

Charles G. Lord

Curriculum Vitae

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Department of Psychology
Texas Christian University
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Biographical Data

Place of Birth: Providence, RI
Citizenship: USA

Education

Ph.D.	Stanford University	June 1980
B.S.	University of Rhode Island	June 1976

Honors and Awards

2010-2017	Editorial Board, <i>Journal of Experimental Social Psychology</i>
2008-2017	Editorial Board, <i>Social Cognition</i>
1992-2006	Associate Editor, <i>Social Cognition</i>
2002-2005	National Science Foundation Social Psychology Grants Panel
1991-1992	Editorial Board, <i>Journal of Personality and Social Psychology</i>
1976-1980	National Science Foundation Graduate Fellowship

Professional Memberships

Society of Experimental Social Psychologists
Society for Personality and Social Psychology
Southwestern Psychological Association
Social Psychologists in Texas

Positions Held

2003-2012, 2014-present	Graduate Director, Dept. of Psychology TCU
1992-present	Professor of Psychology, TCU
1990-1994 & 2001	Chair, TCU Department of Psychology
1987-1992	Associate Professor, TCU
1980-1987	Assistant Professor, Princeton University

Ph.D. Dissertations Directed

At TCU

- Tong Lu "A Little Knowledge Is A Dangerous Thing: Effects of Extrapolation on Attitude Polarization." April 2015
- Kristin Yoke "M Is For The Million Things She Gave Me: Effects of Priming Mother's Support On Women's Math Motivation" April 2015
- Amanda L. Morin "Effects of epistemic and teleologic attitude change strategies on persistence and resistance of subsequent attitudes" April 2014
- Sara E. Brady "Effects of motivation to lie and misrepresentation and memory errors. March 2013
- Anu M. Kumar "Effects of intra-group comparison on choosing brands popular with one's in-group" Dec 2011
- Cheryl A. Taylor "The E-T Scale: Measuring individual differences in preference for epistemic versus teleologic tactics of deliberate self-persuasion" May 2011
- Shanna K. Mittie "When mental context moderates effects of directed thinking on intentions to perform self-beneficial behaviors" May 2009
- Amanda Caldwell "The relationship between life satisfaction and self-beneficial behaviors " May 2009
- Shannon J. Seitz "Fight or flight: The functional specificity of emotions and the resulting effects on attitude-behavior consistency" May 2008
- G. D. Jay Frye "Attitude change and source monitoring errors following imagined scenarios of attitude-relevant interactions" December 2007
- Laura L. Ten Eyck "Effects of directed thinking on exercise and cardiovascular fitness" December 2006
- Dana M. Gresky "That was hard: Effects of test instructions on women's mathematics performance under stereotype threat" December 2006
- Rene M. Paulson "Effects of attitude action activity on the attitude-behavior relationship" November 2004
- Rusty B. McIntyre "The role of attributions in alleviating women's mathematics stereotype threat" June 2004

- Elizabeth E. Sadler "Effects of plans and chance on subsequent behavior" June 2004
- Jennifer C. Thomas "Effects of attitude change on components of attitude representations" June 2001
- Karen O. Scott-Chiapputo "Complexity of attitude-object representations affects attitude-behavior consistency toward typical versus atypical social category members" August 1998
- Nikki S. Scarberry "Helping versus being helped as determinants of generalization in Allport's contact hypothesis" August 1998
- Christopher Ratcliff "Uncovering the basic elements: Act frequencies for attitudes toward social groups" December 1996
- Tiffany L. Sia "Activation of exemplars in the process of constructing social category attitudes" December 1996
- Marilyn A. Pugh "Spatial representations of attitudes: Comparison to thought lists and compliance with directed orientation" August 1994
- David S. Wallace "The behavior in attitude-behavior consistency: a meta-analytic review" December 1993
- Shawna L. Ramsey "Categories, subcategories and attitude-behavior consistency" August 1992
- Donna M. Desforges "Multiple categories: Effects of category salience on generalization of positive intergroup contact" August 1991

At Princeton

- Genevieve Pere "Person perception in the classroom: The impact of teacher And peer expectancies" June 1988
- Delia S. Saenz "Evaluative social environments and covert behavior: Reducing the cognitive deficits associated with token status through cognitive restructuring" June 1987
- Debra A. Godfrey "As time goes by: Investigations into the relationship of time And attitude change resulting from dissonance reduction" June 1984

Selected Publications

- Lord, C. G., Holland, C. J., & Hill, S. E. (in press). Individual differences in the effects of baby images on attitudes toward getting married. *Personality and Individual Differences*.
- Lu, T., Lord, C. G., & Yoke, K. (2015). Behind the stage of deliberate self-persuasion: When changes in valence of associations to an attitude object predict attitude change. *British Journal of Social Psychology*, 54, 767-786.
- Lord, C. G., Hill, S. E., Holland, C. J., Yoke, K., & Lu, T. (2015). Attitudes: An evolutionary perspective. In V. Zeigler-Hill, L. M. Welling, & T. K. Shackelford (Eds.), *Evolutionary Perspectives on Social Psychology* (pp. 77-187). New York: Springer.
- Lord, C. G. (2015). Attitude: Construction versus disposition. In R. A. Scott & S. M. Kosslyn (Eds.), *Emerging trends in the social and behavioral sciences*. New York: Wiley..
- Morin, A. L., Yoke, K., Lu, T., Brady, S. E., & Lord, C. G. (2014). The Mother Teresa effect: Counterproductive effects of touching an altruist's possessions on charitable giving. *Current Psychology*, 1-13.
- Taylor, C. A., Lord, C. G., Morin, A. L., Brady, S. E., Yoke, K., & Lu, T. (2014). Individual differences in preference for epistemic vs. teleologic tactics of deliberate self-persuasion. *Psychological Assessment*, 26, 177-194.
- Brady, S. E., & Lord, C. G. (2013). When liars fool themselves: Motive to impress alters memory for one's own evaluative actions. *Social Cognition*, 31, 599-612.
- Rodeheffer, C. D., Hill, S. E., & Lord, C. G. (2012). Does this recession make me look Black? Effects of resource scarcity on the perception of biracial faces. *Psychological Science*, 23, 1476-1478.
- Butterfield, M. E., Hill, S. E., & Lord, C. G. (2012). Mangy mutt or furry friend? Anthropomorphism promotes animal welfare. *Journal of Experimental Social Psychology* 48, 957-960.
- Frye, G. D. J., Brady, S. E., & Lord, C. G. (2012). Attitude change following imagined positive actions toward a social group: Do memories change attitudes or do attitudes change memories? *Social Cognition*, 30, 307-322.
- Paulson, R. M., Lord, C. G., Taylor, C. A., Brady, S. E., McIntyre, R. B., & Fuller, Eric W. (2012). A matching hypothesis for the activity level of actions involved in attitude-behavior consistency. *Social Psychology and Personality Science*, 3, 40-47.
- Taylor, C. A., Lord, C. G., McIntyre, R. B., & Paulson, R. M. (2011). The Hillary Clinton effect: When the same role model inspires or fails to inspire improved performance under stereotype threat. *Group Processes and Intergroup Relations*, 14, 447-459.

- Resch, H. L., & Lord, C. G. (2011). Individual differences in using epistemic and teleologic strategies for deliberate self-persuasion. *Personality and Individual Differences, 50*, 615-620.
- McIntyre, R. B., Paulson, R. M., Taylor, C. A., Morin, A. L., & Lord, C. G. (2010). Effects of role model deservingness on overcoming performance deficits induced by stereotype threat. *European Journal of Social Psychology, 41*, 303-311.
- Taylor, C. A., Lord, C. G., & Bond, C. F., Jr. (2009). Embodiment, agency, and attitude change. *Journal of Personality and Social Psychology, 97*, 946-962.
- Lord, C. G., & Taylor, C. A. (2009). Biased assimilation: Effects of assumptions and expectations on the interpretation of new evidence. *Social and Personality Psychology Compass, 3*, 827-841
- Frye, G. D. J., & Lord, C. G. (2009). Effects of time frame on the relationship between source monitoring errors and attitude change. *Social Cognition, 27*, 867-882.
- Ten Eyck, L. L., Gresky, D. P., & Lord, C. G. (2008). Effects of directed thinking on exercise and cardiovascular fitness. *Journal of Applied Biobehavioral Research, 12*, 237-258.
- Seitz, S. J., Lord, C. G., & Taylor, C. A. (2007). Beyond pleasure: Emotion activity affects the relationship between attitudes and behavior. *Personality and Social Psychology Bulletin, 33*, 933-947.
- Labansat, H. A., Ten Eyck, L. L., Gresky, D. M., Dansereau, D. F., & Lord, C. G. (2007). Directed thinking and readiness to change self-beneficial behaviors: Are you ready for some studying? *Journal of Applied Social Psychology, 37*, 2238-2260.
- Stewart, W., Eason, S., Sayers, C., Lord, C. G., Mittie, S. K., & Taylor, C. A. (2006). An appraisal of commonly used volunteer blood donor incentives. *Journal of Transfusion, 46*, (9S), 203A-204.
- Ten Eyck, L. L., Labansat, H. A., Lord, C. G., & Dansereau, D. F. (2006). Effects of directed thinking on intentions to engage in beneficial activities: Idea generation or mental simulation? *Journal of Applied Social Psychology, 36*, 1234-1262.
- Gresky, D. M., Ten Eyck, L. L., Lord, C. G., & McIntyre, R. (2005). Effects of salient multiple identities on women's performance under mathematics stereotype threat. *Sex Roles, 53*, 703-716.
- McIntyre, R. B., Lord, C. G., Prestwood, D. M., Ten Eyck, L. L., & Sadler, E. E. (2005). A social impact trend in the effects of role models on alleviating women's mathematics stereotype threat. *Current Research in Social Psychology*.
- Wallace, D. S., Paulson, R. M., Lord, C. G., & Bond, C. F., Jr. (2005). Which behaviors do attitudes predict? Meta-analyzing the effects of social pressure and perceived difficulty. *Review of General Psychology, 9*, 214-227.

- Lord, C. G., Paulson, R. M., Sia, T. L., Thomas, J. C., & Lepper, M. R. (2004). Houses built on shifting sand: Effects of exemplar stability on resistance to attitude change. *Journal of Personality and Social Psychology*, *87*, 733-749.
- Lord, C. G. (2004). The role of exemplar stability in attitude consistency and attitude change. In Haddock, G., & Maio, G. R. O. (Eds.), *Contemporary perspectives on the psychology of attitudes* (pp. 299-323). London: Psychology Press.
- McIntyre, R. B., Paulson, R. M., Lord, C. G., & Lepper, M. R. (2004). Effects of attitude action identification on congruence between attitudes and behavioral intentions toward social groups. *Personality and Social Psychology Bulletin*, *30*, 1151-1164.
- McIntyre, R. B., Lord, C. G., Frye, G. D. J., & Lewis, S. L. (2003). False memories of attitude-relevant actions. *Social Cognition*, *21*, 395-420.
- Lord, C. G. (2003). A guide to Ph.D. graduate school: How they keep score in the big leagues. *The Compleat Academic*. Washington, DC: American Psychological Association.
- McIntyre, R., Paulson, R. M., & Lord, C. G. (2003). Alleviating women's mathematics stereotype threat through salience of positive group attributes. *Journal of Experimental Social Psychology*, *39*, 83-90.
- Lord, C. G. (2001). Invisible science: A perspective on behavioral self-regulation. *Contemporary Psychology*, *46*, 458-460.
- Wallace, D. S., Desforjes, D. M., Lord, C. G., & Sia, T. L. (2001). Effects of perceived consensus on selective reinforcement of other people's stated opinions. *Basic and Applied Social Psychology*, *23*, 75-85.
- Lord, C. G. (2000). Heuristics in public decision making. *Contemporary Psychology*, *45*, 95-97.
- Lord, C. G., & Lepper, M. R. (1999). Attitude representation theory. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 31, pp. 265-343). San Diego, CA: Academic Press.
- Ratcliff, C. D., Czuchry, M., Scarberry, N. C., Dansereau, D. F., & Lord, C. G. (1999). Effects of directed thinking on intentions to engage in beneficial activities: Actions vs. reasons. *Journal of Applied Social Psychology*, *29*, 994-1009.
- Sia, T. L., Lord, C. G., Blessum, K. A., Thomas, J. C., & Lepper, M. R. (1999). Activation of exemplars in the process of assessing social category attitudes. *Journal of Personality and Social Psychology*, *76*, 517-532.
- Battaglia, D. M., Richard, F. D., Datteri, D. L., & Lord, C. G. (1998). Breaking up is (relatively) easy to do: A script for the dissolution of close relationships. *Journal of Social and Personal Relationships*, *15*, 830-846.
- Blessum, K. A., Lord, C. G., & Sia, T. L. (1998). Cognitive load and positive mood reduce typicality effects in attitude-behavior consistency. *Personality and Social Psychology Bulletin*, *24*, 496-504.

- Hewstone, M., & Lord, C. G. (1998). Changing intergroup cognitions and intergroup behavior: The role of typicality. *Intergroup Cognition and Intergroup Behavior, 1*, 367-392.
- Lord, C. G., Scott, K. O., Pugh, M. A., & Desforjes, D. M. (1997). Leakage beliefs and the correspondence bias. *Personality and Social Psychology Bulletin, 23*, 824-836.
- Lord, C. G. (1997). *Social psychology*. Fort Worth, TX: Harcourt Brace.
- Scarberry, N. C., Ratcliff, C. D., Lord, C. G., Lanicek, D. L., & Desforjes, D. M. (1997). Effects of individuating information on the generalization part of Allport's contact hypothesis. *Personality and Social Psychology Bulletin, 23*, 1291-1299.
- Desforjes, D. M., Lord, C. G., Pugh, M. A., Sia, T. L., Scarrberry, N. C., & Ratcliff, C. D. (1997). The role of group representativeness in the generalization part of the contact hypothesis. *Basic and Applied Social Psychology, 19*, 183-204.
- Sia, T. L., Lord, C. G., Blessum, K. A., Ratcliff, C. D., & Lepper, M. R. (1997). Is a rose always a rose? The role of social category exemplar change in attitude stability and attitude-behavior consistency. *Journal of Personality and Social Psychology, 72*, 501-514.
- Wallace, D. S., Lord, C. G., & Ramsey, S. L. (1995). Relationship between self-typicality and the ingroup subtypes effect. *Personality and Social Psychology Bulletin, 21*, 581-587.
- Lord, C. G., Desforjes, D. M., Fein, S., Pugh, M. A., & Lepper, M. R. (1994). Typicality effects in attitudes toward social policies: An attitude concept map approach. *Journal of Personality and Social Psychology, 66*, 658-673.
- Ramsey, S. L., Lord, C. G., Wallace, D. S., & Pugh, M. A. (1994). The role of subtypes in attitudes toward superordinate social categories. *British Journal of Social Psychology, 33*, 387-403.
- Holcom, M. L., Lehman, W. E. K., & Lord, C. G. (1994). Social categorization and the influence of drug involvement on drug attitude structures: Implications for assessing drug use and tolerance in the workplace. *Journal of Applied Social Psychology, 23*, 1968-1988.
- Lord, C. G. (1993). The "social self" component of trait knowledge about the self. *Advances in Social Cognition, 5*, 91-100.
- Lord, C. G. (1992). Was cognitive dissonance theory a mistake? *Psychological Inquiry, 3*, 339-342.
- Werth, J. L., & Lord, C. G. (1992). Previous conceptions of the typical group member and the contact hypothesis. *Basic and Applied Social Psychology, 13*, 351-370.
- Lord, C. G., Desforjes, D. M., Chacon, S., Pere, G., & Clubb, R. (1992). Reflections on reputation in the process of self-evaluation. *Social Cognition, 10*, 2-29.
- Lord, C. G., Desforjes, D. M., Ramsey, S. L., Trezza, G. R., & Lepper, M. R. (1991). Typicality effects in attitude-behavior consistency: Effects of category discrimination and category knowledge. *Journal of Experimental Social Psychology, 27*, 550-575.
- Desforjes, D. M., Lord, C. G., Ramsey, S. L., Mason, J. A., Van Leeuwen, M. D., Cox, L., & Lepper, M. R. (1991). Effects of structured cooperative contact on attitude prototypes and attitude

- change. *Journal of Personality and Social Psychology*, 60, 531-544.
- Lord, C. G., Umezaki, K., & Darley, J. M. (1990). Developmental trends in decoding the meaning of the appraisal actions of teachers. *Child Development*, 61, 191-200.
- Lord, C. G. (1989). The "disappearance" of dissonance in an age of relativism. *Personality and Social Psychology Bulletin*, 15, 513-518.
- Saenz, D. S., & Lord, C. G. (1989). Reversing roles: A strategy for undoing memory deficits associated with tokenism. *Journal of Personality and Social Psychology*, 56, 698-708.
- Lord, C. G., Saenz, D. S., & Godfrey, D. K. (1987). Effects of perceived scrutiny on participant memory for social interactions. *Journal of Experimental Social Psychology*, 23, 498-517.
- Lord, C. G. (1987). Imagining self and others: Reply to Brown, Keenan, and Potts. *Journal of Personality and Social Psychology*, 53, 445-450..
- Godfrey, D. K., Jones, E. E., & Lord, C. G. (1986). Self-promotion is not ingratiating. *Journal of Personality and Social Psychology*, 50, 106-115.
- Lord, C. G., & Zimbardo, P. G. (1985). Actor-observer differences in the perceived stability of shyness. *Social Cognition*, 3, 250-265.
- Lord, C. G., & Saenz, D. S. (1985). Memory deficits and memory surfeits: Differential cognitive consequences of tokensism for tokens and observers. *Journal of Personality and Social Psychology*, 49, 918-926.
- Lord, C. G., Lepper, M. R., & Preston, E. (1985). Considering the opposite: A corrective strategy for social judgment. *Journal of Personality and Social Psychology*, 47, 1231-1243.
- Cantor, N., Mackie, D., & Lord, C. G. (1984). Choosing partners and activities: The social perceiver decides to mix it up. *Social Cognition*, 2, 256-272.
- Lord, C. G., Lepper, M. R., & Mackie, D. (1984). Attitude prototypes as determinants of attitude-behavior consistency. *Journal of Personality and Social Psychology*, 46, 1254-1266.
- Jones, E. E., & Lord, C. G. (1984). Social cognition and social behavior. In G. Kimble, N. Garnezy, & E. Zigler, *Principles of psychology* (Sixth Edition). New York: Wiley.
- Jones, E. E., & Lord, C. G. (1984). Social influence and group processes. In G. Kimble, N. Garnezy, & E. Zigler, *Principles of psychology* (Sixth Edition). New York: Wiley.
- Lord, C. G., & Gilbert, D. T. (1983). The "same person" heuristic: An attributional procedure based on an assumption about person similarity. *Journal of Personality and Social Psychology*, 45, 751-762.
- Lord, C. G. (1982). Predicting behavioral consistency from an individual's perception of situational similarities. *Journal of Personality and Social Psychology*, 42, 1076-1088.

- Lord, C. G. (1982). Crossing the intersection from person to situation: Review of D. Magnusson (Ed.), *Toward a psychology of situations: An interactional perspective*. *Contemporary Psychology*, 27, 849-851.
- Lord, C. G. (1980). Schemas and images as memory aids: Two modes of processing social information. *Journal of Personality and Social Psychology*, 42, 257-269.
- Lord, C. G., Ross, L., & Lepper, M. R. (1979). Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence. *Journal of Personality and Social Psychology*, 37, 2098-2109.
- Bem, D. J., & Lord, C. G. (1979). Template matching: A proposal for probing the ecological validity of experimental settings in social psychology. *Journal of Personality and Social Psychology*, 37, 833-846.
- Lord, C. G., & Velicer, W. F. (1975). Effects of sex, birth order, target relationship, and target sex on self-disclosure by college students. *Psychological Reports*, 37, 1167-1170.

Manuscripts Under Active Editorial Review

- Yoke, K., Holland, C. J., Lu, T., & Lord, C. G. "Mom once said I could do anything I set my mind to;" Reminders of maternal support reduce avoidance of beneficial activities. *Journal of Experimental Social Psychology*.

Papers Presented at Recent Scholarly Meetings

- Holland, C. J., Lord, C. G., & Hill, S. E. Do Babies Beget Marriage?: The Effects of Baby Images on Attitudes Toward Getting Married. Accepted for presentation at the annual meeting of the Social Psychology and Personality Society, Atlanta, GA February 2018.
- Holland, C. J., Hill, S. E., & Lord, C. G. The fundamental nature of attitudes: Motivation as an evaluative context. Society for Personality and Social Psychology, San Antonio TX February 2017.
- Holland, C. J., & Lord, C. G. The effects of not wearing a wedding ring on marital relationships. Southwestern Psychological Association, Dallas, TX April 2016.
- Carrasco, S., Bradshaw, H. K., Gassen, J., Holland, C. J., Leyva, R. P., & Lord, C. G. You're not hot if I'm not: Appearance rejection and judgments of attractiveness. Southwestern Psychological Association, Dallas, TX April 2016.
- Holland C. J., Rodeheffer C., Hill, S. E., & Lord, C. G (2016). If you like it, keep a ring on it: Wedding ring removal's effect on relationship perception. Presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, February 2016..

- Lu, T., Yoke, K., Holland, C. J., & Lord, C. G. Say no to junk food: Strategies of deliberate self-persuasion in a negative direction. Society for Personality and Social Psychology, Long Beach, CA, February 2015.
- Holland, C. J., Yoke, K., Lu, T., & Lord, C. G. When danger lurks behind you: Effects of priming threat on attitudes. Society for Personality and Social Psychology, Long Beach, CA, February 2015.
- Yoke, K., Lu, T., Holland, C. J., & Lord, C. G. There's no love like a mother's love: The effect of thinking about Mom's support on women's math motivation. Society for Personality and Social Psychology, Long Beach, CA, February 2015.
- Yoke, K., Lu, T., & Lord, C. G. "M" is for the million things she gave me: Effects of priming an attachment figure on women's math motivation. Society for Personality and Social Psychology, Austin, TX, February 2014.
- Lu, T., Yoke, K., & Lord, C. G. Differentiating the cognitive mechanisms underlying epistemic and teleologic strategies of deliberate self-persuasion. Society for Personality and Social Psychology, Austin, TX, February 2014.
- Brady, S. E., & Lord, C. G. Self-deception of attitudes: Lying to impress changes memory for past attitudes. Society for Personality and Social Psychology, Austin, TX, February 2014.
- Brady, S. E., & Lord, C. G. When liars fool themselves: Motive to impress alters memory for one's own past evaluative actions. Society for Personality and Social Psychology, New Orleans, LA, January 2013.
- Lu, T., & Lord, C. G. Relative accessibility of thoughts mediates the effects of self-persuasion on attitudes toward Uundesirable behaviors. Society for Personality and Social Psychology, New Orleans, LA, January 2013.
- Morin, A. L., Lord, C. G., & Brady, S.E. (2013, January). Touching saintly relics: Magical contagion of moral credentials. Society for Personality and Social Psychology, New Orleans, LA, January 2013.
- Brady, S. E., Lord, C. G., & Hill, S. E. Evaluating others based on attractiveness: Power priming enhances preference for physically attractive partners. Society for Personality and Social Psychology, San Antonio, TX January 2011.
- Taylor, C. A., Lord, C. G., & Morin, A. L. The E-T Scale: Individual differences in preference for epistemic vs. teleologic strategies for deliberate self-persuasion. Society for Personality and Social Psychology, San Antonio, TX January 2011.

Teaching Experience

At TCU 1987-present

Experimental Design
Attitudes
Social Cognition
Behavior Change
Writing Psychology Research
Psychology of Personality
Psychology of Love
Social Psychology
Social Psychology (WE)
The Self
General Psychology
Sex, Violence & Aggression
Romantic Attraction & Close Relationships
Senior Seminar in Psychology
Experimental Psychology: Social (w/Lab)

At Princeton 1980-1987

Analysis of Variance
Social Psychology
Social Interaction