

George Y Bizer, PhD

Curriculum Vitae
Updated February 2020

Professor and Chair, Psychology Department
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EDUCATION

B.A. with Honors, with Distinction, Indiana University, 1995

M.A., Ohio State University, 1997
Area of specialization: Social Psychology

Ph.D., Ohio State University, 2001
Area of specialization: Social Psychology
Primary minor field of study: Quantitative Psychology
Secondary minor field of study: Political Psychology
Certificate earned: Teaching of Psychology

ACADEMIC POSITIONS

Assistant Professor of Psychology, Eastern Illinois University	2001 – 2005
Assistant Professor of Psychology, Union College	2005 – 2010
Associate Professor of Psychology, Union College	2010 – 2012
Professor of Psychology, Union College	2012 –
Research Scientist, Center for Human Services Research, SUNY at Albany	2013
Chair of the Psychology Department, Union College	2015 – est. 2021

PUBLICATIONS

* INDICATES UNDERGRADUATE CO-AUTHOR

Bizer, G. Y. (in press). Who's bothered by an unfair world? The emotional response to unfairness scale. *Personality and Individual Differences*.

Bizer, G. Y. (2019). The use of published articles with questionable conclusions in a research methods course. *Teaching of Psychology*, 46, 236-239.

Huppertz, J. W., Bowman, A. R., Bizer, G. Y., Sidhu, M. S., & McVeigh, C. (2017). Hospital advertising, competition, and HCAHPS: Does it pay to advertise? *Health Services Research*, 52, 1590-1611.

Bizer, G. Y. (2017). Using the heat hypothesis to explore the statistical methods of correlation and regression. In W. E. Addison & J. R. Stowell (Eds.), *Activities for Teaching Statistics and Research Methods in Psychology*. Washington, DC: American Psychological Association, 39-42.

- Hart, J., *Nailling, E., Bizer, G. Y., & *Collins, C. K. (2015). Attachment theory as a framework for explaining engagement with Facebook. *Personality and Individual Differences, 77*, 33-40.
- Bizer, G. Y., *Magin, R. A., & *Levine, M. R. (2014). The social-norm espousal scale. *Personality and Individual Differences, 58*, 106-111.
- Bizer, G. Y., Žeželj, I. L., & *Luguri, J. B. (2013). When are support and opposition not opposites? Depth of processing as a moderator of the valence-framing effect. *British Journal of Social Psychology, 52*, 191-201.
- Bizer, G. Y., Hart, J., & *Jekogian, A. M. (2012). Belief in a just world and social dominance orientation: Evidence for a mediational pathway predicting negative attitudes and discrimination against individuals with mental illness. *Personality and Individual Differences, 42*, 428-432.
- Bizer, G. Y., Larsen, J. T., & Petty, R. E. (2011). Exploring the valence-framing effect: Negative framing enhances attitude strength. *Political Psychology, 32*, 59-80.
- *Raftery, J. N., & Bizer, G. Y. (2009). Negative feedback and performance: The moderating effect of emotion regulation. *Personality and Individual Differences, 47*, 481-486.
- Bizer, G. Y., *Kozak, S. M., & *Holterman, L. A. (2009). The persuasiveness of the straw man rhetorical technique. *Social Influence, 4*, 216-230.
- *Key, M. S., Edlund, J. E., Sagarin, B. J., & Bizer, G. Y. (2009). Individual differences in susceptibility to mindlessness. *Personality and Individual Differences, 46*, 261-264.
- Bizer, G. Y. (2007). Political psychology. In R. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage.
- *Weber, C. J., & Bizer, G. Y. (2006). The effects of immediate forewarning of test difficulty on test performance. *Journal of General Psychology, 133*, 277-285.
- Visser, P. S., Bizer, G. Y., & Krosnick, J. A. (2006). Exploring the latent structure of strength-related attitude attributes. *Advances in Experimental Social Psychology, 37*, 1-68.
- Bizer, G. Y., Tormala, Z. L., Rucker, D. D., & Petty, R. E. (2006). Memory-based versus on-line processing: Implications for attitude strength. *Journal of Experimental Social Psychology, 42*, 646-653.
- Wheeler, S. C., Petty, R. E., & Bizer, G. Y. (2005). Self-schema matching and attitude change: Situational and dispositional determinants of message elaboration. *Journal of Consumer Research, 31*, 787-797.
- Bizer, G. Y., & Schindler, R. M. (2005). Direct evidence of ending-digit drop-off in price information processing. *Psychology and Marketing, 22*, 771-783.
- Bizer, G. Y., & Petty, R. E. (2005). How we conceptualize our attitudes matters: The effects of valence framing on the resistance of political attitudes. *Political Psychology, 26*, 553-568.
- Bizer, G. Y. (2005). Attitude strength. In B. Radcliff & S. Best (Eds.), *Polling America: An encyclopedia of public opinion*. Westport, CT: Greenwood Press.

- Bizer, G. Y. (2005). A business-game demonstration for the undergraduate industrial / organizational course. *Teaching of Psychology, 32*, 187-189.
- Petty, R. E., Rucker, D. D., Bizer, G. Y., & Cacioppo, J. T. (2004). The elaboration likelihood model of persuasion. In J. S. Seiter & G. H. Gass (Eds.), *Perspectives on persuasion, social influence and compliance gaining*. Boston: Allyn & Bacon.
- Bizer, G. Y., Visser, P. S., Berent, M. K., & Krosnick, J. A. (2004). Importance, knowledge, and accessibility: Exploring the dimensionality of strength-related attitude properties. In W. E. Saris & P. M. Sniderman (Eds.), *Studies in public opinion: Gauging attitudes, nonattitudes, measurement error and change*. Princeton, NJ: Princeton University Press.
- Bizer, G. Y., Krosnick, J. A., Holbrook, A. L., Wheeler, S. C., Rucker, D. D. & Petty, R. E. (2004). The impact of personality on cognitive, behavioral, and affective political processes: The effects of need to evaluate. *Journal of Personality, 72*, 995-1027.
- Bizer, G. Y. (2004). Attitudes. In C. Spielberger (Ed.), *Encyclopedia of Applied Psychology*. San Diego, CA: Academic Press.
- Bizer, G. Y., Barden, J. C., & Petty, R. E. (2003). Attitudes. In L. Nadel (Ed.), *Encyclopedia of cognitive science*. London: Macmillan.
- Bizer, G. Y., & Krosnick, J. A. (2001). Exploring the structure of strength-related attitude features: The relation between attitude importance and attitude accessibility. *Journal of Personality and Social Psychology, 81*, 566-586.
- Holbrook, A. L., Bizer, G. Y., & Krosnick, J. A. (2000). Political behavior of the individual. In A. E. Kazdin (Ed.), *Encyclopedia of psychology*. Washington, DC, and New York, NY: American Psychological Association and Oxford University Press.
- Petty, R. E., Wheeler, S. C., & Bizer, G. Y. (2000). Attitude functions and persuasion: An elaboration likelihood approach to matched versus mismatched messages. In G. Maio & J. Olson (Eds.), *Why we evaluate: Functions of attitudes*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Petty, R. E., Wheeler, S. C., & Bizer, G. Y. (1999). Is there one persuasion process or more? Lumping versus splitting in attitude change theories. *Psychological Inquiry, 10*, 156-163.

CONFERENCE PRESENTATIONS

* INDICATES UNDERGRADUATE CO-AUTHOR

- Bizer, G. Y. (2020, February). The Emotional Response to Unfairness: A Self-report Measure. Annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Bizer, G. Y. (2019, May). Who desires a just world? Annual meeting of the Association for Psychological Science, Washington, DC.
- Bizer, G. Y., *Soroka, A., & Gasparovic, E., & (2019, May). The challenge of understanding very large numbers. Annual meeting of the Association for Psychological Science, Washington, DC.

- Bizer, G. Y., & Collins, C. (2015, May). Attachment style and social-media feedback. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Bizer, G. Y., & Levine, M. R. (2013, May). An initial examination of the social-norm espousal scale. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- *Sheldon, S., & Bizer, G. Y. (2012, May). What's more persuasive? How the Internet and newspapers form opinions. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- *Russo, M., & Bizer, G. Y. (2011, Jan.). Beyond demographics: Individual differences and attitudes toward interfaith marriage. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- *Raftery, J. N., & Bizer, G. Y. (2010, Jan.). Negative feedback and performance: The moderating effect of emotion regulation. Annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- Bizer, G. Y., Larsen, J. T., *Raftery, J. N., & Petty, R. E. (2009, Feb.). Attitude framing and attitude strength: When negativity matters. Annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
- *Raftery, J. N., & Bizer, G. Y. (2008, Mar.). Personal relevance as a moderator of the valence framing effect. Annual meeting of the Eastern Psychological Association, Boston, MA.
- *Huston, K. L., & Bizer, G. Y. (2008, Mar.). Effect of plastic surgery on males' perceptions of women with the hourglass figure. Annual meeting of the Eastern Psychological Association, Boston, MA.
- *Holterman, L. A., *Kozak, S. M., & Bizer, G. Y. (2008, Mar.). Exploring the straw man logical fallacy. Annual meeting of the Eastern Psychological Association, Boston, MA.
- Bizer, G. Y., *Kozak, S. M., & *Holterman, L. A. (2008, Feb.). The straw man logical fallacy: Dispositional and situational moderators of its persuasiveness. Annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- *Key, M. S., Edlund, J. E., Bizer, G. Y., & Sagarin, B. J. (2007, May). Individual differences and the mindlessness heuristic. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Holbrook, A. L., Bizer, G. Y., Rucker, D. D., Krosnick, J. A., Petty, R. E., & Wheeler, S. C. (2007, Jan.). The impact of personality on political beliefs, attitudes, and behavior: Need for cognition and need to evaluate. In K. H. Trzesniewski & M. B. Donnellan (Chairs), Incorporating the analysis of archival data into the toolkit of the social-personality psychologists. Symposium presentation at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Bizer, G. Y., & Petty, R. E. (2007, Jan.). Negatively framed attitudes are stronger than positively framed attitudes. In J. T. Larsen (Chair), Political cognition: The causes and consequences of construals. Symposium presentation at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Anand, S. N., Krosnick, J. A., Mulligan, K., Smith, W., Green, M. C., & Bizer, G. Y. (2005, May). Effect of respondent motivation and task difficulty on nondifferentiation in ratings: A test of satisficing theory predictions. Annual meeting of the American Association for Public Opinion Research, Miami, FL.

- Bizer, G. Y., Tormala, Z. T., Rucker, D. D., & Petty, R. E. (2005, Jan.). On-line versus memory-based processing: Implications for attitude strength. Annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- *Weber, C. J., & Bizer, G. Y. (2004, Apr.). The effects of perceived test difficulty on test performance. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Bizer, G. Y., & Petty, R. E. (2004, Jan.). Generalizability of the valence-framing effect. Annual meeting of the Society for Personality and Social Psychology, Austin, TX.
- Schindler, R. M., & Bizer, G. Y. (2003, May). Effect of leftmost digits on impressions of price difference. University of Illinois Behavioral Pricing Conference, Champaign, IL.
- Krosnick, J. A., Bizer, G. Y., Holbrook, A. L., Rucker, D. D., & Wheeler, S. C. (2003, May). The impact of personality on political beliefs, attitudes, and behavior: Need for cognition and need to evaluate. Annual meeting of the American Psychological Society, Atlanta, GA.
- Bizer, G. Y., & Petty, R. E. (2003, Feb.). Attitude framing and attitude strength: Why “opposers” are more resistant to persuasion. Annual meeting of the Society for Personality and Social Psychology, Los Angeles, CA.
- Bizer, G. Y., Krosnick, J. A., Holbrook, A. H., Petty, R. E., Rucker, D. D., & Wheeler, S. C. (2002, Sept.). The impact of personality on political beliefs and behavior: Need for cognition and need to evaluate. Annual meeting of the American Political Science Association, Boston, MA.
- Bizer, G. Y., Petty, R. E., & Schindler, R. M. (2002, May). Psychological insights into the odd-pricing effect: Is \$2.99 cheaper than \$3.00? Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Bizer, G. Y., & Petty, R. E. (2002, Jan.). Attitude framing can affect attitude strength. Annual meeting of the Society for Personality and Social Psychology, Savannah, GA.
- Bizer, G. Y., & Petty, R. E. (2001, Oct.). An implicit measure of price perception: Exploring the odd-pricing effect. Annual meeting of the Association for Consumer Research, Austin, TX.
- Bizer, G. Y., & Krosnick, J. A. (2001, May). Need to evaluate and need for cognition predict political attitudes and behavior. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Krosnick, J. A., & Bizer, G. Y. (2001, Feb.). Exploring the structure of strength-related attitude features: The relation between attitude importance and attitude accessibility. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Bizer, G. Y., & Petty, R. E. (2001, Feb.). Question-framing effects on attitude strength. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Bizer, G. Y., & Krosnick, J. A. (2000, May). The importance and accessibility of attitudes: Helping explain the structure of strength-related attitude attributes. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y., Wheeler, S. C., & Petty, R. E. (1998, May). Appeals to self-schema as a determinant of elaboration. In R. E. Petty (Chair), Social determinants and consequences of aspects of the self-concept. Symposium presentation at the annual meeting of the American Psychological Society, Washington, DC.

Bizer, G. Y., & Krosnick, J. A. (1996, May). Attitude accessibility and importance revisited. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y. & Hirt, E. R. (1995, May). Of O.J. and Tonya: Preexisting impressions and the innuendo effect. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

EXTERNAL GRANTS AWARDED

2006	PI	National Science Foundation, Award #BCS-0544799 Social and Behavioral Sciences Grant	\$40,000
2009	PI	Marketing Science Institute Research Grant	\$1,500
2014	Senior Personnel	National Science Foundation, Award #1356398 Scholarships in Science, Technology, Engineering and Math	\$614,749

INTERNAL GRANTS AWARDED

Union College Faculty Research Awards (2005, 2011, 2012, 2015; \$6507 total)

INVITED RESEARCH PRESENTATIONS

Ohio State University	Group for Attitudes and Persuasion	May, 2002
University of Tokyo	Department of Social Psychology	August, 2002
Purdue University	Department of Psychology	February, 2003
Washington University, St. Louis	Department of Psychology	March, 2003
Ohio State University	Group for Attitudes and Persuasion	November, 2003
University of Chicago	Department of Psychology	December, 2003
University of Wisconsin, Madison	Department of Psychology	April, 2004
Bates College	Department of Psychology	November, 2005
University of Massachusetts, Amherst	Social Psychology Area	February, 2006
State University of New York, Albany	Department of Psychology	October, 2008
Queen's University, Kingston	Department of Psychology	November, 2011

COURSES TAUGHT

Introductory Psychology
Social Psychology
Research Methods in Psychology
Seminar: The Seven Deadly Sins
Seminar: The Social Psychology of Sports
Computer Science: Design as if People Mattered (*guest lecturer*)
Computer Science: User Interface (*guest lecturer*)
Economics: The Mind of the Entrepreneur (*guest lecturer*)

INVITED TEACHING GUEST LECTURE

Williams College	Social Psychology	November, 2014
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COMMUNITY PRESENTATIONS

<i>Innuendoes and Straw Men</i>	Schenectady Jewish Community Center	November, 2007
<i>Prosocial Behavior</i>	Mifgash Jewish Community High School	March, 2013

ON-CAMPUS PRESENTATIONS AND DISCUSSIONS

<i>Innuendoes and Straw Men</i>	Blue House	February, 2010
<i>Persuasion for Dummies</i>	Messa House	November, 2010
<i>The Science of Persuasion</i>	Seward Scholars Leadership Series	April, 2012
<i>Psychology and Math</i>	Math Club & Golub House	April, 2012
<i>Eminent Jewish Social Psychologists</i>	Hillel	January, 2013
<i>Faculty Dinner and Discussion</i>	Green House	February, 2014
<i>The Psychology of 'Frozen'</i>	Green House	April, 2014
<i>Eminent Jewish Social Psychologists</i>	Hillel	April, 2016
<i>Dinner and Discussion: 'The Experimenter'</i>	Psi Chi	April, 2016

SERVICE TO THE DEPARTMENT

Department Chair (2015 – est. 2021)

Faculty Search Committees

Member, Visiting Assistant Professor in Social Psychology (2006)
Member, Visiting Assistant Professor in Personality Psychology (2007)
Member, Visiting Assistant Professor in Personality / Cognitive Psychology (2009)
Chair, Visiting Assistant Professor in Cognitive / Developmental Psychology (2009)
Chair, Visiting Assistant Professor in Cognitive Psychology (2010)
Co-Chair, Visiting Assistant Professor in Cognitive Psychology (2012)
Member, Visiting Assistant Professor in Clinical Psychology (2015)
Chair, Assistant/Associate Professor in Neuroscience (2016-2017; failed)
Chair, Assistant/Associate Professor in Neuroscience (2017-2018)
Member, Visiting Assistant Professor in Cognitive / Neuroscience (2018-2019)
Member, Visiting Assistant Professor in Social / Personality (2018-2019)

Other Responsibilities

Coordinator, participant recruitment system (2007 – 2016)
Assessment manager (2011 – 2012)
Member, administrative-assistant search committee (2013)
Organizer (as Chair), decennial external review (2017-2018)

SERVICE TO THE COLLEGE

Major Responsibilities

Faculty Review Board (Tenure and Promotion Committee)
Junior Member, 2007 – 2008
Senior Member, 2013 – 2016
Chair, 2014 – 2015
Member, Course-Evaluation Reform Subcommittee, 2010 – 2012
Member, Course-Evaluation Statistics Subcommittee, 2017 – 2018
Acting Senior Member (Recusal Replacement for tenure and promotion decisions), 2017 – 2019
Human Subjects Review Committee (Institutional Review Board)
Member, 2008 – 2015
Chair, 2009 – 2014; fall 2015
Director of Assessment, Office of International Programs, 2010 –

Other Responsibilities

Moderator, Steinmetz Symposium (2006 – 2015)
Member, Reappointment Review *Ad Hoc* Committee (2011)
Member, Student Research Grants Committee (2012 – 2014)
Member, Tenure Review *Ad Hoc* Committee (2012)
Member, Faculty Compensation Committee (spring 2016)
Member, NY6 Chairs' Retreat Committee (2018 – 2019)

SERVICE TO THE FIELD

Editorial Board, *Basic and Applied Social Psychology*, 2005 – 2009

Publications Committee, Society for the Teaching of Psychology (APA Division 2), 2005 – 2008

Competitive Paper Reviewer, Association for Consumer Research, 2006 – 2012

Reviewer for the following journals:

American Journal of Political Science
American Political Science Review
Basic and Applied Social Psychology
European Journal of Social Psychology
Human Communication Research
Journal of Applied Social Psychology
Journal of Communication
Journal of Consumer Psychology
Journal of Experimental Social Psychology
Journal of Genetic Psychology
Journal of Personality and Social Psychology
Journal of Political Marketing
Journal of Politics
Marketing Letters

Nonprofit and Voluntary Sector Quarterly
Personality and Social Psychology Bulletin
Personality and Individual Differences
PLoS One
Political Behavior
Political Communication
Political Psychology
Psychological Science
Psychology and Marketing
Public Opinion Quarterly
Social Influence
Social Psychological and Personality Science
Teaching of Psychology

Reviewer for the following granting organizations:

National Science Centre, Poland
National Science Foundation, United States
Nova Scotia Health Research Foundation, Canada
Organization for Scientific Research, Netherlands
Social Sciences and Humanities Research Council, Canada
Time-Sharing Experiments for the Social Sciences, United States / University of Chicago

Reviewer for pre-tenure and tenure decisions at other institutions (2012, 2015, 2016)

HONORS

American Political Science Association's Best Paper Prize (2002)

Awarded by the APSA Section on Elections, Public Opinion and Voting Behavior for "The impact of personality on political beliefs and behavior: Need for cognition and need to evaluate," paper presented at the September 2002 meeting of the American Political Science Association.

EIU Psychology Department Outstanding Faculty Member of the Year (2003)

Awarded by the student-members of the EIU chapter of Psi Chi.

EIU Distinguished Honors Faculty Award: Nominee (2002, 2003)

For "outstanding teaching" in Honors courses.

National Society of Collegiate Scholars Distinguished Member (2003)
 For “outstanding contributions to the classroom, the campus, and the community.”

EIU Achievement and Contribution Award, Balanced Category (2004)
 For “university-wide excellence in teaching, research, and service.”

EIU College of Sciences Outstanding Faculty Award: Nominee (2005)
 For “excellent teaching.”

Psychology and Marketing Featured Article (Oct. 2005)
 “Direct evidence of ending-digit drop-off in price information processing”

Union College Stillman Prize for Outstanding Teaching: Finalist (2006)
 For making the classroom “a place which combines excitement, joy, and challenge.”

Union College Department of Psychology Outstanding Faculty Member of the Year (2006)
 Awarded by the student-members of the Union College chapter of Psi Chi.

Seton Hall University / New Jersey Policy Research Organization “Bright Idea Award” (2006)
 Awarded for “Direct evidence of ending-digit drop-off in price information processing,” paper co-authored with Robert M. Schindler.

Queen’s University, Kingston, Ontario, “Distinguished Lecturer” (2011)

MEDIA

Pearson, H. (2004, Sep. 20). Personality predicts politics. *Nature* (online). [Coverage of Bizer et al. (2004)].

Cooper, G. (2006, Oct.). The politics of negativity and fear. *Psychotherapy Networker*, 30, 19. [Included coverage of Bizer & Petty (2005)].

Borenstein, S. (2006, Nov. 3). Scientists track effects of negative ads. [Associated Press article included coverage of Bizer & Petty (2005)].

Appearance on WAMC-AM/FM “RoundTable” (2006, Nov. 15). [Discussed negative political advertising on Albany affiliate of National Public Radio].

Jones, D., & Motluck, A. (2008, May 10). How to get exactly what you want: Lifting the lid on the science of persuasion. *New Scientist*, 198, 32-37. [Included coverage of Bizer & Petty (2005)].

Morris, L. B. (2010, March). Critical success. *Allure*. [Coverage of Raftery & Bizer (2009)].

Liberman, P. (2011, January 31). Love to hate politicians? The valence-framing effect helps explain why attack ads pervade politics. *Psychology Today* (online). [Coverage of Bizer, Larsen & Petty (2011)].

Stewart, J. (2011, March). Ask for money – And succeed! *Men’s Health*. [Brief mention in an infographic describing social-influence techniques].

- Sedivy, J. (2011, March). Why do politicians sling mud? Because it sticks. *Psychology Today* (online). [Included coverage of Bizer & Petty (2005)].
- Wilkin, J. (2012, March 10). Let the madness begin! *Schenectady Gazette*, B4. [Discussed social-psychological aspects of the NCAA basketball tournament].
- McGuire, M. (2012, July 15). 'Smalbany' problem starts and ends at home. *Albany Times-Union*. [Brief quotation about attitudes toward the city of Albany].
- Alleyne, R. (2012, Oct. 28). We love to hate our politicians, study suggests. [U.K.] *Telegraph*. [Coverage of Bizer et al. (2012)].
- People prefer to hate politicians. (2012, Oct. 29). *Vestia* (Russian news agency). [Coverage of Bizer et al. (2012)].
- Waldman, S. (2012, Oct. 31). Negative campaign ads do have an impact. *Albany Times-Union*. [Coverage of Bizer et al. (2012)].
- Interview on WKSU "Regina Brett Show" (2012, Nov. 3). [Discussed Bizer et al. (2012) and general negative campaigning on Akron/Cleveland, OH affiliate of National Public Radio].
- Foss, S. (2012, Nov. 4). Negative ads get voters' attention: Certainty elicited more by criticism than praise. *Schenectady Gazette*. [Coverage of Bizer et al. (2012)].
- Hornbeck, L. (2013, Aug. 30). Using Web to appeal for financing. *Albany Times-Union*. [Discussed social-psychological aspects of crowdfunding].
- Barlette, K. (2013, Sep. 22). What your 'likes' can say. *Albany Times-Union*. [Discussed ramifications of public displays of attitudes on social-media platforms].
- Bump, B. (2013, Nov. 24). Local mall stores join trend with Thursday hours. *Schenectady Gazette*. [Discussed social-psychological aspects of Thanksgiving-day shopping].
- Haynes, R. (2014, Apr. 25). Why some people cheat. *518Life / Albany Times-Union*. [Discussed the social psychology behind cheating and impulse control].
- Konnikova, M. (2014, June 25). How 'Frozen' took over the world. *New Yorker* (online). [Discussed an on-campus Minerva event and the psychology of the *Frozen* film].
- Gish, J. (2014, July 21). Smartphone Smarts. *518Life / Albany Times-Union*. [Discussed research on technology and cognitive abilities].
- O'Callaghan, J. (2015, February 10). People concerned about rejection thrive on comments and likes, study claims. *Daily Mail* (U.K.) [Coverage of Hart et al. (2015)].
- Wilkin, J. (2016, January 13). For Capital Region residents, 1.5 billion reasons to dream. *Schenectady Gazette*. [Discussed the psychology of lottery-ticket purchases].

Nash, I. (2017, February 12). People pour hearts into Valentine's Day in various ways — or not. *Schenectady Gazette*. [Discussed how social norms play a role in Valentine's Day purchases].