

CURRICULUM VITAE  
**KENNETH G. DEMARREE**

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## Academic Positions

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

## Education

- Ph.D. Psychology, Ohio State University (June 2008)  
Major Area: Social Psychology  
Minor Areas: Quantitative Psychology & Psychobiology  
Advisor: Richard E. Petty
- M.A. Psychology, Ohio State University (June 2003)  
Major Area: Social Psychology  
Advisor: Richard E. Petty
- B.A. Psychology, University of Rochester (May 2001)  
Advisor: Harry T. Reis

## Research Interests

My research interests fall within the general areas of attitudes and social cognition, with a common unifying theme of this research being a focus on the self and self-related processes. I have several programs of research that build on this general theme and on each other. In one program of research on the effects of construct accessibility, I examine the role of the self and individual differences on the effects of primes on judgments and behavior. In another, broad program of research on attitudes and persuasion, I examine the implications of the attitudes construct for the study of self-related processes, implications of the self construct for the study of attitudes processes, and antecedents and consequences of attitude strength.

## Publications

### *Books*

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

## Articles and Chapters

- DeMarree, K. G., Wheeler, S. C., & Petty, R. E. (2005). Priming a new identity: Effects of non-self stereotype primes and self-monitoring on the self-concept. *Journal of Personality and Social Psychology*, 89(5), 657-671.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2005). The roles of the self in priming-to-behavior effects. In A. Tesser, J. V. Wood & D. A. Stapel (Eds.), *On Building, Defending and Regulating the Self: A Psychological Perspective* (pp. 245-271). New York: Psychology Press.
- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2006). The role of self-affirmation in consumer persuasion. *Advances in Consumer Research*, 33, 509-510.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2007). Understanding the role of the self in prime to behavior effects: The Active-Self Account. *Personality and Social Psychology Review*, 11(3), 234-261.  
\*\*\* winner, International Social Cognition Network best paper award \*\*\*
- DeMarree, K. G., Petty, R. E., & Briñol, P. (2007). Self-certainty: Parallels to attitude certainty. *International Journal of Psychology and Psychological Therapy*, 7(2), 159-188.
- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2007). The effect of self-affirmation in non-threatening persuasion domains: Timing affects the process. *Personality and Social Psychology Bulletin*, 33(11), 1533-1546.
- Petty, R. E., Briñol, P., & DeMarree, K. G. (2007). The Meta-Cognitive Model (MCM) of attitudes: Implications for attitude measurement, change, and strength. *Social Cognition [Special issue: What is an attitude?]*, 25(5), 657-686.
- DeMarree, K. G., Petty, R. E., & Briñol, P. (2007). Self & attitude strength parallels: Focus on accessibility. *Social and Personality Psychology Compass*, 1(1), 441-468.
- Wheeler, S. C., Morrison, K. R., DeMarree, K. G., & Petty, R. E. (2008). Does self-consciousness increase or decrease priming effects? It depends. *Journal of Experimental Social Psychology*, 44(3), 882-889.
- Petty, R. E., DeMarree, K. G., Briñol, P., Horcajo, J., & Strathman, A. J. (2008). Need for cognition can magnify or attenuate priming effects in social judgment. *Personality and Social Psychology Bulletin*, 34(7), 900-912.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2008). A match made in the laboratory: Persuasion and matches to primed traits and stereotypes. *Journal of Experimental Social Psychology*, 44(4), 1035-1047.
- Brunell, A. B., Gentry, W. A., Campbell, W. K., Hoffman, B. J., Kuhnert, K. W., & DeMarree, K. G. (2008). Leader emergence: The case of the narcissistic leader. *Personality and Social Psychology Bulletin*, 34(12), 1663-1676.
- DeMarree, K. G. & Loersch, C. (2009). Who am I and who are you? Priming and the influence of self versus other focused attention. *Journal of Experimental Social Psychology*, 45(2) 440-443.
- Wheeler, S. C. & DeMarree, K. G. (2009). Multiple mechanisms of prime-to-behavior effects. *Social and Personality Psychology Compass*, 3(4), 566-581.

DeMarree, K. G., Petty, R. E., & Strunk, D. R. (in press). Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-esteem. *Personality and Social Psychology Bulletin*.

Briñol, P., DeMarree, K. G., & Petty, R. E. (2010). Processes by which confidence (vs. doubt) influence the self. In R. M. Arkin, K. C. Oleson & P. J. Carroll (Eds.), *The uncertain self: A handbook of perspectives from social and personality psychology* (pp. 13-35). New York, NY: Psychology Press.

### *Encyclopedia Entries*

DeMarree, K. G. & Petty, R. E. (2007). The elaboration likelihood model. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology* (Vol. 1, pp. 280-283). Thousand Oaks, CA: Sage Publications.

DeMarree, K. G. (2009). Credibility. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology* (pp. 141). New York, NY: Cambridge University Press.

### **Manuscripts Under Review**

DeMarree, K. G., Briñol, P., & Petty, R. E. (2009). *Embodied validation of primed mental contents: Direction of head movements moderates the impact of primes on judgment.*

DeMarree, K. G., Petty, R. E., & Briñol, P. (2009). *Individual differences in the use of mental contents.*

### **Manuscripts in Preparation**

DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (2009). *Self-ambivalence and resistance to subtle self-change attempts.*

DeMarree, K. G., Briñol, P., & Petty, R. E. (2009). *The effects of power on primed social constructs: A self-validation analysis.*

DeMarree, K. G., Wheeler, S. C., Briñol, P., & Petty, R. E. (2009). *"I want a different attitude": Actual-desired attitude discrepancies predict feelings of ambivalence.*

DeMarree, K. G. & Morrison, K. R. (in prep). Metacognition and the self-concept. In P. Briñol, & K.G. DeMarree (Eds.) *Social Metacognition*. New York: Psychology Press.

Briñol, P. & DeMarree, K. G. (in prep). Introduction to social metacognition. In P. Briñol, & K.G. DeMarree (Eds.) *Social Metacognition*. New York: Psychology Press.

Morrison, K. R., DeMarree, K. G., Wheeler, S. C., & Petty, R. E. (in prep). *Actual-desired self-discrepancies and resistance to subtle self-change attempts.*

Briñol, P., DeMarree, K. G., & Petty, R. E. (in prep). *Reducing subjective ambivalence by increasing doubt: A self-validation approach.*

### **Conference Presentations**

DeMarree, K.G., Wheeler, S.C., & Petty, R.E. (2003). *The role of self-monitoring in stereotype-to-behavior effects.* Poster presented at the SPSP Annual Meeting, Universal City, CA.

- DeMarree, K.G., Wheeler, S.C., & Petty, R.E. (2003). *The role of the self and self-monitoring in stereotype-to-behavior effects*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Wheeler, S.C., DeMarree, K.G., & Petty, R.E. (2003). *The role of the self in prime-to-behavior effects*. Talk given at the Association for Consumer Research Annual Meeting, Toronto, ON.
- DeMarree, K.G., Wheeler, S.C., & Petty, R.E. (2004). *Priming a new identity: Non-self stereotype primes can induce stereotype consistent changes in the working self-concept*. Poster presented at the SPSP Annual Meeting, Austin, TX.
- Wheeler, S.C., DeMarree, K.G., & Petty, R.E. (2004). *Self-matching and self-monitoring: Differential effects of primed stereotypes on persuasion*. Talk given at the SPSP Annual Meeting, Austin, TX.
- DeMarree, K. G., Wheeler, S. C., & Petty, R. E. (2005). *The role of the self in behavioral priming effects: Discrepancies between implicit and explicit identity moderate the effects of a stereotype prime*. Poster presented at the SPSP Annual Meeting, New Orleans, LA.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (2005). *Implicit self-validation: Manipulating confidence in unconscious thought*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Luby, A. M., Govorun, O., & DeMarree, K. G. (2005) *Implicit egotism and close relationships: The name letter effect extended to relationship partners* Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2005). *The role of self-affirmation in consumer persuasion*. Talk given at the Association for Consumer Research Annual Meeting, San Antonio, TX.
- DeMarree, K. G., & Petty, R. E. (2006). *Self-esteem accessibility and information-processing behavior: Parallels to attitude accessibility*. Poster presented at the SPSP Annual Meeting, Palm Springs, CA.
- Briñol, P., Petty, R. E., DeMarree, K. G., & Rucker, D. D. (2006). *Overt behavior and attitude change: A multiple roles analysis*. Poster presented at the SPSP Annual Meeting, Palm Springs, CA.
- Wheeler, S.C., DeMarree, K.G., & Petty, R.E. (2006). *Effects of stereotype and trait primes on the self and behavior*. Talk given at the SPSP Annual Meeting, Palm Springs, CA.
- DeMarree, K. G. & Petty, R. E. (2006). *Biased information-processing and self-esteem accessibility*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Shoots-Reinhard, B. L., DeMarree, K. G., Rucker, D. D., & Petty, R. E. (2006). *Personality certainty: Increasing the predictive utility of personality scales*. Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K. G., & Petty, R. E. (2007). *Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-views*. Talk presented at the SPSP Annual Meeting, Memphis, TN.

- DeMarree, K. G., & Petty, R. E. (2007). *Parallels between attitudes and the self: Self-strength*. Symposium organized for the SPSP Annual Meeting, Memphis, TN. [speakers: DeMarree, Swann, Kernis, & Newby-Clark]
- DeMarree, K.G., Morrison, K.R., Wheeler, S.C., & Petty, R.E. (2007). *Structural consistency of the self and resistance to change*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K.G., Morrison, K.R., Wheeler, S.C., & Petty, R.E. (2008). *A new consequence for actual-possible self-discrepancies: Malleability to subtle situational influence*. Poster presented at the SPSP Annual Meeting, Albuquerque, NM.
- DeMarree, K. G., Petty, R. E., Briñol, P., Horcajo, J., & Strathman, A. J. (2008). *Need for cognition can magnify or attenuate priming effects in social judgment*. Poster presented at the JDM pre-conference of the SPSP Annual Meeting, Albuquerque, NM.
- DeMarree, K. G. & Loersch, C. (2008). *Misattribution to the self as a mechanism of prime-to-behavior effects*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Johnsen, I. R., DeMarree, K. G., & Cunningham, W. A. (2008). *The neural substrates involved in evaluation of self-generated stimuli*. Poster presented at the 2<sup>nd</sup> Annual Social & Affective Neuroscience Conference, Boston, MA.
- Briñol, P., Petty, R. E., & DeMarree, K. G. (2008). *Reducing subjective ambivalence by increasing doubt: A self-validation approach*. Presented at the European Association of Experimental Social Psychology General Meeting, Opatija, Croatia.
- DeMarree, K.G. (2009). *"I want a different attitude?: Actual-desired attitude discrepancies predict feelings of ambivalence*. Talk presented at the Social Psychologists In Texas annual conference, Austin, TX.
- DeMarree, K. G., Briñol, P., & Petty, R. E. (2009). *Individual differences in self-confidence versus doubt predict the use of thoughts in judgment*. Poster presented at the SPSP Annual Meeting, Tampa, FL.
- Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2009). *Understanding the role of the self in prime to behavior effects: The Active-Self Account*. Talk presented at the Social Cognition pre-conference of the SPSP Annual Meeting, Tampa, FL.
- Wheeler, S. C., DeMarree, K. G., Petty, R. E., & Morrison, K.R. (2009). *Priming attitude change*. Talk presented at the Attitudes pre-conference of the SPSP Annual Meeting, Tampa, FL.
- Shoots-Reinhard, B.L., Fujita, K., & DeMarree, K.G. (2009). *What is goal commitment? An attitude strength perspective*. Poster presented at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- DeMarree, K. G. (2009). *In search of individual differences in the use of mental contents*. Talk given at the Society of Experimental Social Psychology Annual Meeting, Portland, ME.
- DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (2010). *Similarities and dissimilarities in self and attitude structure: Ambivalence and self change*. Talk presented at the SPSP Annual Meeting, Las Vegas, NV.

## Funding

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

## Honors and Awards

2001-2002 Departmental Fellowship, Ohio State University, Department of Psychology  
2002-2003 NIMH Predoctoral Trainee, Ohio State University (program training grant)  
2004 Baumgardner Travel Award (for SPSP and EAESP Summer School Travel)  
2005 SPSP Student Travel Award  
2005 U.S. Conference on Teaching Statistics Registration Award  
2006 Council of Graduate Students Ray Award (for SPSP Travel)  
2007-2008 OSU Presidential Fellowship (Dissertation Award)  
2007 Nominated for 2007 Graduate Associate Teaching Award  
2007 Baumgardner Travel Award (for SPSP Travel)  
2008 Council of Graduate Students Ray Award (for SPSP Travel)  
2008 INSCON Best Paper Award (for Wheeler, DeMarree, & Petty, 2007)

## Educational Workshops Attended

6/2003 Social Relations Model Statistics Workshop (University of Connecticut)  
8/2004 European Association of Experimental Social Psychology Summer School (University of Groningen, Netherlands)  
5/2005 U.S. Conference on Teaching Statistics, sponsored by the Consortium for the Advancement of Undergraduate Statistics Education (Columbus, OH)

## Teaching

### Courses taught:

#### Undergraduate

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

#### Graduate

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

### Teaching interests

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

## Professional Affiliations

American Psychological Association  
American Psychological Society  
Midwestern Psychological Association  
Society for Personality and Social Psychology  
International Society for Self and Identity

## Service

### Department & University Service

2001-2002 Colloquium Publicity Assistant (OSU Social & Behavioral Interest Group)  
2002 Chair, Orientation Committee (OSU Social Psychology)  
2002-2004 Academic Development Coordinator (OSU Social & Behavioral Interest Group)  
2004-2005 Colloquium Series Day Coordinator (OSU Social & Behavioral Interest Group)  
2005 Thomas M. Ostrom Athenaeum committee (OSU Social Psychology)  
2005-2006 Colloquium Series Co-Chair (OSU Social & Behavioral Interest Group)  
2005-2006 Thomas M. Ostrom Athenaeum Co-Chair (OSU Social Psychology)  
2007 OSU Psychology Dept. 100<sup>th</sup> Anniversary Student Advisory Panel  
2008-2010 Graduate Studies Committee (TTU Dept of Psychology)  
2008 Research objectives committee (TTU Dept of Psychology)

## Reviewing

Ad hoc reviewer for

*Psychological Science*

*Personality and Social Psychology Bulletin*

*Journal of Experimental Social Psychology*

*Journal of Personality*

*Basic and Applied Social Psychology*

*Personality and Individual Differences*

*European Journal of Social Psychology*

*British Journal of Social Psychology*

Time-sharing Experiments for the Social Sciences (TESS)

*Cultural Diversity & Ethnic Minority Psychology*

Pearson Education textbooks

*Analyses of Social Issues and Public Policy*

McGraw Hill Textbooks

Blackwell Compass User Crew

SPSP Graduate Travel Awards.