

## 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; Adjunct Professor, 2009-  
Visiting Professor, Chinese University of Hong Kong, 2011-2017  
Visiting Professor, University of Cincinnati, 2017-2019

## 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 and Recognition:

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.

Fellow, Society for Consumer Psychology, 2018

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

Research Excellence Award, Chinese Univ. of Hong Kong, 2012-2013 (\$200,000 HKD)

Faculty Teaching Award, Chinese Univ. of Hong Kong, 2011-2012, 2014

### 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 7<sup>th</sup> 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.)

14<sup>th</sup> 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).

11<sup>th</sup> 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. )

Listed 3<sup>rd</sup> in number of publications in 5 major marketing journals, 2005-2015. (cited in T. Korkeamaki et al. (2018), Evaluating publications across disciplines...*Journal of Business Research*, 84, 220-232.

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

Keynote addresses:

Conference of Advertising and Consumer Psychology, Montreal, Canada, May, 2004

3<sup>th</sup> International Conference on Advertising and Public Relations, National Chengchi University, Taipei, Taiwan, Oct 21-22, 2005.

Society for Consumer Psychology Conference, Atlanta, February 2011.

China Marketing Science Conference, Guangzhou, August 2011.

## 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*, *Journal of Experimental Psychology: Language, Memory & Cognition*, *International Journal of Marketing Research*, *Cognitive Science*, *Journal of Memory and Language*, *Journal of Psychology & Marketing*

### 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

Participant, Sheth-AMA Consortium, Seattle, WA 2012

## 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 intellectual 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.

Co-investigator (with Hao Shen) Whether you like it depends on how you process it: Effects of Procedures on consumer judgments. Research Grants Council GRF 453110; 9/20/2010 - 9/19/2012; HK\$453,110.

Co-investigator (w. R. Adaval). Embodied cognition: How sensory perception affects cognition. Research Grants Council GRF 640011; 9/2011-8/2014; HK\$645,294

Co-investigator (with C. Y. Wan). Consumer Reactions to Attractive Service Providers: Approach or Avoid; Research Grants Council GRF 493113 . 8/1/13-7/31/15; HK\$244,810.

Principal Investigator (with N. Wyer & R. Adaval). Cultural Influences on Information Processing. Research Grants Council GRF 452813. 8/1/13-7/31/15; HK\$704,000.

Co-investigator (with C. Y. Wan) The Influence of Incidental Similarity on Consumers' Causal Attributions and Reactions to Observable Service Failures Across Cultures; SEP; Research Grants Council GRF 14502514, 8/1/14-7/31/17; HK\$334,138

Co-investigator (with C.Y. Wan). When Attractive Service Providers Make Mistakes: Who Will Be More Dissatisfied? GRF14504815, 8/1/15-7/31/18; HK\$ 606,200.

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.) (2009). *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.
- Wyer, R. S., Shen, H., & Xu, A. J. (2012). The effects of past behavior on future goal-directed activity. In J. M. Olson & M. P. Zanna (Eds.), *Advances in experimental social psychology*. (vol. 46, pp.237-284) San Diego: Academic Press

#### 4. Book Chapters and Journal Articles

##### 1964

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

##### 1965

- Wyer, R. S., Weatherly, D., & Terrell, G. (1965) Social role, aggression, and academic achievement. *Journal of Personality and Social Psychology*, 1, 645-649.
- Wyer, R. S., & Terrell, G. (1965) Social role and academic achievement. *Journal of Personality and Social Psychology*, 2, 117-120.
- Wyer, R. S. (1965) Self-acceptance, discrepancy between parents' perceptions of their children, and goal-seeking effectiveness. *Journal of Personality and Social Psychology*, 2, 311-316.



- Wyer, R. S. (1965) 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.
- Wyer, R. S. (1966) 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. (1966). Response speed following failure in a two choice game as a function of reward, punishment and response pattern. *Journal of Experimental Psychology*, 72, 571-579.
- Wyer, R. S. (1967). Behavioral correlates of academic achievement: Conformity under achievement-and-affiliation-incentive conditions. *Journal of Personality and Social Psychology*, 3, 255-265.
- Wyer, R. S., & Bednar, R. (1973). Some determinants of perseverance in achievement-related activity. *Journal of Experimental Social Psychology*, 1967, 3, 255-265.

#### 1968

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

#### 1969

- Wyer, R. S. (1969) Effects of general response style on own attitude and the interpretation of attitude-relevant messages. *British Journal of Social and Clinical Psychology*, 8, 104-115.
- Wyer, R. S., & Schwartz, S. (1969). Some contingencies in the effects of the source of a communication upon the evaluation of that communication. *Journal of Personality and Social Psychology*, 11, 1-9.
- Wyer, R. S., & Watson, S. F. (1969). Context effects in impression formation. *Journal of Personality and Social Psychology*, 12, 22-33.

Wyer, R. S. (1969). A quantitative comparison of three models of impression formation. *Journal of Experimental Research in Personality*, 4, 29-41.

Wyer, R. S. (1969). The prediction of behavior in two-person games. *Journal of Personality and Social Psychology*, 13, 222-238.

### 1970

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

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

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

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

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

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

### 1971

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

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

### 1972

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

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

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

Wyer, R. S., & Polsky, H. (1972). Test of a subjective probability model for predicting receptiveness to alternative explanations of individual behavior. *Journal of Experimental Research in Personality*, 6, 220-229.

### 1973

- Wyer, R. S. (1973). The effects of information inconsistency and grammatical context upon evaluation of persons. *Journal of Personality and Social Psychology*, 25, 45-49.
- Wyer, R. S. (1973). Category ratings as "subjective expected values": Implications for attribute formation and change. *Psychological Review*, 80, 446-467.
- Wyer, R. S. (1973). Further test of a subjective probability model of social inference processes. *Journal of Research in Personality*, 1973, 237-253.

#### 1974

- Wyer, R. S. (1974). Changes in meaning and halo effects in personality impression formation. *Journal of Personality and Social Psychology*, 29, 829-835.
- Wyer, R. S. (1974). Social psychology for the non-professional. Review of D. Linder (Ed.), *Psychological dimensions of social interaction*. *Contemporary Psychology*, 19, 310.
- Wyer, R. S. (1974). Some implications of the "Socratic effect" for alternative models of cognitive consistency. *Journal of Personality*, 1974, 399-419.
- Wyer, R. S. (1974). *Cognitive organization and change: An information-processing approach*. Hillsdale, NJ: Lawrence Erlbaum Associates.

#### 1975

- Wyer, R. S. (1975). 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*, 31, 59-63.
- Wyer, R. S. (1975). Functional measurement analysis of a subjective probability model of cognitive functioning. *Journal of Personality and Social Psychology*, 31, 94-100.
- Wyer, R. S. (1975). 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*, 31, 1041-1053.
- Wyer, R. S., Jr., Henninger, M., & Wolfson, M. (1975). Informational determinants of females' self-perceptions and observers' perceptions of them in an achievement situation. *Journal of Personality and Social Psychology*, 32, 556-570.
- Wyer, R. S. (1975) 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.

#### 1976

- Wyer, R. S. (1976). An investigation of the relations among probability estimates. *Organizational Behavior and Human Performance*, 15, 1-18.
- Wyer, R. S. (1976) Effects of previously formed beliefs on syllogistic inference processes. *Journal of Personality and Social Psychology*, 33, 307-316.

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

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

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

### 1977

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

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

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

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

### 1978

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

### 1979

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

Kravitz, D. A., & Wyer, R. S. (1979) 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*, 37, 1561-1575.

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

### 1980

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

Wyer, R. S., & Srull, T. K. (1980) 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.

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

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

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

### 1981

Wyer, R. S., & Srull, T. K. (1981) 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.

Wyer, R. S. (1981). 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.

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

Wyer, R. S. (1981). 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*, 26, 837-838.

### 1982

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

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- Wan, L. C., Hui, M. K., & Wyer, R. S. (2011). The role of relationship norms in responses to service failures. *Journal of Consumer Research*, 38, 260-277.
- Wyer, R. S. (2011) Procedural influences on judgments and behavioral decisions. *Journal of Consumer Psychology*, 21, 424-438.

## 2012

- Xu, A. J., & Wyer, R. S. (2012) The role of bolstering and counterarguing mindsets in persuasion. *Journal of Consumer Research*, 38, 920-932.
- Wyer, R. S., Xu, A. J., & Shen, H. (2012). The effects of past behavior on future goal-directed activity. In M. P. Zanna and J. Olson (Eds.) *Advances in experimental social psychology* (Vol. 46, pp. 237-284). San Diego, CA.: Academic Press.
- Xu, J., Shen, H., & Wyer, R. S. (2012). Does distance between us matter: Influences of physical proximity to others on consumer choice. *Journal of Consumer Psychology*, 22, 418-423
- Shen, H., Wyer, R. S. & Cai, F. (2012) The generalization of deliberative and automatic behavior: The role of procedural knowledge and affective reactions. *Journal of Experimental Social Psychology*, 48, 819-828.



Huang, X., Dong, P., Dai, X., & Wyer, R. S. (2012) Going my way? The benefits of travelling in the same direction. *Journal of Experimental Social Psychology, 48*, 978-981.

Fong, C. P. S., & Wyer, R. S. (2012). Consumers' reactions to a celebrity endorser scandal. *Psychology and Marketing, 29*, 885-896.

### 2013

Kardes, F. R., & Wyer, R. S. (2013) Consumer information processing. In D. Carlston (Ed.) *Oxford handbook of social cognition* (pp.806-827). New York: Oxford University Press.

Wyer, R. S., Shen, H., & Xu, A. J. (2013) The role of procedural knowledge in the generalization of social behavior. In D. Carlston (Ed.) *Oxford handbook of social cognition* (pp. 257-281). New York: Oxford University Press.

Briley, D. A., Shrum, L. J., & Wyer, R. S. (2013). Factors affecting judgments of prevalence and representation: Implications for public policy and marketing. *Journal of Public Policy and Marketing, 32*, 112-118.

Dong, P. Huang, X., & Wyer, R. S. (2013). The illusion of saving face: How people symbolically cope with embarrassment. *Psychological Science, 24*, 2005-2012.

### 2014

Janiszewski, C. A., & Wyer, R. S. (2014). Content and process priming: A review. *Journal of Consumer Psychology, 24*, 96-118.

Wyer, R. S. (2014). Language and social comprehension. In T. M. Holtgraves (Ed.). *Oxford handbook of language and social psychology*. New York: Oxford University Press

Dong, P., & Wyer, R. S. (2014) How time flies: The effects of conversation characteristics and partner attractiveness on duration judgments in a social interaction. *Journal of Experimental Social Psychology, 50*, 1-14.

Park, J. W., Kim, K. H., Kwak, J., & Wyer, R.S. (2014) Priming thoughts about extravagance: Implications for consumer decisions about luxury products. *Journal of Experimental Psychology: Applied, 201*, 40-54.

Hung, I. W., & Wyer, R. S. (2014). Effects of self-relevant perspective-taking on the impact of persuasive appeals. *Personality and Social Psychology Bulletin, 40*, 402-414.

Yan, D., Sengupta, J., & Wyer, R. S. (2014). Package size and perceived quality: The intervening role of unit price perceptions. *Journal of Consumer Psychology, 24*, 4-17.

Huang, X., Zhang, M., Hui, M. K., & Wyer, R. S. (2014). Warmth and conformity: The effects of ambient temperature on product preferences and financial decisions. *Journal of Consumer Psychology, 24*, 241-250.

Briley, D., Wyer, R.S., & Li, E. (2014) .A dynamic view of cultural influence: A review. *Journal of Consumer Psychology, 24*, 557-571.

Jiang, Y., Adaval, R., Steinhart, Y., & Wyer, R. S. (2014). Imagining yourself in the scene: The interactive effects of goal-driven self-imagery and visual perspectives on consumer behavior. *Journal of Consumer Research, 41*, 418-435.

Jiang, Y., Chen, Z., & Wyer, R . S. (2014). Impact of money on emotional expression. *Journal of Experimental Social Psychology, 55*, 228-233.

## 2015

Wyer, R. S., & Shrum, L. J. (2015).The role of comprehension processes in communication and persuasion. *Media Psychology, 18*, 163-195.

Wyer, R. S. (2015). The mental representation of persons, events and behavioral mindsets. In S. J. Stroessner & J. W. Sherman (Eds). *Social perception from individuals to groups*. (pp. 29-57) New York: Psychology Press.

Wyer, R. S. (2015) Cultural differences in procedural knowledge and their impact on consumer behavior. In S. Ng. & A. Y. Lee (Eds.), *Oxford handbook of culture and consumer behavior*. (pp. 34-67). New York: Oxford University Press.

Cai, F., & Wyer, R. S. (2015). The impact of mortality salience on the relative effectiveness of donation appeals. *Journal of Consumer Psychology, 25*, 101-112.

Dong, P., Dai, X., & Wyer, R. S. (2015). Actors conform, observers react: The effects of behavioral synchrony on conformity. *Journal of Personality and Social Psychology, 108*, 60-76

Chen, F., & Wyer, R. S. (2015). The effects of affect, processing goals and temporal distance on information processing: Qualifications on Temporal Construal Theory. *Journal of Consumer Psychology, 25*, 326-332.

Xu, A. J., Schwarz, N., & Wyer, R. S. (2015) Hunger promotes the acquisition of non-food objects. *Proceedings of the National Academy of Sciences, 112*, 2688-2692.

Huang, T. Z., & Wyer, R. S. (2015) Diverging effects of mortality salience on variety seeking: The different roles of death anxiety and semantic concept activation. *Journal of Experimental Social Psychology, 57*. 112-123.

Sun, Y., Hou, Y., & Wyer, R. S. (2015) Decoding the opening process. *Journal of Consumer Psychology, 25*, 642-649.

Chen, F., Wyer, R. S., & Shen, H. (2015). The interactive effects of affect and shopping goal on information search and product evaluations. *Journal of Experimental Psychology: Applied, 21*, 429-442.

Wan, L. C., & Wyer, R. S. (2015) Consumer reactions to attractive service providers: approach or avoid? *Journal of Consumer Research, 42*, 578-595.

2016

- Wyer, R. S. (2016). The role of procedural knowledge in consumer judgment and decision making. In C. V. Jansson-Boyd & M. Zawisza (Eds.), *The Routledge international handbook of consumer psychology*. Abingdon: Taylor & Francis.
- Wyer, R. S. (2016). Automaticity. In M. Bornstein (Ed.), *Encyclopedia of Lifespan Human Development*. Thousand Oaks, CA: Sage.
- Gao, L., Li, Y. & Wyer, R. S. (2016). Choosing between two evils: The determinants of preferences for two equally goal-inconsistent options. *Journal of Consumer Research*, 42, 1002-1012.
- Wyer, R. S. (2016). Priming decisions and motor behavior. *Current Opinion in Psychology*, 12, 76-79.
- Wong, V. C., & Wyer, R. S. (2016). Mental traveling along psychological distances: Effects of cultural syndromes, perspective flexibility, and construal level. *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, 111, 17-33.
- Huang, X., Huang, Z., & Wyer, R. S. (2016) Slowing down in the good old days: The effect of nostalgia on consumer patience. *Journal of Consumer Research*, 43, 372-387

2017

- Tao, T., Wyer, R. S., & Zheng, Y. (2017). The role of categorization and scale endpoint comparisons in numerical information processing: A two-process model. *Journal of Experimental Psychology: General*, 146, 409-423.
- Wyer, R. S., & Tao, T. (2017). The recall and use of narratives as declarative and procedural consumer knowledge. In T. M. Lowrey & M. R. Solomon (Eds.) *The Routledge companion to consumer behavior* (pp. 99-117) Abingdon: Taylor & Francis.
- Saluja, G., Adaval, R., & Wyer, R. S. (2017). Hesitant to label, yet quick to judge: How cultural mindsets affect the accessibility of stereotypic knowledge when concepts of the elderly are primed. *Organizational Behavior and Human Decision Processes*, 143, 23-38.
- Si, K., Wyer, R. S., & Dai, X. (2017). Looking forward and looking back: The likelihood of an event's future reoccurrence affects perceptions of the time it occurred in the past. *Personality and Social Psychology Bulletin*, 42, 1577-1587
- Huang, Y., Jia, Y., & Wyer, R. S. (2017). The effects of physical distance from a brand extension on the impact of brand-extension fit. *Psychology & Marketing*, 34, 59-69
- Cai, F., Yang, Z., Wyer, R. S., & Xu, A. J. (2017). The interactive effects of bitter flavor and mood on the decision to spend or save money. *Journal of Experimental Social Psychology*, 70, 48-58.
- Kwan, C. M. C., Dai, X., & Wyer, R. S. (2017). The effect of empty space on message persuasion. *Journal of Consumer Research*, 44, 448-464
- Huang, X., Dong, P. & Wyer, R. S. (2017). Competing for attention: The effects of jealousy on

preference for attention-grabbing products. *Journal of Consumer Psychology*, 27, 171-181.

Jia, Y., Huang, Y., Wyer, R. S., & Shen, H. (2017). Physical proximity increases persuasive effectiveness through visual imagery. *Journal of Consumer Psychology*, 27, 435-437.

Wyer, R. S. (2017). The role of mindsets, productions and perceptual symbols in goal-directed information processing. *Consumer Psychology Review*, 1, 1-17

## 2018

Wyer, R. S. (2018). Some determinants and consequences of beliefs: Cognitive, social and motivational. In D. Albarracín et al. (Eds.) *Handbook of attitudes and attitude change*, 2<sup>nd</sup> ed. New York: Psychology Press

Huang, X., Huang, Z., & Wyer, R. S. (2018). The influence of social crowding on brand attachment. *Journal of Consumer Research*, 44, 1068-1084.2019

Su, L., Wan, L. C. & Wyer, R. S. (2018). Contrasting influences of incidental anger and fear on responses to a service failure. *Psychology & Marketing*, 35, 666-675.

## 2019

Wyer, R. S. (2019). Theory and method in consumer information processing. In F. Kardes, P. Herr & N. Schwarz (eds.). *Handbook of consumer research methods*. (pp. 107-130). New York: Routledge.

Wan, L. C., & Wyer, R. S. (2019). The influence of incidental similarity on observers' causal attributions and reactions to a service failure. *Journal of Consumer Research*, 45, 1350-1368.

Wyer, R. S., Dong, P., Huang, X., Huang, Z. & Wan, L. C. (2019). The effect of incidental emotions on judgments and behavior in unrelated situations: A review. *Journal of the Association for Consumer Research*, 4, 198 -217.

## 2020

Wu, R., Shah E. D., Kardes, F. R., & Wyer, R. S. (2020). Technical nomenclature, everyday language And consumer inference. *Marketing Letters*, 31, 299-310.

Chen, Y. & Wyer, R. S. (2020). The effects of endorsers' facial expressions on inferences of their social status and purchase intentions. *International Journal of Research in Marketing*, 37, 371-385.

Shen, H., Labroo, A., & Wyer, R.S. (2020). So difficult to smile: Why unhappy people avoid enjoyable activities. *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, 119, 23-39.

Wyer, R. S., & Kardes, F. R. (2020). A Multi-stage, multi-process analysis of consumer judgment: A selective review and conceptual framework. *Journal of Consumer Psychology*,

Wan, L. C., & Wyer, R. S. (2020) The role of incidental embarrassment in social interaction behavior. *Social Cognition*, 34, 422-446.

### 2021 and in Press

Wyer, R. S. (in press). The activation and use of declarative and procedural knowledge. In L. Kahle, T. Lowrey & J. Huber (Eds). *APA handbook of consumer psychology*. Washington DC: American Psychological Association.

Si, K., Dai, X., & Wyer, R. S. (2021). The friend-number paradox. *Journal of Personality and Social Psychology: Interpersonal Relationships and Group Processes*, 120, 84-98.

Wyer, R. (in press). The role of goal-generalization processes in the effects of grounded procedures. *Brain and Behavioral Science*,

Jia, Y., Wyer, R. S. & Shen, H. (in press). "Will you?" versus "can you?": Verbal framing moderates the effect of feelings of power on consumers' reactions to waiting. *Journal of Experimental Psychology: Applied*.

Yang, D., Shen, H & Wyer, R. S. (in press). The face is the index of the mind: Understanding the association between self-construal and facial expressions. *European Journal of Marketing*,

Wong, C., Wyer, R. S., Wyer, N. A., & Adaval, R. (in press). Dimensions of holistic thinking: Implications for nonsocial information processing across cultures. *Journal of Experimental Psychology: General*,

### Working Papers

Wyer, R. S., & Briley, D. A. (2011) Switching frames: Effects of identity salience on consumers' judgments and decisions

Jiang, Y., Steinhart, Y. & Wyer, R. S. (2008) The role of visual imagery in consumer information processing.

Fong, C. P. S., & Wyer, R. S. (2008). A theory of favor reciprocation.

Steinhart, Y., Jiang, Y., & Wyer, R. S. (2009). Imagery and consumer information processing: The role of visual and verbal processing strategies in comprehension and information integration

Kim, K., Park, J. W., & Wyer, R. S. (2011) Cultural influences on brand extension judgments: Opposing effects of regulatory focus and thinking style

Kim, K., Park, J. W. & Wyer, R. S. (2012). Metaphors in advertising: Nonmonotonic effects of cognitive flexibility.

Sun, Y., Wyer, R. S., & Cai, F. (2014). The use of solution-focused and problem-focused schemas in the comprehension of picture-based advertisements.

Chu, M. Y. & Wyer, R. S. (2014). The influence of perceived control on sequential decision-making.

Kwan, C. M. C. & Wyer, R. S. (2014). The effect of self-identity and taking a donor's perspective on the impact of donation appeals.

## RECENT CONFERENCE PAPERS

This list is incomplete, as most of the papers have been student-initiated.

Yeung, C., & Wyer, R. S. (2005). The role of brand-elicited affect in brand extension evaluations. *Advances in Consumer Research*, 32, 134.

Xu, A. J. & Wyer, R. S. (2009). The comparative mindset: From animal comparisons to increased purchase intentions. *Advances in Consumer Research*, 36, 594.

Shen, H., Wan, F., & Wyer, R. S. (2009). Accept a gift or reject it? That is not a simple question: A cross cultural study of gift acceptance and the mediating role of feelings of appreciation and indebtedness. *Advances in Consumer Research*, 36, 743.

Hung, I. W., & Wyer, R. S. (2009). The role of affect, music and self-awareness in consumer information processing. *Advances in Consumer Research*, 36, 1017-1018.

Shen, H., Cai, F., & Wyer, R. S. (2010). Doing a good thing or just doing it? Effects of attitude priming and procedural priming on consumer behavior. *Advances in Consumer Research*, 37, 482-483

Dong, P., & Wyer, R. S. (2012) Red cola or blue cola: The effect of package color on food calorie judgment. Society for Consumer Psychology Convention, Vanderbilt, TN (February).

Huang, X., Zhang, M., Hui, M. K., & Wyer, R. S. (2012). Ambient temperature and conformity in financial decisions. Society for Consumer Psychology Convention, Vanderbilt, TN. (February).

Huang, X., Zhang, M., Hui, M. K., & Wyer, R. S. (2012) Physical warmth and following the crowd: The effect of ambient temperature on preference for popularity, Annual Conference of the Association of Consumer Research, Vancouver, BC.

Jung, K. M., Viswanathan, M., Wyer, R. S., & Albarracín, D. (2012). Effects of timing of purchase and Perceived proximity of climate change on green product purchase. Annual Conference of the Association of Consumer Research, Vancouver BC

Huang, X., Zhang, M., Hui, M. K., & Wyer, R. S. (2012) Will people express more or less conformity when they feel warm? The moderating role of self-construal," (Poster) Annual Conference of the Association of Consumer Research, Vancouver, BC.

Jia, Y., Wyer, R. S., & Hu, H. (2012). The influences of social power on social and physical distance. Association for Consumer Research Conference, Vancouver, BC.

- Dai, X., Dong, P., & Wyer, R. S. (2012). Actors conform, observers counteract: The effects of interpersonal synchrony on conformity, Association for Consumer Research Conference, Vancouver, BC, Canada.
- Ha, E. Y., White, T. B., & Wyer, R. S. (2012). When making it easy leads to working harder: counterintuitive effects of popularity cues on consumer decision making. , Association for Consumer Research Conference, Vancouver, BC, Canada.
- Chiu, M. Y., Wyer, R. S., & Wan, L.C. (2013). Contrasting effects of perceived control: Implications for sequential decision making. (Poster), Society for Consumer Psychology Conference, San Antonio TX. (March 1-3)
- Sun, Y. & Wyer, R. S. (2013). The impact of sensory versus cognitive attributes on effectiveness of metaphors in advertising (Poster), Society for Consumer Psychology Conference, San Antonio TX. (March 1-3)
- Dong, P. , Huang, X., & Wyer, R. S. (2013) The illusion of saving face: How products help consumers get relief from embarrassment. Society for Consumer Psychology Conference, San Antonio TX. (March 1-3)
- Jia, Y., Jia, J., Hu, H., & Wyer, R. S. (2013). How time flies when we think downwards versus upwards. Society for Consumer Psychology Conference, San Antonio TX. (March 1-3)
- Jung, K., Wyer, R. S., & Viswanathan, M. (2013). Power, gender and consumption: A gender-matching perspective. Society for Consumer Psychology Conference, San Antonio TX. (March 1-3)
- Han X, Xu, A. J., Wyer, R. S., & Kardes, F. R. (2013), "Debiasing Omission Neglect by Creating an Alternative-seeking Mindset," Society for Consumer Psychology Conference, San Antonio TX. (March 1-3).
- Chu, Maggie & Wyer, R. S. (2013) When a Sequence of Decisions Leads to an Unfavorable Outcome: The Conflicting Roles of Perceived Control. Association for Consumer Research Conference, Chicago.
- Jia, Yanli, Wyer, R. S., & Jia, J. (2013). How Time Flies When You're Looking Forwards: Effects of Forward Progress Monitoring on Time Perception", Association for Consumer Research Conference, Chicago.
- Huang, Z., & Wyer, R. S. (2013). Two fates: The motivational and cognitive effect of mortality salience in variety-seeking. (Poster) Association for Consumer Research, Chicago, IL.
- Jia, Y. Huang, Y., & Wyer, R.S. (2014) Shorter Physical Distance Makes an Event Seem More Likely to be True, Annual Conference of the Association for Consumer Research, Baltimore, MD.
- Kwan, C., & Wyer, R. S. (2014). Perspective Taking and Affective Responses: The Effect of Sympathy and Empathy on Post-Tragedy Attitude. Annual Conference of the Association for Consumer Research, Baltimore, MD.
- Cai, F., Yang, Z, & Wyer, R. S. (2014). The Interactive Effects of Bitter Taste and Mood on Consumers' Saving Decisions, Annual Conference of the Association for Consumer Research,

Baltimore,MD.

Huang, F., & Wyer, R. S. (2014). Does Mortality Salience Always Lead to Materialism? The Interplay between Terror Management Theory and Just World Hypothesis. Annual Conference of the Association for Consumer Research, Baltimore,MD.

Tong, D., Jia, J., & Wyer, R. S. (2015). Mobile-based social network activation and sharing: The emotion and relevance effect. Asian Conference of the Association for Consumer Research. Hong Kong.

Sun, Y., Hou, Y., & Wyer, R. S. (2015). Decoding the opening process. Asian Conference of the Association for Consumer Research. Hong Kong.

Kwon, C.M. C., Dai, X., & Wyer, R. S. (2015). Is leaving more space always better? The effect of empty space on persuasion. Asian Conference of the Association for Consumer Research. Hong Kong.

Won, V. C., & Wyer, R. S. (2015). Mental traveling along social and temporal distances: The influence of cultural orientation on construal level. Asian Conference of the Association for Consumer Research. Hong Kong.

Kwon, C.M. C., Dai, X., & Wyer, R. S. (2015). Is leaving more space always better? The effect of empty space on persuasion. American Marketing Association Conference. Chicago. (Best paper award).

Huang, F., & Wyer, R. S. (2015). Revolt and redemption: Materialism as an attempt to cope with perceived Injustice. (Poster). Association for Consumer Research Conference, New Orleans.

Tao, T., Wyer, R. S., & Zheng, Y. (2015). The processing of numerical information and the scale range effect. Association for Consumer Research Conference, New Orleans.

Tao, T. & Wyer, R. S. (2015). Why or why not? The influence of absent reasons on accepting offers. (Poster). Association for Consumer Research Conference, New Orleans.

Sun, Y. & Wyer, R. S. (2016) The Effectiveness of Visual Metaphors in Advertising. Society for Consumer Psychology Convention, St.Petersburg, FL.

#### INVITED COLLOQUIA, PAPERS, CONFERENCES (Incomplete between 1990 and 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, 13<sup>th</sup> 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.
- w. Keynote speaker, China Marketing Science Conference, Guangzhou, August 2011.
- x. Participant, AMA Sheth Consortium, Seattle 2012

**RESEARCH SUPERVISION**

1. Ph.D. Dissertations Directed (total: 46)

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 (runner-up, 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 (MSI young scholar)  
 2006--Candy Fong  
 2008--Hao Shen (winner, 2009 SCP Young Contributor Award; MSI Young Scholar)  
     Iris Hung (MSI Young Scholar)  
     Yuwei Jiang (co-director) ( MSI Young Scholar)  
 2010--Jing Xu (MSI Young Scholar)  
 2014—Maggie Chu  
     Erin Ha (co director)  
     Zhongqiang (Tak) Huang  
 2015—Yanli Jia  
     Yixia Sun  
 2016--Vincent Zhi Wang  
     Canice Kwan  
 2017—Tao Tao  
 2018—Feifei Huang  
     Dandan Tong

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, University of Illinois, and Chinese University of Hong Kong. Ratings are on a scale from 0 to 100, 1 to 5, and 1 to 6, respectively.

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
CUHK			
2011	18	5.85/6.0	5.85/6.0
2011	28	5.96/6.0	5.96/6.0
2012	14	6.0/6.0	6.0/6.0
2012	16	5.4/6.0	5.6/6.0
2013	14	5.75/6.0	5.88/6.0
2013	9	5.78/6.0	5.78/6.0
2014	13	6.0/6.0	6.0/6.0
2014	11	5.91/6.0	5.91/6.0
2015	15	5.92/6.0	5.92/6.0
2015	12	6.0/6.0	6.0/6.0
2016	12	6.0/6.0	6.0/6.0
2016	13	6.0/6.0	6.0/6.0