

C U R R I C U L U M V I T A

T A N Y A L . C H A R T R A N D

P E R S O N A L D A T A

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Position:

Associate Professor of Marketing and Psychology  
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E D U C A T I O N

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Ph.D. Psychology, New York University (1999)  
Major Area: Social Psychology  
Concentration: Quantitative Psychology

M.A. Psychology, New York University (1996)

B.S. Psychology and Spanish, Santa Clara University (1994)

E M P L O Y M E N T H I S T O R Y

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Associate Professor, Duke University (2003-present)  
Assistant Professor, The Ohio State University (1999-2003)

P R O F E S S I O N A L A F F I L I A T I O N S

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American Psychological Association  
American Psychological Society  
Association for Consumer Research  
International Social Cognition Network  
International Society for Self and Identity  
Society for Consumer Psychology  
Society for Experimental Social Psychology  
Society for Personality and Social Psychology

## RESEARCH

### RESEARCH INTERESTS

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Nonconscious goal pursuit; automatic behavioral mimicry; consequences of nonconscious processes for mood, cognition, judgment, motivation, and behavior.

### AWARDS AND HONORS

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Panel member, National Science Foundation Social Psychology Advisory Panel, 2004-2005  
Society for Experimental Social Psychology, Member (2004)  
Society for Experimental Social Psychology Dissertation Award, 2000 (Finalist)

### PUBLICATIONS

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#### JOURNAL ARTICLES AND BOOK CHAPTERS

- (1) Ashton-James, C. & Chartrand, T.L. (in press). Subliminal suggestion. To appear in W.A. Darity (Ed.), *International Encyclopedia of the Social Sciences* (2<sup>nd</sup> Ed.), MacMillan Reference USA.
- (2) Chartrand, T.L., Dalton, A., & Fitzsimons, G.J. (in press). Nonconscious relationship reactance: When significant others prime opposing goals. *Journal of Experimental Social Psychology*.
- (3) Chartrand, T.L., & Dalton, A. (in press). Mimicry. To appear in R. Baumeister & K. Vohs (Eds.), *The Encyclopedia of Social Psychology*. Thousand Oaks, Ca: Sage Publications.
- (4) Chartrand, T.L., Dalton, A., & Cheng, C.M. (in press). Consequences of nonconscious goal activation. To appear in J. Shah & W. Gardner (Eds.), *Handbook of Motivation Science*. New York: Guilford.
- (5) Dijksterhuis, A., Chartrand, T.L., & Aarts, H. (in press). Automatic Behavior. To appear in J.A. Bargh (Ed.), *Automatic Processes in Social Thinking and Behavior*. Philadelphia: Psychology Press.
- (6) Ferraro, R., Chartrand, T.L., & Fitzsimons, G. (in press). The effects of incidental brand exposure on consumption. To appear in B. H. Schmitt (Ed.), *The Brand Experience: Handbook on Brand Management*. Elgar, MA.
- (7) Finkel, E. J., Campbell, W.K., Brunell, A.B., Dalton, A.N., Scarbeck, S.J. & Chartrand, T.L., (in press). High maintenance interaction: Inefficient social coordination impairs self-regulation. *Journal of Personality and Social Psychology*.

- (8) Chartrand, T.L., van Baaren, R., & Bargh, J.A. (2006). Linking Automatic Evaluation to Mood and Information Processing Style: Consequences for Experienced Affect, Information Processing, and Stereotyping. *Journal of Experimental Psychology: General*, 135, 70-77.
- (9) Smith, N.K., Larsen, J., Chartrand, T.L., Cacioppo, J.T., Savage, H.J., & Moran, K.E. (2006). Being Bad Isn't Always Good: Evaluative Context Moderates the Attention Bias Toward Negative Information. *Journal of Personality and Social Psychology*, 210-220.
- (10) Aarts, H., Chartrand, T.L., Custers, R., danner, U., Dik, G., Jefferis, V., & Cheng, C.M. (2005). Stereotype activation and goal priming. *Social Cognition*, 23, 465-490.
- (11) Chartrand, T. L. (2005). The role of conscious awareness in consumer behavior. *Journal of Consumer Psychology*, 15, 203-210.
- (12) Chartrand, T.L., Maddux, W, & Lakin, J. (2005). Beyond the perception-behavior link: The ubiquitous utility and motivational moderators of nonconscious mimicry. In R. Hassin, J. Uleman, & J.A. Bargh (Eds.), *The New Unconscious* (pp. 334-361). New York: Oxford University Press.
- (13) Fitzsimons, G.M., Shah, J.Y., Chartrand, T.L., & Bargh, J.A. (2005). Friends and Neighbors, Goals and Labors: Interpersonal and Self Regulation. In M. Baldwin (Ed.), *Interpersonal Cognition* (pp. 103-125). New York: Guilford.
- (14) Lakin, J.L., & Chartrand, T.L. (2005). Exclusion and nonconscious behavioral mimicry. In J. P. Forgas, K. D. Williams, & W. von Hippel (Eds.) *The social outcast: Ostracism, social exclusion, rejection, and bullying*. New York: Psychology Press.
- (15) Chartrand, T.L., & Jefferis, V.E. (2004). Priming. In M. S. Lewis-Beck, A. Bryman, & T. F. Liao (Eds.), *The Sage Encyclopedia of Social Science Research Methods* (Vol. 2, pp. 854-855). Thousand Oaks, CA: Sage Publications.
- (16) van Baaren, R., Horgan, T., Chartrand, T.L., & Dijkmans, M. (2004). The forest, the trees, and the chameleon: Context dependency and nonconscious mimicry. *Journal of Personality and Social Psychology*, 86, 453-459.
- (17) Chartrand, T.L., & Jefferis, V. (2003). Consequences of automatic goal pursuit and the case of nonconscious mimicry. In J. P. Forgas, K. D. Williams, & W. von Hippel (Eds.), *Responding to the social world: Implicit and explicit processes in social judgments and decisions* (pp. 290-305). New York: Psychology Press.
- (18) Cheng, C. M., & Chartrand, T.L. (2003). Self-monitoring without awareness: Using mimicry as a nonconscious affiliation strategy. *Journal of Personality and Social Psychology*, 85, 1170-1179.
- (19) Lakin, J., & Chartrand, T.L. (2003). Using nonconscious behavioral mimicry to create affiliation and rapport. *Psychological Science*, 14, 334-339.

- (20) Lakin, J.L., Jefferis, V. E., Cheng, C. M., & Chartrand, T.L. (2003). The Chameleon Effect as social glue: Evidence for the evolutionary significance of nonconscious mimicry. *Journal of Nonverbal Behavior*, 27, 145-162.
- (21) Smith, N. K., Cacioppo, J., Larsen, J., & Chartrand, T. L. (2003). May I Have Your Attention, Please: Electrocortical Responses to Positive and Negative Stimuli. *Neuropsychologia* (41), 171-183.
- (22) van Baaren, R., Maddux, W. W., Chartrand, T.L., de Bouter, C., & van Knippenberg, A. (2003). It takes two to mimic: Behavioral consequences of self-construals. *Journal of Personality and Social Psychology*, 84, 1093-1102.
- (23) Chartrand, T.L., & Bargh, J.A. (2002). Nonconscious motivations: Their activation, operation, and consequences. In A. Tesser, D. Stapel, & J. Wood (Eds.), *Self and motivation: Emerging psychological perspectives* (pp. 13-41). Washington, D.C.: American Psychological Association Press.
- (24) Chartrand, T.L., & Cheng, C.M. (2002). The role of nonconscious goal pursuit in hope. *Psychological Inquiry*, 13, 290-294.
- (25) Chartrand, T.L., Cheng, C.M., & Jefferis, V.E. (2002). You're just a chameleon: The automatic nature and social significance of mimicry. (Polish translation: Jesteś kameleonem: Automatyczna natura i społeczne znaczenie mimicy). In M. Jarymowicz & R. K. Ohme (Eds.). *Natura automatyzmów* (Nature of Automaticity; pp. 19-23). Warszawa: IPPAN & SWPS.
- (26) Chartrand, T.L., Jefferis, V.E., & Cheng, C.M. (2002). The activation, pursuit, and consequences of nonconscious goals. (Polish translation: Aktywizacja, realizacja i konsekwencje nieświadomych celów). In M. Jarymowicz & R. K. Ohme (Eds.). *Natura automatyzmów* (Nature of Automaticity; pp. 75-79), Warszawa: IPPAN & SWPS.
- (27) Fitzsimons, G.J., Hutchinson, J.W., Alba, J.W., Chartrand, T.L., Huber, J., Kardes, F.R., Menon, G., Raghurir, P., Russo, J.E., Shiv, B., Tavassoli, N.T., Williams, P. (2002). Non-conscious influences on consumer choice. *Marketing Letters* 13(3), 267-277.
- (28) Chartrand, T.L., Ruble, D.M., & Trope, Y. (2001). Changes in task orientation and self-evaluation across phases of a transition. In A. Efklides, J. Kuhl, & R. Sorrentino (Eds.), *Trends and prospects in motivation research* (pps. 221-237). The Netherlands: Kluwer Academic Publishers.
- (29) Lee-Chai, A.Y., Chen, S., & Chartrand, T.L. (2001). From Moses to Marcos: Individual differences in the use and abuse of power. In A.Y. Lee-Chai & J.A. Bargh (Eds.). *The use and abuse of power: Multiple perspectives on the causes of corruption* (pps. 57-74). Philadelphia, PA: Psychology Press.
- (30) Bargh, J.A., & Chartrand, T.L. (2000). The mind in the middle: A practical guide to priming and automaticity research. In H.T. Reis & C.M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 253-285). New York: Cambridge

University Press.

- (31) Bargh, J.A., & Chartrand, T.L. (1999). The unbearable automaticity of being. *American Psychologist*, 54, 462-479.
- (32) Chartrand, T.L., & Bargh, J.A. (1999). The chameleon effect: The perception-behavior link and social interaction. *Journal of Personality and Social Psychology*, 76, 893-910.
- (33) Chartrand, T.L., Pinckert, S., & Burger, J.M. (1999). When manipulation backfires: The effects of time delay and requester on the foot-in-the-door technique. *Journal of Applied Social Psychology*, 29, 211-221.
- (34) Chen, M., Chartrand, T.L., Lee-Chai, A.Y., & Bargh, J.A. (1998). Priming primates: Human and otherwise. *Behavioral and Brain Sciences*, 21:5, 685-686.
- (35) Chartrand, T.L., & Bargh, J.A. (1996). Automatic activation of impression formation and memorization goals: Nonconscious goal priming reproduces effects of explicit task instructions. *Journal of Personality and Social Psychology*, 71, 464-478.

**M A N U S C R I P T S   U N D E R   R E V I E W   A N D   U N D E R   R E V I S I O N**

- (36) Ashton-James, C., Chartrand, T.L., Maddux, W., & Galinsky, A. (under review). *Feeling bad makes us who we are: Negative affect strengthens culturally consistent self-construals.*
- (37) Chartrand, T.L., Cheng, C.M., Dalton, A.N, & Tesser, A. (under revision). *Consequences of failure at nonconscious goals for self-enhancement: A trip to the self-zoo.*
- (38) Chartrand, T.L., Huber, J., Shiv, B., & Tanner, R. (under review). *Nonconscious goals and consumer choice.*
- (39) Chartrand, T.L. & Kay, A. (under revision). *Mystery moods and perplexing performance: Consequences of succeeding and failing at a nonconscious goal.*
- (40) Chartrand, T.L., Kawada, C., & Bargh, J.A. (under revision). *It takes one to know one: Introducing an automatic behavior-perception link.*
- (41) Dalton, A. , Chartrand, T.L., & Finkel, E. (under review). *The depleted chameleon: Self-regulatory consequences of social asynchrony.*
- (42) Ferraro, R., Bettman, J., & Chartrand, T.L. (under review). *I see, I do, I like: The consequences of behavioral mimicry for attitudes.*
- (43) Ferraro, R., Bettman, J., & Chartrand, T.L. (under revision). *Like ships passing in the night: The effect of minimal social interactions on brand choice.*
- (44) Fitzsimons, G. M., Chartrand, T.L., & Fitzsimons, G. J. (under revision). *Automatic effects of brand exposure on behavior.*

- (45) Govoron, O., Cheng, C.M., & Chartrand, T.L. (under revision). *Mirror, mirror on the wall: Implicit self-esteem predicts mood following self-awareness.*
- (46) Horgan, T., & Chartrand, T.L. (under revision). *Mad people and scary places: The effects of emotion priming on perceivers' memory for individuals and environments.*
- (47) Johnson, C.S., Norton, M.I., Nelson, L., & Chartrand, T.L., (under revision). *Beyond inspiration: The effect of role models on performance.*
- (48) Johnson, C., Chartrand, T.L., & Yang, L. (under revision). *First things second: The unforeseen costs and benefits of sequential goal pursuit.*
- (49) Lakin, J., Chartrand, T.L., & Arkin, R. (under revision). *I am too just like you: The effects of ostracism on nonconscious mimicry.*
- (50) Tanner, R. & Chartrand, T.L. (under revision). *The convincing chameleon: The impact of mimicry on persuasion.*
- (51) van Baaren, R., Ashton-James, C., Chartrand, T.L., & Decety, J. (under review). *Understanding the positive social consequences of nonconscious imitation: The mediating role of self-construal.*

#### S E L E C T E D   W O R K I N G   P A P E R S

- (52) Ashton-James, C., Chartrand, T.L., & Dunn, E. (working draft). *Brands prime person perception.*
- (53) Jefferis, V. E., & Chartrand, T.L. (working draft). *What did I do? Failing at nonconscious goals leads to aggressive behavior.*
- (54) Piliialoha, B., Hall, C., & Chartrand, T.L. (working draft). *Social chameleons: Effects of social identity motives on nonconscious mimicry.*
- (55) Wood, S., Poynor, C., & Chartrand, T.L. (working draft). *Individual susceptibility to priming effects.*

#### P R E S E N T A T I O N S

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#### I N V I T E D   T A L K S   A N D   C O N F E R E N C E   T A L K S

- (1) Chartrand, T.L. (planned for September, 2006). Discussant. *Recent Research on Implicit Motivation* (chair: Darlene Walsh). Association for Consumer Research, Orlando, FL.

- (2) Chartrand, T.L. (planned for September, 2006). Discussant. Symposium: *Thinking about the future* (chair: Ying Zhang). Association for Consumer Research, Orlando, FL.
- (3) Chartrand, T.L., Dalton, A., & Fitzsimons, G. (planned for September, 2006). *Nonconscious relationship reactance: When significant others prime opposing goals*. Symposium: From first to second generation: Moderated nonconscious behavior effects (chair: Christian Wheeler). Association for Consumer Research, Orlando, FL.
- (4) Wood, S., Poynor, C., & Chartrand, T.L. (planned for September, 2006). *Individual susceptibility to priming effects*. Symposium: Automatic heart and automatic mind: Nonconscious affective and cognitive influences on consumer behavior (chair: Michal Maimaran). Association for Consumer Research, Orlando, FL.
- (5) Chartrand, T.L., & Ashton-James, C. (planned for October, 2006). *Mimicry and the social self*. Symposium: Embodiment in social perception (chair: Rick van Baaren). Society for Experimental Social Psychology.
- (6) Cheng, C.M., Govorun, O., & Chartrand T. L. (May, 2006). *Mirror, mirror on the wall...: Implicit self-esteem predicts mood following self-awareness*. Talk given at the 78th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- (7) Dalton, A. & Chartrand, T.L. (February, 2006). *The depleted chameleon: Self-regulatory consequences of social asynchrony*. Society for Consumer Psychology, Winter Cruise Conference.
- (8) Chartrand, T.L. & Dalton, A. (October, 2005). *Goals in conflict*. Symposium: The inextricability of conscious and nonconscious processes in consumer behavior (chair: Stacy Wood). Association for Consumer Research, San Antonio, TX.
- (9) Lakin, J., & Chartrand, T.L. (October, 2005). *Ostracism and mimicry*. Symposium: The adaptability to the social environment (chair: Kerry Kawakami). Society for Experimental Social Psychology, San Diego, CA.
- (10) Tanner, R., & Chartrand, T.L. (October, 2005). *The convincing chameleon: The impact of mimicry on persuasion*. Symposium: Consumers' participation in service. Association for Consumer Research, San Antonio, TX.
- (11) Chartrand, T.L. (January, 2005). *Consequences and moderators of nonconscious mimicry*. Social Cognition Preconference, Society for Personality and Social Psychology, New Orleans, LA.
- (12) Chartrand, T.L. (January, 2005). Discussant. *Other minds? How people perceive non-human agents* (Chairs: Carey Morewedge & Tanya Chartrand). Society for Personality and Social Psychology, New Orleans, LA.
- (13) Ferraro, R., Bettman, J.B., & Chartrand, T.L. (October, 2004). *Nonconscious influences of the social environment on consumer preferences*. Symposium: Motivational influences of social context on consumer behavior (chairs: Stefano Puntoni & Nadar Tavassoli).

Association for Consumer Research, Portland, OR.

- (14) Shiv, B., Huber, J., & Chartrand, T.L., (February, 2004). *Effects of Non-Conscious Goal Priming on Consumer Choice Behavior*. Symposium: *The Influence of Goals on Consumer Choice Processes* (chairs: Steve Hoeffler & Jesper Nielsen). Society for Consumer Psychology, San Francisco, CA.
- (15) Chartrand, T.L., Fitzsimons, G.M., & Fitzsimons, G.J. (February, 2004). *The effects of priming anthropomorphized objects on behavior*. Symposium: *Self-regulation as an interpersonal process* (chair: Eli Finkel). Society for Personality and Social Psychology, Austin, TX.
- (16) Plenary Session: "Cutting Edge Research -- Theoretical Foundations" (one of six speakers; Autumn, 2004), Association for Consumer Behavior Doctoral Consortium, Portland, OR.
- (17) Chartrand, T.L., Fitzsimons, G.M., & Fitzsimons, G.J. (October, 2003). *Automatic effects of exposure to anthropomorphic objects on behavior*. Symposium: *Automatic effects: The consequences of construct accessibility for behavior, self-regulation, and information processing* (chair: S. Christian Wheeler). Association for Consumer Research, Toronto, Ontario.
- (18) Chartrand, T.L., Shiv, B., & Huber, J. (October, 2003). *Effects of nonconscious goal priming on consumer choice behavior*. Symposium: *The role of unconscious processes in consumer choice and decision making* (chair: Robert Wyer, Jr. ). Association for Consumer Research, Toronto, Ontario.
- (19) Chartrand, T.L. (October, 2003). *Mystery moods: The consequences of success and failure at nonconscious goal pursuit*. Symposium: *Investigating links between consumption emotions and behavior* (chair: Adam Duhachek). Association for Consumer Research, Toronto, Ontario.
- (20) Chartrand, T.L. (October, 2003). *Antecedents and triggers of automatic goal pursuit*. Symposium: *Automatic goal pursuit: The next generation* (chairs: John A. Bargh and Ran Hassin). Society for Experimental Social Psychology, Boston, MA.
- (21) Chartrand, T.L. (October, 2003). *Goal-directed behavior in relation to anthropomorphized objects*. Symposium: *Motivational consequences of relational selves* (chairs: James Shah and Tanya Chartrand). Society for Experimental Social Psychology, Boston, MA.
- (22) Fitzsimons, G. J., Fitzsimons, G. M., & Chartrand, T.L. (June, 2003). *Automatic effects of exposure to anthropomorphized objects on behavior*. Symposium: *Automatic processes in judgment and behavior* (chairs: Suresh Ramanathan and Tina Kiesler). International Association for Consumer Research, Dublin, Ireland.
- (23) Kurt Lewin Institute of the Netherlands, Invited speaker. University of Nijmegen, The Netherlands. (Spring, 2003)



- (24) Chartrand, T.L. (May, 2003). *Antecedents of nonconscious goal pursuit*. Midwestern Psychological Association, Chicago, IL.
- (25) Chartrand, T.L. (March, 2003). *The antecedents of nonconscious goal pursuit. Symposium: Goals as cognitive structures: Effects on thoughts, feelings, and actions* (chair: Arie Kruglanski). British Psychological Society, Bournemouth, England.
- (26) Chartrand, T.L. (February, 2003). *Mystery moods: The nonconscious activation of core affect*. Symposium: Core affect (chair: Lisa Feldman Barrett). Society for Personality and Social Psychology, Hollywood, CA.
- (27) Chartrand, T.L. (January, 2003). *The consequences of nonconscious goal pursuit*. Social Psychology Winter Conference, Park City, Utah.
- (28) Chartrand, T. L. (October, 2002). *The antecedents of nonconscious goal pursuit*. Society of Experimental Social Psychology, Person Memory Interest Group Preconference, Salt Fork State Park Resort, Cambridge , OH.
- (29) Chartrand, T.L. (July, 2002). *Priming and nonconscious goal pursuit*. Seminar delivered to the Summer Institute for Political Psychology, Columbus, OH.
- (30) Chartrand, T. L. (June, 2002). *Aggression as a result of failing at nonconscious goals*. Duck Conference for Social Cognition, Duck, NC.
- (31) National Institute of Drug Abuse meeting on Nonconscious processes in self-regulation: Application to drug abuse and addiction. Bethesda, MD. (Summer, 2002)
- (32) Chartrand, T.L. & Jefferis, V. E. (March, 2002). *Consequences of automatic goal pursuit and the case of nonconscious mimicry*. 5th annual Sydney Symposium of Social Psychology, Sydney, Australia.
- (33) Chartrand, T.L. (February, 2002). *Consequences of nonconscious goal pursuit for mood, self-enhancement, aggression, and performance*. Society for Personality and Social Psychology, Preconference in Social Cognition, Savannah, GA.
- (34) Chartrand, T.L. (February, 2002). *Mystery moods: The effects of subliminal perception on mood state. Symposium: The smart subliminal: New developments in subliminal perception* (chair: Ap Dijksterhuis). Society for Personality and Social Psychology, Savannah, GA.
- (35) Chartrand, T.L. (June, 2001). *Consequences of succeeding and failing at nonconscious goals*. Symposium: Nonconscious goal pursuit and self-regulation (chair: Tanya L. Chartrand). American Psychological Society, Toronto, Canada.
- (36) Chartrand, T.L. (June, 2001). *Nonconscious goal pursuit: Implications for consumer behavior*. UC Berkeley Invitational Choice Symposium, Asilomar Conference Center, Monterey, CA.

- (37) Chartrand, T.L. (October, 2000). *"Wa" and wasabi: Affiliation goal as moderator of the perception-behavior link*. Society of Experimental Social Psychology, Person Memory Interest Group Preconference, Unicoi State Park, GA.
- (38) Chartrand, T.L. (June, 2000). *The bidirectionality of the perception-behavior link: Behavior as the priming stimulus instead of the outcome*. Duck Conference for Social Cognition, Duck, NC.
- (39) Chartrand, T.L. (April, 1999). *The parafoveal vigilance task*. Implicit Social Cognition Conference, Illinois Beach Conference Center, IL.
- (40) Chartrand, T.L. (December, 1998). *Consequences of automatic evaluation for mood and depression*. Conference on Automatic Affective Processing, Leuven, Belgium.
- (41) Bargh, J.A., & Chartrand, T.L. (October, 1998). *The Chameleon Effect: The perception-behavior link in dyadic interaction*. Symposium: The perception-behavior link (chair: C. Neil Macrae). Society of Experimental Social Psychology, Lexington, KY.
- (42) Ruble, D.N., Chartrand, T.L., & Trope, Y. (May, 1998). *Changes in task orientation and self-evaluation across phases of a transition*. The 6th Workshop on Achievement and Task Motivation, Thessaloniki, Greece.

#### C O N F E R E N C E P O S T E R S

- (43) Cheng, C.M., Govoron, O., & Chartrand, T.L. (January, 2006). *Mirror, Mirror on the Wall...: Implicit self-esteem predicts mood following self-awareness*. Society for Personality and Social Psychology, Palm Springs, CA.
- (44) Leander, N.P., Shah, J., & Chartrand, T.L. (January, 2006). *Closeness moderates goal contagion*. Society for Personality and Social Psychology, Palm Springs, CA.
- (45) Dalton, A., Chartrand, T.L., & Fitzsimons, G.J. (January, 2006). *Nonconscious reactance*. Society for Personality and Social Psychology, Palm Springs, CA.
- (46) Cheng, C.M., & Chartrand, T.L. (February, 2004). *Self and mystery moods: Effects on stereotyping*. Society for Personality and Social Psychology, Austin, TX.
- (47) Lakin, J., Chartrand, T.L., & Arkin, B. (February, 2004). *Exclusion and nonconscious behavioral mimicry: The role of identity regulation*. Society for Personality and Social Psychology, Austin, TX.
- (48) Cheng, C.M., & Chartrand, T.L. (June, 2003). *The chameleon effect among "social chameleons": Mimicry as a nonconscious strategy for affiliation*. American Psychological Association, Atlanta, GA.
- (49) Cheng, C.M., Chartrand, T.L., & Ferguson, M. (May, 2003). *Revisiting the halo effect: The automatic evaluation of physical attractiveness*. Midwestern Psychological Society, Chicago,

IL.

- (50) Flamm, A., & Chartrand, T.L. (May, 2003). *Self-doubt as a moderator of nonconscious mimicry*. Midwestern Psychological Society, Chicago, IL.
- (51) Thompson, L., Jefferis, V. E., & Chartrand, T.L. (May, 2003). *Does mood per se affect stereotyping? A second look at mood and arousal as influences on stereotyping*. Midwestern Psychological Society, Chicago, IL.
- (52) Cheng, C.M., Jefferis, V.E., & Chartrand, T.L. (February, 2003). *Nonconscious goal mimicry: Exploring a perception-goal link*. Society for Personality and Social Psychology, Hollywood, CA.
- (53) Fitzsimons, G.M., Chartrand, T.L., & Fitzsimons, G.J. (February, 2003). *The effects of priming anthropomorphized objects on behavior*. Society for Personality and Social Psychology, Hollywood, CA.
- (54) Horgan, T., & Chartrand, T.L. (February, 2003). *Differential memory for the environment versus people as a function of subliminal presentation of happy or sad faces*. Society for Personality and Social Psychology, Hollywood, CA.
- (55) Jefferis, V.E. & Chartrand, T.L. (February, 2003). *What did I do? Failing at nonconscious goals leads to aggressive behavior*. Society for Personality and Social Psychology, Hollywood, CA.
- (56) Cheng, C.M., & Chartrand, T.L. (May, 2002). *The chameleon effect among "social chameleons": Mimicry as a nonconscious strategy for affiliation*. Midwestern Psychological Association, Chicago, IL.
- (57) Maddux, W.W., & Chartrand, T.L. (May, 2002). *Self-construal and nonconscious mimicry*. Midwestern Psychological Association, Chicago, IL.
- (58) Cheng, C.M. & Chartrand, T.L. (February, 2002). *The chameleon effect among "social chameleons": Mimicry as a nonconscious strategy for affiliation*. Society for Personality and Social Psychology, Savannah, GA.
- (59) Johnson, C.S., & Chartrand, T.L. (February, 2002). *Effects of focal and alternative goal substitutability on sequential goal pursuit*. Society for Personality and Social Psychology, Savannah, GA.
- (60) Cheng, C.M., Chartrand, T.L., & Tesser, A. (May, 2001). *Effects of failing at nonconscious goal pursuit on self-enhancement and implicit stereotyping*. Midwestern Psychological Association, Chicago, IL.
- (61) Cheng, C. M., Chartrand, T. L., & Tesser, A. (June, 2001). *Failing at nonconscious goal pursuit: Effects of negative mystery mood on self-esteem maintenance*. American Psychological Society, Toronto, Canada.

- (62) Chartrand, T.L., Kawada, C., & Bargh, J.A. (February, 2001). *It takes one to know one: When your own behavior influences your judgments of others*. Society for Personality and Social Psychology, San Antonio, TX.
- (63) Johnson, C.S., Norton, M.I., Nelson, L.D., & Chartrand, T.L. (February, 2001). *Effects of attainability and category versus exemplar primes on inspiration and performance*. Society for Personality and Social Psychology, San Antonio, TX.
- (64) Lakin, J., & Chartrand, T.L. (February, 2001). *If at first you don't succeed...: Consequences of success and failure at a nonconscious ingratiation goal*. Society for Personality and Social Psychology, San Antonio, TX.
- (65) Chartrand, T.L., & Bargh, J.A. (August, 1998). *Consequences of automatic evaluation for mood*. American Psychological Association, San Francisco, CA.
- (66) Chartrand, T.L., & Bargh, J.A. (June, 1998). *The Chameleon Effect: The perception-behavior link in dyadic social interaction*. American Psychological Society, Washington, DC.
- (67) Chartrand, T.L., & Bargh, J.A. (June, 1997). *Subliminal mood manipulation: Exposure to valenced words changes emotion*. American Psychological Society, Washington, DC.
- (68) Chartrand, T.L., & Bargh, J.A. (June, 1996). *Priming of outcome dependency and power affects attention paid to target person*. American Psychological Society, San Francisco, CA.
- (69) Lee Chai, A., Chartrand, T.L., & Bargh, J.A. (June, 1996). *Parental power assertion may influence later sexual harassment tendencies*. American Psychological Society, San Francisco, CA.

## FUNDING HISTORY

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National Institute for Mental Health R03 MH65250  
Differences Between Conscious and Nonconscious Goal Pursuit  
6/02 - 6/04 \$147,500

The Ohio State University Office of Research  
Early Career Seed Grant  
1/00 - 6/03 \$15,511

## TEACHING AND ADVISING

## TEACHING INTERESTS

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Undergraduate and graduate courses in consumer behavior, social psychology, social cognition, automaticity and nonconscious processes, motivation and emotion, nonverbal communication, and research methods.

#### HONORS AND AWARDS

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Winner, New Honors Course Competition, Ohio State University (\$12,000), Awarded June, 2000

#### UNDERGRADUATE COURSES TAUGHT

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Duke: Psychology 115: The Psychology of Consumers (undergraduate course), Spring 2004, Autumn 2004

OSU: Psychology H783: Honors Theses (undergraduate honors seminar), Winter 2002

OSU: Psychology 520: Experimental Social Psychology (undergraduate course), Winter 2001, Winter 2002

OSU: Psychology H515: The Unconscious (undergraduate honors seminar), Autumn 2000, Autumn 2001

OSU: Psychology 300: Research in Psychology: An Introduction (undergraduate course), Autumn 1999

New York University: Social Psychology (undergraduate course), Autumn 1996, Spring 1997

Barnard College, Columbia University: Research Methods for Personality Psychology (undergraduate course), Autumn 1997, Autumn 1998

#### GRADUATE COURSES TAUGHT

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Duke: Marketing 362: Consumer Behavior (MBA course), Term 3 2004 (1 section), Term 1 2004 (2 sections), Term 1 2005 (2 sections)

Duke: BA 591 Special Topics: Automaticity in Social Psychology (doctoral seminar), Autumn 2004

Duke: BA 591 Special Topics: Applied Topics in Social Cognition (doctoral seminar), Spring 2004

OSU: Psychology 675: Social Cognition (doctoral lecture course), Winter 2001, Winter 2003

OSU: Psychology 873E: Automaticity in Social Psychology (doctoral seminar), Winter 2000

OSU: Psychology 872: Laboratory in Social Psychology (colloquium series), Winter 2000, Autumn 2000, Winter 2002

OSU: Psychology 875: Practicum in Social Psychology (speaker breakfast series), Autumn 2002

#### ADVISING

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##### Graduate Advisees

N. Kyle Smith, OSU (co-advisor with John Cacioppo) -- Ph.D. 2001 (placement: Ohio Wesleyan Univ., Dept. of Psychology)

Jessica Lakin, OSU (co-advisor with Bob Arkin) – Ph.D. 2003 (placement: Drew University, Dept. of Psychology)  
Rosellina Ferraro, Duke (co-advisor with James Bettman) – Ph.D 2005 (placement: U.Maryland, Marketing)  
Clara Michelle Cheng, OSU (advisor from 2000-2003) – Ph.D. anticipated 2006 (placement: American University, Dept. of Psychology)  
Valerie Jefferis, OSU (advisor from 2001-2003) – Ph.D anticipated 2007  
Claire Ashton-James, UNSW (visiting scholar at Duke; advisor from 2005-2007) – Ph.D. anticipated 2007  
Amy Dalton, Duke -- Ph.D. anticipated 2008  
Rob Tanner, Duke – Ph.D. anticipated 2008  
Marie-Joelle Estrada, Duke – Ph.D. anticipated 2009  
Pontus Leander, Duke (co-advisor with James Shah)– Ph.D. anticipated 2009

#### Post-Doctoral Advisees

Terrance Horgan, OSU, Ph.D. 2001, – NIMH Training Grant fellow, 2001-2004 (placement: University of Michigan at Flint)

## S E R V I C E   A N D   C O M M I T T E E   W O R K

### I N V I T E D   C O L L O Q U I A

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Columbia University, Psychology (Spring, 2006)  
Arizona State University, Psychology (Spring, 2006)  
University of Waterloo, Psychology (Spring, 2006)  
New York University, Marketing Camp (Spring, 2005)  
University of South Carolina, Marketing (Spring, 2005)  
Cornell University, Center for Behavioral Economics and Decision Research (Spring, 2005)  
Stanford University, Psychology (Spring, 2005)  
University of Colorado at Boulder, Marketing (Winter, 2005)  
Northwestern University, Marketing Camp (Autumn, 2004)  
Columbia University, Marketing Camp (Spring, 2004)  
University of California at Los Angeles, Marketing (Spring, 2004)  
University of Virginia, Social Psychology (Spring, 2004)  
University of Chicago, Graduate School of Business (Winter, 2004)  
University of North Carolina, Social Psychology (Autumn, 2003)  
Stanford University, Marketing (Spring, 2003)

University of California at Berkeley, Psychology (Spring, 2003)  
Kurt Lewin Institute of the Netherlands, University of Nijmegen, The Netherlands. (Spring, 2003)  
University of California at Santa Barbara, Psychology (Autumn, 2002)  
University of Toronto, Marketing (Spring, 2002)  
Ohio University, Psychology (Spring, 2002)  
University of California at Berkeley, Marketing (Spring, 2002)  
University of Wisconsin, Social Psychology (Spring, 2002)  
University of Pennsylvania, Decision Processes Group (Autumn, 2001)  
Miami University, Psychology (Spring, 2001)  
University of Chicago, Psychology (Spring, 2001, Winter, 2002)  
Purdue University, Social Psychology (Autumn, 2000)  
Denison University, Psychology (Autumn, 1999)

## EDITORIAL SERVICE

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### Editorial Boards

- (1) *Journal of Consumer Psychology* (2005 – present)
- (2) *Personality and Social Psychology Bulletin* (2002 – present)
- (3) *Social Cognition* (2001 – present)

### Ad-Hoc Reviewer

*American Psychologist*  
*British Journal of Social Psychology*  
*Cognition and Emotion*  
*Emotion*  
*European Journal of Social Psychology*  
*Group Processes and Intergroup Relations*  
*Journal of Consumer Research*  
*Journal of Experimental Psychology: HPP*  
*Journal of Experimental Social Psychology*  
*Journal of Nonverbal Behavior*  
*Journal of Personality and Social Psychology: Attitudes and Social Cognition*  
*Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes*  
*Journal of Personality and Social Psychology: Personality Processes and Individual Differences*  
*Motivation and Emotion*  
*Perceptual and Motor Skills*  
*Personality and Social Psychology Bulletin*  
*Personality and Social Psychology Review*  
*Perspectives on Psychological Science*

*Psychological Bulletin*  
*Psychological Reports*  
*Psychological Review*  
*Psychological Science*  
*Social Cognition*

**S E R V I C E   T O   T H E   F I E L D** \_\_\_\_\_

Panel member, National Science Foundation Social Psychology Advisory Panel, 2004-2005

Ad-hoc reviewer for National Science Foundation

Program Committee Member, Association for Consumer Research Annual Conference 2005.

Organizing Committee Member, Society for Experimental Social Psychology, October 2002,  
Columbus, OH

Member of Steering Committee, International Social Cognition Network (ISCON)