

# CURRICULUM VITAE

## KENNETH G. DEMARREE

Department of Psychology      Home:  
1835 Neil Avenue              194 W 3rd Avenue  
Columbus, OH, 43210          Columbus, OH 43201  
(614) 688-5668                  (614) 537-9439  
demarree.1@osu.edu

### Education

- Ph.D. Psychology, Ohio State University (Expected 2008)  
Major Area: Social Psychology  
Minor Areas: Quantitative Psychology & Psychobiology  
Advisor: Richard E. Petty
  
- M.A. Psychology, Ohio State University (2003)  
Major Area: Social Psychology  
Advisor: Richard E. Petty
  
- B.A. Psychology, University of Rochester (2001)  
Advisor: Harry T. Reis

### Research Interests

My research interests fall within the general areas of attitudes and social cognition, with a common unifying theme of this research being a focus on the self and self-related processes. I have several programs of research that build on this general theme and on each other. In one program of research on implicit social cognition, I examine the role of the self and individual differences on the effects of primes on judgments and behavior. In another, broader program of research on attitudes and persuasion, I examine the implications of the attitudes construct for the study of self-related processes, implications of the self construct for the study of attitudes processes, and antecedents and consequences of attitude strength.

### Teaching Experience & Interests

My teaching experience consists of a writing-intensive introductory course in social psychology (7 sections), for which I have been nominated for a graduate teaching award. In addition, I have given several lectures on statistics (e.g., interactions in regression) and research design (e.g., programming in DirectRT) to graduate students. Beyond introductory social psychology, I am interested in teaching courses related to my areas of expertise, including attitudes and persuasion, the self, social cognition, stereotyping and prejudice, research methods, and statistics. In addition to undergraduate teaching, I feel that I am qualified to teach advanced graduate seminars in topics such as attitudes and persuasion, the self, social cognition, and research methods.

## Publications

### *Articles and Chapters*

- DeMarree, K. G., Wheeler, S. C., & Petty, R. E. (2005). Priming a new identity: Effects of non-self stereotype primes and self-monitoring on the self-concept. *Journal of Personality and Social Psychology, 89*(5), 657-671.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2005). The roles of the self in priming-to-behavior effects. In A. Tesser, J. V. Wood & D. A. Stapel (Eds.), *On Building, Defending and Regulating the Self: A Psychological Perspective* (pp. 245-271). New York: Psychology Press.
- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2006). The role of self-affirmation in consumer persuasion. *Advances in Consumer Research, 33*, 509-510.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2007). Understanding the role of the self in prime to behavior effects: The Active-Self Account. *Personality and Social Psychology Review, 11*(3), 234-261.
- DeMarree, K. G., Petty, R. E., & Briñol, P. (2007). Self-certainty: Parallels to attitude certainty. *International Journal of Psychology and Psychological Therapy, 7*(2), 159-188.
- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2007). The effect of self-affirmation in non-threatening persuasion domains: Timing affects the process. *Personality and Social Psychology Bulletin, 33*(11), 1533-1546.
- Petty, R. E., Briñol, P., & DeMarree, K. G. (2007). The Meta-Cognitive Model (MCM) of Attitudes: Implications for attitude measurement, change, and strength. *Social Cognition [Special issue: What is an attitude?]*, 25(5), 657-686.
- DeMarree, K. G., Petty, R. E., & Briñol, P. (2007). Self & attitude strength parallels: Focus on accessibility. *Social and Personality Psychology Compass, 1*(1), 441-468.
- Wheeler, S. C., Morrison, K. R., DeMarree, K. G., & Petty, R. E. (in press). Does self-consciousness increase or decrease priming effects? It depends. *Journal of Experimental Social Psychology*.
- Petty, R. E., DeMarree, K. G., Briñol, P., Horcajo, J., & Strathman, A. J. (in press). Need for cognition can magnify or attenuate priming effects in social judgment. *Personality and Social Psychology Bulletin*.
- Briñol, P., DeMarree, K. G., & Petty, R. E. (in press). Processes by which confidence (vs. doubt) influence the self. In R. M. Arkin, K. C. Oleson, P. J. Carroll (Eds.), *The Uncertain Self: A Handbook of Perspectives from Social and Personality Psychology*. Mahwah, NJ: Erlbaum.

### *Encyclopedia Entries*

- DeMarree, K. G. & Petty, R. E. (2007). The elaboration likelihood model. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology* (Vol. 1, pp. 280-283). Thousand Oaks, CA: Sage Publications.
- DeMarree, K. G. & Petty, R. E. (in press). Credibility. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology*, Cambridge University Press.

## Manuscripts Under Review

- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2007). *A match made in the laboratory: Persuasion and matches to primed self-schemata*. (second resubmission invited & under review – JESP)

## Manuscripts in Preparation

- DeMarree, K. G., Briñol, P., & Petty, R. E. (2007). *Embodied validation of subliminally primed mental contents*.
- DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (2007). *Self-ambivalence and resistance to subtle self-change attempts*.
- DeMarree, K. G., Petty, R. E., & Strunk, D. R. (2007). *Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-views*.
- DeMarree, K. G., & Petty, R. E. (2007). *How do we conceptualize a "strong" self-concept? A review of the parallels between self-strength and attitude strength*.
- Briñol, P., DeMarree, K. G., & Petty, R. E. (in prep). *Power and prosocial priming: Power moderates the impact of prosocial primes on self-perceptions, other perceptions, and behavior*.
- Rucker, D. D., DeMarree, K. G., Browne, M. W., Liang, L. (in prep). *Applications of Q-sort component analysis to social psychology: Distinguishing affective and cognitive bases of attitudes*.
- DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (in prep). *Actual-desired self-discrepancies and resistance to subtle self-change attempts*.

## Conference Presentations

- DeMarree, K.G., Wheeler, S.C., & Petty, R.E. (2003). *The role of self-monitoring in stereotype-to-behavior effects*. Poster presented at the SPSP Annual Meeting, Universal City, CA.
- DeMarree, K.G., Wheeler, S.C., & Petty, R.E. (2003). *The role of the self and self-monitoring in stereotype-to-behavior effects*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Wheeler, S.C., DeMarree, K.G., & Petty, R.E. (2003). *The role of the self in prime-to-behavior effects*. Talk given at the Association for Consumer Research Annual Meeting, Toronto, ON.
- DeMarree, K.G., Wheeler, S.C., & Petty, R.E. (2004). *Priming a new identity: Non-self stereotype primes can induce stereotype consistent changes in the working self-concept*. Poster presented at the SPSP Annual Meeting, Austin, TX.
- Wheeler, S.C., DeMarree, K.G., & Petty, R.E. (2004). *Self-matching and self-monitoring: Differential effects of primed stereotypes on persuasion*. Talk given at the SPSP Annual Meeting, Austin, TX.
- DeMarree, K. G., Wheeler, S. C., & Petty, R. E. (2005). *The role of the self in behavioral priming effects: Discrepancies between implicit and explicit identity moderate the effects of a stereotype prime*. Poster presented at the SPSP Annual Meeting, New Orleans, LA.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (2005). *Implicit self-validation: Manipulating confidence in unconscious thought*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Luby, A. M., Govorun, O., & DeMarree, K. G. (2005) *Implicit egotism and close relationships: The name letter effect extended to relationship partners* Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2005). *The role of self-affirmation in consumer persuasion*. Talk given at the Association for Consumer Research Annual Meeting, San Antonio, TX.
- DeMarree, K. G., & Petty, R. E. (2006). *Self-esteem accessibility and information-processing behavior: Parallels to attitude accessibility*. Poster presented at the SPSP Annual Meeting, Palm Springs, CA.
- Briñol, P., Petty, R. E., DeMarree, K. G., & Rucker, D. D. (2006). *Overt behavior and attitude change: A multiple roles analysis*. Poster presented at the SPSP Annual Meeting, Palm Springs, CA.
- Wheeler, S.C., DeMarree, K.G., & Petty, R.E. (2006). *Effects of stereotype and trait primes on the self and behavior*. Talk given at the SPSP Annual Meeting, Palm Springs, CA.
- DeMarree, K. G. & Petty, R. E. (2006). *Biased information-processing and self-esteem accessibility*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Shoots-Reinhard, B. L., DeMarree, K. G., Rucker, D. D., & Petty, R. E. (2006). *Personality certainty: Increasing the predictive utility of personality scales*. Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K. G., & Petty, R. E. (2007). *Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-views*. Talk to be presented at the SPSP Annual Meeting, Memphis, TN.
- DeMarree, K. G., & Petty, R. E. (2007). *Parallels between attitudes and the self: Self-strength*. Symposium organized for the SPSP Annual Meeting, Memphis, TN. [speakers: DeMarree, Swann, Kernis, & Newby-Clark]
- DeMarree, K.G., Morrison, K.R., Wheeler, S.C., & Petty, R.E. (2007). *Structural consistency of the self and resistance to change*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K.G., Morrison, K.R., Wheeler, S.C., & Petty, R.E. (2008). *A new consequence for actual-possible self-discrepancies: Malleability to subtle situational influence*. Poster presented at the SPSP Annual Meeting, Albuquerque, NM.
- DeMarree, K. G., Petty, R. E., Briñol, P., Horcajo, J., & Strathman, A. J. (2008). *Need for cognition can magnify or attenuate priming effects in social judgment*. Poster presented at the JDM pre-conference of the SPSP Annual Meeting, Albuquerque, NM.

## Honors and Awards

- |           |  |
|-----------|--|
| 2001-2002 | Departmental Fellowship, Ohio State University, Department of Psychology |
| 2002-2003 | NIMH Predoctoral Trainee, Ohio State University                          |
| 2004      | Baumgardner Travel Award (for SPSP and EAESP Summer School Travel)       |
| 2005      | SPSP Student Travel Award  |
| 2005      | U.S. Conference on Teaching Statistics Registration Award                |
| 2006      | Council of Graduate Students Ray Award (for SPSP Travel)                 |
| 2007-2008 | OSU Presidential Fellowship (Dissertation Award)                         |
| 2007      | Nominated for 2007 Graduate Associate Teaching Award                     |
| 2007      | Baumgardner Travel Award (for SPSP Travel)                               |

2008 Council of Graduate Students Ray Award (for SPSP Travel)

### Educational Workshops Attended

- 6/2003 Social Relations Model Statistics Workshop (University of Connecticut)  
8/2004 European Association of Experimental Social Psychology Summer School  
(University of Groningen, Netherlands)  
5/2005 U.S. Conference on Teaching Statistics, sponsored by the Consortium for the  
Advancement of Undergraduate Statistics Education (Columbus, OH)

### Professional Affiliations

- American Psychological Association (Student Affiliate)  
American Psychological Society (Student Affiliate)  
Midwestern Psychological Association  
Society for Personality and Social Psychology  
International Society for Self and Identity

### Service

- 2001-2002 Colloquium Publicity Assistant (OSU Social & Behavioral Interest Group)  
2002 Chair, Orientation Committee (OSU Social Psychology)  
2002-2004 Academic Development Coordinator (OSU Social & Behavioral Interest Group)  
2004-2005 Colloquium Series Day Coordinator (OSU Social & Behavioral Interest Group)  
2005 Thomas M. Ostrom Athenaeum committee (OSU Social Psychology)  
2005-2006 Colloquium Series Co-Chair (OSU Social & Behavioral Interest Group)  
2005-2006 Thomas M. Ostrom Athenaeum Co-Chair (OSU Social Psychology)  
2007 OSU Psychology Dept. 100<sup>th</sup> Anniversary Student Advisory Panel  
Ad hoc reviewer for Basic and Applied Social Psychology  
Ad hoc reviewer for Personality and Individual Differences  
Ad hoc reviewer for European Journal of Social Psychology  
Ad hoc grant reviewer for Time-sharing Experiments for the Social Sciences (TESS)