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CURRENT POSITION

1999-present **Professor of Psychology**
Psychology Department
Universidad Autónoma de Madrid

2002-present **Visiting Scholar**
Social Psychology Department
Ohio State University

EDUCATION

1999-2002 **Postdoctoral Researcher**
Ohio State University
Supervisor: Richard E. Petty

1999 **Ph.D.**
Title: *Self-validation of Cognitive Responses in Persuasion*
Psychology Department, Universidad Autónoma de Madrid
Advisers: Richard E. Petty & Alberto Becerra

1995 **Master Thesis**
Title: *Mere Exposure and Classical Conditioning in the Formation of Preferences*
Psychology Department, Universidad Autónoma de Madrid
Advisers: Benjamin Sierra & Alberto Becerra

1994-1995 **Undergraduate Degree in Organizational Psychology**
Programa de Cooperación Educativa, Universidad Autónoma de Madrid

1990-1995 **Undergraduate Degree in Psychology**
Psychology Department, Universidad Autónoma de Madrid

PUBLICATIONS (Published In English)

1.- EDITED VOLUMES

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

Petty, R. E., Fazio, R. H., & Briñol, P. (Eds.) (2009). *Attitudes: Insights from the new implicit measures*. New York: Psychology Press.

2.- ARTICLES AND BOOK CHAPTERS

Briñol, P., Petty, R. E., Stavraki, M., Lamprinakos, G., Wagner, B. C., & Díaz, D. (in press). Affective and cognitive validation of thoughts: An appraisal perspective on anger, disgust, surprise, and awe. *Journal of Personality and Social Psychology*.

Briñol, P., Petty, R. E., & Stavraki, M. (in press). Structure and function of attitudes. In M. Hogg (Ed.), *Oxford Encyclopedia of Social Psychology*. New York, NY: Oxford University Press.

Petty, R. E., Briñol, P., Fabrigar, L. R., & Wegener, D. T. (in press). Attitude structure and change. In R. F. Baumeister & E. J. Finkel (Eds.), *Advanced social psychology* (2nd edition). Oxford: Oxford University Press.

Geers, A. L., Briñol, P., Vogel, E. A., Aspiras, O., Caplandies, F. C., & Petty, R. E. (in press). The application of persuasion theory to placebo effects. In L. Colloca (Ed.), *Neurobiology of the placebo effect*. Cambridge, UK: Elsevier Publishing.

Briñol, P., & Petty, R. E. (in press). The impact of individual differences on attitudes and attitude change. In D. Albarracín, & B. T. Johnson (Eds.), *Handbook of Attitudes* (2nd edition). New York, NY: Routledge.

Paredes, B., Gómez, A., & Briñol, P. (in press). Identity fusion leads to willingness to fight and die for the group: The moderating impact of being informed of the reasons behind other members' sacrifice. *Self and Identity*.

Gandarillas, B., Briñol, P., Petty, R.E., & Diaz, D. (2018). Attitude change as a function of the number of words in which thoughts are expressed. *Journal of Experimental Social Psychology*, 74, 196-211.

Briñol, P., Petty, R. E., Santos, D., Mello, J., & (2018). Meaning moderates the persuasive effect of physical actions: Buying, selling, touching, carrying, and cleaning thoughts as if they were commercial products. *Journal of the Association for Consumer Research*, 2, 460-471.

Petty, R. E., Briñol, P., Teeny, J., & Horcajo, J. (2018). The Elaboration Likelihood Model: Changing attitudes toward exercising and doping. In B. Jackson, J. A. Dimmock, & J. Compton (Eds.), *Persuasion and communication in sport, exercise, and physical activity* (pp. 22-54). Abingdon, UK: Routledge.

Briñol, P., Petty, R. E., & Hinsenkamp, L., (2018). Embodiment in sports: Strength, readiness, competitiveness, aggression, and beyond. In B. Jackson, J. A. Dimmock, & J. Compton

(Eds.), *Persuasion and communication in sport, exercise, and physical activity* (pp. 201-216). Abingdon, UK: Routledge.

Briñol, P., Petty, R.E., & Belding, J. (2017). Objectification of people and thoughts: An attitude change perspective. *British Journal of Social Psychology*, *56*, 233-249.

Briñol, P., Petty, R.E., Durso, G.R.O., & Rucker, D.D. (2017). Power and persuasion: Processes by which perceived power can influence evaluative judgments. *Review of General Psychology*, *21*, 223-241.

Stavraki, M., Cancela, A., Requero, B., Briñol, P., & Santos, D. (2017). The evaluation of green companies changes after remembering tip of the tongue experiences. *Psicothema*, *29*(4), 502-507.

Horcajo, J., Briñol, P., & Petty, R. E. (2017). Majority versus minority source status and persuasion: Processes of primary and secondary cognition. In S. Papastamou, A. Gardikiotis, & G. Prodromitis (Ed.), *Majority and minority influence: Societal meanings and cognitive elaboration* (pp. 98-116). New York, NY: Routledge.

Johnson, I., Petty, R. E., Briñol, P., & See, Y. H. M. (2017). Persuasive message scrutiny as a function of implicit-explicit discrepancies in racial attitudes. *Journal of Experimental Social Psychology*, *70*, 222-234.

DeMarree, K. G., Clark, C., Wheeler, C., Briñol, P., & Petty, R. E. (2017). On the pursuit of desired attitudes: Wanting a different attitude affects information processing and behavior. *Journal of Experimental Social Psychology*, *70*, 129-142.

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- Horcajo, J., Petty, R. E., & Briñol, P. (2010). The effects of majority versus minority source status on persuasion: A self-validation analysis. *Journal of Personality and Social Psychology*, 99, 498-512.

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PUBLICATIONS (Published In Spanish)

1.- EDITED VOLUMES

Briñol, P., De la Corte, L., & Becerra, A. (2001). *Qué es persuasión [What Persuasion Is]*. Madrid: Biblioteca Nueva.

Alier, E., Briñol, P., Caballero, A., & De la Corte, L. (1999). *Relaciones en el entorno de trabajo [Relationships in the Work Place]*. Madrid: ITP Paraninfo.

2.- ARTICLES AND BOOK CHAPTERS

Santos, D., Stavraki, M., Gandarillas, B., Cancela, A., & Briñol, P. (en prensa). La interrupción de un chiste puede potenciar su efecto de validación del pensamiento y cambiar las actitudes hacia una empresa de reciclaje. *Revista de Psicología Social*.

Requero, B., Gandarillas, B., Santos, D., Paredes, B., García, L., y Briñol, P. (2017). El efecto del foco regulatorio sobre el rendimiento y la evaluación de la formación en el contexto de las organizaciones persuasión [Effect of regulatory focus on performance and evaluation of training in organizational contexts]. *Revista Mexicana de Psicología*, 34, 134-141.

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3.-ADDITIONAL PUBLICATIONS

- Díaz, D., Briñol, P., Requero, B., Cancela, A., & Santos, D. (2016). Meta-cognitive feelings of ease and eating attitudes and behaviors. *International Journal of Psychology*, 51, 692-692.

Díaz, D., Briñol, P., Stavraki, M., De la Fuente, S., Antón, L. F., & Chen, S. (2016). Does paranoid cognitive style (PCS) always make people feel bad? PCS can increase or decrease well-being. *International Journal of Psychology*, 51, 692-692.

Briñol, P. (2009). How the body change our mind. *InMind*. Electronic Journal.

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4.- MEDIA ARTICLES COVERING RESEARCH

Science, *Science News*, *Psychology Today*, *Washington Post*, *Daily Times*, *Science Daily*, *News Wise*, *Innovations Report*, *Science Go Go*, *NBC News*, *The Wall Street Journal*, *Time*, *Times online*, *News Scientist*, *Observer*, *TODAY*.

Diario ABC, *Diario El Mundo*, *Revista Muy Interesante*

PRESENTATIONS AND CONVENTION ACTIVITIES

(Invited presentations marked with *)

- Paredes, B., Guyer, J., Briñol, P., Petty, R. E., & Gandarillas, B. (April, 2018). The role of subtle primes in bias correction: Reversing the effects of source credibility on attitudes. To be presented at the *Midwestern Psychological Association*, Chicago, Illinois.
- Paredes, B., Guyer, J., Briñol, P., Petty, R. E., & Gandarillas, B. (February, 2018). The impact of math primes on persuasion: Correcting the effects of source credibility on attitudes. Presented at the *Society for Personality and Social Psychology*. Atlanta, Georgia.
- Kim, T. W., Duhachek, A., Briñol, P., Lee, S., & Petty, R. E. (Feb, 2018). What do you think you are doing? The meaning of action in embodiment effects. Presented at the annual meeting of the *Society of Consumer Psychology*. Dallas, TX.
- Kim, T. W., Lee, S., Duhachek, A., Briñol, P., & Petty, R. E. (Jan, 2018). The meaning of cleansing moderates the impact of cleansing on guilt reduction. Presented at the annual meeting of the *Society Consumer Psychology*. Sidney, Australia.
- Briñol, P., & Petty, R. E. (Oct, 2017). Objectification of thoughts: Thoughts can be treated as materials objects affecting meta-cognition. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Boston, MA.
- Carroll, P., Briñol, P., & Petty, R. E. (Oct, 2017). Preparedness and self-validation. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Boston, MA.
- Briñol, P., Gandarillas, B., Petty, R. E., & Díaz, D. (Oct, 2017). Attitude change as a function of the number of words in which thoughts are expressed. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Boston, MA.
- Mello, J., Garcia-Marques, T., Briñol, P. & Cancela, A. (August, 2017). The meta-cognitive effect of physical attractiveness in attitude strength. Presented at the 19th Transfer of Knowledge Conference (ESCON). Gdansk, Poland.
- Briñol, P., Petty, R. E., Stavradi, M., Díaz, D., & Lamprinakos, G. (July, 2017). Complex emotions and persuasion: An appraisal perspective. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Paredes, B., Briñol, P., & Petty, R. E. (July, 2017). Subtle bias correction. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Mello, J., Garcia-Marques, T., Briñol, P., Cancela, A., & Petty, R. E. (July, 2017). The effect of self-objectification and perceived physical attractiveness on thought-reliance. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.

- Cancela, A., Briñol, P., & Petty, R. E. (July, 2017). Hedonic vs. Epistemic mindsets in processing persuasive communications: Matching mindset and personal involvement. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Requero, B., Briñol, P., & Petty, R. (July, 2017). Appraisal of non-emotional experiences can moderate the effect of thoughts on attitudes. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Stavraki, M., Paredes, B., Briñol, P., & Petty, R. E. (July, 2017). The Influence of smiling on attitude change: A self-validation approach. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Santos, D., Cárdbaba, M. A. M., Briñol, P., & Petty, R. E. (July, 2017). Matching violent videogames and trait aggressiveness: A self-validation perspective. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Gandarillas, B., Briñol, P., Petty, R. E., & Díaz, D. (July, 2017). Attitude change as a function of the number of words in which thoughts are expressed. Presented at the *18th General Meeting of the European Association of Social Psychology*. Granada, Spain.
- Mello, J., Garcia-Marques, T., Briñol, P., & Cancela, A. (May, 2017). O individuo no contexto persuasivo: impacto da auto-percepção de atratividade no processo de mudança de attitude. Presented at the *12º Encontro Nacional da Associação Portuguesa de Psicologia Experimental (APPE)*. Porto, Portugal.
- Teeny, J., Petty, R. E., & Briñol, P. (April, 2017). Selfish versus altruistic goals influence thought usage in self-persuasion. Presented at the *Midwestern Psychological Association*, Chicago, Illinois.
- Santos, D., Briñol, P., Cárdbaba, M. A., & Petty, R. E. (April, 2017). A match of violent videogames and trait aggressiveness increase thought reliance in attitude change. Presented at the *Midwestern Psychological Association*. Chicago, Illinois.
- Stavraki, M. & Briñol, P. (April, 2017). Multiple roles of emotion in attitude change. Presented at the *Midwestern Psychological Association*. Chicago, Illinois.
- Durso, G. R. O., Petty, R. E., & Briñol, P. (January, 2017). Ambivalence and indecision in social evaluation: Expectations reduce and power magnifies. Presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.
- Santos, D., Cárdbaba, M.A., Brändle, G., & Briñol, P. (October, 2016). Intervenciones para mitigar la agresividad: aproximaciones clásicas y contemporáneas. Presented at the 2nd international meeting of the *Sociedad Científica Española de Psicología Social*. Elche, Spain.
- Paredes, B., Gómez, A., & Briñol, P. (October, 2016). La agencia personal como precedente de la fusión de identidad. Presented at the 2nd international meeting of the *Sociedad Científica Española de Psicología Social*. Elche, Spain.

Stavraki, M., Lamprinakos, G., Díaz, D., & Briñol, P. (October, 2016). Las emociones complejas pueden aumentar o disminuir el efecto de los pensamientos sobre las actitudes en función del tipo de appraisal que predomine. Presented at the 2nd international meeting of the *Sociedad Científica Española de Psicología Social*. Elche, Spain.

Briñol, P., Petty, R. E., Durso, G. R. O., Gandarillas, B. (September, 2016). Power validates ambivalence and beyond. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Santa Monica, CA.

Petty, R. E., Briñol, P., Lutrell, A., & Durso, G. R. O. (September, 2016). Confidence moderates the impact of ambivalence on behavior. Presentation at the annual meeting of the *Society for Experimental Social Psychology*. Santa Monica, CA.

Wheeler, S. C., DeMaree, K. G., Clark, C., Briñol, P., Petty, R. E., Rios, K., Randell, J. A., & Reich, D. (September, 2016). Disliking one's likes: Consequence of actual-desired attitude discrepancies. Presentation at the annual meeting of the *Society for Experimental Social Psychology*. Santa Monica, CA.

*Briñol, P. (September, 2016). Introduction of the Ostrom Award winner. Invited talk presented at the annual meeting of the *Person Memory Interest Group*. Lake Arrowhead, California.

Petty, R. E., Briñol, P., Lutrell, A., & Durso, G. R. O. (July, 2016). Confidence + Ambivalence: Additive or interactive?. Presentation at the 5th EASP meeting on the *Psychology of Attitudes*. Cologne, Germany.

*Briñol, P. (July, 2016). Treating thoughts as material objects. Invited opening presentation at the 5th EASP meeting on the *Psychology of Attitudes*. Cologne, Germany.

Cancela, A., Gandarillas, B., Paredes, B., Briñol, P., & Petty, R. E. (July, 2016). Experiential vs. informational goals can influence the scrutiny of persuasive messages. Presented at the 5th EASP meeting on the *Psychology of Attitudes*. Cologne, Germany.

Santos, D., Cardaba, M. A., Briñol, P., & Petty, R. E. (July, 2016). A match of violent videogames and trait aggressiveness increases thought reliance in attitude change. Presented at the 5th EASP meeting on the *Psychology of Attitudes*. Cologne, Germany.

Stavraki, M., Requero, B., Lamprinakos, G., Diaz, D., Briñol, P., & Petty, R. E. (July, 2016). Complex emotions can increase or decrease the impact of thoughts on attitudes as a function of cognitive vs. affective mindsets. Presented at the 5th EASP meeting on the *Psychology of Attitudes*. Cologne, Germany.

Briñol, P., Petty, R. E., Gandarillas, B. (July, 2016). Meta-cognition and motivation: Understanding and managing wanted and unwanted psychological change. Invited talk at the 10th *Motivation and Social Perception Conference*. Gdansk, Poland.

Briñol, P., & Petty, R. E. (July, 2016). Extremity emerging from direct and compensatory confidence: A self-validation approach. Presented at the annual meeting on the *Society of Political Psychology*. Warsaw, Poland.

- Díaz, D., Briñol, P., Requero, B., Cancela, A., & Santos, D. (July, 2016). Metacognitive feelings of ease and eating attitudes and behaviors. Presented at the 31st *International Congress of Psychology*. Yokohama, Japan.
- Díaz, D., Briñol, P., Stavradi, M., De la Fuente, S., Antón, L. F., & Chen, S. (2016). Does paranoid cognitive style (PCS) always make people feel bad? PCS can increase or decrease well-being. Presented at the 31st *International Congress of Psychology*. Yokohama, Japan.
- Luttrell, A., Briñol, P., & Petty, R. E. (May, 2016). Perceived reasons for attitude certainty and resistance to persuasion. Presented at the *Midwestern Psychological Association*, Chicago, Illinois.
- DeMarree, K., Petty, R. E., & Briñol, P. (May, 2016). Individual differences in self-confidence. Presented at the *Midwestern Psychological Association*, Chicago, Illinois.
- Luttrell, A., Petty, R. E., Briñol, P., & Wagner, B. (January, 2016). Making it moral: Mere perception of moral foundation induces resistance to persuasion. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. San Diego, California.
- *Briñol, P., (January, 2016). Using embodiment to our advantage: Relative strength, matching effects, and deliberative use of our own bodily responses. Invited talk given at the embodiment pre-conference of the *Society for Personality and Social Psychology*. San Diego, California.
- Kim, T. W., Duhachek, A., Briñol, P., & Petty, R. E. (January, 2016). Protect or hide your thoughts: The meaning associated with actions matter. Presented at the embodiment pre-conference of the *Society for Personality and Social Psychology*. San Diego, California.
- Briñol, P. Cancela, A., Stavradi, M., & Petty, R. (September, 2015). Entertainment goals and persuasion. Informal presentation at the 51st annual meeting of the *Society of Experimental Social Psychology*. Denver, Colorado.
- Durso, G. R. O., Briñol, P., & Petty, R. E. (May, 2015). Predictably unpredictable people: Ambivalent expectations in social evaluation. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Hinsenkamp, L. D., Petty, R. E., & Briñol, P. (May, 2015). Differentiating belief extremity resulting from certainty versus uncertainty. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Belding, J. N., Petty, R. E., Fujita, K., & Briñol, P. (February, 2015). The role of elaboration in temporal discounting. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Long Beach, California.
- Hinsenkamp, L. D., Petty, R. E., & Briñol, P. (February, 2015). Comparing inductions of certainty and uncertainty on opinion extremity: linear or curvilinear? Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Long Beach, California.

Johnson, I., Petty, R. E., & Briñol, P. (February, 2015). Being wrong: A meta-cognitive perspective. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Long Beach, California.

Santos, D., Briñol, P., Cárđaba, M. A. M., & Petty, R. E. (February, 2015). Violent Videogames and Trait Aggressiveness Match Increasing Thought Reliance in Attitude Change. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Long Beach, California.

Teeny, J. D., Luttrell, A., Petty, R., & Briñol, P. (February, 2015). Exploring the antecedents of proselytism: Attitude certainty on one's willingness to propagate an attitude. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Long Beach, California.

Kim, T. W., Duhachek, A., Briñol, P. & Petty, R. E. (October, 2014). Protect or hide your thoughts: The meanings associated with actions matter. Presented in the annual meeting of the *Association for Consumer Research*. Baltimore, Maryland.

Briñol, P., Petty, R. E., & DeMarree, K. G. (October, 2014). Being threatened and being a threat can increase reliance on thoughts: A self-validation Approach. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Columbus, Ohio.

Briñol, P., Cancela, A., Gandarillas, B., Petty, R. E., Requero, B., & Santos, D. (Oct, 2014). Processing goals and persuasion. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Columbus, Ohio.

Luttrell, A., Briñol, P., & Petty, R. E. (2014). Perceived reasons for attitude certainty and resistance to persuasion. Paper presented at the General Meeting of the *European Association of Social Psychology*: Amsterdam, The Netherlands.

Luttrell, A., Petty, R. E., & Briñol, P. (May, 2014). Attitude change over time: The role of ambivalence and certainty. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.

Hinsenkamp, L. D., Durso, G. R. O., Briñol, P., & Petty, R. E. (May, 2014). Patterns of mixed-valence information during attitude formation: Implications for ambivalence. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.

Durso, G. R. O., Briñol, P., & Petty, R. E. (May, 2014). From power to (in)Action: When power leads to paralysis. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.

Luttrell, A., Petty, R. E., & Briñol, P. (Feb, 2014). Attitude stability and confidence in ambivalence. Invited presentation at the attitudes pre-conference of the annual meeting of the *Society for Personality and Social Psychology*. Austin, Texas.

- Durso, G. R. O., Briñol, P., & Petty, R. E. (Feb, 2014). From power to (in)action: When powerful feel paralyzed. Poster presented at the attitudes pre-conference of the annual meeting of the *Society for Personality and Social Psychology*. Austin, Texas.
- Belding, J. N., Briñol, P., Petty, R. E., & Fujita, K. (Feb, 2014). The role of elaboration in self-control conflicts. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Austin, Texas.
- Luttrell, A., Briñol, P., & Petty, R.E. (2014). The role of ambivalence and certainty in predicting attitude stability. Paper presented at the Attitudes Preconference of the annual meeting of the *Society for Personality and Social Psychology*. Austin, Texas.
- Briñol, P., Petty, R. E., & Luttrell, A. (October, 2013). The neuroscience of metacognitive confidence. Informal presentation at the annual meeting of the *Society for Experimental Social Psychology*. Berkeley, California.
- Petty, R. E., DeMarree, K. G., & Briñol, P. (October, 2013). Individual differences in the use of mental contents. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Berkeley, California.
- Gandarillas, B., Briñol, P., & Petty, R. E. (July, 2013). The impact of thoughts in consumer evaluation as a function of ease. Presented at the annual meeting of the *European Association of Consumer Research*. Barcelona, Spain.
- * Briñol, P., (May, 2013). Power increases the reliance on thoughts: Implications for persuasion, the self, and social behavior. Invited presentation at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Belding, J., Petty, R. E., & Briñol, P. (May, 2013). Embodied objects: wearing unfamiliar objects can influence information processing and evaluation. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Durso, G. R. O., Briñol, P., & Petty, R. E. (May, 2013). Reducing ambivalent feelings with expected mixed information. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Campourcy, J. F., Briñol, P., Girandola, F., & Petty, R. E. (Jan, 2013). Commitment can increase or decrease information processing and resistance to persuasion. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. New Orleans, Louisiana.
- Briñol, P., Petty, R. E., & Horcajo, (October, 2012). Source numerical status and persuasion: The moderating role of elaboration. Informal presentation at the annual meeting of the *Society for Experimental Social Psychology*. Austin, Texas.
- * Briñol, P., Horcajo, J., Petty, R. E., & Stavradi, M. (June, 2012). Source numerical status and persuasion: multiple effects and processes. Presented at the *Meeting on Minority Influence*. Delphi, Greece.

- Petty, R. E., & Briñol, P. (May, 2012). Implicit-explicit attitudes in the domain of racial attitudes. Presented at the 4th *European Meeting on Attitudes*. Ghent, Belgium.
- DeMarree, K. G., Wheeler, C. S., Briñol, P., Petty, R. E., (May, 2012). The role of desired attitudes in ambivalence and information processing. Presented at the 4th *European Meeting on Attitudes*. Ghent, Belgium.
- Briñol, P., Petty, R. E., & Paredes, B. (May, 2012). Self-generated persuasion: convincing others (vs. self) of what we like and dislike. Presented at the 4th *European Meeting on Attitudes*. Ghent, Belgium.
- DeMarree, K. G., Davenport, C., Briñol, P. & Petty, R. E. (2012). *The role of self-confidence in persuasion: A multiprocess examination*. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Belding, J. N., Briñol, P., Petty, R. E., & Fujita, K. (May, 2012). The role of elaboration in self-control conflicts. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.
- Shoots-Reinhard, B., Petty, R. E., & Briñol, P. (May, 2012). Value from certainty: The effects of attitude certainty on willingness to pay. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.
- Belding, J. N., Petty, R. E., & Briñol, P. (Jan, 2012). The embodiment of external objects: A self-validation perspective. Presented at at the annual meeting of the *Society for Personality and Social Psychology*. San Diego, California.
- Shoots-Reinhard, B., Petty, R. E., & Briñol, P. (Jan, 2012). Value from certainty: The effects of attitude certainty on willingness to pay. Presented at the annual meeting of the *Society for Personality and Social Psychology*. San Diego, California.
- Briñol, P. (Dec, 2011). How the body can change and validate our mind. Invited colloquium. Marketing Department. Lausanne, Switzerland.
- Briñol, P. (Dec, 2011). Complex emotions have complex effects on information processing and thought usage. Invited colloquium. Psychology Department. University of Geneva, Switzerland.
- Briñol, P. (Oct, 2011). Meta-Cognition in social judgment. Symposium chaired at the annual meeting of the *Society for Experimental Social Psychology*. Washington, DC.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (Oct, 2011). New factors affecting the use of mental contents. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Washington, DC.

* Briñol, P., Petty, R. E., Stavraki, M., & Gandarillas, B. (July, 2011). Emotional validation of thoughts: Anger can increase or decrease information processing and thought usage. Invited presentation at the annual meeting of *European Social Cognition Network*. Sligo, Ireland.

DeMarree, K. G., Briñol, P., & Petty, R. E. (July, 2011). Validity of primed mental contents: Implications for judgments and behavior. Presented at the general meeting of the *European Association of Social Psychology*. Stockholm, Sweden.

Belding, J. N., Briñol, P., & Petty, R. E. (May, 2011). Priming through embodiment: External objects influence attitude extremity and strength. Presented at the annual meeting of the *Midwestern Psychological Association*. Chicago, Illinois.

Petty, R. E., Rucker, D., & Briñol, P. (January, 2011). Mere perceptions of informativeness influence judgmental confidence and behavior. Presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.

Davenport, C., DeMarree, K. G., Briñol, P., & Petty, R. E. (January, 2011). Timing matters: on the (mis)attribution of trait self-confidence in persuasion. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.

Wagner, B., Petty, R. E., & Briñol, P. (January, 2011). The role of disgust in thought validation. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.

DeMarree, K. G., Wheeler, S. C., Briñol, P., & Petty, R. E. (January, 2011). Wanting other attitudes: Discrepancies between actual desired attitudes predict feelings of ambivalence. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.

Johnson, I., Petty, R. E., & Briñol, P. (January, 2011). Information processing and racial implicit and explicit evaluative discrepancies. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.

Briñol, P., Petty, R. E., Horcajo, J. & See, M. (October, 2010). Embodied thought validation. Informal presentation at the annual meeting of the *Society for Experimental Social Psychology*. Minneapolis, Minnesota.

McCaslin, M., Briñol, P., & Petty, R. E. (May, 2010). Self-persuasion revisited: Investigating the impact of confidence in role-playing. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.

DeMarree, K. G., Briñol, P., & Petty, R. E. (May, 2010). Reducing ambivalence by increasing doubt: Validation of positive and negative evaluative reactions. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.

* Briñol, P. (January, 2010). From embodied change to embodied validation. Presented at the Social Cognition Preconference of the annual meeting of the *Society for Personality and Social Psychology*. Vegas, Nevada.

- Shoots-Reinhard, B., Petty, R. E., & Briñol, P. (January, 2010). The effect of attitude certainty on willingness to pay. Presented at the Social Cognition Preconference of the annual meeting of the *Society for Personality and Social Psychology*. Vegas, Nevada.
- * Briñol, P. (November, 2009). Current perspectives on embodied persuasion. Presented at the *ASPO symposium on Embodying Social Psychology*. Utrecht, Netherlands.
- Briñol, P., Petty, R. E., Horcajo, J. & See, M. (October, 2009). Desire for confidence as a function of threatening doubt. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Portland, Maine.
- * Briñol, P. & Petty, R. E. (June, 2009). Fundamental processes and variables in persuasion. Presented at the *symposium on persuasion and negotiation*. Singapore.
- McCaslin, M., Briñol, P., & Petty, R. E. (May, 2009). The role of doubt in self-persuasion: A classic paradigm re-visited by a contemporary meta-cognitive perspective. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.
- Tormala, Z. L., Falces, C., Briñol, P. & Petty, R. E. (February, 2009). Rethinking the role of mental content in processing fluency: Un-requested cognitions and the ease of retrieval effect. Presented at the annual meeting of the *Society for Personality and Social Psychology*. Tampa, Florida.
- Wagner, B. C., Briñol, P. & Petty, R. E. (February, 2009). The impact of arm postures on evaluation: A self-validation analysis. Presented at the annual meeting of the *Society for Personality and Social Psychology*. Tampa, Florida.
- Briñol, P., Petty, R. E., & McCaslin, M. (October, 2008). The role of doubt in self-persuasion: A classic paradigm re-visited by a contemporary meta-cognitive perspective. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Sacramento, California.
- Horcajo, J., Díaz, D., Briñol, P., Becerra, A., & Gandarillas, B. (July, 2008). Measuring need to evaluate in Spanish. Presented at the annual meeting of the *International Association of Psychology*. Berlin, Germany.
- Briñol, P., Petty, R. E., & DeMarree (June, 2008). Reducing subjective ambivalence by increasing doubt: A self-validation approach. Presented at the annual meeting of the *European Association for Experimental Social Psychology*. Opatija, Croatia.
- Wheeler, S. C., Briñol, P., & Hermann, A. (June, 2008). Resistance to persuasion as self-regulation: Ego-depletion and its effects on attitude change processes. Presented at the annual meeting of the *European Association for Experimental Social Psychology*. Opatija, Croatia.
- Briñol, P. (June, 2008). Co-organizer of the *Meeting on Evaluation and Affect (EAESP)*. Nijmegen, Netherlands.

Briñol, P. & Petty, R. E. (June, 2008). The role of affect in persuasion: A meta-cognitive approach. Presented at the 3rd EAESP Meeting on Attitudes. Nijmegen, Netherlands.

Petty, R. E., Briñol, P., & Rucker, D. D. (June, 2008). Ease of retrieval and affective processes. Presented at the 3rd EAESP Meeting on Attitudes. Nijmegen, Netherlands.

* Briñol, P. & Petty, R. E. (January, 2008). Embodied Persuasion. Presented at the Attitudes Pre-conference of the annual meeting of the *Society for Personality and Social Psychology*. Albuquerque, New Mexico.

Wagner, B., Petty, R. E., & Briñol, P. (January, 2008). Are morally-based attitudes particularly strong? The impact of moral attitudinal basis on attitude strength indicators and consequences. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*. Albuquerque, New Mexico.

Petty, R. E., DeMarree, K. G., Briñol, P., Horcajo, J., & Strathman, A. J. (January, 2008). Need for cognition can magnify or attenuate priming effects in social judgment. Poster presented at the Judgment and Decision Making Pre-conference of the annual meeting of the *Society for Personality and Social Psychology*. Albuquerque, New Mexico.

Briñol, P., Rucker, D. D., & Petty, R. E. (October, 2007). Meta-cognition and emotion: The dynamics of emotion and confidence. Presented at the annual meeting of the *Association for Consumer Research*. Memphis, TN.

Briñol, P., Petty, R. E., & Valle, C. (October, 2007). The validating effects of power: Implications for consumer persuasion. Presented at the annual meeting of the *Association for Consumer Research*. Memphis, TN.

Horcajo, J., See, M., Briñol, P., & Petty, R. E. (October, 2007). The role of mortality salience in consumer persuasion. Presented at the annual meeting of the *Association for Consumer Research*. Memphis, TN.

* Briñol, P. & Petty, R. E. (October, 2007). Changing the self through meta-cognitive processes. Presented at the Self and Identity Pre-conference of the annual meeting of the *Society for Experimental Social Psychology*. Chicago, IL.

Briñol, P., Petty, R. E., & Rucker, D. D. (October, 2007). The interactive link between emotion and cognition: A self-validation approach. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Chicago, IL.

Valle, C., Briñol, P., Petty, R. E., & Rucker, D. D. (September, 2007). The effects of power in persuasion: A self-validation analysis. Presented at the *BPS Social Psychology Section Conference*. Canterbury, UK.

* Briñol, P., & Petty, R. E. (July, 2007). Individual differences in implicit mental representations. Workshop conducted at the summer school of the *European Association for Experimental Social Psychology*. Bologna, Italy.

- Briñol, P., & Petty, R. E. (July, 2007). Individual differences in implicit mental representations. Presented at the meeting of the *International Society for the Study of Individual Differences*. Giessen, Germany.
- * Briñol, P., Petty, R. E., & Rucker, D. D. (June, 2007). Emotion and meta-cognition. Presented at the *Seminario Internacional Complutense: Current in emotional research: An interdisciplinary approach*. Madrid, Spain.
- Wagner, B., Petty, R. E., & Briñol, P. (May, 2007). The influence of morality on attitude confidence. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.
- Rucker, D. D., Briñol, P., & Petty, R. E. (2007, February). *The role of ease in consumer's emotional judgments*. Presented at the annual meeting of the Society for Consumer Psychology, Las Vegas, NV.
- Petty, R. E., & Briñol, P. (January, 2007). A Meta-Cognitive Model of discrepancy in implicit and explicit evaluations. Presented at the annual meeting of the *Society for Personality and Social Psychology*. Memphis, TN.
- Briñol, P., Petty, R. E., & Rucker, D. D. (October, 2006). Explicit and implicit beliefs about persuasion and resistance to change. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Philadelphia, PA.
- Briñol, P., Rucker, D. D., Petty, R. E., Carmen, V. & Becerra, A. (2006, October). The role of power in consumer persuasion. Presented at the annual meeting of the *Association for Consumer Research*. Orlando, FL.
- Rucker, D. D., Briñol, P., & Petty, R. E. (2006, October). The role of ease in consumers' emotional judgments. Presented at the annual meeting of the *Association for Consumer Research*. Orlando, FL.
- Briñol, P., Petty, R. E., Gallardo, I., DeMarree, D. (2006, October). The role of self-affirmation in consumer persuasion. Presented at the annual meeting of the *Association for Consumer Research*, Orlando, FL.
- Briñol, P., Petty, R. E., DeMarree, K. G., & Rucker, D. D. (February, 2006). Overt behavior and attitude change: A multiple roles analysis. Presented at the Annual meeting of the *Society for Personality and Social Psychology*. Palm Springs, CA.
- Briñol, P., Petty, R. E., Valle, C., & Becerra, A. (October, 2005). Power and confidence: Implications for attitude change. Presented at the annual meeting of the *Society for Experimental Social Psychology*. San Diego, CA.
- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G., (October, 2005). The persuasive effect of self-affirmation on consumer attitudes. Presented at the annual meeting of the *Association for Consumer Research*. San Antonio, TX.

- * Briñol, P., Petty, R. E., & Rucker, D. D. (July, 2005). Persuasion as something good or bad. Presented at the annual meeting of the *International Cultic Studies Association*. Madrid, Spain.
- * Horcajo, J., Briñol, P., Petty, R. E., Valle, C., Becerra, A., & Gallardo, I. (July, 2005). Persuasion through power and confidence. Presented at the annual meeting of the *International Cultic Studies Association*. Madrid, Spain.
- * Falces, C., Tormala, Z. L., Petty, R. E., & Briñol, P. (July, 2005). Control mental a través de la manipulación de la dirección del pensamiento. Presented at the annual meeting of the *International Cultic Studies Association*. Madrid, Spain.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (May, 2005). Implicit self-validation: Manipulating confidence in unconscious thoughts. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.
- Briñol, P. (February, 2005). Higher order social meta-cognition: The meaning of subjective experience. Presented at the Annual meeting of the *Society for Personality and Social Psychology*. New Orleans, Louisiana.
- Briñol, P., Petty, R. E., & Tormala, Z. L. (October, 2004). The multiple roles of self-affirmation in persuasion. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Fort Worth, TX.
- * Briñol, P., Petty, R. E., & Tormala, Z. L. (July, 2004). The meaning of ease and its malleability. Presented at the *Small Meeting of Social Meta-Cognition*. Heidelberg, Germany.
- * Briñol, P., Petty, R. E., Horcajo, J., Barden, J. (June, 2004). Thoughtful vs. unthoughtful implicit attitude change. Paper presented at the *Small Meeting on Implicit Social Psychological Processes*. Madrid, Spain.
- * Petty, R. E., Briñol, P., & Tormala, Z. (2004, June). *Implicit ambivalence: Antecedents and consequences*. Presented at the European Association for Experimental Social Psychology Small Group Meeting on Attitudes. Madrid, Spain.
- Petty, R. E., Briñol, P., Tormala, Z.L., Wheeler, S. C., & Jarvis, B. (May, 2004). Potential sources and consequences of implicit ambivalence. Presented at the annual meeting of the *Midwest Psychological Association*. Chicago, IL.
- Briñol, P. (February, 2004). Implicit (vs. explicit) attitude change. Co-chair of the symposium at the Annual meeting of the *Society for Personality and Social Psychology*. Austin, TX.
- Briñol, P., Petty, R. E., Barden, J., & Horcajo, J. (February, 2004). Changing automatic attitudes with persuasive messages. Paper presented at the Annual meeting of the *Society for Personality and Social Psychology*. Austin, TX.

- Hermann, A., Wheeler, C., & Briñol, P. (February, 2004). Undermining self-regulation ability as a means of reducing resistance to persuasion. Paper presented at the Annual meeting of the *Society for Personality and Social Psychology*. Austin, TX.
- Briñol, P., Petty, R. E., Gallardo, I., & Horcajo, J. (February, 2004). Multiple roles of self-affirmation in persuasion. Poster presented at the Annual meeting of the *Society for Personality and Social Psychology*. Austin, TX.
- Wheeler, C., Briñol, P., & Hermann, A. (October, 2003). Undermining the Ego as a Means of Reducing Resistance to Persuasion. Presented at the annual meeting of the *Association for Consumer Research*. Toronto, Canada.
- Tormala, Z. L., Briñol, P., & Petty, R. E. (October, 2003). Hidden effects of persuasion. Presented at the annual meeting of the *Association for Consumer Research*. Toronto, Canada.
- Tormala, Z. L., Briñol, P., & Petty, R. E. (October, 2003). A new meta-cognitive approach to ease of retrieval effects. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Boston, Massachusetts.
- * Petty, R. E., Tormala, Z. L., & Briñol, P. (May, 2003). Implicit ambivalence I: Implications for discrepancies between implicit and explicit self-construals. Invited presentation at the *Attitudinal Incongruence and Information Processing Symposium*. Amsterdam, NL.
- * Briñol, P., Petty, R. E. & Wheeler, C. (May, 2003). Implicit ambivalence II: Implications for attitude change. Paper presented at the *Attitudinal Incongruence and Information Processing Symposium*. Amsterdam, NL.
- * Briñol, P., Blanco, A., Becerra, A., De la Corte, L., & Falces, C. (April, 2003). Future classics in Social Psychology. Invited presentation at the *Spanish Meeting of Social Psychology*. Málaga, Spain.
- Briñol, P., Gallardo, I., Becerra, A., Valle, C., Horcajo, J., & Díaz, D. (April, 2003). Persuasive effect of self-affirmation. Paper presented at the *Spanish Meeting of Social Psychology*. Málaga, Spain.
- Briñol, P., Horcajo, J., Becerra, A., Valle, C., Gallardo, I., & Díaz, D. (April, 2003). Implicit attitude change: antecedents and consequences. Paper presented at the *Spanish Meeting of Social Psychology*. Málaga, Spain.
- Falces, C., Briñol, P., Sierra, B., & Alier, E. (April, 2003). Ease of retrieval and persuasion: The effect of un-requested thoughts. Paper presented at the *Spanish Meeting of Social Psychology*. Málaga, Spain.
- Petty, R. E., & Briñol, P. (February, 2003). Consequences of the divergence between explicit and implicit processes. Co-Chair of the symposium at the Annual meeting of the *Society for Personality and Social Psychology*. Los Angeles, CA.

Briñol, P., & Petty, R. E. (February, 2003). The impact of explicit-implicit divergence on information processing and its consequences for attitude change. Presentation at the Annual meeting of the *Society for Personality and Social Psychology*. Los Angeles, CA..

Falces, C., Briñol, P., Tormala, Z. L., Petty, R. E., & Sierra, B. (February, 2003). Ease of retrieval effects in persuasion: The role of un-requested thoughts. Poster presented at the Annual meeting of the *Society for Personality and Social Psychology*. Los Angeles, CA.

* Briñol, P. (October, 2002). Individual differences in attitude change. Invited presentation at the Attitude Pre-conference at the annual meeting of the *Society for Experimental Social Psychology*. Columbus, Ohio

Petty, R. E., Briñol, P., & Tormala, Z. L. (October, 2002). Meta-cognitive influence of individual and situational factors in persuasion. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Columbus, Ohio.

Briñol, P., & Petty, R.E. (2002, July). Mood and persuasion: A self-validation analysis. Presented at the *International Society for Research on Emotion*. Cuenca, Spain.

Briñol, P., Tormala, Z. L., & Petty, R. E. (June, 2002). Source credibility as a determinant of self-validation effects in persuasion. Poster presented at the annual meeting of the *European Association for Experimental Social Psychology*. San Sebastian, Spain.

Wheeler, C., Briñol, P., & Petty, R. E. (May, 2002). Consumer persuasion as a function of explicit and implicit self-beliefs. Presented at the annual meeting of the *Asian Pacific Association for Consumer Research*. Beijing, China.

* Briñol, P., Rucker, D. D., Tormala, Z. L., & Petty, R. E. (April, 2002). Individual differences in resistance to persuasion. Invited presentation at the Symposium on Resistance and Persuasion. Psychology Department, *University of Arkansas*, Fayetteville, Arkansas.

Petty, R. E., Briñol, P., Priester, J. R., & Wheeler, S. C. (2002, February). Understanding the diverse bases of ambivalence: Implicit versus explicit self-conceptions. Presented at the annual meeting of the *Society for Personality and Social Psychology*. Savannah, GA.

Falces, C., Sierra, B., Alier, E., & Briñol, P. (June, 2001). Prior attitudes and consumer judgments: The effect of valence, extremity and elaboration. Presented at the annual meeting of the *European Association for Consumer Research*. Berlin, Germany.

Petty, R. E., Tormala, Z. L., Briñol, P., & Jarvis, W. B. G. (2001, February). Meta-cognitive factors in persuasion (Distinguished Scientific Contribution Award Address). Presented at the annual meeting of the *Society for Consumer Psychology*, Scottsdale, AZ.

- Tormala, Z. L., Petty, R. E., & Briñol, P. (February, 2001). Ease of retrieval effects in persuasion: the moderating role of elaboration. Presented at the annual meeting of the *Society for Personality and Social Psychology*. San Antonio, Texas.
- Petty, R. E., Briñol, P., & Tormala, Z. L. (October, 2000). Implications of self-validation processes for persuasion. Presented at the annual meeting of the *Society for Experimental Social Psychology*. Atlanta, Georgia.
- Petty, R. E., Briñol, P., Tormala, Z., & Rucker, D. (2000, February). Self-validation theory: Implications for resistance to persuasion. Presented at the 1st annual meeting of the *Society for Personality and Social Psychology*. Nashville, TN.
- Falces, C.; Sierra, B. & Briñol, P. (February, 2000). Script interruption and evaluations: The structural extremity hypothesis. Presented at the 1st annual meeting of the *Society for Personality and Social Psychology*. Nashville, Tennessee.
- *Petty, R.E., & Briñol, P. (2000, July). Something is not right: Meta-cognitive features of beliefs and attitudes. Presented at the 1st meeting on the psychology of attitudes sponsored by the European Association of Experimental Social Psychology. Newtown, Wales.
- Sierra, B., Alier, E., & Briñol, P. (July, 2000). Consumer behavior and childhood. Presented at the *Meeting of Spanish Social Psychology*. Oviedo, Spain.
- Petty, R. E. & Briñol, P. (October, 1999). Head Movements and Persuasion: A self-validation Perspective. Presented at the Annual meeting of the *Society for Experimental Social Psychology*. St. Louis, MO.
- Falces, C., Sierra, B., Briñol, P., & Becerra, A. (July, 1999). Presented at the *annual meeting of Economic Psychology*. Florence, Italy.
- Briñol, P., Becerra, A., & Sierra, B. (June, 1998). The Elaboration Likelihood Model and the tourist attitude change. Presented at the *meeting of Spanish Organizational Psychology*. Valladolid, Spain.
- Sierra, B., Falces, C., Briñol, P. & Becerra, A. (June, 1998). SERVQUAL Scale: Dimensions of perceived quality. Presented at the *Meeting of Spanish Organizational Psychology*. Valladolid, Spain.
- Falces, C., Briñol, P., Sierra-Díez, B., & Alier, E. (May, 1998). Assessment of consumer satisfaction: A scale to measure services satisfaction. Presented at the meeting of the *European Association of Psychological Assessment*. Málaga, Spain.
- Briñol, P., Becerra, A., Sierra, B., & Falces, C. (September, 1996). Mere exposure and classical conditioning: A comparative study on affective responses acquisition. Presented at the annual meeting of the *International Association for Economic Psychology*. Paris, France.

Falces, C., Sierra, B., Briñol, P., & Becerra, A. (September, 1996). Scripts, satisfaction and perceived quality: An exploratory study. Presented at the annual meeting of the *International Association for Economic Psychology*. Paris, France.

Serrano, S., Briñol, P., Alonso, A., & Blanco, F. (March, 1992). Hypnosis and behavior modification: An ironic relationship. Presented at the *Spanish Society of Psychology History*. San Sebastian, Spain.

EUROPEAN ATTITUDE MEETINGS [CO-ORGANIZER]

For details on these meetings go to: <http://www.uam.es/otros/persuasion/attitude-meetings.html>

Experience-Based versus Information-Based Attitude Processes

(Cologne, Germany, 2016)

Affective Processes in Evaluation

(Nijmegen, Netherland, 2008)

Conscious and Unconscious Attitudinal Processes

(Madrid, Spain, 2004)

Contemporary Perspectives in Attitudes

(Cardiff, Wales, 2000)

INVITED COLLOQUIA

2017	May	<i>Pompeu-Fabra (Spain)</i>	Psychology Department
2017	May	<i>Universidad Barcelona</i>	Psychology Department
2017	Feb	<i>University of Virginia</i>	Psychology Department
2015	Sep	<i>Ohio State University</i>	Marketing Department
2014	June	<i>IE Business School</i>	Marketing Department
2014	May	<i>Pompeu-Fabra (Spain)</i>	Marketing Department
2014	Jan	<i>Northwestern University</i>	Marketing Department
2013	July	<i>Talca University (Chile)</i>	Psychology Department
2013	May	<i>Uni. College London</i>	Psychology Department
2012	June	<i>Complutense Madrid</i>	Psychology Department
2011	June	<i>Lausanne University</i>	Marketing Department
2011	Dec	<i>University of Geneva</i>	Psychology Department
2011	June	<i>Lisbon University</i>	Psychology Department
2011	Jan	<i>Purdue University</i>	Psychology Department
2009	Dec	<i>Cardiff University</i>	Psychology Department
2009	Sep	<i>Texas Tech University</i>	Psychology Department
2009	Jun	<i>University of Amsterdam</i>	Psychology Department
2009	Jan	<i>Paris X</i>	Psychology Department
2009	Jan	<i>Dijon University</i>	Psychology Department
2008	Dec	<i>University of Wurzburg</i>	Psychology Department
2008	Oct	<i>University of Illinois</i>	Psychology Department
2007	Nov	<i>U. of North Carolina</i>	Psychology Department
2007	Oct	<i>University of Chicago</i>	Behavioral Science Department
2005	Oct	<i>Northwestern University</i>	Marketing Department
2005	Jun	<i>University of Geneva</i>	Psychology Department
2004	Nov	<i>University of Maryland</i>	Psychology Department
2004	Oct	<i>University of Virginia</i>	Psychology Department
2004	Mar	<i>U.N.E.D. (Spain)</i>	Psychology Department

2003	Oct	<i>Indiana University</i>	Psychology Department
2002	Sep	<i>University of Florida</i>	Psychology Department
2002	Jan	<i>University of Illinois</i>	Psychology Department
2002	Jan	<i>University of Illinois</i>	Communication Department
2002	Jan	<i>Loyola University</i>	Psychology Department

FUNDING RESEARCH GRANTS

2017-19 [P.I.] *Facilitación del cambio: Validación intencional* Ministerio de Innovación y Ciencia
 2014-16 [P.I.] *Validación: Un enfoque motivacional* Ministerio de Innovación y Ciencia [Spain]
 2012-14 [P.I.] *Validación del pensamiento* Ministerio de Educación [Spain]
 2009-14 *The role of confidence in social judgment* [NSF, USA]
 2008-11 [P.I.] *Auto-validación y persuasión* Ministerio de Educación [Spain]
 2008-09 *José Castillejo (movilidad)*, Ministerio de Educación [Spain]
 2007-08 *Salvador de Madariaga (movilidad)*, Ministerio de Educación [Spain]
 2003-06 *Self-Validation and Automatic Evaluations*, Ministerio de Educación [Spain]
 2004-05 [P.I.] *Power, Confidence, and Trust in Organizations*, UAM-CUIFE [Spain]
 2001-03 *Consumer Behavior and Scripts*, Ministerio de Educación [Spain]
 1998-01 *Mere Exposure vs. Classical Conditioning*, Ministerio de Educación [Spain]
 1998-99 *Consumer Behavior and Age*, Defensor Del Menor (C.A.M.) [Spain]

HONORS

2017 Recipient of the EASP Kurt Lewin Medal
 2002-present Travel Scholarships [UAM, Spain]
 1999-present Travel Fellowship [OSU, U.S.A.]
 2010 Best paper award [Society for Consumer Research]
 1995-99 F.P.I. Graduate Scholarship [Ministerio de Educación y Ciencia, Spain]
 1997-99 Graduate Visiting Scholar [UAM, Spain]
 1997 Best Research Prize Juan Huarte San Juan [UAM, Spain]
 1997 Best Paper Prize Examen de Ingenios [UAM, Spain]
 1995 Graduate Program Scholarship [UAM, Spain]

PROFESIONAL AFFILIATIONS

European Association of Experimental Social Psychology (EASP)
Society of Experimental Social Psychology (SESP)
Society for Personality and Social Psychology (SPSP; Fellow)
Midwestern Psychological Association (MPA)
Association for Consumer Research (ACR)
European Association for Consumer Research (EACR)
Society of Consumer Psychology (SCP)
American Psychological Society (APS)
Sociedad Científica Española de Psicología Social (SCEPS, Co-funder and current management)

TEACHING EXPERIENCE

Graduate:	Fundamental Processes in Attitude Change Influence in Organizations
Undergraduate:	Social Communication and Advertising Organizational Behavior Group and Organizational Psychology
M.B.As: <i>Business School</i>	Management Skills Human Resources and Personal Recruitment Emotional Intelligence

DOCTORAL DISSERTATIONS SUPERVISED

Joana Mello (2019)	Currently at ISPA-WJRC Portugal Dissertation Title: Impact of Source Attractiveness in Attitude Confidence
Greg Lamprinakos (2019)	Currently at Athens University Dissertation Title: The impact of Awe and Anger on Processing of Persuasive Messages
Blanca Requero (2018)	Dr. Requero is currently at UAM as postdoctoral researcher Dissertation Title: Attitude change through meta-cognitive processes to promote the incorporation of people with disadvantages in the work place.
David Santos (2018)	Dr. Santos is currently at UAM as postdoctoral researcher and at IE Dissertation Title: The role of meta-cognitive confidence in aggressive personality and violent videogames.
Borja Paredes (2018)	Dr. Paredes is currently at UNED and IE-University Dissertation Title: Identity Fusion and Meta-Cognition: Nature, antecedents, and meta-cognitive consequences of identity fusion.
Margarita Gascó (2017)	Dr. Gascó is currently at Universidad Castilla La Mancha Dissertation Title: Thoughts can be seen as coming from different origins increasing or decreasing their impact on evaluation.
Ana Cancela (2016)	Dr. Cancela is currently at Centro Universitario Villanueva (Madrid) Dissertation Title: Entertainment vs. Learning mindsets in processing persuasive messages: Implications for attitude change
María Stavraki (2013)	Dr. Stavraki is currently at Universidad Castilla La Mancha Dissertation Title: Multiple roles of anger and surprise in persuasive communication
Beatriz Gandarillas (2010)	Dr. Gandarillas is currently at Universidad Francisco de Vitoria (Madrid)

Dissertation Title: Metacognition and persuasion: The effect of expressing thoughts with many or few words

Miguel Á. M. Cárdbaba (2008) Dr. Cardaba is currently at Centro Universitario Villanueva (Madrid)

Dissertation Title: Reducing prejudice through persuasive communication: The effect of elaboration on attitude strength

Ismael Gallardo (2006) Dr. Gallardo is currently at Universidad de Talca, Chile

Dissertation Title: Self-affirmation and persuasion: Multiple roles analysis

Carmen Valle (2006) Dr. Valle is currently at Universidad San Pablo CEU de Madrid

Dissertation Title: The effect of power on persuasion: A self-validation analysis

Javier Horcajo (2005) Dr. Horcajo is currently at Universidad Autónoma de Madrid

Dissertation Title: Implicit attitude change

MASTER THESES SUPERVISED

2017	T.F.M.	Samuel del Olmo	Potential versus experience as a function of uncertainty
2017	T.F.M.	David Carrasco	Perceived knowledge influences job candidate attitudes
2016	T.F.M.	Grigorios Lamprinakos	Multiple roles of awe in persuasive communication
2016	T.F.M.	Laura Nieto	Evaluation of training programs in insurance companies
2015	T.F.M.	Carlos Roldan	Expectations of professional success and flexibility
2014	T.F.M.	Laura Nieto	Fight-fight mindset and task performance
2013	T.F.M.	Beatriz Rojo	Organizational responsibility and information processing
2013	T.F.M.	Laura Prados	Assessment of the impact of training programs
2010	T.F.M.	Macarena Manzur	Social media in selecting job candidates
2009	D.E.A.	Beatriz Gandarillas	Thought formal and attitude change
2009	D.E.A.	Margarita Gascó	Attitude change toward body image
2005	D.E.A.	Carmen Valle	Recipient's power and persuasion
2005	D.E.A.	Ismael Gallardo	Self-affirmation and persuasion

UNDERGRADUATE HONORS THESES

2017		Siqi Duan	Changing languages affects test-retest consistency
2017		Rafael Mateos	Certainty in trait aggressiveness moderates violence
2016		Alejandro Rodriguez	Trait aggressiveness and the instrumental use of emotions
2016		Paula Martinez	Effects of amount and finality of pro-group behavior
2015		Desire Blazquez	Paradoxical effects of pro-attitudinal messages
2015		Mario Sanchez	Individual differences in self-monitoring and persuasion
2013		Pablo Mundo	Processing goals and persuasion
2013		Alberto Angosto	Self-validation effects for source credibility
2012		Irene Lasanta	Matching vs. Mismatching in the context of violence
2012		David Santos	Humor validates positive and negative thoughts
2012		Blanca Requero	Self-persuasion using physical objects
2011		Marina Gilliat	Expressing thoughts with one vs. many words
2011		Borja Paredes	Smiling validates positive and negative thoughts
2011		Laura Orallo	Effects of anti-violence campaigns
2007		Irene Díaz Rguez.	Attitude change in the context of explicit ads
2006		Beatriz Gandarillas	Negation of thoughts and impression formation
2006		Raúl Rodríguez	Mortality salience and self-validation
2003		Darío Díaz Mendez	Need for cognition in group decision making
2002		Carmen Valle	Task features relevant to implicit measures of attitudes
2001		Javier Horcajo	implicit attitude change
2001		Virginia Díaz	Self validation in consumer persuasion
1999		Beatriz Madrid	Individual differences in self-validation
1999		Olga Montesinos	Self-awareness and validation of cognitive responses

INTERNATIONAL VISITING SCHOLARS AND FELLOWS HOSTED

George Bizer	Union College
Brad Bushman	Ohio State University
Patrick Carroll	Ohio State University
Lauren Cheatham	Stanford University
Robert Cialdini	Arizona State University
Gerard Clore	University of Virginia
Geoff Cohen	Stanford University
Kenneth DeMarree	University of Buffalo
Adam Duhachek	Indiana University
Teresa Garcia-Marques	ISPA-WJRC Portugal
Roger Ginger-Sorolla	University of Kent
Joshua Guyer	Queen's University (postdoctoral)
Geoff Haddock	Cardiff University
Michael Häfner	Univ. der Künste Berlin
Anthony Hermann	Bradley University
Verlin Hinsz	North Dakota State University
Rob Holland	Radboud University
Erik Knowles	University of Arkansas
Mijung Koo	Sungkyunkwan University
Arie Kruglanski	University of Maryland
Simon Laham	University of Melbourne
Grigorios Lamprinakos	Athens University
Robert Livingston	University of Sussex
Chris Loersch	University of Colorado
Alison Luby	University of Toronto
Andrew Luttrell	Ohio State University
Gregory Maio	Cardiff University
Kody Manke	Stanford University
Joana Mello	ISPA-WJRC Portugal
Gergely Nyilasy	Melbourne University
Nick O'Dell	Ohio State University
Victor Ottati	Loyola University
Amalia Perez	University of Brasilia
Andrew Perkins	Ivey Business School
Richard Petty	Ohio State University
Derek Rucker	Northwestern University
Zakary Tormala	Stanford University
Bill von Hippel	University of Queensland
Duane Wegener	Ohio State University
Christian Wheeler	Stanford University
Wendy Wood	University of Southern California

ACADEMIC SERVICE

Co-Founder and Management *Sociedad Científica Española de Psicología Social (SCEPS)*
<http://www.sceps.es/>

Former Associate Editor *International Journal of Social Psychology*
<http://www.tandfonline.com/loi/rrps20>

Editorial Boards *Social Psychology and Personality Science*
Basic and Applied Social Psychology
Revista Pensar la Publicidad
Revista de Psicología Chilena

Scientific Committees Scientific program annual meeting EASP. Opatija, Croatia.

Ad Hoc Reviewer

Science, Psychological Bulletin, Psychological Review, Psychological Science, Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Social Psychology, Social Cognition, European Journal of Social Psychology, British Journal of Social Psychology, Journal of Applied Social Psychology, International Journal of Psychology, Social Influence, Social Psychology, European Review of Social Psychology, Experimental Aging Research, Spanish Journal of Psychology, Learning and Individual Differences, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Communication, Emotion, European Journal of Personality, Media Psychology, Advances in Consumer Research, Psicothema, Discourse Processes, Psicológica, Estudios de Psicología,

Review Panels European Science Foundation
European Research Council
National Science Foundation [U.S.A.]
Ministerio de Ciencia e Innovación. Plan Nacional de I+D+I [Spain]
Agencia Nacional de Evaluación y Prospectiva (ANEP) [Spain]

Faculty Committees International credit transformation commission, UAM [Spain]
European Teaching Innovation, UAM [Spain]
Dissertation awards committee, UAM [Spain]
Research and Infrastructure Committee, UAM [Spain]
Advanced Studies Accreditation UAM [Spain]
Students Mentoring: Cooperación Educativa Program, UAM [Spain]
Students Tutoring: Graduate and Practicum Programs, UAM [Spain]