

George Y Bizer, PhD

Curriculum Vitae
Updated May 2018

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 –

PUBLICATIONS

* INDICATES UNDERGRADUATE CO-AUTHOR

- 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.
- 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.
- 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.

- 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.
- Bizer, G. Y., Barden, J. C., & Petty, R. E. (2003). Attitudes. In L. Nadel (Ed.), *Encyclopedia of cognitive science*. London: Macmillan.
- Bizer, G. Y. (2004). Attitudes. In C. Spielberger (Ed.), *Encyclopedia of Applied Psychology*. San Diego, CA: Academic 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., 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.
- 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. (2005). A business-game demonstration for the undergraduate industrial / organizational course. *Teaching of Psychology, 32*, 187-189.
- 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., & 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., & Schindler, R. M. (2005). Direct evidence of ending-digit drop-off in price information processing. *Psychology and Marketing, 22*, 771-783.
- 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., 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.
- 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.
- *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.
- Bizer, G. Y. (2007). Political psychology. In R. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage.

- *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., *Kozak, S. M., & *Holterman, L. A. (2009). The persuasiveness of the straw man rhetorical technique. *Social Influence*, 4, 216-230.
- *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., Larsen, J. T., & Petty, R. E. (2011). Exploring the valence-framing effect: Negative framing enhances attitude strength. *Political Psychology*, 32, 59-80.
- 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., 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., *Magin, R. A., & *Levine, M. R. (2014). The social-norm espousal scale. *Personality and Individual Differences*, 58, 106-111.
- 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. (2017). Using the heat hypothesis to explore the statistical methods of correlation and regression. In W. E. Addision & J. R. Stowell (Eds.), *Activities for Teaching Statistics and Research Methods in Psychology*. Washington, DC: American Psychological Association, 39-42.
- 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.

CONFERENCE PRESENTATIONS

* INDICATES UNDERGRADUATE CO-AUTHOR

- 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.
- 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., 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. (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., & Petty, R. E. (2001, Feb.). Question-framing effects on attitude strength. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- 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., & 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.
- 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., & 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., & 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., 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. (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.
- 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.
- 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.
- 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.
- *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., 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.
- 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., & 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.
- 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.
- *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.
- 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.
- *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.
- *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.
- *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.
- 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. (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.
- *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.
- *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.
- 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.
- Bizer, G. Y., & Collins, C. (2015, May). Attachment style and social-media feedback. 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
Xavier University	Department of Psychology	April, 2004
Santa Clara University	Department of Psychology	November, 2004
Agnes Scott College	Department of Psychology	November, 2004
Northern Illinois University	Department of Psychology	February, 2005
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

at Union College

Introductory Psychology
Social Psychology
Experimental Psychology
Seminar: The Seven Deadly Sins
Seminar: The Social Psychology of Sports

at Eastern Illinois University

Introductory Psychology
Introductory Psychology Honors
Industrial/Organizational Psychology
Social Psychology

Guest Lecturer at Union College:

Computer Science: Design as if People Mattered
Computer Science: User Interface
Economics: The Mind of the Entrepreneur

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)

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
 - Recusal Replacement, 2017 – 2018
- 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, Faculty Review Board Subcommittee on Course Evaluations (2010 – 2012)
- 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)

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:

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|---|---|
| <i>American Journal of Political Science</i> | <i>Nonprofit and Voluntary Sector Quarterly</i> |
| <i>American Political Science Review</i> | <i>Personality and Social Psychology Bulletin</i> |
| <i>Basic and Applied Social Psychology</i> | <i>Personality and Individual Differences</i> |
| <i>European Journal of Social Psychology</i> | <i>PLOS One</i> |
| <i>Human Communication Research</i> | <i>Political Behavior</i> |
| <i>Journal of Applied Social Psychology</i> | <i>Political Communication</i> |
| <i>Journal of Communication</i> | <i>Political Psychology</i> |
| <i>Journal of Consumer Psychology</i> | <i>Psychological Science</i> |
| <i>Journal of Experimental Social Psychology</i> | <i>Psychology and Marketing</i> |
| <i>Journal of Genetic Psychology</i> | <i>Public Opinion Quarterly</i> |
| <i>Journal of Personality and Social Psychology</i> | <i>Social Influence</i> |
| <i>Journal of Political Marketing</i> | <i>Social Psychological and Personality Science</i> |
| <i>Journal of Politics</i> | <i>Teaching of Psychology</i> |
| <i>Marketing Letters</i> | |

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

External reviewer for pre-tenure and tenure decisions (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)

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). ‘Smallbany’ 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].