Professor of Marketing, University of Illinois, Urbana-Champaign

VISITING APPOINTMENTS

Visiting Psychologist, University of Sheffield, England, 1971-72
Guest Research Professor, University of Mannheim, Germany
Summers, 1977, 1978, 1980, 1988, 1989, 1991
Fall, 1980, 1987
Visiting Scholar, Stanford University, 1979
Visiting Professor, Katholieke Universiteit Leuven, Belgium, 1982
Humboldt Research Fellow, University of Mannheim, Germany, 1981, 1983
Humboldt Research Fellow, University of Heidelberg, Germany, 1993, 1994, (summers)
Visiting Scholar, University of New South Wales, 1994
Guest Professor, University of Wuerzburg, Germany, 1997
Visiting Professor, Hong Kong University of Science and Technology,
1998-2000, 2001-2009
Visiting Professor, Chinese University of Hong Kong, 2011-

PROFESSIONAL SOCIETIES:

Fellow, Division 8, American Psychological Association
Society for Experimental Social Psychologists

HONORS AND AWARDS

Honor Societies:

Tau Beta Pi
Eta Kappa Nu

Scholarships and Fellowships:

Southern Tier Alumni Scholarship, 1953-1957
New York State Scholarship, 1957-1958
USPHS Traineeship, 1959-1960; 1961-1962
NIMH Research Fellowship, 1960-1961

Appointments

Associate, Center for Advanced Study, Univ. of Illinois, 1978-79
Associate, Center for Advanced Study, Univ. of Illinois, 1987-88

Awards:

Alexander von Humboldt Special Research Prize for Distinguished Scientists, Germany, 1981
(30,000 DM)

Alexander von Humboldt Special Research Prize (Renewal); Germany, 1993-94 (22,500DM)

First recipient, Thomas M. Ostrom Award for Distinguished Contributions to Person Memory and Social Cognition, 1998.

Distinguished Scientific Contribution Award, Society for Experimental Social Psychology, 2008.

Distinguished Scientific Contribution Award, Society for Consumer Psychology, 2011.

Best Competitive Paper, Association of Consumer Research Convention, 2008 ("The Comparative Mindset: From Animal Comparisons to Increased Purchase Intentions," with Jing Xu).

Listings: (partial summary)

Who's Who in America
American Men of Science
Who's Who in the Midwest
Who's Who in the World
Who's Who in Frontier Science and Technology
International Authors and Writers Who's Who

Other Recognition

Ranked first in productivity among all active social and personality psychologists, based on publications in social and personality psychology journals, 1980-1989. (R. Gordon & P. Vicari, *Personality and Social Psychology Bulletin*, 1992, 18, 26-38.)

Ranked 7th in impact among all psychologists, based on citations of papers published, 1986-1990. (based on review by E. Garfield, Institute for Scientific Information, published in APS Observer, 1992.)

14th most heavily cited article in psychology, 1986-1990 (specifically, R. Wyer & T. Srull, Human cognition in its social context, *Psychological Review*, 1986, 93, 322-359). (based on review by E. Garfield, Institute for Scientific Information, published in APS Observer, 1992).

11th most heavily cited article in *Social Cognition*, 1997-2007 (Briley, D. A., & Wyer, R. S., (2001). Transitory determinants of values and decisions: The utility (or nonutility) of individualism and collectivism in understanding cultural differences. *Social Cognition*, 19, 197-227).

Listed first in number of publications in *Journal of Personality and Social Psychology*, 1965-1995 (51 publications) (cited in Quinones-Vidal, E., Lopez-Garcia, J., Penaranda-Ortega, M., & Totosa-Gil, F. (2004). The nature of social and personality psychology as reflected in *JPSP*, 1965-2000. *Journal of Personality and Social Psychology*, 86,435-452.)

Dedicated book: Bodenhausen, G. V., & Lambert, A. J. (Eds.) (2004) *Foundations of social cognition: A festschrift in honor of Robert S. Wyer, Jr.* Mahwah, NJ: Erlbaum.

Festschrifts in my honor:

1. University of Illinois, 2001
2. Korea University, Seoul, Korea 2004

EDITORIAL RESPONSIBILITIES

Editor: *Journal of Experimental Social Psychology*, 1977-79

Associate Editor: *Journal of Experimental Social Psychology*, 1974-76

Series editor (with J. Kuklinski) *Cambridge studies in political psychology*. Cambridge University Press, 1991-97.

Editor: *Journal of Consumer Psychology*, 2002- 2005.

Editorial Boards:

Journal of Personality & Social Psychology, 1973-1980, 1985-1994, 2001-2004.

Journal of Experimental Social Psychology, 1971-1974, 1980-1994.

Journal of Experimental Psychology: Learning, Memory, Cognition, 1980-1989.

Journal of Consumer Psychology, 1991-2002, 2006-
Memory, 1991-1994.

European Journal of Social Psychology, 1998-2006

Personality and Social Psychology Review, 2006-2009

Media Psychology, 2006

Asian Journal of Social Psychology, 2008-

Journal of Consumer Research, 2011-

Editorial Reviewer:

Psychological Review, Psychological Bulletin, Journal of Applied Social Psychology, Canadian Journal of Psychology, British Journal of Social and Clinical Psychology, Psychological Reports, European Journal of Social Psychology, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Bulletin, Social Cognition, Journal of Consumer Research, Basic and Applied Social Psychology, Journal of Abnormal Psychology, Developmental Psychology, Journal of Marketing Research, Journal of Personality, Journal of Advertising

Grant Proposal Evaluator:

National Science Foundation, 1979-present
National Institutes of Mental Health, 1981-present

OTHER PROFESSIONAL RESPONSIBILITIES

Co-chair, Div. 23 Program, American Psychological Association Convention, Hawaii, 2003
Co-chair, Hong Kong Conference on Cultural Influences on Behavior, December 2006

RESEARCH GRANTS:

Assistant Director, USOE Cooperative Research Project 1139A,
"Non-intellective factors associated with scholastic achievement",
9/1962-6/1963; 9/1965-6/1966.

University instructional award for development of undergraduate teaching, University of Illinois,
Summer 1966.

Co-director, University-sponsored research in intellective and background factors associated with
scholastic achievement of culturally disadvantaged students, 1965-1966.

Director, University of Illinois Research Board grant, "Motivational and situational determinants of
perseverance on achievement tasks among culturally disadvantaged preschool-age children",
1966-1967.

Principal investigator, National Science Foundation Grant GS-1356, "The development and
modification of attitudes toward persons", 9/1966-8/1967; Renewal grant, GS-2291, 9/1968-
8/1970.

Principal investigator, Urban Education Research Program (University of Illinois), "The police in urban
society: The role of the policeman as viewed by the police officer and the community", 1969-
1970.

Principal investigator, National Science Foundation Grant, GS-29241, "A quantitative description of
information integration processes",
9/1971-8/1973.

Principal investigator, National Science Foundation Grant, GS-39938, "A quantitative description of
information integration processes",
9/1973-12/1974.

Principal investigator, University of Illinois Research Board grant for research on cognitive organization, 8/1974-7/1975.

Principal investigator, National Science Foundation Grant SOC73-0568, "immediate and persisting effects of information upon logically-related cognitions", 1/1975-12/1976.

Principal investigator, University of Illinois Research Board grant for research on social inference and attribution processes, 9/1976-6/1977.

Principal investigator, NSF grant BNS76-24001, "The organization of previously formed cognitions and its role in social inference and belief change", 6/1977-8/1980.

Principal investigator, NSF grant BNS80-29326, "The representation of social stimuli in memory and its effect on social judgment", 9/1980-8/1983. \$110,000

Principal investigator, NSF grant BNS83-02105, "The representation of social information in memory" (with T. Srull), 9/83-8/86. \$100,000

Principal investigator, NIMH grant, MH3-8585-01, "The cognitive processing of social information" (with T. Srull), 1/84-12/85. \$92,000

Principal investigator (with T. Srull), University Research Board grant to develop a social cognition laboratory and conduct preliminary research on the cognitive organization of social information; 8/83-6/84, \$12,500

Principal investigator NIMH grant, MH3-8585-03, BSR "The cognitive processing of social information" (with T. Srull) 7/86-6/88. \$124,000.

Coinvestigator (with J. Kuklinski), University Research Board grant for research on political judgment and decision making, 11/87-6/88, \$6,000

Principal investigator, NIMH grant MH3-8585-05, BSR, "The cognitive processing of social information" (with T. Srull, 1/1/89-12/31/91. \$243,000.

Principal investigator, NSF grant NSF SBR 94-07058, "The cognitive processing of social information". 8/94-7/96. \$107,000.

Principal investigator, NIMH grant 1-R01-MH52616, "The role of narratives in information processing. 8/96-7/02. \$650,000.

Co-investigator (with Donnel Briley), RGC grant HKUST6022/00H, "The influence of culture, situations and values on intrapersonal and interpersonal decisions," 1/00-7/04. \$700,000 HKD.

Co-investigator (with R. Adaval), RGC grant HKUST6053/01H: "The mental representation of event sequences and its influence on judgments", 8/02-7/04, \$730,000 HKD

Co-investigator (with R. Adaval), RGC grant, "Processing information in multiple sense modalities: Impact on judgments and decisions," 8/04-7/07, \$850,000 HKD.

Co-investigator (with M. Galli & R. Adaval). RGC grant, "Cross-cultural differences in reactivity to emotion-eliciting visual and verbal stimuli: Impact on consumer responses," 1/09-12/10, \$813,450 HKD.

PUBLICATIONS:

1. Authored Books

Wyer, R. S. (1974). Cognitive organization and change. Hillsdale, NJ: Erlbaum.

Wyer, R. S., & Carlston, D. E. (1979). Social cognition, inference, and attribution. Hillsdale, NJ: Erlbaum.

Wyer, R. S., & Srull, T. K. (1989). Memory and cognition in its social context. Hillsdale, NJ: Erlbaum.

Wyer, R. S. (2004). Social comprehension and judgment: The role of situation models, narratives and implicit theories. Mahwah, NJ: Erlbaum.

2. Edited Books

Wyer, R. S., & Srull, T. K. (Eds.) (1984). *Handbook of social cognition*. (Vols. 1-3). Hillsdale, NJ: Erlbaum.

Wyer, R. S., & Srull, T. K. (Eds.) (1994). *Handbook of social cognition, 2nd edition*. Hillsdale, NJ: Erlbaum.

Wyer, R. S. & Srull, T. K. (Eds.) (1988-1993). *Advances in social cognition*_(vol. 1-6) Hillsdale, NJ: Erlbaum.

Vol. 1 (1988): A dual process model of impression formation

Vol. 2 (1989): Social intelligence and cognitive assessments of personality

Vol. 3 (1990): Content and process specificity in the effects of social experience

Vol. 4 (1991): The content, structure and operation of thought systems

Vol. 5 (1992): The representation of trait and behavioral knowledge about self

Vol. 6 (1993): Toward a general theory of anger and emotion

Wyer, R. S. (Ed.) (1994-1999) *Advances in social cognition* (vol. 7-12). Hillsdale, NJ: Erlbaum.

Vol. 7 (1994): Associated Systems Theory

Vol. 8 (1995): Knowledge and memory: The real story

Vol. 9 (1996): Ruminative thoughts

Vol. 10 (1997): The automaticity of everyday life

Vol. 11 (1998): Stereotype activation and inhibition

Vol. 12 (1999): Perspectives on behavioral self-regulation

Wyer, R. S., Chiu, C.-y., & Hong, Y.-y. (Eds.) (in press). *Understanding culture: Theory, research and application*. New York: Psychology Press.

3. Theoretical Articles (partial listing)

Wyer, R. S., & Goldberg, L (1970) A probabilistic analysis of the relationships among beliefs and attitudes. *Psychological Review*, 77, 100-120.

- Wyer, R. S. (1973) Category ratings as "subjective expected values": Implications for attribute formation and change. *Psychological Review*, 80, 446-467.
- Wyer, R. S., & Hartwick, J. (1980) The role of information retrieval and conditional inference processes in belief formation and change. In L. Berkowitz (Ed.), *Advances in experimental social psychology*, Vol. 13. New York: Academic Press.
- Wyer, R. S. & Srull, T. K. (1986). Human cognition in its social context. *Psychological Review*, 93, 322-359.
- Srull, T. K., & Wyer, R. S. (1989). Person memory and judgment. *Psychological Review*, 96, 58-83.
- Wyer, R. S., & Collins, J. E. (1992). A theory of humor elicitation. *Psychological Review*, 99, 663-688.
- Wyer, R. S., & Gruenfeld, D. H. (1995) Pragmatic information processing in social contexts: Implications for social memory and judgment. In M. Zanna (Ed.) *Advances in experimental social psychology*, (Vol. 27, pp 49-92) San Diego, CA: Academic Press.
- Wyer, R. S., & Radvansky, G. A. (1999). The comprehension and validation of social information. *Psychological Review*, 106, 89-118.
- Wyer, R. S., Clore, G. L., & Isbell, L. M. (1999). Affect and information processing. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 31, pp. 1-77). San Diego, CA: Academic Press.
- Wyer, R. S., Adaval, R., & Colcombe, S. J. (2002). Narrative-based representations of social knowledge: Their construction and use in comprehension, memory and judgment. In M. P. Zanna (Ed.) *Advances in experimental social psychology* (Vol. 34, pp. 131-197). San Diego: Academic Press.

4. Book Chapters and Journal Articles

1964

- Wyer, R. S. Assessment and correlates of cognitive differentiation and integration. Journal of Personality, 1964, 32, 495-509.

1965

- Wyer, R. S., Weatherly, D., & Terrell, G. Social role, aggression, and academic achievement. Journal of Personality and Social Psychology, 1965, 1, 645-649.
- Wyer, R. S., & Terrell, G. Social role and academic achievement. Journal of Personality and Social Psychology, 1965, 2, 117-120.
- Wyer, R. S. Self-acceptance, discrepancy between parents' perceptions of their children, and goal-seeking effectiveness. Journal of Personality and Social Psychology, 1965, 2, 311-316.
- Wyer, R. S. The effect of child-rearing attitudes and behavior on children's responses to the hypothetical social situations. Journal of Personality and Social Psychology, 1965, 2, 480-486.

1966

- Wyer, R. S. The effects of incentives to perform well, group attractiveness and group acceptance on conformity in a judgmental task. Journal of Personality and Social Psychology, 1966, 4, 21-26. (Also in E. F. Borgatta (Ed.), Social psychology: Readings and perspective. Chicago: Rand McNally, 1969; and in J. P. Hill & J. Shelton (Eds.), Adolescent development. New York: Prentice-Hall).
- Wyer, R. S., & Love, J. M. Response speed following failure in a two choice game as a function of reward, punishment and response pattern. Journal of Experimental Psychology, 1966, 72, 571-579.
- Wyer, R. S. Behavioral correlates of academic achievement: Conformity under achievement-and-affiliation-incentive conditions. Journal of Personality and Social Psychology, 1967, 3, 255-265.
- Wyer, R. S., & Bednar, R. Some determinants of perseverance in achievement-related activity. Journal of Experimental Social Psychology, 1967, 3, 255-265.

1968

- Wyer, R. S. Behavioral correlates of academic achievement: II. Pursuit of individual vs. group goals in a decision-making task. Journal of Educational Psychology, 1968, 59, 74-81.
- Wyer, R. S. Effects of task reinforcement, social reinforcement and task difficulty on perseverance in achievement-related activity. Journal of Personality and Social Psychology, 1968, 8, 269-276.
- Wyer, R. S., & Dermer, M. Effect of context and instructional set upon evaluations of personality-trait adjectives. Journal of Personality and Social Psychology, 1968, 9, 7-14.
- Harvey, O. J., Reich, J., & Wyer, R. S. Effects of attitude direction, attitude intensity and structure of beliefs upon differentiation. Journal of Personality and Social Psychology, 1968, 10, 472-478.
- Wyer, R. S. The effects of information redundancy on evaluations of social stimuli. Psychon. Sci., 1968, 13, 245-246.

1969

- Wyer, R. S. Effects of general response style on own attitude and the interpretation of attitude-relevant messages. Brit. J. Soc. Clin. Psychol., 1969, 8, 104-115.
- Wyer, R. S., & Schwartz, S. Some contingencies in the effects of the source of a communication upon the evaluation of that communication. Journal of Personality and Social Psychology, 1969, 11, 1-9.
- Wyer, R. S., & Watson, S. F. Context effects in impression formation. Journal of Personality and Social Psychology, 1969, 12, 22-33.
- Wyer, R. S. A quantitative comparison of three models of impression formation. Journal of Exp. Res. Pers., 1969, 4, 29-41.
- Wyer, R. S. The prediction of behavior in two-person games. Journal of Personality and Social

Psychology, 1969, 13, 222-238.

1970

Wyer, R. S. Review: E. F. Borgatta & W. Lambert (Eds.), Handbook of personality theory and research. Contemporary Psychology, 1970.

Wyer, R. S. Information redundancy, inconsistency and novelty and their role in impression formation. Journal of Experimental Social Psychology, 1970, 6, 111-127.

Wyer, R. S., & Goldberg, L. A probabilistic analysis of the relationships among beliefs and attitudes. Psychol. Rev., 1970, 77, 100-120.

Wyer, R. S. The prediction of evaluations of social role occupants as a function of the favorableness, relevance and probability associated with attributes of these occupants. Sociometry, 1970, 33, 79-96.

Wyer, R. S. The quantitative prediction of belief and opinion change: A further test of a subjective probability model. Journal of Personality and Social Psychology, 1970, 16, 559-571.

Wyer, R. S., & Lyon, J. L. A test of cognitive balance theory implications for social inference processes. Journal of Personality and Social Psychology, 1970, 16, 598-618.

1971

Wyer, R. S. The effects of outcome matrix and partner's behavior in two person games. Journal of Experimental Social Psychology, 1971, 7, 190-210.

Wyer, R. S., & Polen, S. Some effects of fate control on the tendency to benefit an exploitative other. Journal of Personality and Social Psychology, 1971, 20, 44-54.

1972

Wyer, R. S. Test of a subjective probability model of social evaluation processes. Journal of Personality and Social Psychology, 1972, 22, 279-286.

Wyer, R. S., & Malinowski, C. Effects of sex and achievement level upon individualism and competitiveness in social interaction. Journal of Experimental Social Psychology, 1972, 8, 303-314.

Rosen, N., & Wyer, R. S. Some evidence for the "Socratic effect" using a subjective probability model of cognitive organization. Journal of Personality and Social Psychology, 1972, 24, 420-424.

Wyer, R. S., & Polsky, H. Test of a subjective probability model for predicting receptiveness to alternative explanations of individual behavior. Journal Exp. Res. Pers., 1972, 6, 220-229.

1973

Wyer, R. S. The effects of information inconsistency and grammatical context upon evaluation of persons. Journal of Personality and Social Psychology, 1973, 25, 45-49.

Wyer, R. S. Category ratings as "subjective expected values": Implications for attribute formation and

change. Psychological Review, 1973, 80, 446-467.

Wyer, R. S. Further test of a subjective probability model of social inference processes. Journal of Research in Personality, 1973, 7, 237-253.

1974

Wyer, R. S. Changes in meaning and halo effects in personality impression formation. Journal of Personality and Social Psychology, 1974, 29, 829-835.

Wyer, R. S. Social psychology for the non-professional. Review of D. Linder (Ed.), Psychological dimensions of social interaction. Contemporary Psychology, 1974, 19, 310.

Wyer, R. S. Some implications of the "Socratic effect" for alternative models of cognitive consistency. Journal of Personality, 1974, 42, 399-419.

Wyer, R. S. Cognitive organization and change: An information-processing approach. Hillsdale, NJ: Lawrence Erlbaum Associates, 1974.

1975

Wyer, R. S. Direct and indirect effects of essay writing and information about other persons' opinions upon beliefs in logically related positions. Journal of Personality and Social Psychology, 1975, 31, 59-63.

Wyer, R. S. Functional measurement analysis of a subjective probability model of cognitive functioning. Journal of Personality and Social Psychology, 1975, 31, 94-100.

Wyer, R. S. Some informational determinants of one's own liking for a person and beliefs that others will like this person. Journal of Personality and Social Psychology, 1975, 31, 1041-1053.

Wyer, R. S., Jr., Henninger, M., & Wolfson, M. Informational determinants of females' self-perceptions and observers' perceptions of them in an achievement situation. Journal of Personality and Social Psychology, 1975, 32, 556-570.

Wyer, R. S. The role of probabilistic and syllogistic reasoning in cognitive organization and social inferences. In M. Kaplan & S. Schwartz (Eds.), Human judgement and decision processes. New York: Academic Press, 1975.

1976

Wyer, R. S. An investigation of the relations among probability estimates. Organizational Behavior and Human Performance, 1976, 15, 1-18.

Wyer, R. S. Effects of previously formed beliefs on syllogistic inference processes. Journal of Personality and Social Psychology, 1976, 33, 307-316.

Wyer, R. S., & Hinkle, R. L. Informational factors underlying inferences about hypothetical persons. Journal of Personality and Social Psychology, 1976, 34, 481-495.

Podeschi, D. M., & Wyer, R. S. Acceptance of generalizations based on inductive and deductive evidence. Journal of Personality and Social Psychology, 1976, 34, 496-509.

Henninger, M., & Wyer, R. S. The recognition and elimination of inconsistencies among syllogistically related beliefs: Some new light on the "Socratic effect". Journal of Personality and Social Psychology, 1976, 34, 680-693.

1977

Wyer, R. S., Henninger, M., & Hinkle, R. L. An informational analysis of actors' and observers' belief attributions in a role-playing situation. Journal of Experimental Social Psychology, 1977, 13, 199-217.

Gruder, C. L., Stumphhauser, A., & Wyer, R. S. Improvement in experimental performance as a result of debriefing about deception. Personality and Social Psychology Bulletin, 1977, 3, 434-437.

Wyer, R. S. The role of logical and nonlogical factors in making inferences about category membership. Journal of Experimental Social Psychology, 1977, 13, 577-595.

Wyer, R. S. Attitudes, beliefs, and information acquisition. In R. C. Anderson et al. (Eds.), Schooling and the acquisition of knowledge. Hillsdale, NJ: Lawrence Erlbaum Associates, 1977.

1978

Wyer, R. S., & Podeschi, D. M. The acceptance of generalizations about persons, objects, and events. In R. Revlis & R. E. Mayer (Eds.), Human reasoning. Washington, D.C.: V. H. Winston, 1978.

1979

Strull, T. K., & Wyer, R. S. The role of category accessibility in the interpretation of information about persons: Some determinants and implications. Journal of Personality and Social Psychology, 1979, 37, 1660-1672.

Kravitz, D. A., & Wyer, R. S. The effects of behavioral intentions and consequences on judgments of the actor and other: An S-V-O analysis. Journal of Personality and Social Psychology, 1979, 37, 1561-1575.

Wyer, R. S., & Carlston, D. Social cognition, inference and attribution. Hillsdale, NJ: Lawrence Erlbaum Assoc., 1979.

1980

Hastie, R., Ostrom, T., Ebbesen, E., Wyer, R., Hamilton, D., & Carlston, D. Person memory: Cognitive basis of social perception. Hillsdale, NJ: Lawrence Erlbaum Assoc., 1980.

Wyer, R. S., & Strull, T. K. The processing of social stimulus information: A conceptual integration. In R. Hastie et al., Person memory: Cognitive basis of social perception. Hillsdale, NJ: Lawrence Erlbaum Assoc., 1980.

Strull, T. K., & Wyer, R. S. Category accessibility and social perception: Some implications for the study of person memory and interpersonal judgments. Journal of Personality and Social Psychology, 1980, 38, 841-856.

Wyer, R. S., & Hartwick, J. The role of information retrieval and conditional inference processes in belief formation and change. In L. Berkowitz (Ed.), Advances in experimental social psychology, Vol. 13. New York: Academic Press, 1980.

Wyer, R. S. What is an "Advance" in experimental social psychology? Review of L. Berkowitz (Ed.) Advances in experimental social psychology, Vol. 12, Contemporary Psychology, 1980, 25, 606-608.

Wyer, R. S. The acquisition and use of social knowledge: Basic postulates and representative research. Invited paper, Personality and Social Psychology Bulletin, 1980, 6, 558-573.

1981

Wyer, R. S., & Srull, T. K. Category accessibility: Some theoretical and empirical issues concerning the processing of social stimulus information. In E. T. Higgins, P. C. Herman, & M. Zanna (Ed.) The Ontario symposium on personality and social psychology: Social cognition. Hillsdale, NJ: Lawrence Erlbaum Associates, 1981.

Wyer, R. S. An information-processing perspective on social attribution. In J. Harvey, W. Ickes, & R. Kidd (Eds.), New directions in attribution theory and research, 3, Hillsdale, NJ.: Lawrence Erlbaum Associates, 1981.

Wyer, R. S. Social psychology: In L. Bourne & B. Ekstrand, Psychology: Its principles and meanings. New York: Holt, Rinehart & Winston, 1981.

Wyer, R. S. A multidimensional scaling approach to communication processes. Review of J. Woelfel & E. L. Fink, The measurement of communication processes: Galileo theory and method. Contemporary Psychology, 1981 26, 837-838.

1982

Wyer, R. S., & Gordon, S. E. The recall of information about persons and groups. Journal of Experimental Social Psychology, 1982, 18, 128-164.

Wyer, R. S., Srull, T. K., Gordon, S. E., & Hartwick, J. The effects of taking a perspective on the recall of prose material. Journal of Personality and Social Psychology, 1982, 43, 674-688.

1983

Loken, B., & Wyer, R. S. The effects of reporting beliefs in syllogistically-related propositions on the recognition of unmentioned propositions. Journal of Personality and Social Psychology, 1983, 45, 306-322.

Wyer, R. S., & Frey, D. The effects of feedback about self and others on the cognitive processing of feedback-relevant information. Journal of Experimental Social Psychology, 1983, 19, 540-559.

Srull, T.K., & Wyer, R.S. The role of control processes and structural constraints in models of memory and social judgment. Journal of Experimental Social Psychology, 1983, 19, 497-521.

1984

- Wyer, R. S., & Hartwick, J. The recall and use of belief statements as bases for judgments: Some determinants and implications. Journal of Experimental Social Psychology, 1984, 20, 65-85.
- Wyer, R.S., Srull, T.K., & Gordon, S. The effects of predicting a person's behavior on subsequent judgments. Journal of Experimental Social Psychology, 1984, 20, 29-46.
- Srull, T.K., & Wyer, R.S. Progress and problems in cognitive social psychology. In J. Royce & R. Rieber (Eds.) Annals of theoretical psychology, vol. 1, New York: Plenum, 1984.
- Gaelick, L., & Wyer, R.S. Freud's not-so-secret theories: A potential stimulant to contemporary cognitive theorizing. In J. Royce & R. Rieber (Eds.) Annals of theoretical psychology, vol. 1. New York: Plenum, 1984.
- Wyer, R.S., Srull, T.K. (Eds.) Handbook of social cognition. Hillsdale, NJ: Lawrence Erlbaum Associates, 1984.
- Wyer, R.S., & Gordon, S.E. The cognitive representation of social information. In R.S. Wyer & T. Srull (Eds.) Handbook of social cognition. Hillsdale, NJ: Erlbaum, 1984.
- Wyer, R.S., Bodenhausen, G.V., & Srull, T. K. The cognitive representation of persons and groups and its effect on recall and recognition memory. Journal of Experimental Social Psychology, 1984, 20, 445-469.

1985

- Wyer, R.S., Bodenhausen, G.V., & Gorman, T.F. (1985). Cognitive mediators of reactions to rape. Journal of Personality and Social Psychology, 48, 324-378.
- Schwarz, N., & Wyer, R.S. (1985). Effects of rank ordering stimuli on magnitude ratings of these and other stimuli. Journal of Experimental Social Psychology, 21, 30-46.
- Bodenhausen, G.V., & Wyer, R.S. (1985). Effects of stereotypes on decision-making and information-processing strategies. Journal of Personality and Social Psychology, 48, 267-282.
- Wyer, R.S., & Unverzagt, W.H. (1985). The effects of instructions to disregard information on its subsequent recall and use in making judgments. Journal of Personality and Social Psychology, 48, 533-549.
- Gaelick, L., Bodenhausen, G. V., & Wyer, R. S. (1985). Emotional communication in close relationships. Journal of Personality and Social Psychology, 49, 1246-1265.
- Wyer, R. S., & Bodenhausen, G. V. (1985). Event memory: The effects of processing objectives and time delay on memory for action sequences. Journal of Personality and Social Psychology, 49, 304-316.
- Wyer, R. S. Shoben, E. J., Fuhrman, R. F., & Bodenhausen, G. V. (1985). Event memory: The cognitive representation of social action sequences. Journal of Personality and Social Psychology, 49, 857-877.
- Wyer, R. S. (1985). The mathematics of attitude change: Where did the psychology go? Review of J.

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INVITED COLLOQUIA, PAPERS, CONFERENCES (Not updated, 1990-2003)

1. Invited address, Midwestern Psychological Association Convention, Chicago, 1979.
2. Invited participant in the following conferences and symposia:
 - a. NSF Workshop in Person Perception, 1974
 - b. Conference on Schooling and the Acquisition of Knowledge, San Diego, 1975
 - c. Workshop on Person Perception, Ohio State University, 1977
 - d. Conference on Judgment and Decision-Making, University of Colorado, 1978
 - e. Ontario Symposium on Personality and Social Psychology, University of Western Ontario, 1978
 - f. Symposium, University of Rochester, "Critical Evaluations of Memory Research: Perspectives from Cognitive, Developmental and Social Psychology", May 1981.
 - g. Workshop on person memory, Nashville, Indiana: October, 1982
 - h. Conference on social psychological aspects of decision making; University of Mannheim, Germany, September 4-17, 1983.
 - i. Conference on the Social Psychology of Knowledge, Tel Aviv University, Israel, June 17-21, 1984*
 - j. Two symposia at the 23rd International Congress of Psychology, Acapulco, Mexico, September 1984;*
 - i. Symposium on Critical Problems in Cognitive Psychology
 - ii. Symposium on Social Cognition
 - k. First G. Stanley Hall Symposium in Psychology: Memory. Williams College, October 1986
 - l. Conference on survey research and social cognition; University of Mannheim, July, 1988
 - m. Symposium on communication and the formation of public opinion, International Conference in Political Science, Tel Aviv, Israel, July 1989
 - n. NEH Symposium on Democratic Theory, Williams College, July 31-Aug. 4, 1989
 - o. Conference on Evaluation and Emotions in Social Cognition. University of Gdansk, Poland, June 1-4, 1989
 - p. Invited conference on constructive processes in social judgment. University of Georgia, February 1990.

I stopped keeping track of these things between 1990 and 2003.

- q. Invited workshop on social information processing, University of Wuerzburg, Germany, 1997
- r. Keynote speaker, Conference of Advertising and Consumer Psychology, Montreal, Canada, May, 2004
- s. Invited speaker, International Marketing Symposium, Univ. of Korea, Seoul, Korea, May 20-21, 2005
- t. Keynote speaker, 13th International Conference on Advertising and Public Relations, National Chengchi University, Taipei, Taiwan, Oct 21-22, 2005.
- u. Coorganizer, Hong Kong Conference on Cultural Influences on Behavior, 2006.
- v. Keynote speaker, Society for Consumer Psychology conference, Atlanta, 2011.

RESEARCH SUPERVISION

1. Ph.D. Dissertations Directed (total: 34)

- 1975--Paul Dreyer
Mario Sussman
- 1976--John Lepinski
Vesta Daniel (Art)
Seppo Iso-Ahola (Recr)
- 1977--Donal Carlston (winner, SESP Dissertation Award)
- 1978--Barbara Martin
- 1979--John Lynch
Ronald Hinkle
- 1980--Thomas Srull
- 1981--John Hartwick
Marilyn Henninger,
Barbara Loken
- 1982--Sallie Gordon
Paul Goldstein
- 1986--Robert Fuhrman
- 1987--Janice Kelly
Galen Bodenhausen,
Sung-tai Hong (Marketing) (Winner, Robert Ferber Dissertation Award)
- 1989-- Ellen Riggle (Political Science)
- 1991-- Stephen Ahadi,
Lee Budesheim
- 1992--Stephen Levine
Alan Lambert
David Trafimow
- 1993--Deborah Gruenfeld (Winner, SESP Dissertation Award),
Larry Seidlitz
- 1997--Dolores Albarracin
- 1999--Linda Isbell
- 2003--Catherine Yeung
- 2006--Candy Fong
- 2008--Hao Shen (winner, 2009 SCP Young Contributor Award)
Iris Hung

Yuwei Jiang (co-director)
2010--Jing Xu

2. Masters Theses Supervised (total: 30)

3. Postdoctoral students supervised (total: 4)

Norbert Schwarz
Fritz Strack
Leonard Martin
Michaela Waenke

TEACHING

The following are summary course evaluations of graduate courses taught in the area of consumer information processing while at Hong Kong University of Science and Technology and the University of Illinois. Ratings are on a scale from 0 to 100, or 1 to 5.

Year	N	Course	Instructor
HKUST			
1998	4	87.4	100
1999	2	83.4	100
2002	5	96.5	100
2004	8	92.9	100
2005	13	97.0	100
2006	17	92.3	96.2
2007	19	94.4	95.4
2008	17	96.6	97.1
Univ. of Ill			
2009	17	4.6/5.0	4.6/5.0
2009	10	4.8/5.0	4.7/5.0
2010	10	5.0/5.0	5.0/5.0
2010	7	4.9/5.0	5.0/5.0