

BERTRAM GAWRONSKI, Ph.D.

ASSOCIATE PROFESSOR, FACULTY SCHOLAR, CANADA RESEARCH CHAIR IN SOCIAL PSYCHOLOGY
DEPARTMENT OF PSYCHOLOGY, THE UNIVERSITY OF WESTERN ONTARIO
SOCIAL SCIENCE CENTRE, LONDON, ONTARIO N6A 5C2, CANADA

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EDUCATION AND DEGREES

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| 2001 | Doctor Rerum Naturalium (equivalent to Ph.D.), Psychology
Humboldt University Berlin, Germany |
| 1998 | Magister Artium (equivalent to M.A.), Philosophy (Major), Psychology, Sociology
Free University Berlin, Germany |
| 1995 | Zwischenprüfung (equivalent to B.A.), Philosophy (Major), Psychology, Sociology
University of Würzburg, Germany |

PROFESSIONAL APPOINTMENTS

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| 2008-present | Associate Professor
Department of Psychology, The University of Western Ontario, Canada |
| 2005-present | Canada Research Chair in Social Psychology (Tier II)
Department of Psychology, The University of Western Ontario, Canada |
| 2004-2008 | Assistant Professor
Department of Psychology, The University of Western Ontario, Canada |
| 2002-2004 | Post-Doctoral Fellow
Department of Psychology, Northwestern University, USA |
| 2001-2002 | Lecturer and Research Scientist
Department of Psychology, University of Würzburg, Germany |
| 1998-2000 | Project Manager
artop e.V., Research Institute, Humboldt University Berlin, Germany |
| 1996-2001 | Research and Teaching Assistant
Department of Psychology, Humboldt University Berlin, Germany |

HONORS AND AWARDS

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| 2009 | Fellow in Recognition of Substantial Contributions to Social Psychology as an Empirical Science
Society of Experimental Social Psychology |
| 2009 | Faculty Scholar Award
The University of Western Ontario |
| 2009 | Invited Visiting Professor
University of Padova, Italy |
| 2008 | Charlotte-and-Karl-Bühler Prize
German Psychological Society |
| 2007 | Early Researcher Award
Ontario Ministry of Research and Innovation |

- 2007 Early Career Award
International Social Cognition Network
- 2006 Theoretical Innovation Prize
Society for Personality and Social Psychology
- 2005 Canada Research Chair in Social Psychology (Tier II)
Social Sciences and Humanities Research Council of Canada
- 2005 Grant Proposal Ranked 1st out of 177 Applications in 2004
Social Sciences and Humanities Research Council of Canada
- 2004 Early Career Award for Best Article in 2003
European Journal of Social Psychology
- 2003 Joachim Tiburtius Dissertation Award
Humboldt University Berlin, Technical University Berlin, and Free University Berlin

RESEARCH FUNDING

- 2009-2011 Research Award: *Faculty Scholar Award*
The University of Western Ontario
Total Value: CDN-\$ 14,000 (Principal Investigator)
- 2009-2011 Research Grant: *Associative and Propositional Processes in the Formation and Change of Attitudes*
Deutsche Forschungsgemeinschaft, Germany
Total Value: €119,500 (Co-Investigator; Principal Investigator: Eva Walther)
- 2008-2011 Research Grant: *Self-Representation: Causes and Consequences*
Social Sciences and Humanities Research Council of Canada
Total Value: CDN-\$ 97,719 (Principal Investigator)
- 2008-2009 Small Group Meeting Grant: *Cognitive Consistency as an Integrative Concept in Social Cognition*
European Association of Social Psychology
Total Value: €4,000 (Co-Principal Investigator with Fritz Strack)
- 2008 Conference Travel Grant: *15th General Meeting of the EAESP, Opatija, Croatia*
The University of Western Ontario
Total Value: CDN-\$ 1,594 (Principal Investigator)
- 2007-2012 Research Award: *Mechanisms Underlying Automatic and Deliberate Evaluative Responses*
Ontario Ministry for Research and Innovation
Total Value: CDN-\$ 190,000 (Principal Investigator)
- 2006-2009 Research Grant: *Cognitive Consistency and the Processing of Social Information*
TransCoop Program, Alexander-von-Humboldt Foundation, Germany
Total Value: €44,856 (Co-Principal Investigator with Fritz Strack)
- 2006-2008 Research Grant: *Cognitive Balance: The Role of Associative and Propositional Processes*
Deutsche Forschungsgemeinschaft, Germany
Total Value: €54,480 (Co-Investigator; Principal Investigator: Eva Walther)
- 2006-2007 Research Grant: *Mathematical Modeling of Self-Regulation Processes*
Academic Development Fund, The University of Western Ontario
Total Value: CDN-\$ 46,478 (Principal Investigator)
- 2005-2008 Research Grant: *Attitude Formation and Change*
Social Sciences and Humanities Research Council of Canada
Total Value: CDN-\$ 113,388 (Principal Investigator)

- 2005-2006 Equipment Grant: *Social Cognition Lab*
Canada Foundation for Innovation and Ontario Research Fund
Total Value: CDN-\$ 134,799 (Principal Investigator)
- 2005-2006 Research Grant: *Attitude Formation and Change*
Academic Development Fund, The University of Western Ontario
Total Value: CDN-\$ 17,776 (Principal Investigator)
- 2005 Conference Travel Grant: *14th General Meeting of the EAESP, Würzburg, Germany*
The University of Western Ontario
Total Value: CDN-\$ 2,435 (Principal Investigator)
- 2002-2004 Post-Doctoral Fellowship: *Associations and Beliefs*
Deutsche Forschungsgemeinschaft, Germany
Total Value: €64,870 (Principal Investigator)
- 2001 Conference Travel Grant: *2nd Annual Meeting of the SPSP, San Antonio, TX, USA*
Friedrich-Ebert-Stiftung, Germany
Total Value: €840 (Principal Investigator)
- 2000-2001 Research Grant: *Category-Based and Individuating Impression Formation*
Deutsche Forschungsgemeinschaft, Germany
Total Value: €37,500 (Co-Investigator; Principal Investigator: Rainer Banse)
- 1999-2001 Doctoral Fellowship: *Implicational Schemata and the Correspondence Bias*
Friedrich-Ebert-Stiftung, Germany
Total Value: €24,000 (Principal Investigator)

RESEARCH INTERESTS

My general research interests are in the areas of attitudes and social cognition; in particular the influence of (automatic) associative and (controlled) propositional processes on social judgments and social behavior. Current applications include attitude formation and change; context effects on evaluative responses; cognitive balance and cognitive dissonance; prejudice, stereotyping, and stigmatization; impression formation; moral judgment; decision-making; self-representation and self-evaluation; and processes underlying implicit measurement procedures. More recently, several collaborative projects started to use the distinction between associative and propositional processes in various applied contexts, including political decision-making, consumer behavior, and cognitive biases in anxiety disorders.

PUBLICATION STATISTICS

Articles:	55	Total Number of Citations: >1500 (Google Scholar; September 10th, 2009)
Chapters:	13	<i>h</i> -index = 19 (total)
Books:	3	<i>h</i> -index = 16 (first author)

JOURNAL ARTICLES

Banse, R., Gawronski, B., Rebetez, C., Gutt, H., & Morton, J. B. (in press). The development of spontaneous gender stereotyping in childhood: Relations to stereotype knowledge and stereotype flexibility. *Developmental Science*.

Carraro, L., Gawronski, B., & Castelli, L. (in press). Losing on all fronts: The effects of negative versus positive person-based campaigns on implicit and explicit evaluations of political candidates. *British Journal of Social Psychology*.

Castelli, L., Carraro, L., Gawronski, B., & Gava, K. (in press). On the determinants of implicit evaluations: When the present weighs more than the past. *Journal of Experimental Social Psychology*.

Gawronski, B., Cunningham, W. A., LeBel, E. P., & Deutsch, R. (in press). Attentional influences on affective priming: Does categorization influence spontaneous evaluations of multiply categorizable objects? *Cognition and Emotion*.

Langer, T., Walther, E., Gawronski, B., & Blank, H. (in press). When linking is stronger than thinking: Associative transfer of valence disrupts the emergence of cognitive balance. *Journal of Experimental Social Psychology*.

Norman, R. M. G., Sorrentino, R. M., Gawronski, B., Szeto, A. C. H., Ye, Y., & Windell, D. (in press). Attitudes and physical proximity to an individual with schizophrenia: The moderating effect of self-transcendent values. *Social Psychiatry and Psychiatric Epidemiology*.

Sritharan, R., & Gawronski, B. (in press). Changing implicit and explicit prejudice: Insights from the Associative-Propositional Evaluation Model. *Social Psychology*. *

* Invited Article for Special Issue on "Malleability of Intergroup Stereotypes and Attitudes"

Sritharan, R., Heilpern, K., Wilbur, C. J., & Gawronski, B. (in press). I think I like you: Spontaneous and deliberate evaluations of potential romantic partners in an online dating context. *European Journal of Social Psychology*.

Deutsch, R., & Gawronski, B. (2009). When the method makes a difference: Antagonistic effects on "automatic evaluations" as a function of task characteristics of the measure. *Journal of Experimental Social Psychology*, 45, 101-114.

Deutsch, R., Kordts-Freudinger, R., Gawronski, B., & Strack, F. (2009). Fast and fragile: A new look at the automaticity of negations. *Experimental Psychology*, 56, 434-446.

Gawronski, B. (2009). The multiple inference model of social perception: Two conceptual problems and some thoughts on how to resolve them. *Psychological Inquiry*, 20, 24-29.

Gawronski, B. (2009). Ten frequently asked questions about implicit measures and their frequently supposed, but not entirely correct answers. *Canadian Psychology*, 50, 141-150. *

* Invited Article for Special Issue on "Developments in Psychological Measurement and Assessment"

Gawronski, B., & Bodenhausen, G. V. (2009). Operating principles versus operating conditions in the distinction between associative and propositional processes. *Behavioral and Brain Sciences*, 32, 207-208.

Gawronski, B., LeBel, E. P., Peters, K. R., & Banse, R. (2009). Methodological issues in the validation of implicit measures. Comment on De Houwer, Teige-Mocigemba, Spruyt, and Moors (2009). *Psychological Bulletin*, 135, 369-372.

LeBel, E. P., & Gawronski, B. (2009). How to find what's in a name: Scrutinizing the optimality of five scoring algorithms for the name-letter task. *European Journal of Personality*, 23, 85-106.

Ouimet, A. J., Gawronski, B., & Dozois, D. J. A. (2009). Cognitive vulnerability to anxiety: A review and an integrative model. *Clinical Psychology Review*, 29, 459-470.

Rydell, R. J., & Gawronski, B. (2009). I like you, I like you not: Understanding the formation of context dependent automatic attitudes. *Cognition and Emotion*, 23, 1118-1152.

Walther, E., Gawronski, B., Blank, H., & Langer, T. (2009). Changing likes and dislikes through the backdoor: The US-revaluation effect. *Cognition and Emotion*, 23, 889-917.

Galdi, S., Arcuri, L., & Gawronski, B. (2008). Automatic mental associations predict future choices of undecided decision makers. *Science*, 321, 1100-1102. *

* Research covered by New York Times; Washington Post; CBC News; ABC News; Los Angeles Times; The Globe and Mail; MSNBC; CTV News; Forbes; The New Scientist; National Geographic; Science Daily; American Scientist; The Daily Telegraph; National Public Radio; KCBS Radio; AM 980 Radio; La Presse; Le Devoir; Deutschlandfunk; Der Spiegel; and several other media around the world including local news in Austria, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Mexico, Netherlands, Puerto Rico, Russia, Spain, Switzerland, Thailand, Turkey, and USA.

Gawronski, B., Deutsch, R., LeBel, E. P., & Peters, K. R. (2008). Response interference as a mechanism underlying implicit measures: Some traps and gaps in the assessment of mental associations with experimental paradigms. *European Journal of Psychological Assessment*, 24, 218-225. *

Gawronski, B., Deutsch, R., Mbirkou, S., Seibt, B., & Strack, F. (2008). When "just say no" is not enough: Affirmation versus negation training and the reduction of automatic stereotype activation. *Journal of Experimental Social Psychology, 44*, 370-377.

Gawronski, B., & LeBel, E. P. (2008). Understanding patterns of attitude change: When implicit measures show change, but explicit measures do not. *Journal of Experimental Social Psychology, 44*, 1355-1361.

Gawronski, B., Peters, K. R., Brochu, P. M., & Strack, F. (2008). Understanding the relations between different forms of racial prejudice: A cognitive consistency perspective. *Personality and Social Psychology Bulletin, 34*, 648-665.

Gawronski, B., Peters, K. R., & LeBel, E. P. (2008). What makes mental associations personal or extra-personal? Conceptual issues in the methodological debate about implicit attitude measures. *Social and Personality Psychology Compass, 2*, 1002-1023.

Gawronski, B., & Walther, E. (2008). The TAR effect: When the ones who dislike become the ones who are disliked. *Personality and Social Psychology Bulletin, 34*, 1276-1289.

Sherman, J. W., Gawronski, B., Gonsalkorale, K., Hugenberg, K., Allen, T. A., & Groom, C. (2008). The self-regulation of automatic associations and behavioral impulses. *Psychological Review, 115*, 314-335.

Gawronski, B. (2007). Attitudes can be measured! But what is an attitude? *Social Cognition, 25*, 573-581.

Gawronski, B., & Bodenhausen, G. V. (2007). Unraveling the processes underlying evaluation: Attitudes from the perspective of the APE Model. *Social Cognition, 25*, 687-717.

Gawronski, B., Bodenhausen, G. V., & Becker, A. P. (2007). I like it, because I like myself: Associative self-anchoring and post-decisional change of implicit evaluations. *Journal of Experimental Social Psychology, 43*, 221-232.

Gawronski, B., LeBel, E. P., & Peters, K. R. (2007). What do implicit measures tell us? Scrutinizing the validity of three common assumptions. *Perspectives on Psychological Science, 2*, 181-193.

Hofmann, W., Rauch, W., & Gawronski, B. (2007). And deplete us not into temptation: Automatic attitudes, dietary restraint, and self-regulatory resources as determinants of eating behavior. *Journal of Experimental Social Psychology, 43*, 497-504.

Deutsch, R., Gawronski, B., & Strack, F. (2006). At the boundaries of automaticity: Negation as reflective operation. *Journal of Personality and Social Psychology, 91*, 385-405.

Gawronski, B., & Bodenhausen, G. V. (2006). Associative and propositional processes in evaluation: An integrative review of implicit and explicit attitude change. *Psychological Bulletin, 132*, 692-731.

Gawronski, B., & Bodenhausen, G. V. (2006). Associative and propositional processes in evaluation: Conceptual, empirical, and meta-theoretical issues. Reply to Albarracín, Hart, and McCulloch (2006), Kruglanski and Dechesne (2006), and Petty and Briñol (2006). *Psychological Bulletin, 132*, 745-750.

Gawronski, B., Hofmann, W., & Wilbur, C. J. (2006). Are "implicit" attitudes unconscious? *Consciousness and Cognition, 15*, 485-499.

Conroy, F. R., Sherman, J. W., Gawronski, B., Hugenberg, K., & Groom, C. (2005). Separating multiple processes in implicit social cognition: The Quad-Model of implicit task performance. *Journal of Personality and Social Psychology, 89*, 469-487. *

* Awarded with the 2006 Theoretical Innovation Prize by the Society for Personality and Social Psychology

Gawronski, B., & Bodenhausen, G. V. (2005). Accessibility effects on implicit social cognition: The role of knowledge activation and retrieval experiences. *Journal of Personality and Social Psychology, 89*, 672-685.

Gawronski, B., Bodenhausen, G. V., & Banse, R. (2005). We are, therefore they aren't: In-group construal as a standard of comparison for out-group judgments. *Journal of Experimental Social Psychology, 41*, 515-526.

Gawronski, B., Deutsch, R., & Seidel, O. (2005). Contextual influences on implicit evaluation: A test of additive versus contrastive effects of evaluative context stimuli in affective priming. *Personality and Social Psychology Bulletin*, *31*, 1226-1236.

Gawronski, B., Deutsch, R., & Strack, F. (2005). Approach/avoidance-related motor actions and the processing of affective stimuli: Incongruity effects in automatic attention allocation. *Social Cognition*, *23*, 182-203.

Gawronski, B., Walther, E., & Blank, H. (2005). Cognitive consistency and the formation of interpersonal attitudes: Cognitive balance affects the encoding of social information. *Journal of Experimental Social Psychology*, *41*, 618-626.

Hofmann, W., Gawronski, B., Gschwendner, T., Le, H., & Schmitt, M. (2005). A meta-analysis on the correlation between the Implicit Association Test and explicit self-report measures. *Personality and Social Psychology Bulletin*, *31*, 1369-1385.

Gawronski, B. (2004). Theory-based bias correction in dispositional inference: The fundamental attribution error is dead, long live the correspondence bias. *European Review of Social Psychology*, *15*, 183-217.

Gawronski, B., & Conrey, F. R. (2004). Der Implizite Assoziationstest als Maß automatisch aktivierter Assoziationen: Reichweite und Grenzen [The Implicit Association Test as a measure of automatically activated associations: Range and limits]. *Psychologische Rundschau*, *55*, 118-126.

Gawronski, B., & Strack, F. (2004). On the propositional nature of cognitive consistency: Dissonance changes explicit, but not implicit attitudes. *Journal of Experimental Social Psychology*, *40*, 535-542.

Banse, R., & Gawronski, B. (2003). Die Skala Motivation zu vorurteilsfreiem Verhalten: Psychometrische Eigenschaften und Validität [The scale motivation to act without prejudice: Psychometric properties and validity]. *Diagnostica*, *49*, 4-13.

Gawronski, B. (2003). Implicational schemata and the correspondence bias: On the diagnostic value of situationally constrained behavior. *Journal of Personality and Social Psychology*, *84*, 1154-1171.

Gawronski, B. (2003). On difficult questions and evident answers: Dispositional inference from role-constrained behavior. *Personality and Social Psychology Bulletin*, *29*, 1459-1475.

Gawronski, B., Ehrenberg, K., Banse, R., Zukova, J., & Klauer, K. C. (2003). It's in the mind of the beholder: The impact of stereotypic associations on category-based and individuating impression formation. *Journal of Experimental Social Psychology*, *39*, 16-30.

Gawronski, B., Geschke, D., & Banse, R. (2003). Implicit bias in impression formation: Associations influence the construal of individuating information. *European Journal of Social Psychology*, *33*, 573-589. *

** Awarded with the 2004 Early Career Best Paper Award by the European Association for Experimental Social Psychology*

Gawronski, B. (2002). What does the Implicit Association Test measure? A test of the convergent and discriminant validity of prejudice-related IATs. *Experimental Psychology*, *49*, 171-180.

Gawronski, B., Alshut, E., Grafe, J., Nespethal, J., Ruhmland, A., & Schulz, L. (2002). Prozesse der Urteilsbildung über bekannte und unbekannte Personen: Wie der erste Eindruck die Verarbeitung neuer Informationen beeinflusst [Processes of judging known and unknown persons: How the first impression influences the processing of new information]. *Zeitschrift für Sozialpsychologie*, *33*, 25-34.

Gawronski, B., & Erb, H. P. (2001). Meinungsführerschaft und Persuasion [Opinion leadership and persuasion]. *Marketing – Zeitschrift für Forschung und Praxis*, *23*, 199-208.

Klocke, U., Gawronski, B., & Scholl, W. (2001). Einstellungen zu Umwelt und Mobilität bei Jugendlichen: Gesellschaftliche Trends, Generationenunterschiede und Alterseffekte [Young people's attitudes toward environmental and mobility issues: Social trends, generation differences, and age-related changes]. *Umweltpsychologie*, *5*, 10-33.

Gawronski, B. (2000). Falsifikationismus und Holismus in der experimentellen Psychologie: Logische Grundlagen und methodologische Konsequenzen [Falsificationism and holism in experimental psychology: Logical foundations and methodological consequences]. *Zeitschrift für Sozialpsychologie*, *31*, 3-17.

BOOK CHAPTERS

Brochu, P. M., Gawronski, B., & Esses, V. M. (in press). Cognitive consistency and the relation between implicit and explicit prejudice: Reconceptualizing old-fashioned, modern, and aversive prejudice. To appear in T. G. Morrison, & M. A. Morrison (Eds.), *The psychology of modern prejudice*. Hauppauge, NY: Nova Science Publishers.

Gawronski, B., & Sritharan, R. (in press). Formation, change, and contextualization of mental associations: Determinants and principles of variations in implicit measures. To appear in B. Gawronski, & B. K. Payne (Eds.), *Handbook of implicit social cognition: Measurement, theory, and applications*. New York, NY: Guilford Press.

Payne, B. K., & Gawronski, B. (in press). A history of implicit social cognition: Where is it coming from? Where is it now? Where is it going? To appear in B. Gawronski, & B. K. Payne (Eds.), *Handbook of implicit social cognition: Measurement, theory, and applications*. New York, NY: Guilford Press.

Gawronski, B., Strack, F., & Bodenhausen, G. V. (2009). Attitudes and cognitive consistency: The role of associative and propositional processes. In R. E. Petty, R. H. Fazio, & P. Briñol (Eds.), *Attitudes: Insights from the new implicit measures* (pp. 85-117). New York: Psychology Press.

Gawronski, B., Peters, K. R., & Strack, F. (2008). Cross-cultural differences vs. universality in cognitive dissonance: A conceptual reanalysis. In R. M. Sorrentino & S. Yamaguchi (Eds.), *Handbook of motivation and cognition across cultures* (pp. 297-314). New York: Elsevier.

Gawronski, B. (2007). Balance theory. In R. F. Baumeister, & K. D. Vohs (Eds.), *Encyclopedia of social psychology* (pp. 100-101). Thousand Oaks, CA: Sage.

Gawronski, B. (2007). Correspondence bias. In R. F. Baumeister, & K. D. Vohs (Eds.), *Encyclopedia of social psychology* (pp. 194-195). Thousand Oaks, CA: Sage.

Gawronski, B. (2007). Fundamental attribution error. In R. F. Baumeister, & K. D. Vohs (Eds.), *Encyclopedia of social psychology* (pp. 367-369). Thousand Oaks, CA: Sage.

Gawronski, B., & Bodenhausen, G. V. (2007). What do we know about implicit attitude measures and what do we have to learn? In B. Wittenbrink & N. Schwarz (Eds.), *Implicit measures of attitudes* (pp. 265-286). New York: Guilford Press.

Gawronski, B. (2006). Die Technik des Impliziten Assoziationstests als Grundlage für Objektive Persönlichkeitstests [The procedure of the Implicit Association Test as a basis for Objective Personality Tests]. In T. M. Ortner, R. T. Proyer, & K. D. Kubinger, K. (Eds.), *Theorie und Praxis Objektiver Persönlichkeitstests* (pp. 53-69). Bern: Hans Huber.

Gawronski, B. (2002). Methodisches und längsschnittliche Auswertungsstrategien [Methods and longitudinal data analyses]. In W. Scholl & H. Sydow (Eds.), *Mobilität im Jugend- und Erwachsenenalter* (pp. 26-34). Münster: Waxmann.

Gawronski, B. (2002). Allgemeine Wertorientierungen: Struktur, längsschnittliche Stabilität und Verhaltenswirksamkeit [General values: Structure, longitudinal stability, and behavioral impact]. In W. Scholl & H. Sydow (Eds.), *Mobilität im Jugend- und Erwachsenenalter* (pp. 149-172). Münster: Waxmann.

Bachmann, T., Gawronski, B., & Scholl, W. (1999). Werthaltungen und Freizeitmobilität [Values and leisure travel]. In U. Brannolte, K. Axhausen, H.-L. Dienel, & A. Rade (Eds.), *Freizeitverkehr: Innovative Analysen und Lösungsansätze in einem multidisziplinären Handlungsfeld* (pp. 77-88). Berlin: Technische Universität Berlin.

BOOKS

Gawronski, B., & Strack, F. (Eds.). (in preparation). *Cognitive consistency: A unifying concept in social psychology*. New York, NY: Guilford Press.

Gawronski, B., & Payne, B. K. (Eds.). (in press). *Handbook of implicit social cognition: Measurement, theory, and applications*. New York, NY: Guilford Press.

Gawronski, B. (2001). *Implicational schemata and correspondence bias: The role of implicit theories in situational adjustment*. Lengerich: Pabst Science Publishers.

UNPUBLISHED MANUSCRIPTS

Gawronski, B., Deutsch, R., & Banse, R. (2009). *Response interference tasks as indirect measures of automatic associations*. Manuscript submitted for publication.

Gawronski, B., Rydell, R. J., De Houwer, J., & Vervliet, B. (2009). *When are spontaneous evaluations stable over time and across contexts? A representational account of renewal effects and occasion setting in evaluative learning*. Unpublished manuscript.

Peters, K. R., & Gawronski, B. (2009). *Are we puppets on a string? Comparing the impact of associative and propositional processes during evaluative learning*. Unpublished manuscript.

CONFERENCES

Gawronski, B., & Strack, F. (2009, June). *Cognitive consistency as an integrative concept in social cognition*. EASP Small Group Meeting, Bronnbach, Germany. [Sponsored by the European Association of Social Psychology and the Alexander-von-Humboldt Foundation]

SYMPOSIA

Peters, K. R., & Gawronski, B. (2010, January). *What's so special about the self? Or is there anything special at all?* Symposium at the 11th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV, USA. [Speakers: Kenneth DeMarree, Allen McConnell, Marret Noordewier, Kurt Peters]

Bosson, J. K., & Gawronski, B. (2008, October). *Perspectives on the nature and functions of implicit self-esteem*. Invited symposium at the Annual Conference of the Society of Experimental Social Psychology (SESP), Sacramento, CA, USA. [Speakers: Tracy DeHart, Russell Fazio, Ian McGregor, Brian Nosek]

Gawronski, B., & De Houwer, J. (2008, July). *Associative learning of implicit attitudes*. Symposium at the XXIX. International Congress of Psychology (ICP), Berlin, Germany. [Speakers: Jan De Houwer, Bertram Gawronski, Kate Ranganath, Robert Rydell, Jeffrey Sherman]

Gawronski, B. (2008, June). *Traits, or states, or something else? New perspectives on the context-dependency of implicit measures*. Symposium at the 15th General Meeting of the European Association of Experimental Social Psychology (EAESP), Opatija, Croatia. [Speakers: John Bassili, Roland Deutsch, Melissa Ferguson, Bertram Gawronski, Jeffrey Sherman]

Gawronski, B. (2005, January). *What is an implicit attitude?* Symposium at the 6th Annual Meeting of the Society for Personality and Social Psychology (SPSP), New Orleans, LA, USA. [Speakers: Roland Deutsch, Bertram Gawronski, Brian Nosek, Keith Payne, Norbert Schwarz]

Gawronski, B., & Bodenhausen, G. V. (2004, May). *New directions in research on cognitive consistency*. Symposium at the 76th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA. [Speakers: Bertram Gawronski, Christian Jordan, Alan Lambert, Richard Petty, Kimberly Quinn]

INVITED TALKS AND COLLOQUIA

Gawronski, B. (2010, March). *Associative and propositional processes in evaluation: Understanding patterns of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of Arizona, Tucson, AZ, USA.

Gawronski, B. (2010, March). *Associative and propositional processes in evaluation: Understanding patterns of implicit and explicit attitude change*. Invited talk at the Department of Psychology, York University, Toronto, ON, Canada.

Gawronski, B. (2010, February). *Contextualization versus generalization in spontaneous evaluation: A representational account of renewal effects and occasion setting in evaluative learning*. Invited talk at the 39th Annual Lake Ontario Visionary Establishment (L.O.V.E.) Conference, Niagara Falls, ON, Canada.

Gawronski, B. (2010, January). *Associative and propositional processes in evaluation: Understanding patterns of implicit and explicit attitude change*. Invited talk at the Richard Ivey School of Business, The University of Western Ontario, London, ON, Canada.

Gawronski, B. (2009, November). *Associative and propositional processes in evaluation: Understanding patterns of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of Chicago, Chicago, IL, USA.

Gawronski, B. (2009, September). *Associative and propositional processes in evaluation: Understanding patterns of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of British Columbia, Vancouver, BC, Canada.

Gawronski, B. (2009, June). *Associative and propositional processes in evaluation: Understanding patterns of implicit and explicit attitude change*. Invited talk at the Department of Psychology, Tilburg University, Tilburg, The Netherlands.

Gawronski, B. (2009, April). *Contextualization vs. generalization in evaluative learning: Mechanisms underlying context effects on spontaneous evaluations*. Invited talk at the Department of Psychology, University of Milan-Bicocca, Milan, Italy.

Gawronski, B. (2009, April). *Mechanisms underlying implicit measures: Traps and gaps in the assessment of mental associations with experimental paradigms*. Invited talk at the Department of Psychology, University of Padova, Padova, Italy.

Gawronski, B. (2009, April). *Associative and propositional processes in evaluation: I. Understanding patterns of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of Padova, Padova, Italy.

Gawronski, B. (2009, April). *Associative and propositional processes in evaluation: II. Understanding the context dependency of implicit evaluations*. Invited talk at the Department of Psychology, University of Padova, Padova, Italy.

Gawronski, B. (2009, April). *Associative and propositional processes in evaluation: Understanding the mechanisms underlying implicit and explicit attitude change*. Invited talk at the Graduate School of Business, Columbia University, New York, NY, USA.

Gawronski, B. (2009, January). *Associative and propositional processes in evaluation: Understanding the mechanisms underlying implicit and explicit attitude change*. Invited talk at the Department of Psychology, University College London, London, Great Britain.

Gawronski, B. (2008, October). *What can implicit measures tell us about decision making?* Invited talk at the Graduate School of Business, University of Chicago, Chicago, IL, USA.

Gawronski, B. (2008, June). *I like it, because I like myself: Self-evaluation as a source of attitudes*. Invited talk at the Self & Identity Preconference at the 15th General Meeting of the European Association of Experimental Social Psychology (EAESP), Opatija, Croatia.

Gawronski, B. (2008, March). *Associative and propositional processes in evaluation: Understanding the mechanisms underlying implicit and explicit attitude change*. Invited talk at the Department of Psychology, University at Buffalo, Buffalo, NY, USA.

Gawronski, B. (2008, February). *Associative and propositional processes in evaluation: Understanding the mechanisms underlying implicit and explicit attitude change*. Invited talk at the Department of Psychology, New York University, New York, NY, USA.

Gawronski, B. (2008, February). *Response interference as a mechanism underlying implicit measures: Traps and gaps in the assessment of mental associations with experimental paradigms*. Invited talk at the 8th Social Cognition Preconference at the 9th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Albuquerque, NM, USA.

Gawronski, B. (2007, November). *Just saying "no" is not enough: Why we sometimes do what we don't want to do*. Invited talk at the Canada Research Chairs Speaker Series, Faculty of Social Science, The University of Western Ontario, ON, Canada.

Gawronski, B. (2007, November). *Implicit measures: Traps and gaps in the assessment of mental associations with experimental paradigms*. Invited talk at the Department of Psychology, University of Guelph, Guelph, ON, Canada.

Gawronski, B. (2007, July). *Process dissociation and multinomial modeling*. Invited talk at the EAPP Summer School on Implicit Measures of Personality, Bertinoro, Italy.

Gawronski, B. (2007, July). *Malleability and context dependency: Understanding the relative robustness of implicit and explicit constructs*. Invited talk at the EAPP Summer School on Implicit Measures of Personality, Bertinoro, Italy.

Gawronski, B. (2007, July). *Associative and propositional processes in attitude change: Understanding the relative robustness of implicit and explicit evaluations*. Invited talk at the Unilever Workshop on Implicit Attitude Change, Bertinoro, Italy.

Gawronski, B., & Rydell, R. J. (2007, June). *I like you, I like you not: Understanding the context dependency of automatic evaluation*. Invited talk at the 19th Duck Conference on Social Cognition, Corolla, NC, USA.

Gawronski, B. (2007, February). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the Department of Psychology, Miami University, Oxford, OH, USA.

Gawronski, B., & Rydell, R. J. (2007, February). *I like you, I like you not: Understanding the context dependency of automatic evaluation*. Invited talk at the Department of Psychology, Miami University, Oxford, OH, USA.

Gawronski, B. (2007, January). *Associative and propositional processes in attitude change: Understanding the relative robustness of implicit and explicit attitudes*. Invited talk at the 6th Attitudes Preconference at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN, USA.

Gawronski, B. (2006, October). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of Illinois, Urbana-Champaign, IL, USA.

Gawronski, B. (2006, October). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of Virginia, Charlottesville, VA, USA.

Gawronski, B. (2006, June). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the 18th Duck Conference on Social Cognition, Corolla, NC, USA.

Gawronski, B. (2006, May). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the 78th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Gawronski, B. (2006, April). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the Graduate School of Business, Stanford University, Stanford, CA, USA.

Gawronski, B. (2006, March). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the Department of Psychology, Ohio State University, Columbus, OH, USA.

Gawronski, B. (2006, February). *Associative and propositional processes in evaluation: A new framework for the study of implicit and explicit attitude change*. Invited talk at the Department of Psychology, University of Toronto, Toronto, ON, Canada.

Gawronski, B. (2006, February). *Assoziative und propositionale Prozesse sozialer Kognition: Ein Modell impliziter und expliziter Einstellungsänderung [Associative and propositional processes in social cognition: A model of implicit and explicit attitude change]*. Invited talk at the Department of Psychology, Humboldt University Berlin, Berlin, Germany.

Gawronski, B. (2004, November). *Associative and propositional processes in dissonance-related attitude change*. Invited talk at the Department of Psychology, York University, Toronto, ON, Canada.

Gawronski, B. (2004, April). *Associative and propositional processes in dissonance-related attitude change*. Invited talk at the Annual Meeting of Social Psychologists of Chicago (SPOC), Chicago, IL, USA.

Gawronski, B. (2004, April). *Associative and propositional processes in social information processing: New perspectives on classic phenomena*. Invited talk at the Graduate School of Business, University of Chicago, Chicago, IL, USA.

Gawronski, B. (2004, January). *Associative and propositional processes in social information processing: New perspectives on classic phenomena*. Invited talk at the Department of Psychology, The University of Western Ontario, London, ON, Canada.

Gawronski, B. (2004, January). *Associative and propositional processes in social information processing: New perspectives on classic phenomena*. Invited talk at the Department of Psychology, University of Iowa, Iowa City, IA, USA.

Gawronski, B. (2003, October). *Associative and propositional processes in social information processing: New perspectives on classic phenomena*. Invited talk at the Department of Psychology, Loyola University, Chicago, IL, USA.

Gawronski, B., Walther, E., & Blank, H. (2003, April). *The formation of explicit and implicit interpersonal attitudes: On units, sentiments, and cognitive balance*. Invited talk at the Department of Psychology, Illinois State University, Normal, IL, USA.

Gawronski, B., Walther, E., & Blank, H. (2003, February). *The formation of explicit and implicit interpersonal attitudes: On units, sentiments, and cognitive balance*. Invited talk at the 3rd Social Cognition Preconference at the 4th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Los Angeles, CA, USA.

Gawronski, B., Walther, E., & Blank, H. (2003, January). *The formation of explicit and implicit interpersonal attitudes: On units, sentiments, and cognitive balance*. Invited talk at the Department of Psychology, University of Chicago, Chicago, IL, USA.

Gawronski, B. (2002, December). *Logik und Pragmatik der Bewertung psychologischer Theorien [Logic and pragmatics of evaluating psychological theories]*. Invited talk at the Department of Psychology, University of Cologne, Cologne, Germany.

Gawronski, B., & Erb, H. P. (2001, February). *Meinungsführerschaft und Persuasion [Opinion leadership and persuasion]*. Invited talk at the Department of Clinical Research, GlaxoWellcome, Hamburg, Germany.

Gawronski, B. (2000, August). *Der Implizite Assoziationstest: Eine neue Methode für die Marktforschung? [The Implicit Association Test: A new tool for marketing research?]*. Invited talk at the Department of Consumer Acceptance and Behavior Analyses DaimlerChrysler, Berlin, Germany.

Gawronski, B. (2000, February). *Lassen sich psychologische Theorien falsifizieren? Logik und Pragmatik der wissenschaftlichen Praxis [Can psychological theories be refuted? Logic and pragmatics of scientific research]*. Invited talk at the Department of Psychology, University of Göttingen, Göttingen, Germany.

Gawronski, B. (2000, January). *Lassen sich psychologische Theorien falsifizieren? Logik und Pragmatik der wissenschaftlichen Praxis [Can psychological theories be refuted? Logic and pragmatics of scientific research]*. Invited talk at the Department of Psychology, University of Heidelberg, Heidelberg, Germany.

CONFERENCE PRESENTATIONS

Creighton, L., & Gawronski, B. (2010, January). *When do attitudes guide intentions? A cognitive consistency perspective on attitude-intention relations*. Poster to be presented at the 11th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV, USA.

Peters, K. R., & Gawronski, B. (2010, January). *An activation/validation model of self-construal*. Paper to be presented at the 11th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV, USA.

Gawronski, B. (2009, October). *Does post-decisional attitude change provide evidence for the operation of cognitive dissonance?* Paper to be presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Portland, ME, USA.

Weil, R., Walther, E., Gawronski, B., & Blank, H. (2009, September). *Mechanismen der Einstellungsänderung: Kognitive Balance oder assoziative Valenzübertragung? [Mechanisms of attitude change: Cognitive balance or associative transfer of valence?]*. Paper to be presented at the 12. Fachgruppentagung Sozialpsychologie, Walferdange, Luxemburg.

Sritharan, R., & Gawronski, B. (2009, August). *I think I like you: Automatic and deliberative evaluations of potential romantic partners in an online dating context*. Poster presented at the 12th Ontario Symposium on Social Psychology, London, ON, Canada.

Brochu, P. M., Gawronski, B., Peters, K. R., Strack, F., & Esses, V. M. (2009, June). *Cognitive consistency and the relation between different forms of prejudice: A review of the integrative prejudice framework*. Paper presented at the EASP Small Group Meeting on Cognitive Consistency as an Integrative Framework in Social Cognition, Bronnbach, Germany.

Walther, E., Gawronski, B., & Weil, R. (2009, June). *The beauty, the beast, and the balance principle*. Paper presented at the EASP Small Group Meeting on Cognitive Consistency as an Integrative Framework in Social Cognition, Bronnbach, Germany.

Conway, P. J., & Gawronski, B. (2009, May). *Deontological vs. utilitarian inclinations in moral decisions: A process dissociation approach*. Paper presented at the Annual Western-Waterloo Meeting, Waterloo, ON, Canada.

Conway, P. J., & Gawronski, B. (2009, May). *Deontological vs. utilitarian inclinations in moral decisions: A process dissociation approach*. Paper presented at the 81st Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

LeBel, E. P., Campbell, L., & Gawronski, B. (2009, May). *Implicit partner affect indirectly predicts romantic breakup*. Paper presented at the 81st Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Peters, K. R., & Gawronski, B. (2009, May). *An activation/validation model of self-construal*. Paper presented at the 81st Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Kordts-Freudinger, R., Deutsch, R., Gawronski, B., & Strack, F. (2009, March). *Unintentional und uneffizient: Evidenz für teilautomatische Negationsverarbeitung [Unintentional and inefficient: Evidence for partially automatic processing of negations]*. Paper presented at the 51. Tagung experimentell arbeitender Psychologen (TeaP), Jena, Germany.

Conway, P. J., & Gawronski, B. (2009, February). *Deontological vs. utilitarian inclinations in moral decision making: A process dissociation approach*. Poster presented at the 10th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL, USA.

Gawronski, B. (2009, February). *Are implicit attitudes unconscious?* Paper presented at the 10th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL, USA.

LeBel, E. P., & Gawronski, B. (2009, February). *What's in a name? Scrutinizing the optimality of five scoring algorithms for the name-letter task*. Poster presented at the 10th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL, USA.

Peters, K. R., & Gawronski, B. (2009, February). *An activation/validation model of self-construal*. Poster presented at the 10th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL, USA.

Sritharan, R., & Gawronski, B. (2009, February). *I think I like you: Automatic and deliberative evaluations of potential romantic partners in an online dating context*. Poster presented at the 10th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Tampa, FL, USA.

Gawronski, B. (2008, October). *In search of the "real" attitude: Implicit measures, explicit measures, and conceptual problems with the holy grail*. Paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Sacramento, CA, USA.

Gawronski, B., Deutsch, R., LeBel, E. P., & Peters, K. R. (2008, October). *Response interference as a mechanism underlying implicit measures: Some traps and gaps in the assessment of mental associations with experimental paradigms*. Informal paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Sacramento, CA, USA.

Galdi, S., Gawronski, B., & Arcuri, L. (2008, September). *When you have already made up your mind, but you don't know it yet*. Paper presented at the 10th Meeting of the European Social Cognition Network (ESCON), Volterra, Italy.

Kordts-Freudinger, R., Deutsch, R., Gawronski, B., & Strack, F. (2008, September). *The dual nature of priming: Logic and associations jointly influence indirect measures of evaluation*. Paper presented at the 10th Meeting of the European Social Cognition Network (ESCON), Volterra, Italy.

Gawronski, B., & Rydell, R. J. (2008, July). *I like you, I like you not: Understanding the context-dependency of implicit attitudes*. Paper presented at the XXIX. International Congress of Psychology (ICP), Berlin, Germany.

Kordts, R., Deutsch, R., Gawronski, B., & Strack, F. (2008, July). *The dual nature of priming: Logic and associations jointly influence indirect measures of evaluation*. Poster presented at the XXIX. International Congress of Psychology (ICP), Berlin, Germany.

Brochu, P. M., Esses, V. M., & Gawronski, B. (2008, June). *Understanding different forms of weight prejudice from the integrative prejudice framework*. Paper presented at the 69th Annual Convention of the Canadian Psychological Association (CPA), Halifax, NS, Canada.

Deutsch, R., & Gawronski, B. (2008, June). *Context-effects on implicit measures: Method-related vs. construct-related variability in affective priming*. Paper presented at the 15th General Meeting of the European Association of Experimental Social Psychology (EAESP), Opatija, Croatia.

Gawronski, B., & Rydell, R. J. (2008, June). *I like you at home, but I don't like you at work: A representational account of context effects on implicit measures*. Paper presented at the 15th General Meeting of the European Association of Experimental Social Psychology (EAESP), Opatija, Croatia.

Brochu, P. M., Esses, V. M., & Gawronski, B. (2008, May). *Understanding different forms of weight prejudice from the integrative prejudice framework*. Paper presented at the Annual Western-Waterloo Meeting, London, ON, Canada.

Conway, P., & Gawronski, B. (2008, May). *Deontological vs. utilitarian inclinations in moral decision making: A process dissociation approach*. Poster presented at the Annual Western-Waterloo Meeting, London, ON, Canada.

Galdi, S., Gawronski, B., & Arcuri, L. (2008, May). *When you have already made up your mind, but you don't know it yet*. Poster presented at the Annual Western-Waterloo Meeting, London, ON, Canada.

Peters, K. R., & Gawronski, B. (2008, May). *An activation/validation model of self-construal*. Paper presented at the Annual Western-Waterloo Meeting, London, ON, Canada.

Conway, P., & Gawronski, B. (2008, May). *Deontological vs. utilitarian inclinations in moral decision making: A process dissociation approach*. Poster presented at the Southern Ontario Behavioral Decision Research Conference, Waterloo, ON, Canada.

Galdi, S., Gawronski, B., & Arcuri, L. (2008, May). *When you have already made up your mind, but you don't know it yet*. Poster presented at the Southern Ontario Behavioral Decision Research Conference, Waterloo, ON, Canada.

Weil, R., Walther, E., Gawronski, B., & Blank, H. (2008, March). *Feind oder Freund? Der Einfluss mentaler Belastung und Informationszugänglichkeit auf die Entstehung kognitiver Balance in expliziten und impliziten Urteilen [Enemy or friend? The impact of cognitive load and information accessibility on the emergence of cognitive balance in explicit and implicit evaluations]*. Paper presented at the 50. Tagung experimentell arbeitender Psychologen (TeaP), Marburg, Germany.

Gawronski, B., Peters, K. R., Brochu, P. M., & Strack, F. (2008, February). *Cognitive consistency and the relation between different kinds of prejudice: Implications for prejudice reduction*. Paper presented at the 9th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Albuquerque, NM, USA.

Gawronski, B., Peters, K. R., & LeBel, E. P. (2008, February). *What makes mental associations personal or extra-personal? Conceptual issues in the methodological debate about implicit attitude measures*. Informal paper presented at the 8th Social Cognition Preconference at the 9th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Albuquerque, NM, USA.

LeBel, E. P., & Gawronski, B. (2008, February). *I like it, but I wonder why: Causal attribution as a moderator of the relation between implicit and explicit evaluations*. Poster presented at the 9th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Albuquerque, NM, USA.

Peters, K. R., Gawronski, B., & Deutsch, R. (2008, February). *Optimizing the reliability of the dot-probe task as a measure of attentional bias: A time course analysis*. Poster presented at the 9th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Albuquerque, NM, USA.

Gawronski, B., Peters, K. R., & LeBel, E. P. (2007, October). *Personal vs. extra-personal associations in implicit attitude measures: Conceptual issues in a methodological debate*. Informal paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Chicago, IL, USA.

Gawronski, B., & Rydell, R. J. (2007, July). *Trait or state? Understanding the context-sensitivity of implicit measures*. Paper presented at the 13th Biennial Meeting of the International Society for the Study of Individual Differences (ISSID), Giessen, Germany.

Morton, J. B., Burnham, P., & Gawronski, B. (2007, June). *Disentangling automatic and controlled processing in children's attention to threat: A multinomial modeling approach*. Paper presented at the 37th Annual Meeting of the Jean Piaget Society, Amsterdam, The Netherlands.

Brochu, P. M., Esses, V. M., & Gawronski, B. (2007, May). *Cognitive consistency in prejudice against the overweight*. Paper presented at the 79th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Gawronski, B., & Rydell, R. J. (2007, May). *I like you, I like you not: Understanding the context dependency of implicit attitudes*. Paper presented at the 79th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

LeBel, E. P., & Gawronski, B. (2007, May). *I like my group because I like myself: Understanding the mechanisms underlying implicit and explicit ingroup favoritism*. Poster presented at the Annual Western-Waterloo Meeting, Waterloo, ON, Canada.

Deutsch, R., & Gawronski, B. (2007, March). *Wie stabil sind implizite Einstellungen? Kontexteffekte als Indikator flexibler Maße statt flexibler Bewertungen [How stable are implicit attitudes? Context effects as indicators of flexible measures rather than flexible evaluations]*. Paper presented at the 49. Tagung experimentell arbeitender Psychologen (TeaP), Trier, Germany.

LeBel, E. P., & Gawronski, B. (2007, January). *I like my group because I like myself: Understanding the mechanisms underlying implicit and explicit ingroup favoritism*. Poster presented at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN, USA.

Mbirikou, S., & Gawronski, B. (2007, January). *Stereotypes on the rebound: Underlying cognitive mechanisms*. Poster presented at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN, USA.

Peters, K. R., & Gawronski, B. (2007, January). *I think I am, therefore I am: Exploring the mechanism of self-belief change through role-taking*. Poster presented at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN, USA.

Rüter, K., & Gawronski, B. (2007, January). *In or out? Comparing will bear the answer*. Poster presented at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN, USA.

Gawronski, B., LeBel, E. P., & Peters, K. R. (2006, October). *What do implicit measures tell us? Scrutinizing the validity of three common assumptions*. Informal paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Philadelphia, PA, USA.

Banse, R., Rebetez, C., Hayou-Thomas, E., & Gawronski, B. (2006, September). *The Action Interference Task (AIT) as a measure of implicit stereotypes: Gender stereotypes in children and ageism across cultures*. Paper presented at the 53rd Annual Conference of the British Psychological Society Social Psychology Section (BPSSPS), Birmingham, United Kingdom.

Rüter, K., & Gawronski, B. (2006, September). *In or out? Comparing will bear the answer*. Paper presented at the 8th Meeting of the European Social Cognition Network (ESCON), Warsaw, Poland.

Deutsch, R., Gawronski, B., & Strack, F. (2006, January). *At the boundaries of automaticity: Negation as reflective operation*. Poster presented at the 7th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Palm Springs, CA, USA.

LeBel, E., & Gawronski, B. (2006, January). *Reasons versus feelings: Introspection and the relation between explicit and implicit attitudes*. Poster presented at the 7th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Palm Springs, CA, USA.

Mbirkou, S., & Gawronski, B. (2006, January). *When "just say no" is not enough: Effects of affirmation versus negation training on implicit stereotyping*. Poster presented at the 7th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Palm Springs, CA, USA.

Peters, K. R., & Gawronski, B. (2006, January). *Associative and propositional processes in evaluation: Understanding the relation between different kinds of prejudice*. Poster presented at the 7th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Palm Springs, CA, USA.

Gawronski, B. (2005, October). *Context effects on implicit evaluation: The rocky road from phenomena to underlying mechanisms*. Paper presented at the Annual Meeting of the Person Memory Interest Group (PMIG), Julian, CA, USA.

Gawronski, B., Bodenhausen, G. V., & Becker, A. (2005, October). *I like it because I like myself: Associative self-anchoring and post-decisional change of implicit attitudes*. Informal paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), San Diego, CA, USA.

Hofmann, W., Rauch, W., Gawronski, B., & Schmitt, M. (2005, September). *Über den Konflikt impulsiver und reflektiver Prozesse bei der Selbstregulation des Essverhaltens [On the conflict between impulsive and reflective processes in self-regulation of eating behavior]*. Poster presented at the 8. Tagung der Fachgruppe Differentielle Psychologie, Persönlichkeitspsychologie, und psychologische Diagnostik, Marburg, Germany.

Deutsch, R., Gawronski, B., & Seidel, O. (2005, July). *When more primes less: A test of additive versus contrastive models of automatic evaluation*. Paper presented at the 14th General Meeting of the European Association of Experimental Social Psychology (EAESP), Würzburg, Germany.

Gawronski, B., & Bodenhausen, G. V. (2005, July). *Accessibility effects on implicit attitude measures: The role of accessible content versus accessibility experiences*. Paper presented at the 14th General Meeting of the European Association of Experimental Social Psychology (EAESP), Würzburg, Germany.

Walther, E., Gawronski, B., Blank, H., & Langer, T. (2005, July). *Attitude change without awareness: The US-revaluation effect*. Paper presented at the 14th General Meeting of the European Association of Experimental Social Psychology (EAESP), Würzburg, Germany.

Gawronski, B. (2005, May). *Context effects on implicit evaluation: The rocky road from phenomena to underlying mechanisms*. Paper presented at the Annual Western-Waterloo Meeting, Waterloo, ON, Canada.

Gawronski, B., Deutsch, R., & Seidel, O. (2005, May). *Contextual influences on automatic affective reactions: A test of additive versus contrastive models of implicit evaluation*. Paper presented at the 77th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Langer, T., Walther, E., Gawronski, B., & Blank, H. (2005, March). *Der Einfluss von US-Reevaluation auf evaluative Konditionierung [The influence of US-revaluation on evaluative conditioning]*. Paper presented at the 47. Tagung experimentell arbeitender Psychologen (TeaP), Regensburg, Germany.

Conrey, F. R., Sherman, J. W., Gawronski, B., Hugenberg, K., & Groom, C. (2005, January). *Separating multiple processes in implicit social cognition: The Quad-Model of implicit task performance*. Poster presented at the 6th Annual Meeting of the Society for Personality and Social Psychology (SPSP), New Orleans, LA, USA.

Gawronski, B., & Bodenhausen, G. V. (2005, January). *Accessibility effects on implicit attitudes: The role of accessible content versus accessibility experiences*. Paper presented at the 6th Annual Meeting of the Society for Personality and Social Psychology (SPSP), New Orleans, LA, USA.

Sherman, J. W., Conrey, F. R., Gawronski, B., Hugenberg, K., & Groom, C. (2004, October). *Beyond automaticity and control: Implicit measures of prejudice tap multiple cognitive processes*. Paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Fort Worth, TX, USA.

Gawronski, B., Conrey, F. R., Sherman, J. W., Hugenberg, K., & Groom, C. (2004, September). *Jenseits von Automtizität und Kontrolle: Die Messung multipler Prozess mit impliziten Messverfahren [Beyond automaticity and control: Assessing multiple processes with implicit measures]*. Paper presented at the Paper presented at the 44. Kongress der Deutschen Gesellschaft für Psychologie (DGPs), Göttingen, Germany

Sherman, J. W., Conrey, F. R., Gawronski, B., Hugenberg, K., & Groom, C. (2004, September). *Beyond automaticity and control: Implicit measures of prejudice tap multiple cognitive processes*. Paper presented at the 6th Meeting of the European Social Cognition Network (ESCON), Lisbon, Portugal.

Gawronski, B., Walther, E., & Blank, H. (2004, June). *The formation of explicit and implicit attitudes: On associations, inferences, and cognitive balance*. Paper presented at the EAESP Small Group Meeting on Conscious and Unconscious Attitudinal Processes, La Cristalera, Spain.

Sherman, J. W., Conrey, F. R., Gawronski, B., Hugenberg, K., & Groom, C. (2004, June). *Beyond automaticity and control: The Quad-Model of behavioral response*. Paper presented at the EAESP Small Group Meeting on Conscious and Unconscious Attitudinal Processes, La Cristalera, Spain.

Gawronski, B., Deutsch, R., & Strack, F. (2004, May). *Approach/avoidance and attention to affective information*. Poster presented at the 16th Annual Convention of the American Psychological Society (APS), Chicago, IL, USA.

Gawronski, B., Walther, E., & Blank, H. (2004, May). *The formation of explicit and implicit attitudes: On associations, inferences, and cognitive balance*. Paper presented at the 76th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Gawronski, B., & Strack, F. (2004, January). *On the propositional nature of cognitive consistency: Dissonance changes explicit, but not implicit attitudes*. Paper presented at the 5th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Austin, TX, USA.

Sherman, J. W., Conrey, F. R., Gawronski, B., Hugenberg, K., & Groom, C. (2004, January). *Beyond automaticity and control: Implicit measures of prejudice tap multiple processes*. Paper presented at 4th Social Cognition Preconference at the 5th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Austin, TX, USA.

Deutsch, R., Gawronski, B., & Strack, F. (2003, October). *At the boundaries of automaticity: Negation as reflective operation*. Paper presented at the Annual Meeting of the Person Memory Interest Group (PMIG), West Greenwich, RI, USA.

Gawronski, B., & Strack, F. (2003, October). *On the propositional nature of cognitive consistency: Dissonance changes explicit, but not implicit attitudes*. Informal paper presented at the Annual Conference of the Society of Experimental Social Psychology (SESP), Boston, MA, USA.

Deutsch, R., Gawronski, B., & Strack, F. (2003, September). *Wie automatisch ist unser mentaler Alltag? Hinweise auf Grenzen der Automatisierbarkeit kognitiver Prozeduren [How automatic is our mental life? Evidence for limits in the automatization of cognitive procedures]*. Paper presented at the 9. Tagung der Fachgruppe Sozialpsychologie, Heidelberg, Germany.

Hofmann, W., Gschwendner, T., Gawronski, B., Le, H., & Schmitt, M. (2003, September). *Eine Meta-Analyse zum Zusammenhang des Impliziten Assoziationstests mit expliziten Maßen der Selbstausskunft [A meta-analysis on the correlation between the Implicit Association Test and explicit self-report measures]*. Paper presented at the 7. Tagung der Fachgruppe Differentielle Psychologie, Persönlichkeitspsychologie und psychologische Diagnostik, Halle, Germany.

Hofmann, W., Gschwendner, T., Gawronski, B., Le, H., & Schmitt, M. (2003, September). *A meta-analysis on IAT validities*. Paper presented at the 5th Meeting of the European Social Cognition Network (ESCON), Padua, Italy.

Gawronski, B., Bodenhausen, G. V., & Banse, R. (2003, June). *In-group-centrism in social judgment: In-group construal as a standard of comparison for out-group judgments*. Paper presented at the 6th Jena Workshop on Intergroup Processes, Jena, Germany.

Gawronski, B., & Bodenhausen, G. V. (2003, May). *Accessible content vs. accessibility experiences: A dissociation between explicit and implicit measures*. Paper presented at the 75th Annual Meeting of the Midwestern Psychological Association (MPA), Chicago, IL, USA.

Deutsch, R., Gawronski, B., & Strack, F. (2003, March). *Übung macht noch keinen Meister: Grenzen der Automatisierbarkeit kognitiver Prozeduren [Practice doesn't make perfect: Limits in the automatization of cognitive procedures]*. Paper presented at the 45. Tagung experimentell arbeitender Psychologen (TeaP), Kiel, Germany.

Gawronski, B., Deutsch, R., & Strack, F. (2003, February). *Approach/avoidance and attention to affective information*. Poster presented at the 4th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Los Angeles, CA, USA.

Gawronski, B. (2002, June). *When accuracy motivation increases "bias": Situational adjustment and the questioner superiority effect*. Poster presented at the 13th General Meeting of the European Association of Experimental Social Psychology (EAESP), San Sebastian, Spain.

Gawronski, B. (2002, June). *Kontexteffekte auf implizite und explizite Einstellungen [Context effects on implicit and explicit attitudes]*. Paper presented at the 2. Workshop Implizite Diagnostik, Berlin, Germany.

Deutsch, R., Gawronski, B., & Strack, F. (2002, March). *Wie schwer ist es „nein“ zu sagen? Grenzen der automatischen Verarbeitung von Negationen [How difficult is it to say "no"? Limits in the automatic processing of negations]*. Paper presented at the 44. Tagung experimentell arbeitender Psychologen (TeaP), Chemnitz, Germany.

Gawronski, B., & Banse, R. (2001, September). *Individuelle Unterschiede in der Motivation zur Kontrolle automatisch aktivierter Vorurteile und Stereotype [Individual differences in the motivation to control automatically activated prejudice and stereotypes]*. Paper presented at the 8. Tagung der Fachgruppe Sozialpsychologie, Würzburg, Germany.

Alshut, E., Grafe, J., Nespethal, J., Ruhmland, A., Schulz, L., & Gawronski, B. (2001, September). *Warum der erste Eindruck bleibt: Prozesse der Urteilsbildung über bekannte und unbekannte Personen [Why the first impression remains: Processes of judging known and unknown persons]*. Poster presented at the 8. Tagung der Fachgruppe Sozialpsychologie, Würzburg, Germany.

Gawronski, B., Geschke, D., & Banse, R. (2001, September). *Behavior identification and dispositional inference: The impact of stereotypic associations and explicit prejudiced beliefs*. Paper presented at the 3rd Meeting of the European Social Cognition Network (ESCON), Houffalize, Belgium.

Banse, R., Gawronski, B., Ehrenberg, K., & Zukova, J. (2001, February). *Individual differences in category-based and individuating impression formation. The moderating role of associative strength*. Poster presented at the 2nd Annual Meeting of the Society for Personality and Social Psychology (SPSP), San Antonio, TX, USA.

Gawronski, B. (2001, February). *Implicational schemata and correspondence bias: The role of perceived persuasiveness in attitude attribution*. Poster presented at the 2nd Annual Meeting of the Society for Personality and Social Psychology (SPSP), San Antonio, TX, USA.

Gawronski, B. (2000, September). *Korrekturprozesse bei der Korrespondenzverzerrung: Hat die Argumentationsqualität einen Einfluss auf korrespondierende Einstellungszuschreibungen? [Processes of correction and the correspondence bias: Does argument quality affect correspondent attitude inferences?]*. Paper presented at the 42. Kongress der Deutschen Gesellschaft für Psychologie (DGPs), Jena, Germany.

Gawronski, B., & Banse, R. (2000, April). *Kategoriale und individuierende Eindrucksbildung: Der moderierende Einfluss impliziter Stereotype [Category-based and individuating impression formation: The moderating role of implicit stereotypes]*. Paper presented at the 42. Tagung experimentell arbeitender Psychologen (TeaP), Braunschweig, Germany.

Gawronski, B., & Sydow, H. (1999, October). *Wertorientierungen und Präferenzmuster: Vorstellung eines zweidimensionalen Wertesystems zur Beschreibung potentieller Kundengruppen [Values and preferences: Presentation of a two-dimensional value system for the identification of potential customers]*. Paper presented at the 20. Kongress für angewandte Psychologie, Berlin, Germany.

COURSES TAUGHT

THE UNIVERSITY OF WESTERN ONTARIO, CANADA

2009-2010	Prejudice, Stereotyping, and Discrimination
2008-2009	Theories in Social Psychology
2007-2008	Implicit Social Cognition
2006-2007	Theories in Social Psychology
2005-2006	Social Cognition and Motivation
2004-2005	Implicit Social Cognition

UNIVERSITY OF WÜRZBURG, GERMANY

2001-2002	Consumer Psychology
2001-2002	Cognition and Emotion
2000-2001	Achievement Motivation

HUMBOLDT-UNIVERSITY BERLIN, GERMANY

2000-2001	Person Perception
1999-2000	Social Information Processing
1999-2000	Social Psychology of Standardized Research Settings
1998-1999	Philosophy of Science
1998-1999	Theories in Social Psychology
1997-1998	Theories in Social Psychology
1996-1997	Theories in Social Psychology

INVITED GUEST LECTURES

2009	Outreach Lecture: <i>What is Implicit Bias?</i> , Mother Teresa High School, London, Ontario
2009	Graduate Course: <i>Implicit Social Cognition</i> , Department of Psychology; University of Padova, Italy
2008	Outreach Lecture: <i>What is Implicit Bias?</i> Catholic Central High School, London, Ontario
2008	Outreach Lecture: <i>What is Implicit Bias?</i> Mother Teresa High School, London, Ontario
2007	Summer School: <i>Implicit Measures of Personality</i> ; European Association of Personality Psychology

STUDENT SUPERVISION

GRADUATE STUDENTS (PRIMARY SUPERVISOR)

2009-present Laura Creighton
2005-present Etienne LeBel
2005-present Kurt Peters
2005-2007 Sawsan Mbirkou

GRADUATE STUDENTS (CO-SUPERVISOR)

2009-present Yang Ye (with Richard Sorrentino)
2005-present Paula Brochu (with Victoria Esses)
2005-present Rhys Lewis (with Richard Goffin)

VISITING GRADUATE STUDENTS

2009 Thorsten Erle (University of Würzburg, Germany)
2008 Luciana Carraro (University of Padova, Italy)
2008 Silvia Galdi (University of Padova, Italy)
2008 Robert Kordts (University of Würzburg, Germany)

HONORS STUDENTS

2009-2010 Amy Tapley
2008-2009 Ying-Zi Seow
2007-2008 Rajeesh Sritharan
2006-2007 Crystal Gregoire
2006-2007 Lu Jin
2006-2007 Julia Williams
2005-2006 Jennifer Garden
2005-2006 Kimberly Heilpern
2005-2006 Adrienne McCurdy
2004-2005 Adam Kowalsky

SCHOLAR'S ELECTIVES STUDENTS

2007-2008 Nicole Etherington

DIPLOMA STUDENTS

2000-2001 Daniel Geschke
2000-2001 Anne Grau
2000-2001 Johanna Zukova
1999-2000 Nicole Jäckle
1999-2000 Katrin Wöhrle
1999-2000 Hans-Joachim Wolfram

MASTER'S ADVISORY COMMITTEES

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2007 Pei-Shiuan Lily Lin
2007 Harris Rubin
2006 Rachel Kotack
2006 Matthew Maxwell-Smith

PhD ADVISORY COMMITTEES

2008 Mike Battista

2007 Andrea Lawson
2006 Graeme Haynes
2005 Roger Covin

MASTER'S EXAMINATION COMMITTEES

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2008 Pei-Shiuan Lily Lin
2008 Harris Rubin
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2007 Rachel Kotack
2007 Kate McInnis (*Chair*)
2006 Caroline Abu-Ayyash
2005 Sandra Lackenbauer
2005 Mariam Naqshbandi (*Chair*)
2005 Tara Wiginton

PhD EXAMINATION COMMITTEES

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2008 Dianne Shanley (*Chair*)
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2007 Graeme Haynes

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2009 Maria Grazia Di Bono (University of Padova, Italy)
2009 Gennaro Di Tosto (University of Padova, Italy)
2009 Silvia Galdi (University of Padova, Italy)
2009 Marret Noordewier (Tilburg University, The Netherlands)
2009 David Polezzi (University of Padova, Italy)
2009 Caterina Suitner (University of Padova, Italy)
2009 Remi Trudel (Richard Ivey School of Business, Canada)
2009 Mervyn Whitfield (Wilfrid Laurier University, Canada)

COMPREHENSIVE EXAMINATION COMMITTEES

2008 Irene Cheung
2008 Etienne LeBel
2008 Allison Ouimet
2008 Kurt Peters
2005 Bethany Butzer
2005 Corey Isaacs
2005 Andrea Lawson
2005 Andrew Szeto

PROFESSIONAL SERVICES

PROFESSIONAL ORGANIZATIONS

2008 Member, 2007 Best Social Cognition Paper Award Committee, International Social Cognition Network
2007-present Member, Steering Committee, International Social Cognition Network
2007-2008 Member, Program Committee, 15th Meeting of the European Association of Social Psychology
2007 Member, 2006 Best Social Cognition Paper Award Committee, International Social Cognition Network
2006-present Local Representative, Midwestern Psychological Association
2006-2007 Member, Reviewer Panel, 68th Annual Convention of the Canadian Psychological Association

2005-present Member, College of Reviewers, Canada Research Chairs Program

DEPARTMENT/UNIVERSITY

2008-present Member, Graduate Affairs Committee, Department
2008-2009 Member, Review Committee, Academic Development Fund, Faculty
2008-2009 Member, Working Group for the Reunification of the Psychology Department, Department
2007-present Chair, Social Psychology Area, Department
2007-2008 Chair, Graduate Affairs Committee, Department
2007-2008 Member, Executive Coordinating Committee, Department
2007-2008 Chair, Subcommittee for Graduate Training in Statistics, Department
2006-2008 Member, New Appointments Committee, Department
2005-2007 Member, Annual Performance Evaluation Committee, Department
2005-2007 Member, Ethics and Research Participation Pool Committee, Department
2005-2006 Member, Search Committee for Position in Developmental Psychology, Department
2004-2005 Member, Graduate Selection Committee, Department
2004-2005 Member, W. J. McClelland Award Committee, Department

EDITORIAL SERVICES

ASSOCIATE EDITOR

2009-present *Journal of Personality and Social Psychology*

GUEST EDITOR

2007 Special Issue of *Social Cognition* on "What is an attitude?" (Volume 25, Issue 5)

CONSULTING EDITOR

2009-present *European Review of Social Psychology*
2007-present *Journal of Personality and Social Psychology*
2007-present *Social Cognition*
2007-present *The Open Psychology Journal*
2006-present *Personality and Social Psychology Review*
2006-present *Psychology Science Quarterly*, formerly *Psychology Science*
2006-present *Social Psychology*, formerly *Zeitschrift für Sozialpsychologie*

AD HOC REVIEWER

Applied Psychology: An International Review
British Journal of Social Psychology
Canadian Journal of Experimental Psychology
Cognition and Emotion
Consciousness and Cognition
Emotion
European Journal of Personality
European Journal of Psychological Assessment
European Journal of Social Psychology
European Review of Social Psychology
Experimental Psychology
Group Processes and Intergroup Relations
Journal of Applied Social Psychology
Journal of Business and Psychology
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, & Cognition
Journal of Experimental Social Psychology
Journal of Personality

Journal of Personality and Social Psychology
Journal of Social and Personal Relationships
Personality and Individual Differences
Personality and Social Psychology Bulletin
Personality and Social Psychology Review
Perspectives on Psychological Science
Psychological Bulletin
Psychological Methods
Psychological Science
Quarterly Journal of Experimental Psychology
Self and Identity
Science
Social and Personality Psychology Compass
Social Cognition
Social Psychology
Social Science and Medicine
Substance Abuse Treatment, Prevention, and Policy
Swiss Journal of Psychology
Zeitschrift für Sozialpsychologie

GRANT APPRAISAL

Canada Research Chairs Program
Deutsche Forschungsgemeinschaft
Israel Science Foundation
Marsden Fund Council, Royal Society of New Zealand
National Institutes of Health
National Science Foundation
Ontario Graduate Scholarship Program
Social Sciences and Humanities Research Council of Canada

PROFESSIONAL AFFILIATIONS

American Psychological Association
Association for Psychological Science
Deutsche Gesellschaft für Psychologie
European Association of Social Psychology
Fachgruppe Sozialpsychologie der Deutschen Gesellschaft für Psychologie
International Social Cognition Network
International Society for Self and Identity
Midwestern Psychological Association
Social Psychology Network
Society for Personality and Social Psychology
Society of Experimental Social Psychology