

CURRICULUM VITAE

Patrick T. Vargas

August, 2013

Department of Advertising
University of Illinois at Urbana-Champaign
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Urbana, Illinois 61801
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919 W. University Ave.
Champaign, IL 61821
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Personal Data

Birthdate: November 17, 1969

Birthplace: Austin, TX

Citizenship: United States

Education

B.A., St. Mary's College of MD, St. Mary's City, MD 1992
double major: Philosophy, Psychology; Cum Laude

M.A., Ohio State University, Columbus, OH 1994
Psychology

Ph.D., Ohio State University, Columbus, OH August 1997
Major Area: Social Psychology
Minor Area: Quantitative Psychology

Awards and Honors

Departmental Honors in Psychology, St. Mary's College of MD, 1992

CIC Fellowship, Ohio State University, 1992

Multiple Year Dean's Fellowship, Ohio State University, 1992, 1997

National Science Foundation Fellowship, Ohio State University, 1993-95

Society of Experimental Social Psychology Dissertation Award, Honorable Mention, 1998

Kappa Tau Alpha, Journalism and Mass Communications Honor Society, 2007

College Scholar, College of Media, 2008-2011

Phi Beta Kappa, St. Mary's College of Maryland, 2013

Participant

2008 Visiting Professor Program, Saatchi & Saatchi, Advertising Education Foundation

Funding

“Information Processing Style as Predictor of Behavior.” \$15,000 (USD) in direct costs from University of Illinois Research Board Grant, 9/01/99 – 8/15/00. Vargas, P. (P.I.)

“Type of Information Processing and Attitude-Behavior Relations.” \$18,000 (USD) in direct costs from National Science Foundation MPRG award, 12/01/01 – 11/15/02. Vargas, P. (P.I.)

“Ecologies of Consumption: Markets, Sustainability and Consumer Culture Workshop.” \$12,000 (USD) from BLUE (Building a Lasting University Environment) Illinois, Facilities & Services, Division of Safety & Compliance, University of Illinois, 2007. \$1500 (USD) from Environmental Council, University of Illinois. \$1000 (USD) from Center for Advanced Study, University of Illinois. Vargas, P. & Mincyte, D. (Co-P.I.s)

“Littering Awareness Campaign.” \$4000 (USD) from BLUE (Building a Lasting University Environment) Illinois, Facilities & Services, Division of Safety & Compliance, University of Illinois, 2007. Vargas, P. & Mincyte, D. (Co-P.I.s)

“Implicit persuasion in pharmaceutical marketing: Ethical implications for regulators and consumers.” \$449,000 (AUD) from Australian Research Council, Discovery Proposal #1094577; includes \$40,000 (AUD) International Collaborator Award for Vargas, P., 2010-2012. Bieger, P.; Kennett, J.; Oakley, J., & Vargas, P. (Co-P.I.s)

“Biometric measures of confusion and comprehension.” \$64,096 (USD) from Proctor & Gamble, 6/1/10 – 5/31/11. Christianson, K. (P.I.), Vargas, P. (I.)

“Uses and Limitations of Genomic Research in Forensic Science.” \$90,870 (USD)/year for two years from UIUC Interdisciplinary Innovation Initiative (In3). 5/16/2012 – 5/15/2014. Malhi, R. (P.I.), Konigsberg, L., Hughes, C., Roca, A., Vargas, P., Littlefield, M., & Hunter, C. (I.)

“Communities with LID Practices as the Social Norm” \$34,606 (USD) from Chesapeake Bay Trust – Outreach and Community Engagement. Sturm, P., Lewis, R., Han, H.A., & Vargas, P. (Co-P.I.s)

Employment

University of New South Wales, Postdoctoral Fellow (1997-1998)

University of Illinois, Assistant Professor (1998-2005)

Associate Professor (2005-present)

Joint appointments in Department of Psychology
Institute of Communications Research
Department of Recreation, Sport, and Tourism
Informatics PhD program affiliate

Professional Affiliations

American Psychological Association
American Psychological Society
Association for Consumer Research
Midwestern Psychological Association
Society for Consumer Psychology
Society for Personality and Social Psychology
Society for the Psychological Study of Social Issues

Research Interests

Attitudes and Persuasion, Implicit Attitudes, Attitude-Behavior Relations, Environmental Psychology and Social Marketing, Stereotyping, Attribution, Social Cognition.

Publications

Downing, J.D., Sekaquaptewa, D., Vargas, P., & Brock, T.C. (1995). "Behavior technologies" caricature of social psychology. *American Psychologist*, 50, 175-176.

von Hippel, W., Sekaquaptewa, D., & Vargas, P. (1995). On the role of encoding processes in stereotype maintenance. *Advances in Experimental Social Psychology*, 27, 177-254.

von Hippel, W., Sekaquaptewa, D., & Vargas, P. (1997). The Linguistic Intergroup Bias as an implicit indicator of prejudice. *Journal of Experimental Social Psychology*, 33, 490-509.

Forgas, J. P. & Vargas, P. T. (1998). Affect and behavior inhibition: The mediating role of cognitive processing strategies. *Psychological Inquiry*, 9, 205-210.

Forgas, J. P. & Vargas, P. T. (1999). Goals, affect, and the self-regulation of behavior. In R. S. Wyer and T. Srull (Eds.) *Advances in Social Cognition* (pp. 119-146). Mahwah, NJ: Erlbaum.

Forgas, J. P. & Vargas, P. T. (2000). The effects of mood on social judgment and reasoning. In M. Lewis & J. M. Haviland-Jones (Eds.), *Handbook of Emotions*. Guilford Publishing: New York.

Robinson, M., Vargas, P. T., & Crawford, E. (2003). Putting the process into emotion: Appraisal from an information processing perspective. J. Musch & K. C. Klauer (Eds.) *The Psychology of Evaluation: Affective Processes in Cognition and Emotion*. Mahwah, NJ: Erlbaum.

Sekaquaptewa, D, Espinoza, P., Thompson, M., Vargas, P., & von Hippel, W. (2003). Implicit stereotyping as a predictor of discrimination. *Journal of Experimental Social Psychology*, 39, 75-82.

Robinson, M.D., Solberg, E.C., Vargas, P.T., & Tamir, M. (2003). Trait as default: Extraversion, subjective well-being, and the distinction between neutral and positive events. *Journal of Personality and Social Psychology*, 85, 517-527.

Vargas, P. T., Sekaquaptewa, D., & von Hippel, W. (2004). It's not just what you think, it's also how you think: Prejudice as biased information processing. *Diversity in Advertising*. Mahwah, NJ: Erlbaum.

von Hippel, W., Vargas, P., & Sekaquaptewa, D. (2004). Attitudinal process vs. content: The role of information processing biases in social judgment and behavior. In J. P. Forgas, K. Williams, & W. von Hippel (Eds.), *Responding to the social world: Implicit and explicit processes in social judgments and decisions*. New York: Cambridge University Press.

Vargas, P.T., von Hippel, W., & Petty, R.E. (2004). Using "partially structured" attitude measures to enhance the attitude-behavior relationship. *Personality and Social Psychology Bulletin*, 30, 197-211.

Robinson, M.D., Vargas, P.T., Tamir, M., & Solberg, E.C. (2004). Using and being used by categories: The case of negative evaluations and daily well-being. *Psychological Science*, 15, 521-527.

Vargas, P.T. (2004). On the relations among implicit and explicit attitude measures, and behavior: A 2 x 2 typology of attitude measures. G. Haddock & G.R.O. Maio (Eds.) *Contemporary Perspectives on the Psychology of Attitudes*. London: Psychology Press.

Vargas, P.T., & Yoon, S. (2004). Advertising and Psychology. In C. Spielberger (Ed.) *Encyclopedia of Applied Psychology*. San Diego, CA: Academic Press.

Yoon, S., Vargas, P.T., & Han, S. (2004). Do self-report measures predict spontaneous behavior? Implicit attitude measurement as an alternative approach to assessing advertising effects. *Korean Journal of Advertising*, 63, 103-127.

Shavitt, S., Vargas, P.T., & Lowery, P. (2004). Exploring the role of memory for self-selected ad experiences: Are some advertising media better liked than others? *Psychology & Marketing*, 21, 1011-1032.

Robinson, M.R., Meier, B.P., & Vargas, P.T. (2005). Extraversion, Threat Categorizations, and Negative Affect: A Choice Reaction Time Approach to Avoidance Motivation. *Journal of Personality*, 73, 1397-1436.

Yoon, S., & Vargas, P.T. (2005). A Cultural Third-Person Effect: Actual and Expected Effects of Source Expertise among Individualists and Collectivists. In L. R. Kahle & C. Kim (Eds.), *Creating Images and the Psychology of Marketing Communications*, Mahwah, NJ: Lawrence Erlbaum Associates.

Yoon, S., & Vargas, P.T. (2005). When "What Might Have Been" Leads to What Isn't Best: Dysfunctional Counterfactual Thinking in Consumer Affect and Cognition. In F. R. Kardes, P. M. Herr & J. Nantel (Eds.), *Applying Social Cognition to Consumer-Focused Strategy*. Mahwah, NJ: Lawrence Erlbaum Associates.

Forgas, J.P., Laham, S.P., & Vargas, P.T. (2005). Mood effects on eyewitness memory: Affective influences on susceptibility to misinformation. *Journal of Experimental Social Psychology*, 41, 574-588.

Ross, S., James, J., & Vargas, P. (2006). The development of a scale to measure

professional sport team brand associations. *Journal of Sport Management*, 20, 260-279.

Vargas, P.T., & Yoon, S. (2006). On the psychology of materialism: Wanting things, having things, and being happy. *Advertising and Society Review*, 7, <http://muse.jhu.edu/journals/asr/v007/7.1vargas.html>.

Reprinted: Vargas, P.T., & Yoon, S. (2007). On the psychology of materialism: Wanting things, having things, and being happy. *New Therapist*, 49, 15-24.

Vargas, P.T., Setaquaptewa, D., & von Hippel, W. (2007). Armed only with paper and pencil: "Low-tech" measures of implicit attitudes. In B. Wittenbrink & N. Schwarz (Eds.). *Implicit measures of attitudes*. New York: Guilford Press.

Scott, L.M. & Vargas, P.T. (2007). Postindustrial pictography: Towards a unified theory of consumer response to images. *Journal of Consumer Research*, 34, 341-356.

Scott, L.M. & Vargas, P.T. (2007). "Postindustrial Pictography: Learning the Coding Logics," *Journal of Consumer Research*, web version only. <http://www.jstor.org/stable/4498498#h28>

von Hippel, W., Setaquaptewa, D., & Vargas, P.T. (2008). Linguistic markers of implicit attitudes. In R.E. Petty, R.H. Fazio, & P. Brinol (Eds.). *Attitudes: Insights from the New Wave of Implicit Measures*. London: Psychology Press.

Vargas, P.T. Implicit Consumer Cognition. (2008). In F. Kardes, C. Haugdtvedt, & P. Herr (Eds.). *Handbook of Consumer Psychology*. Mahwah, NJ: Erlbaum.

Kruger, J. & Vargas, P.T. (2008). When less is more and more is less: Consumer confusion over percent difference. *Journal of Consumer Psychology*, 18, 49-61.

Setaquaptewa, D., Vargas, P., & von Hippel, W. (2009). A practical guide to paper and pencil implicit measures of attitudes. In B. Gawronski & B.K. Payne (Eds.). *Handbook of Implicit Social Cognition*. New York: Guilford Press.

Albarracin, D. & Vargas, P. (2010). Attitudes and persuasion: From biology to social responses to persuasive intent. In S.T. Fiske, D.T. Gilbert, G. Lindzey (Eds.), *Handbook of Social Psychology*, 5th Ed. Hoboken, NJ: Wiley.

Vargas, P. T. (2010). Market research. In D. Matsumoto (Ed.) *The Cambridge Dictionary of Psychology*. Cambridge: Cambridge University Press.

Yoon, S. & Vargas, P. T. (2010). Feeling happier when paying more: Dysfunctional counterfactual thinking in consumer affect. *Psychology and Marketing*, 27, 1075-1100.

Yoon, S. & Vargas, P. (2011). "No more" leads to "want more," but "no less" leads to "want less": Consumers' counterfactual thinking when faced with quantity restriction discounts. *Journal of Consumer Behaviour*, 10, 93-101.

Chen, C.C., Schwartz, Z., & Vargas, P. (2011). The Search for the Best Deal: How Hotel Cancellation Policies Affect the Search and Booking Decisions of Deal Seeking Customers. *International Journal of Hospitality Management*, 30, 129-135.

Vargas, P. & Greer, H. (2012). Explicit and implicit sexual orientation, homoerotic imagery in advertising, and health. In A. Ruvio & R. Belk (Eds.) *Identity and Consumption*. Taylor & Francis: London.

Biegler, P. & Vargas, P. (2013). Ban the sunset? Non-propositional content and regulation of pharmaceutical advertising. *American Journal of Bioethics*, 13, 3-13.

Biegler, P. & Vargas, P. (2013). Response to open peer commentaries on "Ban the sunset? Non-propositional content and regulation of pharmaceutical advertising." *American Journal of Bioethics*, 13, W1-W5.

Yoon, G. & Vargas, P. (2013). Seeing without looking: the effects of hemispheric functioning on memory for brands in computer games. *Journal of Advertising*, 42, 131-141.

Biegler, P., Kennett, J., Oakley, J., & Vargas, P. (in press). Implicit persuasion and the ethics of pharmaceutical advertising. In J. Clausen & N. Levy (Eds.) *Handbook of Neuroethics*. Springer: Chicago.

Manuscripts in Preparation and Under Review

Otnes, C., & Vargas, P.T. A content analysis of honeymoon advertising (1950s to present): From learning to be married to luxury.

Vargas, P.T. Matching race of source and stereotypic topic leads to increased message scrutiny.

Vargas, P.T. An examination of implicit sexual preference, with a focus on implicit-explicit ambivalence and negative consequences thereof.

Vargas, P.T., & Arkin, R.M. Attributions about the motives for self-handicapping: It takes one to know one.

Vargas, P.T., & Forgas, J.P. Effects of physical attractiveness and relationship status on impression formation: Differential use of cues by males and females.

Vargas, P.T., Robinson, M.D., & Crawford, E. Implicit predictors of masculinity and femininity.

Yoon, S., Lalwani, A., & Vargas, P. Not me or not them? The role of culture in discrepant effects of health communication on self and others.

Presentations

Vargas, P., & von Hippel, W. (1993). *The role of stereotypes and prejudice in behavioral*

identification. Paper presented at the Meeting of the American Psychological Society, Chicago, IL.

Vargas, P., von Hippel, W., Fein, S., & Darr, K. (1994). *The role of encoding processes in motivated evaluations*. Paper presented at the Meeting of the Midwestern Psychological Association, Chicago, IL.

Vargas, P., Sekaquaptewa, D., & von Hippel, W. (1995). *Prejudice as process predicts differential out-group evaluations*. Paper presented at the Meeting of the Midwestern Psychological Association, Chicago, IL.

Vargas, P., von Hippel, W., & Petty, R.E. (1996). *A schematically-based implicit attitude measure predicts behavior*. Paper presented at the Meeting of the Midwestern Psychological Association, Chicago, IL.

Sekaquaptewa, D. & Vargas, P. (1997). *Attributional biases as an implicit indicator of prejudice*. Invited paper presented at Implicit Social Cognition Symposium, Eastern Psychological Association, Williamstown, MA.

Vargas, P., von Hippel, W., & Petty, R.E. (1997). *A procedural measure of attitudes predicts dishonest behavior*. Paper presented at the Meeting of the Midwestern Psychological Association, Chicago, IL.

Vargas, P., Sekaquaptewa, D., & von Hippel, W. (1999). *It's not just what you think, it's also how you think: Prejudice as biased information processing*. Paper presented at the Advertising and Consumer Psychology Conference, San Antonio, TX.

Vargas, P., von Hippel, W., & Petty, R.E. (July, 2000). *It's not just what you think, it's also how you think: Using implicit attitude measures to enhance the attitude-behavior relationship*. Invited address at the Attitudes Research in the 21st Century: Integrating Mental Models and Motivation Conference, Gregynog, Wales.

Vargas, P., von Hippel, W., & Petty, R. E. (February, 2001). *Using implicit attitude measures to enhance the attitude-behavior relationship*. Paper presented at the Society for Consumer Psychology Winter Conference, Scottsdale, AZ.

Vargas, P. (February, 2001). *Saving it for when it counts: Increased message scrutiny when race of source is matched with stereotype-relevant topic*. Paper presented at the Society for Consumer Psychology Winter Conference, Scottsdale, AZ.

Vargas, P. (October, 2001). *Un-confounding type of attitude measure (implicit v. explicit) and level of information processing (spontaneous v. deliberative) to enhance behavioral prediction*. Paper presented at the Association for Consumer Research meeting, Austin, TX.

Vargas, P. (February, 2002). *Type of information processing and attitude-behavior relations*. Paper presented at the annual Society for Personality and Social Psychology meeting, Savannah, GA.

Vargas, P. (May, 2002). *Using deliberative implicit attitude measures to enhance behavioral prediction*. Paper presented at the Association for Consumer Research, Asia-Pacific,

meeting. Beijing, China.

Vargas, P., & Kruger, J. (June, 2002). *When is less more, and more less?* Paper presented at the Midwest Marketing Camp. Champaign, IL.

Vargas, P. (June 2003). *Implicit and explicit sexual preferences: Is implicit-explicit conflict harmful?* Paper presented at the 15th annual Duck Conference on Social Cognition, Outer Banks, NC.

Yoon, S., & Vargas, P. (June, 2003). *Third-person effect: National and individual culture's role in the perceived effect of source expertise in advertising.* Advertising and Consumer Psychology Conference. Seoul, Korea.

Yoon, S., Vargas, P., & Kruger, J. (May, 2004). *Consumer confusion of percent differences: When less is more and more is less.* Paper presented at the Association for Consumer Research, Asia-Pacific, meeting. Seoul, Korea.

Yoon, S., & Vargas, P. (May, 2004). *Dysfunctional counterfactual thinking: Affective and cognitive consequences in consumers' perception of promotional framing of prices.* Paper presented at the Association for Consumer Research, Asia-Pacific, meeting. Seoul, Korea.

Vargas, P. (June, 2004). *Implicit and explicit measures of sexual orientation: You may not be as straight as you think you are, and it's making you sick.* Invited address at the EAESP conference, Madrid, Spain.

Yoon, S., & Vargas, P. (March, 2005). *"No more" leads to "want more," but "no less" leads to "want less": Conditional message framings and counterfactual thinking in point-of-purchase advertising.* Paper presented at the annual conference of the American Academy of Advertising. Reno, Nevada.

Vargas, P., Sekaquaptewa, D., & von Hippel, W. (June, 2006). *Armed only with paper and pencil: "Low-tech" measures of implicit attitudes.* Paper presented at the Association for Consumer Research, Asia-Pacific, meeting. Sydney, Australia.

Yoon, S., Lalwani, A., & Vargas, P. (October, 2007). *Not me or not them?: The role of culture in discrepant effects of health communication on self and others.* Paper presented at the Association for Consumer Research, North American, meeting. Memphis, TN.

Chen, C., Schwartz, Z., & Vargas, P. (November, 2008). *The search for the best deal: How hotel cancellation policies affect the search and booking decisions of deal-seeking customers.* Paper presented at the Journal of Information Technology and Tourism Workshop Series. Vienna, Austria.

Oh, S., Yoon, S., & Vargas, P. (March, 2010). *Near versus far: Devaluation and fluency effects of the depth position of a subfocal image on image evaluation.* Paper presented at the American Academy of Advertising Conference. Minneapolis, MN.

Vargas, P. (July, 2010). *Implicit and explicit sexual orientation, attitudes toward advertising, and self-reported physiological and psychological well-being.* Paper presented at the European Association for Consumer Research Conference. London, England.

Lalwani, A., Yoon, S., & Vargas, P. (August, 2010). Not me or not them?: The role of culture in discrepant effects of health communication on self and others. Paper presented at the Summer AMA Marketing Educators Conference. Boston, MA.

Biegler P., & Vargas P. (September, 2010) Ethics and implicit persuasion in pharmaceutical advertising. Paper presented at Mini-symposium: *Neuroethics Today*. Florey Neuroscience Institutes. Howard Florey Institute. Melbourne. September 2010.

Oh, S., Yoon, S., & Vargas, P. (October, 2010). How image placement and processing style affect image evaluations. Paper presented at the Association for Consumer Research, North American, meeting. Jacksonville, FL.

Oh, S., Yoon, S., & Vargas, P. (October, 2010). Can you say “No” to being a sustainable consumer? Paper presented at the Association for Consumer Research, North American, meeting. Jacksonville, FL.

Oh, S., Yoon, S., Vargas P. T., & Wyer, R. S. (February, 2011). The Role of Goal-Recipient Compatibility on the Persuasiveness of Sustainable Marketing Messages. Society for Consumer Psychology Annual Conference, Atlanta, GA.

Vargas, P. (May, 2011). Existential valuation of memories. Presented at Social and Consumer Psychology at Illinois (SCPI) conference. Champaign, IL.

Vargas, P. (October, 2012). Value of memories. Paper presented at the Association for Consumer Research, North American, meeting. Vancouver, BC.

Shim, C., Vargas, P., & Santos, C. (April, 2013). A quantitative analysis of Orientalism as a destination image. 2013 Association of American Geographers (AAG) Annual Meeting. Los Angeles, CA.

Conferences Organized

Ecologies of Consumption: Markets, Sustainability and Consumer Culture. With Diana Mincyte. April, 2008.

Colloquia, Invited Talks

University of Michigan, Ann Arbor, 1996.

University of New South Wales, Sydney, Australia, 1997.

University of Texas, El Paso, 1998.

University of Texas, Austin, 1999.

Illinois Wesleyan University, 2000.

University of Chicago, 2000.

Northwestern University, 2000.

University of Arizona, 2001.

Saint Louis University, 2001.

University of Wisconsin, Madison (Dept. of Psychology), 2002.
University of Southern California (Dept. of Marketing), 2003.
University of Wisconsin, Madison (School of Mass Comm. & Journalism), 2004.
Ohio State University (Dept. of Psychology), 2004.
Proctor & Gamble, Cincinnati, OH, 2007.
Office of Volunteer Programs, UIUC, 2007.
Land of Lincoln Legal Assistance Foundation & UIUC College of Law, 2007.
University of Sydney (Dept. of Marketing), 2008.
Saatchi & Saatchi, 2008.
Monash University, Melbourne, Australia (with Paul Biegler, Philosophy), 2010.
Monash University (with Paul Biegler, School of Psychology and Psychiatry), 2010
Macquarie University, Sydney, Australia (with Paul Biegler, Philosophy), 2011.
St. Mary's College of Maryland, 2013

Ph.D. Advising

Name of student	PhD from:	Presently
Primary Advisor		
Sukki Yoon	Advertising, UIUC	Associate Professor of Marketing, Bryant University
Ulrike Gretzel	Advertising, UIUC	Associate Professor, University of Wollongong, Australia
Sangdo Oh	Advertising, UIUC	Assistant Professor, UNIST, Korea
Gunwoo Yoon	Advertising, UIUC	Taking prelim exams
Research Director		
Steve Ross	Leisure Studies, UIUC	Associate Professor of Kinesiology, University of Minnesota
ChihChien Chen	Department of Recreation, Sport, & Tourism, UIUC	Assistant Professor of Tourism and Hospitality Management, Temple University
Talé Mitchell	Advertising, UIUC	Preparing dissertation
Committee Member		
Jing Zhang	Advertising, UIUC	Assistant Professor of Journalism and Mass Communications, University of Wisconsin, Milwaukee
Peter Newman	Advertising, UIUC	University Director of Treasury Operations, University of Illinois
Gi-Du Kang	Leisure Studies, UIUC	Assistant Professor of Business Administration, Soongsil University
Jeremy Burris	Psychology, UIUC	Post-doctoral Research Scholar, Columbia University Business School
Heejun Kim	Leisure Studies, UIUC	PhD Defense Passed, Temple University
Peter Harms	Psychology, UIUC	Assistant Professor of Management, University of Nebraska
Carlos Torelli	Business Administration, UIUC	Associate Professor of Marketing, University of Minnesota
Yung-Kuei Huang	Recreation, Sport, & Tourism, UIUC	Defended dissertation
Scott Martin	Recreation, Sport, & Tourism, UIUC	Defended dissertation
Daniel Yang	Psychology, UIUC	Defended dissertation
Jennifer Rosner	Psychology, UIUC	Defended dissertation
Changsup Shim	Recreation, Sport, & Tourism, UIUC	Post-doctoral fellow, Turkey
Marker		
Cassandra Govan	Psychology, Macquarie University, Sydney	Co-Director, Empirica Research, Melbourne
Rebekah East	University of New South Wales, Sydney	?
Andrew Carl Russ	Psychology, University of Western Australia, Crawley	Revising dissertation

M.S. Thesis Advising

Name of student	PhD from:	Presently
<i>Primary Advisor</i>		
Sann Hee Ryu	Advertising, UIUC	
Xinyang Liu	Advertising, UIUC	
<i>Committee Member</i>		
Regina Ahn	Advertising, UIUC	
Joe Yun	Advertising, UIUC	
Enrique Carmona	Advertising, UIUC	
Zongyuan Wang	Advertising, UIUC	

Service

Local:

University of Illinois:

- Campus Operations Committee (2007-08)
- Environmental Steering Committee (2007-08)
- Reviewer for University of Illinois Research Board Grant Applications
- Search Committee (Dept. of Psychology, 2007)
- Strategic Planning Committee (2007)
- Sustainability Education Task Force (2010)
- Illinois Lemelson Prize judge (2009-2011)

College of Communications/Media:

- Brown Bag Director (2004-05)
- Courses and Curriculum Committee (2007-09)
 - Curriculum Committee Chair (2010-2011)
- Emergency Operations Committee (2008-09)
- Equal Employment Opportunity Affirmative Action Committee (2008-09)
- Executive Committee (2007-08)
- Faculty Senator (2005-08)
- Informatics Initiative (2008)
- PhD Admissions (2002-3, 2009)
- PhD Task Force (2007-09)
- Search Committee (ICR, 2008-09)
- Technology and Facilities Committee (2001, 2007-08, 2010-12)
- Undergraduate Course Committee (2008)

Department of Advertising:

- Affirmative Action Officer (2000, 2002-03, 06-07)
- Director of Graduate Studies (2002-06, 2012-14)
- Grievance Committee (2007-2009)
- Master's Program Admissions (2000, 2001, 2002, 2004)
- Undergraduate Admissions (2005)
- Search Committees (2000, 2007, 2008, 2011, 2013)
- Sponsor of Department of Advertising's Visiting Scholars
 - Sangpil Han (2003-04)
 - Byoung-Hee Kim (2004-05)
 - Changhyun Lee (2004-05)

National:

- Reviewer for Division 8 proposals, American Psychological Association (1995)
- Consulting Editor for Personality and Social Psychology Bulletin (2001-2005)
- Association for Education in Journalism and Mass Communication conf. (2004)
- European Association for Consumer Research conference (2005)
 - Association for Consumer Research – Latin American conference (2006)
 - Association for Consumer Research – Asia Pacific conference (2006)
- Reviewer, Society for Consumer Psychology conference (2007)
- Program Committee Member, Association for Consumer Research, Europe (2007)
- Editorial Board, Journal of Advertising (2011- 2013)

Ad Hoc Reviewer for:

British Journal of Psychology
Basic and Applied Social Psychology
Canadian Journal of Behavioral Science
Cognition and Emotion
Communication Theory
European Journal of Social Psychology
Experimental Psychology
Group Dynamics
Human Communication Research
Journal of Applied Social Psychology
Journal of Consumer Psychology
Journal of Cross-Cultural Psychology
Journal of Experimental Psychology: Applied
Journal of Experimental Social Psychology
Journal of Personality
Journal of Personality and Social Psychology
National Science Foundation
Personality and Individual Differences
Personality and Social Psychology Bulletin
Personality and Social Psychology Review
Psychology and Marketing
Psychological Science
Social Cognition

Teaching

University of Illinois, Urbana-Champaign, Spring 1999 - present.

Advertising 199 The Psychology of Advertising (Enrollment limited to 19 Frosh)

Advertising 199 Sex in the Media (Enrollment limited to 19 Frosh)

Advertising 381/481 and 482/581/582: Research Methods in Advertising

Advertising 291/400 and Psychology 290: Independent Study in Advertising/Psychology

Advertising 490 Attitude-Behavior Relations

Advertising 490/590 The Psychology of Advertising

Advertising 592 Environmental Communications

Advertising 587 Advertising Seminar

HS Ad Executive Education Seminar (2012, 2013)

Student Research Opportunities for Minorities (SROP): Faculty Advisor

McNair Scholars Program: Faculty Mentor

College of Liberal Arts and Sciences Reflective Teaching Seminar

Annual UIUC Faculty Retreats on Active Learning

The Ohio State University; Spring, 1995 and Autumn, 1996

Psychology 367: Introduction to Social Psychology