

CURRICULUM VITAE

KENNETH G. DEMARREE

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Academic Positions

2008 – present Assistant Professor, Department of Psychology, Texas Tech University

Education

Ph.D. Social Psychology, Ohio State University (June 2008)
Advisor: Richard E. Petty
M.A. Psychology, Ohio State University (June 2003)
B.A. Psychology, University of Rochester (May 2001)

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 the effects of construct accessibility, I examine the psychological processes underlying the impact of primes on judgments and behavior. In another, broad 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.

Publications

Books

Briñol, P., & DeMarree, K. G. (Eds.). (2012). *Social Metacognition*. New York, NY: Psychology Press.

Journal Articles

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, 657-671.

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, 234-261.

***** winner, International Social Cognition Network best paper award *****

DeMarree, K. G., Petty, R. E., & Briñol, P (2007). Self-certainty: Parallels to attitude certainty. *International Journal of Psychology and Psychological Therapy*, 7, 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, 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, 657-686.
- DeMarree, K. G., Petty, R. E., & Briñol, P. (2007). Self & attitude strength parallels: Focus on accessibility. *Social and Personality Psychology Compass*, 1, 441-468.
- Wheeler, S. C., Morrison, K. R., DeMarree, K. G., & Petty, R. E. (2008). Does self-consciousness increase or decrease priming effects? It depends. *Journal of Experimental Social Psychology*, 44, 882-889.
- Petty, R. E., DeMarree, K. G., Briñol, P., Horcajo, J., & Strathman, A. J. (2008). Need for cognition can magnify or attenuate priming effects in social judgment. *Personality and Social Psychology Bulletin*, 34, 900-912.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2008). A match made in the laboratory: Persuasion and matches to primed traits and stereotypes. *Journal of Experimental Social Psychology*, 44, 1035-1047.
- Brunell, A. B., Gentry, W. A., Campbell, W. K., Hoffman, B. J., Kuhnert, K. W., & DeMarree, K. G. (2008). Leader emergence: The case of the narcissistic leader. *Personality and Social Psychology Bulletin*, 34, 1663-1676.
- DeMarree, K. G. & Loersch, C. (2009). Who am I and who are you? Priming and the influence of self versus other focused attention. *Journal of Experimental Social Psychology*, 45, 440-443.
- Wheeler, S. C. & DeMarree, K. G. (2009). Multiple mechanisms of prime-to-behavior effects. *Social and Personality Psychology Compass*, 3, 566-581.
- DeMarree, K. G., Petty, R. E., & Strunk, D. R. (2010). Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-esteem. *Personality and Social Psychology Bulletin*, 36, 628-641.
- Briñol, P., DeMarree, K. G., & Smith, K. R. (2010). The role of embodied change in perceiving and processing facial expressions of others. *Behavioral and Brain Sciences*, 33, 437-438.
- DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (2011). Self-ambivalence and resistance to subtle self-change attempts. *Personality and Social Psychology Bulletin*, 37, 674-686.
- Randolph-Seng, B., Reich, D. A., & DeMarree, K. G. (in press). On the nonconscious antecedents of social identification: Ingroup salience, outgroup salience, or both? *Social Cognition*.

Book Chapters and Other Publications

- 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.
- 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. (2009). Credibility. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology* (p. 141). New York, NY: Cambridge University Press.
- Briñol, P., DeMarree, K. G., & Petty, R. E. (2010). 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* (pp. 13-35). New York, NY: Psychology Press.
- Briñol, P. & DeMarree, K. G. (in press). Social metacognition: Thinking about thinking in social psychology. In P. Briñol, & K.G. DeMarree (Eds.) *Social Metacognition*. New York, NY: Psychology Press.
- DeMarree, K. G. & Morrison, K. R. (in press). What do I think about who I am? Metacognition and the self-concept. To appear in P. Briñol, & K.G. DeMarree (Eds.) *Social Metacognition*. New York, NY: Psychology Press.

Manuscripts Under Review

- DeMarree, K. G., Petty, R. E., & Briñol, P. *Individual differences in the use of mental contents*. Under revision for invited resubmission.
- DeMarree, K. G., Briñol, P., & Petty, R. E. *Embodied validation of primed mental contents: Direction of head movements moderates the impact of primes on judgment*. Initial submission under review.
- DeMarree, K. G., Briñol, P., & Petty, R. E. *The effects of power on prosocial outcomes: A self-validation analysis*. Initial submission under review.

Manuscripts in Preparation

- Watson, N. L., VanderVeen, J. W., Cohen, L. M., & DeMarree, K. G. (2011). *Examining the interrelationships between social anxiety, smoking to cope, and cigarette craving*.
- DeMarree, K. G., Loersch, C., Briñol, P., Petty, R. E., Rucker, D. D., & Payne, B. K. (2011). *From primed construct to motivated behavior: Validation processes in goal pursuit*.
- DeMarree, K. G., Wheeler, S. C., Briñol, P., & Petty, R. E. (2011). *Wanting other likes: Actual-desired attitude discrepancies predict feelings of ambivalence*.
- Shoots-Reinhard, B. L., Petty, R. E., DeMarree, K. G., Rucker, D. D. (2011). Personality certainty in political behavior: Certainty in individual difference measures improves prediction of policy attitudes
- Shoots-Reinhard, B. L., Petty, R. E., DeMarree, K. G., Rucker, D. D. (2011). *Personality certainty: increasing the predictive utility of personality inventories*.
- DeMarree, K. G., See, Y. H. M., & Khoo, B. L. Z. (2011). *Thinking styles and covert persuasion: Indirect change as a function of analytic-holistic thinking*.

Selected Conference Presentations

- 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.
- 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. (2007). *Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-views*. Talk 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. & Loersch, C. (2008). *Misattribution to the self as a mechanism of prime-to-behavior effects*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Briñol, P., Petty, R. E., & DeMarree, K. G. (2008). *Reducing subjective ambivalence by increasing doubt: A self-validation approach*. Presented at the European Association of Experimental Social Psychology General Meeting, Opatija, Croatia.
- DeMarree, K.G. (2009). *"I want a different attitude!": Actual-desired attitude discrepancies predict feelings of ambivalence*. Talk presented at the Social Psychologists In Texas annual conference, Austin, TX.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2009). *Understanding the role of the self in prime to behavior effects: The Active-Self Account*. Talk presented at the Social Cognition pre-conference of the SPSP Annual Meeting, Tampa, FL.
- Wheeler, S. C., DeMarree, K. G., Petty, R. E., & Morrison, K.R. (2009). *Priming attitude change*. Talk presented at the Attitudes pre-conference of the SPSP Annual Meeting, Tampa, FL.
- Shoots-Reinhard, B.L., Fujita, K., & DeMarree, K.G. (2009). *What is goal commitment? An attitude strength perspective*. Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K. G. (2009). *In search of individual differences in the use of mental contents*. Talk given at the Society of Experimental Social Psychology Annual Meeting, Portland, ME.
- DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (2010). *Similarities and dissimilarities in self and attitude structure: Ambivalence and self change*. Talk presented at the SPSP Annual Meeting, Las Vegas, NV.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (2010). *Reducing ambivalence by increasing doubt: Validation of positive and negative evaluative reactions*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Davenport, C., DeMarree, K. G., Briñol, P., & Petty, R. E. (2011). *Timing matters: On the (mis)attribution of trait self-confidence in persuasion*. Poster presented at the SPSP Annual Meeting, San Antonio, TX.
- Shoots-Reinhard, B. L., Petty, R. E., DeMarree, K. G., & Rucker, D. D. (2011). *Personality certainty: Improving the predictive utility of personality scales*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (2011). *Validity of primed mental contents: Implications for judgments and behavior*. Talk given at the European Association of Social Psychology Annual Meeting, Stockholm, Sweden.
- Briñol, P. & DeMarree, K. G. (2011). *Metacognition in social judgment*. Symposium organized for the Society of Experimental Social Psychology Annual Meeting, Washington, D.C. [speakers: DeMarree, Sanna, Dunning, Wegener]

- DeMarree, K. G., Briñol, P., & Petty, R. E. (2011). *New factors affecting the use of mental contents*. Talk given at the Society of Experimental Social Psychology Annual Meeting, Washington, D.C.
- Condon, M. V. & DeMarree, K. G. (2012). *Self-monitoring moderates priming of socially desirable goals*. Poster presented at the SPSP Annual Meeting, San Diego, CA.
- Light, A., Morrison, K. R., & DeMarree, K. G. (2012). *Which goal to approach? Self-uncertainty and goal shielding*. Poster presented at the SPSP Annual Meeting, San Diego, CA.

Funding

- 2008 “Regulatory Focus as a Determinant of Feelings of Ambivalence and Ambivalence Reduction” (with S. C. Wheeler) Time-sharing Experiments for the Social Sciences (TESS). Award involved the collection of 7896 respondent questions using a nationally-representative subject pool

Honors and Awards

- 2001-2002 Departmental Fellowship, Ohio State University, Department of Psychology
- 2002-2003 NIMH Predoctoral Trainee, Ohio State University (program training grant)
- 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)
- 2008 INSCON Best Paper Award (for Wheeler, DeMarree, & Petty, 2007)
- 2011 Nominated for Outstanding Faculty Mentor (TTU Center for Undergraduate Research)

Teaching

Courses taught:

Undergraduate

- Social Psychology – Writing Intensive (Ohio State & Texas Tech)
- Social Psychology – (Texas Tech)
- Social Psychology – Honors (Texas Tech)
- Research Methods

Graduate

- Self Seminar (Texas Tech)
- Social Psychology Seminar (Texas Tech)

Teaching interests

Social psychology, attitudes and persuasion, the self, social cognition, judgment and decision making, stereotyping and prejudice, research methods, and statistics.

Professional Affiliations

Association for Psychological Science
Society for Personality and Social Psychology
Social Psychology Network
Society for Clinical and Social Psychology
International Society for Self and Identity
Midwestern Psychological Association

Service

Department & University Service

2002-2004 Academic Development Coordinator (OSU Social & Behavioral Interest Group)
2004-2005 Colloquium Series Day Coordinator (OSU Social & Behavioral Interest Group)
2005-2006 Colloquium Series Co-Chair (OSU Social & Behavioral Interest Group)
2005-2006 Thomas M. Ostrom Scholar Co-Chair (OSU Social Psychology)
2008-2011 Graduate Studies Committee (TTU Dept of Psychology)
2010 A&S Writing Advisory Committee (TTU)
2010-2012 Diversity Enhancement Committee (TTU Dept of Psychology)
2010- MentorTech program (TTU)
2010-2011 Institutional Review Board, alternate member (TTU)
2011- Institutional Review Board (TTU)
2013-2015 Co-organizer: SPSP Attitudes Preconference

Reviewing

Ad hoc reviewer for

Psychological Science	Basic and Applied Social Psychology
Personality and Social Psychology Review	Analyses of Social Issues and Public Policy
Journal of Personality and Social Psychology	Cultural Diversity & Ethnic Minority Psychology
Personality and Social Psychology Bulletin	Emotion
Journal of Experimental Social Psychology	International Journal of Research in Marketing
Journal of Personality	National Science Foundation
European Journal of Social Psychology	Time-sharing Experiments for the Social
British Journal of Social Psychology	Sciences (TESS)
Personality and Individual Differences	SPSP Graduate Travel Awards
Self and Identity	
Social Psychological and Personality Science	