

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

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-present

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.

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-

Media Psychology, 2006

Asian Journal of Social Psychology, 2008-

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.

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

- Srull, 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., & Srull, 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.
- Srull, 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
- Srull, T.K., & Wyer, R.S. (1985). The role of chronic and temporary goals in social information processing. In E. T. Higgins & R. Sorrentino (Eds.), Handbook of cognition and motivation. New York: Guilford Press.
- 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. E. Hunter, J. E. Danes, & S. H. Cohen, "Mathematical models of attitude change: Change in

single attitudes and cognitive structure." Contemporary Psychology, 31, 33-35.

1986

Wyer, R. S. & Srull, T. K. (1986). Human cognition in its social context. Psychological Review, 93, 322-359.

Wyer, R.S., & Martin, L. L. (1986). Person memory: The role of traits, group stereotypes and specific behaviors in the cognitive representation of persons. Journal of Personality and Social psychology, 50, 661-675.

Futoran, G.C., & Wyer, R.S. (1986). Effects of traits and gender stereotypes on occupational suitability judgments and the recall of judgment-relevant information. Journal of Experimental Social Psychology, 22, 475-503.

1987

Bodenhausen, G.V., Gaelick, L., & Wyer, R.S. (1987). Affective and cognitive factors in intragroup and intergroup communication. In C. Hendrick (Ed.), Review of Personality and Social Psychology: Group processes and intergroup relations (Vol. 8). New York: Sage Publishers.

Wyer, R. S., & Budesheim, T. L. (1987) Person memory and judgments: The impact of information that one is told to disregard, Journal of Personality and Social Psychology, 53, 14-29.

Gordon, S. E., & Wyer, R. S. (1987). Person memory: The organization of behaviors in terms of traits and situation. Journal of Personality and Social Psychology, 53, 648-662.

1988

Bodenhausen, G. V., & Wyer, R. S. (1988). Social cognition and social reality: Information acquisition and use in the laboratory and real world. In H. J. Hippler, N. Schwarz, & S. Sudman (Eds.) Social information processing and survey methodology. New York: Springer-Verlag.

Wyer, R. S., & Srull, T. K. (1988). Understanding social knowledge: If only the data could speak for themselves. In D. Bar-Tal and A. Kruglanski (Eds.) Social psychology of knowledge. London: Cambridge University Press.

Wyer, R.S. (1988). Social memory and social judgment. In Paul R. Solomon et al., (Eds.), Perspectives on memory research. New York: Springer- Verlag.

Srull, T.K., & Wyer, R. S. (Eds.), (1988). Advances in social cognition: A dual processing model of impression formation. (Vol. 1) Hillsdale, NJ: Erlbaum.

Fuhrman, R. W., & Wyer, R.S. (1988). Event memory: Temporal order judgments of personal life experiences. Journal of Personality and Social Psychology, 54, 365-384.

Wyer, R. S., Strack, F., & Fuhrman, R. W. (1988). Der erwerb von informationen ueber personen: Einfluesse von aufgabenstellung und persoenlichen erwartungen. Zeirschrift fuer experimentelle und angewandte Psychologie, 35, 651-685.

1989

- Strull, T. K., & Wyer, R. S. (1989). Person memory and judgment. Psychological Review, 96, 58-83.
- Ottati, V. C., Riggle, E. J., Wyer, R. S., Schwarz, N., & Kuklinski, J. (1989). The cognitive and affective bases of opinion survey responses. Journal of Personality and Social Psychology, 57, 404-415.
- Wyer, R. S., & Strull, T. K. (1989). Memory and cognition in its social context. Hillsdale, NJ; Erlbaum.
- Hong, S., & Wyer, R. S. (1989). Effects of country-of-origin and product-attribute information on product evaluation: An information processing perspective. Journal of Consumer Research, 16, 175-187
- 1990
- Wyer, R. S., Budesheim, T. L., & Lambert, A. J. (1990). The cognitive representation of conversations about persons. Journal of Personality and Social Psychology, 58, 218-238.
- Ottati, V. C., & Wyer, R. S. (1990). Cognitive mediators of political judgment. In J. A. Ferejohn & J. Kuklinski (Eds.), Political decisions and process. Urbana, IL: University of Illinois Press.
- Strull, T. K., & Wyer, R. S., (1990). Content and process specificity: Where do we go from here? In T. K. Strull & R. S. Wyer (Eds.) Advances in social cognition: Content and process specificity in the effects of prior experiences. (Vol. 3). Hillsdale, NJ: Erlbaum.
- Wyer, R. S., & T. K. Strull (1990). The lay epistemology of lay epistemology: On being clear about what we don't know. Psychological Inquiry, 1, 214-217.
- Lambert, A. J., & Wyer, R. S. (1990). Stereotypes and social judgment: The effects of typicality and perceptions of group heterogeneity. Journal of Personality and Social Psychology, 59, 676-691.
- Hong, S., & Wyer, R. S. (1990). Country of origin, attributes, and product evaluations: The effects of time delay between information and judgments. Journal of Consumer Research, 17, 277-288.
- 1991
- Scott, C. S., Fuhrman, R. W., & Wyer, R. S. (1991). Information processing in close relationships. In G. Fletcher & F. Fincham (Eds.) Cognition in close relationships. Hillsdale, NJ: Erlbaum.
- Kuklinski, J., Riggle, E. Ottati, V., Schwarz, N., & Wyer, R. S. (1991). The basis of political tolerance judgments: Cognition or emotion? American Journal of Political Science, 35, 1-27.
- Wyer, R. S., Budesheim, T. L., Shavitt, S., Riggle, E. J., Melton, J., & Kuklinski, J. H. (1991). Image, issues and ideology: The processing of information about political candidates. Journal of Personality and Social Psychology, 61, 533-545.
- Wyer, R. S. (1991). The construction and use of thought systems: Some theoretical ambiguities. In R. S. Wyer & T. K. Strull (Eds.) Advances in social cognition, vol. 4: The content, structure and operation of thought systems. Hillsdale, NJ: Erlbaum.
- 1992
- Gruenfeld, D. H., & Wyer, R. S. (1992). The semantics and pragmatics of social influence; How affirmations and denials affect beliefs in referent propositions. Journal of Personality and Social Psychology, 62, 33-49.

- Wyer, R. S., Lambert, A. J., Budesheim, T. L., & Gruenfeld, D. H. (1992). Theory and research on person impression formation: A look to the future. In L. Martin & A. Tesser (Eds.) The construction of social reality. Hillsdale, NJ: Erlbaum.
- Kuklinski, J. H., Riggle, E., Ottati, V., Schwarz, N., & Wyer, R. S. (1992). Political tolerance; with and without thinking. In G. E. Markus & J. L. Sullivan (Eds.) Reconsidering American Democracy. Chicago: University of Chicago Press.
- Riggle, E. D., Ottati, V. C., Wyer, R. S., Kuklinski, J. H., & Schwarz, N. (1992). Bases of political judgment: The role of a candidate's physical attractiveness, party membership and voting record. American Political Science Review,
- Wyer, R. S., & Collins, J. E. (1992). A theory of humor elicitation. Psychological Review, 99, 663-688.
- 1993
- Trafimow, D., & Wyer, R. S. (1993). The cognitive representation of mundane social events. Journal of Personality and Social Psychology, 64, 365-376.
- Li, W. K., Leung, K., & Wyer, R. S. (1993). The roles of country of origin information on buyers' evaluations: Signal or attribute? Advances in Consumer Research, 20, 689-689.
- Martin, L. L., Ward, D. W., Achee, J. W., & Wyer, R. W. (1993). Mood as input: People have to interpret the motivational implications of their moods. Journal of Personality and Social Psychology, 64, 317-326.
- Wyer, R. S., & Ottati, V. C. (1993). Political information processing. In S. Iyengar & W. J. McGuire (Eds.) Current approaches to political psychology. Durham, NC: Duke University Press.
- Ottati, V. C., & Wyer, R. S. (1993). Affect and political judgment. In S. Iyengar & W. J. McGuire (Eds.) Current approaches to political psychology. Durham, NC: Duke University Press.
- Kuklinsky, J. J., Riggle, E. J., Ottati, V., Schwarz, N. & Wyer, R. S. (1993). Thinking about political tolerance, more or less, with more or less information. In C. E. Marcus & R. L. Hanson (Eds.) Reconsidering the democratic public. (pp. 225-248). University Park, PA: Pennsylvania State University Press.
- 1994
- Wyer, R. S., & Carlston, D. E. (1994) The cognitive representation of persons and events. In R. S. Wyer & T. K. Srull (Eds.) Handbook of social cognition, 2nd ed. Hillsdale, NJ: Erlbaum.
- Levine, S. R., Wyer, R. S., & Schwarz, N. (1994). Are you what you feel? Affective and cognitive determinants of self esteem. European Journal of Social Psychology, 24, 63-77.
- Wyer, R. S., Budesheim, T. L., Lambert, A. J., & Swan, S. (1994). Person memory and judgment: Pragmatic and semantic influences on impressions formed in a social context. Journal of Personality and Social Psychology, 66, 254-267
- Wyer, R. S. & Gruenfeld, D. H. (1994). Information processing in interpersonal communication. In D. E.

Hewes (Ed.) The cognitive bases of interpersonal communication. Hillsdale, NJ: Erlbaum.

Wyer, R. S., & Lambert, A. J. (1994). The role of trait constructs in psychological research and theory: An historical prospective. In P. Devine, D. Hamilton, & T. Ostrom (Eds.) Social cognition: Contributions to classical issues in social psychology. San Diego: Academic Press.

Radvansky, G. A., & Wyer, R. S. (1994). Memory. In V. S. Ramachandran (Ed.), Encyclopedia of human behavior. San Diego, CA: Academic Press.

Wyer, R. S. (1994). Some ruminations about associated systems. In R. S. Wyer (Ed.) Associated Systems Theory: Advances in social cognition (Vol. 7). Hillsdale, NJ: Erlbaum.

Park, J. W., & Wyer, R. S. (1994). The cognitive organization of product information: Effects of attribute category set size on information recall. Journal of Consumer Psychology, 2, 329-357.

Li, W. K., & Wyer, R. S. (1994) The role of country of origin in product evaluations. Informational and standard-of-comparison effects. Journal of Consumer Psychology, 3, 187-212.

1995

Wyer, R. S., Swan, S., & Gruenfeld, D. H. (1995) Impression formation in informal conversations. Social Cognition, 13, 243-272.

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.

1996

Mankowski, E. & Wyer, R. S. (1996). Cognitive processes in perception of social support. Personality and Social Psychology Bulletin, 22, 894-905.

Wanke, M. & Wyer, R. S. (1996). Individual differences in person memory: The role of sociopolitical ideology and in-group versus out-group membership in responses to socially relevant behavior. Personality and Social Psychology Bulletin, 22, 742-754.

1997

Seidlitz, L., Wyer, R. S. & Diener, E. (1997). Cognitive correlates of subjective well-being: The processing of valenced life events by happy and unhappy persons. Journal of Research in Personality, 31, 240-256.

Swan, S. & Wyer, R. S. (1997). Gender stereotypes and social identity: How being in the minority affects judgments of self and others. Personality and Social Psychology Bulletin, 23, 1265-1276

Radvansky, G. A., Wyer, R. S., Curiel, J. M., & Lutz, M. F. (1997). Situational models and abstract ownership relations. Journal of Experimental Psychology: Learning, Memory and Cognition, 23, 1233-1246.

1998

Mankowski, E. & Wyer, R. S. (1998). Cognitive causes and consequences of perceived social support.

In G. R. Pierce, et al. Sourcebook of Theory and Research in Social Support and Personality (p. 141-168. Plenum.

Isbell, L., Smith, H. & Wyer, R. S. (1998). The influence of cognitive and affective factors on intentional disregarding. In J. Golding & C. MacLeod (Eds.) Intentional forgetting: Interdisciplinary approaches. Mahwah, NJ: Erlbaum.

Shrum, L. J., Wyer, R. S., & O'Guinn, T. (1998). The effects of watching television on perceptions of social reality. Journal of Consumer Research, 24, 447-458.

Adaval, R. & Wyer, R. S. (1998). The role of narratives in social information processing. Journal of Consumer Psychology, 7, 207-245

Reid, L., & Wyer, R.S. (1998). Stereotype suppression in a social context. In R.S. Wyer, (Ed.) Stereotype activation and inhibition: Advances in social cognition. (Vol. 11, pp. 177-192), Mahwah, NJ: Erlbaum.

1999

Wyer, R. S., & Radvansky, G. A. (1999). The comprehension and validation of social information. Psychological Review, 106, 89-118.

Isbell, L. M., & Wyer, R. S. (1999). Correcting for mood-induced bias in the evaluation of political candidates: The roles of intrinsic and extrinsic motivation. Personality and Social Psychology Bulletin, 25, 237-249.

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.

2000

Oishi, S., Wyer, R. S., & Colcombe, S. (2000). Cultural variation in the use of current life satisfaction to predict the future. Journal of Personality and Social Psychology, 78, 434-445.

Albarracin, D., & Wyer, R. S. (2000) The cognitive impact of past behavior: Influences on beliefs, Attitudes and future behavioral decisions. Journal of Personality and Social Psychology, 79, 5-22.

2001

Clore, G. L., Wyer, R. S., Dienes, B., Gasper, K., Gohm, C., & Isbell, L. (2001). Affective feelings as feedback: Some cognitive consequences. In L.L. Martin & G. L. Clore (Eds.) Theories of mood and cognition: A user's handbook (pp. 27-62). Mahwah, NJ: Erlbaum.

Albarracin, D., & Wyer, R. S. (2001). Elaborative and nonelaborative processing of a behavior-related communication. Personality and Social Psychology Bulletin, 27, 691-705

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.

Park, J. W., Yoon, S. O., Kim, K. H., & Wyer, R. S. (2001) The effects of priming a bipolar attribute

concept on dimension versus concept-specific accessibility of semantic memory. Journal of Personality and Social Psychology, 81, 405-420

2002

Ottati, V. C., Wyer, R. S., Deiger, M., & Houston, D. (2002). Psychological determinants of candidate evaluations and voting decisions. In V. C. Ottati et al. (Eds.), Developments in political psychology. (pp. 3-28) Plenum.

Wyer, R. S. (2002) Language and advertising effectiveness: Mediating influences of comprehension and cognitive elaboration. Psychology and Advertising, 19, 693-712.

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.

Wang, A. J. & Wyer, R. S. (2002). Comparative judgment processes: the effects of task objectives and time delay on product evaluations. Journal of Consumer Psychology, 12, 327-340.

Colcombe, S J. & Wyer, R. S. (2002) The role of prototypes in the mental representation of temporally related events. Cognitive Psychology, 44, 67-103.

Briley, D. A., & Wyer, R. S. (2002). The effect of group membership salience on the avoidance of negative outcomes: Implications for social and consumer decisions. Journal of Consumer Research, 29, 400-415.

2003

Wyer, R. S., & Adaval, R. (2003). Message reception skills in social communication. In J. O. Greene & B. Burleson (Eds.), Handbook of communication and social interaction skills_(pp. 291-356)_. Mahwah, NJ: Erlbaum.

Fong, C. P. S., & Wyer, R. S. (2003). Cultural, social and emotional determinants of decisions under uncertainty. Organizational Behavior and Human Decision Processes, 90, 304-322.

2004

Wyer, R. S. (2004). The cognitive organization and use of general world knowledge. In J. T. Jost, M. Banaji, & D. Prentice (Eds.) The yin and yang of social cognition: Perspectives on the social psychology of thought systems. (pp. 97-112). Washington, DC: American Psychological Association.

Wyer, R. S., & Adaval, R. (2004). The role of narratives in media-based information processing. In L. J. Shrum (Ed.) The psychology of entertainment media: Blurring the lines between entertainment and persuasion. (pp. 137-160). Mahwah, NJ: Erlbaum.

Wyer, R. S. (2004). A personalized theory of theory construction. Personality and Social Psychology Review, 8, 200-208.

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

Yeung, C. W. M. & Wyer, R. S. (2004) Affect, appraisal and consumer judgment. *Journal of Consumer Research*, 31, 412-424.

Adaval, R., & Wyer, R. S. (2004). Communicating about a social interaction: Effects on memory for protagonists' statements and nonverbal behaviors. *Journal of Experimental Social Psychology*, 40 (4), 450-465.

2005

Wyer, R. S., & Albarracin, D. (2005). Belief formation, organization and change: Cognitive and motivational influences. In D. Albarracin, B. T. Johnson, & Mark P. Zanna (Eds.), *Handbook of attitudes and attitude change*. (pp. 273-322) Mahwah, NJ: Erlbaum.

Wyer, R. S. (2005). The role of information processing in single-alternative and multiple-alternative judgments and decisions. In F. R. Kardes, P. M. Herr, & J. Nantel (Eds.), *Applying Social Cognition to Consumer-Focused Strategy*. (pp. 1-36). Mahwah, NJ: Erlbaum.

Yeung, C. W. M., & Wyer, R. S. (2005). Does loving a brand mean loving its products? The role of brand-elicited affect in brand extension evaluations. *Journal of Marketing Research*, 42, 495-506.

2006

Wyer, R. S. (2006). Three models of information processing: An evaluation and conceptual integration. *Psychological Inquiry*, 17, 185-194.

2007

Wyer, R. S. (2007). Principles of mental representation. In A. Kruglanski & E. T. Higgins (Eds.), *Social psychology: Handbook of basic principles, 2nd ed.* (pp. 285-231) New York: Guilford.

Wyer, R. S. (2007). Comprehension processes in advertising: Words, sentences and narratives. In T. Lowrey (ed.), *Psycholinguistic phenomena in marketing communications*. (pp. 249-276). Mahwah, NJ: Erlbaum.

Adaval, R., Isbell, L. M., & Wyer, R. S. (2007). The impact of pictures on narrative-based impression formation: A process interference model. *Journal of Experimental Social Psychology*, 43, 352-364.

Briley, D. A., Shrum, L. J., & Wyer, R. S. (2007). Subjective impressions of minority group representation in the media: A comparison of majority and minority viewers' judgments and underlying processes. *Journal of Consumer Psychology*, 17, 36-48.

Shin, B., Park, J. W. & Wyer, R. S. (2007) Brand synergy effects in multiple brand extensions. *Journal of Marketing Research*, 44, 663-670.

Xu, A. J. & Wyer, R. S. (2007) The effect of mindsets on consumer decision strategies. *Journal of Consumer Research*, 34, 556-566.

2008

- Wyer, R. S. (2008). The role of knowledge accessibility in cognition and behavior: Implications for consumer information processing. In C. Haugtvedt, P Herr, & F. Kardes (Eds.), *Handbook of consumer psychology* (pp. 31-76). Mahwah, NJ: Erlbaum.
- Shen, H., & Wyer, R. S. (2008), The impact of negative affect on responses to affect-regulating experiences. *Journal of Consumer Psychology, 18*, 39-48.
- Lee, H. J., Park, J. W., Lee, J. Y. & Wyer, R. S. (2008). Disposition effects and underlying mechanisms in the e-trading of stocks. *Journal of Marketing Research. 45*, 362-378.
- Shen, H., & Wyer, R. S. (2008). Procedural priming and consumer judgments: Effects on the impact of positively and negatively valenced information. *Journal of Consumer Research, 34*, 727-737.
- Hung, I. W. P. & Wyer, R. S. (2008) The role of implicit theories in the impact of problem-solving print advertisements. *Journal of Consumer Psychology, 18*, 223-235.
- Wyer, R. S., Hung, I. W., & Jiang, Y. (2008). Visual and verbal processing strategies in comprehension and judgment. *Journal of Consumer Psychology, 18*, 244-257.
- Wyer, R. S., Jiang, Y., & Hung, I. W. (2008). Visual and verbal information processing in a consumer context: Further considerations. *Journal of Consumer Psychology, 18*, 276-280.
- Wyer, R. S. (2008). Automaticity. In Donsbach (Ed.), *The International encyclopedia of communication* (vol. 1, pp. 276-278). Malden, MA: Wiley-Blackwell.
- Hong, Y. Y. Wyer, R. S., & Fong, C. P. S. (2008). Chinese working in groups: Effort dispensability versus normative influence. *Asian Journal of Social Psychology, 11*, 187-195
- Xu, A. J., & Wyer, R. S. (2008). The comparative mindset: From animal comparisons to increased purchase intentions. *Psychological Science, 19*, 859-864.
- Wyer, R. S., & Adaval, R. (2008). Social psychology and consumer psychology: An unexplored interface. In M. Wänke (Ed.) *Frontiers of social psychology: The social psychology of consumer behavior*. (pp. 17-59). New York: Psychology Press.

2009 and in press

- Wyer, R. S. (in press). A theory of social information processing. In P. van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.). *Handbook of Theories of Social Psychology*. London, England: Sage
- Hung, I. W., & Wyer, R. S. (2009), The impact of differences in perspective on the influence of charitable appeals: When imagining oneself as the victim is not always beneficial. *Journal of Marketing Research,*
- Wyer, R. S. (2009). Culture and information processing: A conceptual framework. In R. S. Wyer, C.-y. Chiu & Y.-y Hong (Eds). *Understanding culture: Theory, research and application*. (pp. 431-455). New York: Psychology Press.

- Steinhart, Y., & Wyer, R. S. (in press). Motivational roots of need for cognition. *European Journal of Social Psychology*.
- Wyer, R. S., Chiu, C-y., & Hong, Y-y. (Eds.)(2009) *Understanding culture: Theory, research and application*. New York: Psychology Press.
- Jiang, Y., & Wyer, R. S. (2009). The role of visual perspective in information processing. *Journal of Experimental Social Psychology*,
- Wyer, R. S., & Hong, J. (in press). Chinese consumer behavior: The effects of content, process and language. In M. H. Bond (Ed.), *Oxford handbook of Chinese psychology* (2nd ed.). New York: Oxford University Press.

Working Papers

- Jiang, Y., & Wyer, R. S. (2008) The role of visual imagery in consumer information processing.
- Hung, I. W. & Wyer, R. S. (2008). The impact of subjective experience on product evaluations: The role of music, affect, and self-focused attention.
- Xu, A. J. & Wyer, R. S. (2008). The effect of communication norms on the interpretation of meaningless information.
- Shen, H., & Wyer, R. S. (2008) Cognitive and motivational influences of past behavior on variety seeking
- Kim, Y.-j., Park, J. W., & Wyer, R. S. (2008). Effects of temporal distance and memory on consumer judgments
- Shen, H., & Wyer, R. S. (2008). Cognitive and motivational influences of past behavior on variety seeking
- Park, J. W., Kim, K.H., Kwak, J., & Wyer, R. S. (2008) Assimilation and contrast effects of priming on personal product choices and recommendations to someone else
- Shen, H., Wan, F., & Wyer, R. S. (2008). A cross-cultural study of gift acceptance in a consumption context: The mediating role of feelings of appreciation and indebtedness.
- Adaval, R., & Wyer, R. S. (2008). Conscious and nonconscious influences of a price anchor: Effects on willingness to pay for related and unrelated products
- Fong, C. P. S., & Wyer, R. S. (2008). A theory of favor reciprocation.

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

RESEARCH SUPERVISION

1. Ph.D. Dissertations Directed (total: 33)

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 (winner, SESP Dissertation Award)
 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, Iris Hung, Yuwei Jiang (co-director)

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: Ratings are on a scale from 0 to 100.

Year	N	Course	Instructor
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