

Present Position

Professor of Psychology, University of Washington
Adjunct Professor of Marketing and International Business, University of Washington

Office Address

Department of Psychology, Box 351525, Univ. of Washington, Seattle, WA 98195-1525
Telephone: (206) 543-7227 ; FAX (206) 685-3157
Electronic mail: agg@u.washington.edu
Home page: <http://faculty.washington.edu/agg/>

Education

B. A., Yale University, 1959, magna cum laude
M. A., Harvard University, 1961 (Social Psychology)
Ph.D., Harvard University, 1963 (Social Psychology)

Occupational History

- 1959–63 Research assistantships with Richard L. Solomon, Richard Alpert, Elliot Aronson, Walter Mischel (Harvard) and Frank Logan and Allan R. Wagner (Yale, Summer, 1960)
Teaching Fellow and Resident Tutor in Social Relations (Harvard, Leverett House)
1963–65 USPHS Postdoctoral Research Fellow, Educational Testing Service, Princeton, N. J. (Personality Research Group)
1965–67 Mershon Assistant Professor of Psychology, Ohio State University
1967–71 Mershon Associate Professor of Psychology, Ohio State University
1971–86 Professor of Psychology, Ohio State University
1978–79 Visiting Scholar, Stanford University (while on sabbatical leave)
1986– Professor of Psychology, University of Washington
1992–93 Visiting Scholar, Yale University (while on sabbatical leave, Spring term)
2004–05 Fellow of the Redcliffe Institute for Advanced Study (2004–2005)

Special Fields

Social Cognition
Unconscious and Implicit Cognition
Attitudes
Research Methodology
Self and Self-Relevant Memory

Honors

Phi Beta Kappa, 1958 (Yale)
Scholar of the House, 1958–59 (Yale)
Woodrow Wilson Graduate Fellowship, 1959–60 (Harvard)
Woodrow Wilson Dissertation Year Fellowship, 1962–63 (Harvard)
National Research Service Award, 1978–79 (Stanford)
National Science Foundation Fellow, June 1987 (U. of Iowa)
Donald T. Campbell Award, Society of Personality and Social Psychology (1995)
Research Scientist Award, National Institutes of Health (1998–2004)
Elected Fellow, Society of Experimental Psychologists (1998)
Fellow of the Japanese Society for Promotion of Science (2001)
Thomas M. Ostrom Award, Person Memory Interest Group (2001)

Distinguished Scientist Award, Society of Experimental Social Psychology (2006)

Memberships

American Psychological Association

APA Fellow in five Divisions: 1 (Society of General Psychology), 3 (Division of Experimental Psychology), 8 (Society of Personality and Social Psychology), 9 (Society for the Psychological Study of Social Issues), and 23 (Society of Consumer Psychology)

American Association for the Advancement of Science (Fellow)

Psychonomic Society

Society of Experimental Social Psychology

Chair, 1985–1986; Secretary–Treasurer, 1983–85; Executive Committee, 1983–86

American Psychological Society (Fellow)

Midwestern Psychological Association

Society of Experimental Psychologists (Fellow)

Editorial and Review Duties

Member, NICHD Special Study Section on Population, 1969–71

Editorial Board, *Journal of Experimental Social Psychology*, 1970–1981

Editorial Board, *Psychonomic Science*, 1971–72

Editorial Board, *Journal of Personality and Social Psychology*, 1971–72

Editorial Board, *Memory & Cognition*, 1972–1997

Associate Editor, *Journal of Personality and Social Psychology*, 1972–76

Editor, *Journal of Personality and Social Psychology*, 1977–79

Editorial Board, *Psychological Review*, 1985–1990

Editorial Board, *Journal of Experimental Psychology: General*, 1990–1995, 2002–present

Editorial Board, *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, 1996–present

Editorial Board, *Consciousness and Cognition*, 1998– present

Editorial Board, *Psychological Science*, 1999– present

Associate Editor, *Experimental Psychology*, 2001–present

Editorial Board, *Personality and Social Psychology Bulletin*, 2002–2005

Editorial Board, *Journal of Consumer Psychology*, 2002–present

Books

Nuttin, J., & Greenwald, A. G. (1968). *Reward and punishment in human learning*. New York: Academic Press.

Greenwald, A. G., Brock, T. C., & Ostrom, T. M. (Eds.) (1968). *Psychological foundations of attitudes*. New York: Academic Press.

Suls, J., & Greenwald, A. G. (Eds.) (1983). *Psychological perspectives on the self* (Vol. 2). Hillsdale, N.J.: Erlbaum.

Suls, J., & Greenwald, A. G. (Eds.) (1986). *Psychological perspectives on the self* (Vol. 3). Hillsdale, N.J.: Erlbaum.

Pratkanis, A. R., Breckler, S. J., & Greenwald, A. G. (Eds.) (1989). *Attitude structure and function*. Hillsdale, NJ: Erlbaum.

Journal articles and book chapters

- Greenwald, A. G. (1965). Skill and motivation as separable components of performance. *Perceptual and Motor Skills*, **20**, 239-246.
- Greenwald, A. G. (1965). Behavior change following a persuasive communication. *Journal of Personality*, **33**, 370-391.
- Greenwald, A. G. (1965). Effects of prior commitment on belief change following a persuasive communication. *Public Opinion Quarterly*, **29**, 596-601.
- Greenwald, A. G. (1966). Nuttin's neglected critique of the law of effect. *Psychological Bulletin*, **65**, 199-205.
- Greenwald, A. G., & Sakumura, J. S. (1967). Attitude and selective learning: Where are the phenomena of yesteryear? *Journal of Personality and Social Psychology*, **7**, 387-397.
- Greenwald, A. G., & Albert, S. M. (1968). Observational learning: A technique for elucidating S-R mediation processes. *Journal of Experimental Psychology*, **76**, 267-272.
- Greenwald, A. G., & Albert, R. D. (1968). Acceptance and recall of improvised arguments. *Journal of Personality and Social Psychology*, **8**, 31-34.
- Greenwald, A. G. (1968). Cognitive learning, cognitive response to persuasion, and attitude change. In A. G. Greenwald, T. C. Brock, and T. M. Ostrom (Eds.), *Psychological foundations of attitudes* (pp. 147-170). New York: Academic Press.
- Greenwald, A. G. (1968). On defining attitude and attitude theory. In A. G. Greenwald, T. C. Brock, and T. M. Ostrom (Eds.), *Psychological foundations of attitudes* (pp. 361-388). New York: Academic Press.
- Greenwald, A. G. (1969). The open-mindedness of the counterattitudinal role player. *Journal of Experimental Social Psychology*, **5**, 375-388.
- Greenwald, A. G. (1970). Sensory feedback mechanisms in performance control: With special reference to the ideomotor mechanism. *Psychological Review*, **77**, 73-99.
- Greenwald, A. G. (1970). A double-stimulation test of ideomotor theory with implications for selective attention. *Journal of Experimental Psychology*, **84**, 392-398.
- Greenwald, A. G. (1970). When does role playing produce attitude change? Toward an answer. *Journal of Personality and Social Psychology*, **16**, 214-219.
- Greenwald, A. G. (1970). A choice reaction time test of ideomotor theory. *Journal of Experimental Psychology*, **86**, 20-25.
- Greenwald, A. G. (1970). Selective attention as a function of signal rate. *Journal of Experimental Psychology*, **86**, 48-52.
- Greenwald, A. G. (1970). Difficulty of associative performance following training with negative instances: A note on punishment effects. *Journal of Educational Psychology*, **61**, 255-259.
- Henderson, D. B., & Greenwald, A. G. (1971). Two developmental tests of ideomotor theory. *Developmental Psychology*, **4**, 484-485.
- Greenwald, A. G. (1972). On doing two things at once: Timesharing as a function of ideomotor compatibility. *Journal of Experimental Psychology*, **94**, 52-57.
- Greenwald, A. G. (1972). Evidence of both perceptual filtering and response suppression for rejected messages in selective attention. *Journal of Experimental Psychology*, **94**, 58-67.
- Greenwald, A. G., & Shulman, H. G. (1973). On doing two things at once: II. Elimination of the psychological refractory period effect. *Journal of Experimental Psychology*, **101**, 70-76.
- Gillig, P. M., & Greenwald, A. G. (1974). Is it time to lay the "sleeper effect" to rest? *Journal of Personality and Social Psychology*, **29**, 132-139.

- Greenwald, A. G. (1975). Significance, nonsignificance, and interpretation of an ESP experiment. *Journal of Experimental Social Psychology*, **11**, 180-191.
- Greenwald, A. G. (1975). On the inconclusiveness of "crucial" cognitive tests of dissonance versus self-perception theories. *Journal of Experimental Social Psychology*, **11**, 490-499.
- Greenwald, A. G. (1975). Consequences of prejudice against the null hypothesis. *Psychological Bulletin*, **82**, 1-20.
- Greenwald, A. G. (1975). Does the Good Samaritan parable increase helping? A comment on Darley and Batson's no-effect conclusion. *Journal of Personality and Social Psychology*, **32**, 578-583.
- Greenwald, A. G. (1976). An editorial. *Journal of Personality and Social Psychology*, **33**, 1-7.
- Greenwald, A. G. (1976). Within-subjects designs: To use or not to use? *Psychological Bulletin*, **83**, 314-320.
- Greenwald, A. G. (1976). Transhistorical lawfulness of behavior: A comment on two papers. *Personality and Social Psychology Bulletin*, **2**, 391.
- Ronis, D. L., Baumgardner, M. H., Leippe, M. R., Cacioppo, J. T., & Greenwald, A. G. (1977). In search of reliable persuasion effects: I. A computer-controlled procedure for studying persuasion. *Journal of Personality and Social Psychology*, **35**, 548-569.
- Greenwald, A. G., & Ronis, D. L. (1978). Twenty years of cognitive dissonance: Case study of the evolution of a theory. *Psychological Review*, **85**, 53-57.
- Greenwald, A. G., & Rosenberg, K. E. (1978). Sequential effects of distracting stimuli in a selective attention reaction time task. In J. Requin (Ed.), *Attention and performance VII* (pp. 487-504). Hillsdale, N.J.: Erlbaum.
- Ronis, D. L., & Greenwald, A. G. (1979). Dissonance theory revised again: Comment on the paper by Fazio, Zanna and Cooper. *Journal of Experimental Social Psychology*, **15**, 62-69.
- Greenwald, A. G. (1980). The totalitarian ego: Fabrication and revision of personal history. *American Psychologist*, **35**, 603-618.
- Greenwald, A. G. (1980). Cognitive response analysis: An appraisal. In R. E. Petty, T. M. Ostrom, and T. C. Brock (Eds.), *Cognitive responses in persuasion*. Hillsdale, N.J.: Erlbaum.
- Greenwald, A. G. (1980). Psychology attends to its self. [Review of Buss's *Self-consciousness and social anxiety* and Wegner & Vallacher's *The self in social psychology*.] *Contemporary Psychology*, **25**, 970-972.
- Greenwald, A. G. (1981). Environmental structure and cognitive structure. In J. H. Harvey (Ed.), *Cognition, social behavior and the environment* (pp. 535-553). Hillsdale, N.J.: Erlbaum.
- Greenwald, A. G. (1981). Self and memory. In G. H. Bower (Ed.), *The psychology of learning and motivation* (Vol. 15, pp. 201-236). New York: Academic Press.
- Greenwald, A. G., & Ronis, D. L. (1981). On the conceptual disconfirmation of theories. *Personality and Social Psychology Bulletin*, **7**, 131-137.
- Leavitt, C., Greenwald, A. G., & Obermiller, C. (1981). What is low involvement low in? In K. B. Monroe (Ed.), *Advances in consumer research* (Vol. 8). Association for Consumer Research.
- Greenwald, A. G. (1982). Ego task analysis: A synthesis of research on ego-involvement and self-awareness. In A. H. Hastorf and A. M. Isen (Eds.), *Cognitive social psychology* (pp. 109-147). New York: Elsevier/North-Holland.
- Greenwald, A. G. (1982). Is anyone in charge? Personal analysis vs. the principle of personal unity. In J. Suls (Ed.), *Psychological perspectives on the self* (Vol. 1, pp. 151-181). Hillsdale, N.J.: Erlbaum.
- Leippe, M. R., Greenwald, A. G., & Baumgardner, M. H. (1982). Delayed persuasion as a consequence of associative interference: A context confusion effect. *Personality and Social Psychology Bulletin*, **8**, 644-650.
- Baumgardner, M. H., Leippe, M. R., Ronis, D. L., & Greenwald, A. G. (1983). In search of reliable persuasion effects: II. Associative learning and persistence of persuasion in a message-dense environment. *Journal of Personality and Social Psychology*, **45**, 524-537.

- Greenwald, A. G., & Leavitt, C. (1984) Audience involvement in advertising: Four levels. *Journal of Consumer Research*, **11**, 581-592.
- Greenwald, A. G., & Pratkanis, A. R. (1984). The self. In R. S. Wyer & T. K. Srull (Eds.), *Handbook of social cognition* (pp. 129-178). Hillsdale, NJ: Erlbaum.
- Greenwald, A. G., & Breckler, S. J. (1985). To whom is the self presented? In B. R. Schlenker (Ed.), *The self and social life* (pp. 126-145). New York: McGraw-Hill.
- Pratkanis, A. R., & Greenwald, A. G. (1985). A reliable sleeper effect in persuasion: Implications for opinion change theory and research. In L. Alwitt & A. A. Mitchell (Eds.), *Psychological processes and advertising effects: Theory, research, and application* (pp. 157-173). Hillsdale, NJ: Erlbaum.
- Greenwald, A. G., & Leavitt, C. (1985). Cognitive theory and audience involvement. In L. Alwitt & A. A. Mitchell (Eds.), *Psychological processes and advertising effects: Theory, research, and application* (pp. 221-240). Hillsdale, NJ: Erlbaum.
- Greenwald, A. G. (1985). Soviet social psychology. [Review of L. H. Strickland (Ed.), *Directions in Soviet social psychology*.] *Contemporary Psychology*, **30**, 640-641.
- Pratkanis, A. R., & Greenwald, A. G. (1985). How shall the self be conceived? *Journal for the Theory of Social Behaviour*, **15**, 311-330.
- Breckler, S. J., & Greenwald, A. G. (1986). Motivational facets of the self. In E. T. Higgins & R. Sorrentino (Eds.), *Handbook of motivation and cognition* (pp. 145-164). New York: Guilford Press.
- Greenwald, A. G., Pratkanis, A. R., Leippe, M. R., & Baumgardner, M. H. (1986). Under what conditions does theory obstruct research progress? *Psychological Review*, **93**, 216-229.
- Bellezza, F. S., Greenwald, A. G., & Banaji, M. R. (1986). Words high and low in pleasantness as rated by male and female college students. *Behavior Research Methods, Instruments, and Computers*, **18**, 299-303.
- Pratkanis, A. R., Greenwald, A. G., Ronis, D. L., Leippe, M. R., & Baumgardner, M. H. (1986). Consumer-product and sociopolitical messages for use in studies of persuasion. *Personality and Social Psychology Bulletin*, **12**, 536-538.
- Greenwald, A. G. (1987). Explorations in social psychology [review of R. Brown's *Social psychology*]. *Contemporary Psychology*, **32**, 221.
- Greenwald, A. G., Carnot, C. G., Beach, R., & Young, B. (1987). Increasing voting behavior by asking people if they expect to vote. *Journal of Applied Psychology*, **72**, 315-318.
- Greenwald, A. G., Bellezza, F. S., & Banaji, M. R. (1988). Is self-esteem a central ingredient of the self-concept? *Personality and Social Psychology Bulletin*, **14**, 34-45.
- Greenwald, A. G. (1988). Self-knowledge and self-deception. In J. S. Lockard & D. L. Paulhus (Eds.), *Self-deception: An adaptive mechanism?* (pp. 113-131). Englewood Cliffs, NJ: Prentice Hall.
- Kidd, G. R., & Greenwald, A. G. (1988). Attention, rehearsal, and memory for serial order. *American Journal of Psychology*, **101**, 259-279.
- Greenwald, A. G., & Pratkanis, A. R. (1988). On the use of "theory" and the usefulness of theory. *Psychological Review*, **95**, 575-579.
- Greenwald, A. G. (1988). A social-cognitive account of the self's development. *Self, ego, and identity: Integrative Approaches* (pp. 30-42). New York: Springer-Verlag.
- Pratkanis, A. R., & Greenwald, A. G. (1988). In search of reliable persuasion effects: III. The sleeper effect is dead. Long live the sleeper effect. *Journal of Personality and Social Psychology*, **54**, 203-218.
- Pratkanis, A. R., & Greenwald, A. G. (1988). Recent perspectives on unconscious processing: Still no marketing applications. *Psychology and Marketing*, **5**, 337-353.

- Greenwald, A. G. (1989). Why are attitudes important? In A. R. Pratkanis, S. J. Breckler, and A. G. Greenwald (Eds.), *Attitude structure and function* (pp. 1-10). Hillsdale, NJ: Erlbaum.
- Greenwald, A. G. (1989). Why attitudes are important: Defining attitude and attitude theory 20 years later. In A. R. Pratkanis, S. J. Breckler, and A. G. Greenwald (Eds.), *Attitude structure and function* (pp. 429-440). Hillsdale, NJ: Erlbaum.
- Greenwald, A. G., Klinger, M. R., & Liu, T. J. (1989). Unconscious processing of dichoptically masked words. *Memory and Cognition*, **17**, 35-47.
- Pratkanis, A. R., & Greenwald, A. G. (1989). A socio-cognitive model of attitude structure and function. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 22, pp. 245-285). New York: Academic Press.
- Greenwald, A. G., & Banaji, M. R. (1989). The self as a memory system: Powerful, but ordinary. *Journal of Personality and Social Psychology*, **57**, 41-54.
- Greenwald, A. G., & Johnson, M. M. S. (1989). The generation effect extended: Memory enhancement for generation cues. *Memory & Cognition*, **17**, 673-681.
- Greenwald, A. G. (1990). What cognitive representations underlie social attitudes? *Bulletin of the Psychonomic Society*, **28**, 254-260.
- Greenwald, A. G., & Klinger, M. R. (1990). Visual masking and unconscious processing: Differences between backward and simultaneous masking? *Memory and Cognition*, **18**, 430-435.
- Greenwald, A. G., Spangenberg, E. R., Pratkanis, A. R., & Eskenazi, J. (1991). Double-blind tests of subliminal self-help audiotapes. *Psychological Science*, **2**, 119-122.
- Abelson, R. P., Loftus, E. F., & Greenwald, A. G. (1992). Attempts to improve the accuracy of self-reports of voting. In J. M. Tanur (Ed.), *Questions about survey questions: Meaning, memory, expression, and social interactions in surveys* (pp. 138-153). New York: Russell Sage Foundation.
- Greenwald, A. G. (1992). New Look 3: Reclaiming unconscious cognition. *American Psychologist*, **47**, 766-779.
- Greenwald, A. G. (1992). Dissonance theory and self theory: Fifteen more years. *Psychological Inquiry*, **3**, 329-331.
- Spangenberg, E. R., Obermiller, C., & Greenwald, A. G. (1992). A field test of subliminal self-help audiotapes: The power of expectancies. *Journal of Public Policy and Marketing*, **11**, 26-36.
- Pratkanis, A. R., & Greenwald, A. G. (1993). Consumer involvement, message attention, and the persistence of persuasive impact in a message-dense environment. *Psychology and Marketing*, **10**, 321-332.
- Jarymowicz, M., & Greenwald, A. G. (1993). The anchoring function of the self in social judgments: Introduction. In M. F. Pichevin, M. C. Hurtig, & M. Piolat (Eds.). *Studies on the self and social cognition* (pp. 3-14). Singapore: World Scientific Publishing.
- Banaji, M. R., & Greenwald, A. G. (1994). Implicit stereotyping and prejudice. In M. P. Zanna and J. M. Olson (Eds.), *The psychology of prejudice, The Ontario Symposium* (vol. 7, pp. 55-76). Hillsdale, NJ: Erlbaum.
- Klinger, M.R., & Greenwald, A.G. (1994). Preferences need no inferences?: The cognitive basis for unconscious emotional effects. In P.M. Niedenthal & S. Kitayama (Eds.), *The heart's eye: Emotional influences in perception and attention* (pp. 67-85). Orlando, FL: Academic Press.
- Greenwald, A. G. (1994). Getting (my) self into social psychology. In G. G. Brannigan & M. R. Merrens (Eds.), *The social psychologists* (pp. 3-16). New York: McGraw-Hill.
- Pratkanis, A. R., Eskenazi, J., & Greenwald, A. G. (1994). What you expect is what you believe (but not necessarily what you get): A test of the effectiveness of subliminal self-help audiotapes. *Basic and Applied Social Psychology*, **15**, 251-276.
- Greenwald, A. G., & Schuh, E. S. (1994). An ethnic bias in scientific citations. *European Journal of Social Psychology*, **24**, 623-640.

- Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: Attitudes, self-esteem, and stereotypes. *Psychological Review*, **102**, 4-27.
- Greenwald, A. G., Klinger, M. R., & Schuh, E. S. (1995). Activation by marginally perceptible ("subliminal") stimuli: Dissociation of unconscious from conscious cognition. *Journal of Experimental Psychology: General*, **124**, 22-42.
- Banaji, M. R., & Greenwald, A. G. (1995). Implicit gender stereotyping in judgments of fame. *Journal of Personality and Social Psychology*, **68**, 181-198.
- Klinger, M. R., & Greenwald, A. G. (1995). Unconscious priming of association judgments. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, **21**, 569-581.
- Brock, T. C., Greenwald, A. G., & Sherman, S. J. (1995). Thomas Marshall Ostrom (1936-1994): Obituary. *American Psychologist*, **50**, 942
- Greenwald, A. G., Gonzalez, R., Guthrie, D. G., & Harris, R. J. (1996). Effect sizes and *p*-values: What should be reported and what should be replicated? *Psychophysiology*, **33**, 175-183.
- Draine, S. C., Greenwald, A. G., & Banaji, M. R. (1996). Modeling unconscious gender bias in fame judgments: Finding the proper branch of the correct (multinomial) tree. *Consciousness and Cognition*, **5**, 221-225.
- Greenwald, A. G., Draine, S. C., & Abrams, R. L. (1996). Three cognitive markers of unconscious semantic activation. *Science*, **273**, 1699-1702.
- Greenwald, A. G., & Draine, S. C. (1997). Do subliminal stimuli enter the mind unnoticed? Tests with a new method. In J. D. Cohen & J. W. Schooler (Eds.) *Scientific approaches to consciousness* (pp. 83-108). Hillsdale, NJ: Erlbaum.
- Greenwald, A. G. (1997). Self-knowledge and self-deception: Further consideration. In M. S. Myslobodsky (Ed.), *The mythomanias: An inquiry into the nature of deception and self-deception* (pp. 51-71). Mahwah, NJ: Erlbaum.
- Greenwald, A. G. (1997). Validity concerns and usefulness of student ratings. *American Psychologist*, **52**, 1182-1186.
- Greenwald, A. G., & Gillmore, G. M. (1997). Grading leniency is a removable contaminant of student ratings. *American Psychologist*, **52**, 1209-1217.
- Greenwald, A. G., & Gillmore, J. M. (1997). No pain, no gain? The importance of measuring course workload in student ratings of instruction. *Journal of Educational Psychology*, **89**, 743-751.
- Greenwald, A. G., McGhee, D. E., & Schwartz, J. L. K. (1998). Measuring individual differences in implicit cognition: The implicit association test. *Journal of Personality and Social Psychology*, **74**, 1464-1480.
- Draine, S. C., & Greenwald, A. G. (1998). Replicable unconscious semantic priming. *Journal of Experimental Psychology: General*, **127**, 286-303.
- Klauer, K. C., Greenwald, A. G., & Draine, S. C. (1998). Correcting for measurement error in detecting unconscious cognition: Comment on Draine and Greenwald (1998). *Journal of Experimental Psychology: General*, **127**, 318-319.
- Greenwald, A. G., & Draine, S. C. (1998). Distinguishing unconscious from conscious cognition — Reasonable assumptions and replicable findings: Reply to Merikle and Reingold (1998) and Doshier (1998). *Journal of Experimental Psychology: General*, **127**, 320-324.
- Greenwald, A. G., & Gillmore, G. M. (1998). How useful are student ratings? Reactions to comments on the current issues section. *American Psychologist*, **53**, 1228-1229.
- Klauer, K. C., Draine, S. C., & Greenwald, A. G. (1998). An unbiased errors-in-variables approach to detecting unconscious cognition. *British Journal of Mathematical and Statistical Psychology*, **51**, 253-267.
- Gillmore, G. M., & Greenwald, A. G. (1999). Using statistical adjustment to reduce biases in student ratings. *American Psychologist*, **54**, 518-519.

- Farnham, S. D., Greenwald, A. G., & Banaji, M. R. (1999). Implicit self-esteem. In D. Abrams & M. Hogg (Eds.), *Social identity and social cognition* (pp. 230-248). Oxford, UK: Blackwell.
- Spangenberg, E. R., & Greenwald, A. G. (1999). Social influence by requesting self-prophecy. *Journal of Consumer Psychology*, 8, 61-89.
- Rudman, L. A., Greenwald, A. G., Mellott, D. S., & Schwartz, J. L. K. (1999). Measuring the automatic components of prejudice: Flexibility and generality of the Implicit Association Test. *Social Cognition*, 17, 437-465.
- Greenwald, A. G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Rosier, M. (2000). Prologue to a unified theory of attitudes, stereotypes, and self-concept. In J. P. Forgas (Ed.), *Feeling and thinking: The role of affect in social cognition and behavior* (pp. 308-330). New York: Cambridge University Press.
- Abrams, R. L., & Greenwald, A. G. (2000). Parts outweigh the whole (word) in unconscious analysis of meaning. *Psychological Science*, 11, 118-124.
- Dasgupta, N., McGhee, D. E., Greenwald, A. G., & Banaji, M. R. (2000). Automatic preference for White Americans: Eliminating the familiarity explanation. *Journal of Experimental Social Psychology*, 36, 316-328.
- Klauer, K. C., & Greenwald, A. G. (2000). Measurement error in subliminal perception experiments: Simulation analyses of two regression methods — Comment on Miller (2000). *Journal of Experimental Psychology: Human Perception and Performance*, 26, 1506-1508.
- Greenwald, A. G., & Farnham, S. D. (2000). Using the Implicit Association Test to measure self-esteem and self-concept. *Journal of Personality and Social Psychology*, 79, 1022-1038.
- Swanson, J. E., Rudman, L. A., & Greenwald, A. G. (2001). Using the Implicit Association Test to investigate attitude-behavior consistency for stigmatized behavior. *Cognition and Emotion*, 15, 207-230.
- Spangenberg, E. R., & Greenwald, A. G. (2001). Self-prophecy as a behavior modification technique in the United States. In W. Wosinska, R. B. Cialdini, D. W. Barrett, & J. Reyskowski (Eds.), *The practice of social influence in multiple cultures* (pp. 51-62). Mahwah, NJ: Erlbaum.
- Rudman, L. A., Greenwald, A. G., & McGhee, D. E. (2001). Implicit self-concept and evaluative implicit gender stereotypes: Self and ingroup share desirable traits. *Personality and Social Psychology Bulletin*, 27, 1164-1178.
- Greenwald, A. G., & Nosek, B. A. (2001). Health of the Implicit Association Test at age 3. *Zeitschrift für Experimentelle Psychologie*, 48, 85-93.
- Maison, D., Greenwald, A. G., & Bruin, R. (2001). The Implicit Association Test as a measure of implicit consumer attitudes. *Polish Psychological Bulletin*, 2, 61-79.
- Dasgupta, N., & Greenwald, A. G. (2001). Exposure to admired group members reduces automatic intergroup bias. *Journal of Personality and Social Psychology*, 81, 800-814.
- Park, L. E., Cook, K. E., & Greenwald, A. G. (2001). Implicit indicators of women's persistence in math, science, and engineering. *Psi Chi Journal of Undergraduate Research*, 6, 145-152.
- Greenwald, A. G. (2002). Constructs in student ratings of instructors. In H. Braun, D. Wiley, & D. Jackson (Eds.), *Under construction: The role of constructs in psychological and educational measurement* (pp. 277-297). Mahwah, NJ: Erlbaum.
- Greenwald, A. G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Mellott, D. S. (2002). A unified theory of implicit attitudes, stereotypes, self-esteem, and self-concept. *Psychological Review*, 109, 3-25.
- Abrams, R. L., Klinger, M. R., & Greenwald, A. G. (2002). Subliminal words activate semantic categories (not automated motor responses). *Psychonomic Bulletin and Review*, 9, 100-106.
- Hummert, M. L., Garstka, T. A., O'Brien, L. T., Greenwald, A. G., & Mellott, D. S. (2002). Using the Implicit Association Test to measure age differences in implicit social cognitions. *Psychology and Aging*, 17, 482-495.
- Greenwald, A. G., Pickrell, J. E., & Farnham, S. D. (2002). Implicit partisanship: Taking sides for no reason. *Journal of Personality and Social Psychology*, 83, 367-379.

- Nosek, B.A., Banaji, M.R., & Greenwald, A.G. (2002). Math = male, me = female, therefore math ...me. *Journal of Personality and Social Psychology*, 83, 44-59.
- Nosek, B. A., Banaji, M. R., & Greenwald, A. G. (2002). Harvesting implicit group attitudes and beliefs from a demonstration website. *Group Dynamics*, 6, 101-115.
- Nosek, B. A., Banaji, M. R., & Greenwald, A. G. (2002). eResearch: Ethics, security, design, and control in psychological research on the internet. *Journal of Social Issues*, 58, 161-176.
- Uhlmann, E., Dasgupta, N., Elgueta, A., Greenwald, A. G., & Swanson, J. E. (2002). Subgroup prejudice based on skin color among Hispanics in the United States and Latin America. *Social Cognition*, 23, 198-226.
- Greenwald, A. G., Abrams, R. L., Naccache, L., & Dehaene, S. (2003). Long-term semantic memory versus contextual memory in unconscious number processing. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 29, 235-247.
- Greenwald, A. G., Oakes, M. A., & Hoffman, H. (2003). Targets of discrimination: Effects of race on responses to weapons holders. *Journal of Experimental Social Psychology*, 39, 399-405.
- Kobayashi, C., & Greenwald, A. G. (2003). Implicit-explicit differences in self-enhancement for Americans and Japanese. *Journal of Cross Cultural Psychology*, 34, 522-541.
- Greenwald, A. G. (2003). On doing two things at once: III. Confirmation of perfect timesharing and elimination of the PRP effect when simultaneous tasks are ideomotor compatible. *Journal of Experimental Psychology: Human Perception and Performance*, 29, 859-868.
- Greenwald, A. G., Nosek, B. A., & Banaji, M. R. (2003). Understanding and using the Implicit Association Test: I. An improved scoring algorithm. *Journal of Personality and Social Psychology*, 85, 197-216.
- Dasgupta, N., Greenwald, A. G., & Banaji, M. R. (2003). The first ontological challenge to the IAT: Attitude or mere familiarity? *Psychological Inquiry*, 14, 238-243.
- Greenwald, A. G. (2004). The resting parrot, the dessert stomach, and other perfectly defensible theories. In J. Jost, M. R. Banaji, & D. A. Prentice (Eds.), *The yin and yang of social cognition: Perspectives on the social psychology of thought systems* (Pp. 275-285). Washington, DC: American Psychological Association.
- Greenwald, A. G. (2004). On doing two things at once: IV. Necessary and sufficient conditions: A rejoinder to Lien, Proctor, and Ruthruff (2003). *Journal of Experimental Psychology: Human Perception and Performance*, 30, 632-636.
- Brunel, F. F., Tietje, B. C., & Greenwald, A. G. (2004). Is the Implicit Association Test a valid and valuable measure of implicit consumer social cognition. *Journal of Consumer Psychology*, 14, 385-404.
- Maison, D., Greenwald, A. G., & Bruin, R. H. (2004). Predictive validity of the Implicit Association Test in studies of brands, consumer attitudes, and behavior. *Journal of Consumer Psychology*, 14, 405-415.
- Cai, H., Sriram, N., Greenwald, A. G., & McFarland, S. G. (2004). The Implicit Association Test's D measure can minimize a cognitive skill confound: Comment on McFarland and Crouch (2002). *Social Cognition*, 22, 673-684.
- Pinter, B., & Greenwald, A. G. (2004). Understanding implicit partisanship: Enigmatic (but genuine) group identification and attraction. *Group Processes and Interpersonal Relations*, 7, 283-296.
- Banaji, M. R., Nosek, B. A., & Greenwald, A. G. (2004). No place for nostalgia in science: A response to Arkes and Tetlock. *Psychological Inquiry*, 15, 279-289.
- Nosek, B. A., Greenwald, A. G., & Banaji, M. R. (2005). Understanding and using the Implicit Association Test: II. Method variables and construct validity. *Personality and Social Psychology Bulletin*, 31, 166-180.
- Pinter, B., & Greenwald, A. G. (2005). Clarifying the role of the "other" category in the self-esteem IAT. *Experimental Psychology*, 52, 74-79.

- Greenwald, A. G. (2005). A reminder about procedures needed to reliably produce perfect timesharing: Comment on Lien, McCann, Ruthruff, and Proctor (2005). *Journal of Experimental Psychology: Human Perception and Performance*, 31, 221–225.
- Greenwald, A. G., Nosek, B. A., Banaji, M. R., & Klauer, K. C. (2005). Validity of the salience asymmetry interpretation of the IAT: Comment on Rothermund and Wentura (2004) *Journal of Experimental Psychology: General*, 134, 420–425.
- Devos, T., Nosek, B. A., Hansen, J. J., Satin, E., Ruling, R. R., Banaji, M. R., & Greenwald, A. G. (2005). Explorer les attitudes et croyances implicites: Lancement d'un site Internet en Langue Françaises. *Cashiers Internationaux de Psychologie Sociale*, 66, 81–83.
- Greenwald, A. G., Nosek, B. A., & Sriram, N. (2006). Consequential validity of the Implicit Association Test: Comment on the article by Blanton and Jaccard. *American Psychologist*, 56–61.
- Greenwald, A. G., Rudman, L. A., Nosek, B. A., & Zayas, V. (2006). Why so little faith? A reply to Blanton and Jaccard's (2006) skeptical view of testing pure multiplicative theories. *Psychological Review*, 113, 170–180.
- Greenwald, A. G., Rudman, L. A., Nosek, B. A., & Zayas, V. (2006). Why so little faith? A reply to Blanton and Jaccard's (2006) skeptical view of testing pure multiplicative theories: Postscript. *Psychological Review*, 113, 180.
- Nosek, B. A., Greenwald, A. G., & Banaji, M. R. (in press). The Implicit Association Test at age 7: A methodological and conceptual review. In J. A. Bargh (Ed.), *Automatic processes in social thinking and behavior*. Psychology Press.
- Lane, K. A., Banaji, M. R., Nosek, B. A., & Greenwald, A. G. (in press). Understanding and using the Implicit Association Test: IV. What we know (so far). In B. Wittenbrink & N. S. Schwarz (Eds.), *Implicit measures of attitudes: Procedures and controversies*. New York: Guilford Press.
- Perkins, A., Forehand, M., Greenwald, A. G., & Maison, D. (in press). The influence of implicit social cognition on consumer behavior: Measuring the non-conscious. In C. Haugtvedt, P. Herr, & F. Kardes (Eds.), *Handbook of Consumer Psychology*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Greenwald, A. G., & Nosek, B. A. (in press). Attitudinal dissociation: What does it mean? In Petty, R. E., Fazio, R. H., & Briñol, P. (Eds.), *Attitudes: Insights from the new implicit measures*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Poehlman, T. A., Uhlmann, E., Greenwald, A. G., & Banaji, M. R. (2005). Understanding and using the Implicit Association Test: III. Meta-analysis of predictive validity. Manuscript submitted for publication.
- Klauer, K. C., Eder, A. B., Greenwald, A. G., & Abrams, R. L. (in press). Priming of semantic classifications by novel subliminal prime words. *Consciousness and Cognition*.
- Carney, D. R., Nosek, B. A., Greenwald, A. G., & Banaji, M. R. (in press [2007]). Implicit Association Test (IAT). In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: SAGE.
- Greenwald, A. G., & Krieger, L. H. (2006). Implicit bias: Scientific foundations. *California Law Review*, in press.
- Schnabel, K. Asendorpf, J. B., & Greenwald, A. G. (in press). Implicit Association Tests (IAT): A landmark for the assessment of implicit personality self-concept. In G. J. Boyle, G. Matthews and D. H. Saklofske (Eds.), *Handbook of Personality Theory and Testing*. London: Sage.

Convention and Conference Papers Presented

- Greenwald, A. G. (1964, September). Behavior change mediated by change in belief: The role of experience prior to the influence attempt. American Psychological Association, Los Angeles.
- Greenwald, A. G. (1965, April). Punishment as a means of increasing the "strength" of a response. Eastern Psychological Association, Atlantic City.
- Greenwald, A. G. (1966, May). Task attractiveness as a function of incentive for performance. Midwestern Psychological Association, Chicago.
- Cullen, D. M., & Greenwald, A. G. (1967, May). The importance of recipient-generated messages in attitude change. Midwestern Psychological Association, Chicago.
- Greenwald, A. G. (1967, September). An amended learning model of persuasion. In Symposium on "Alternatives to consistency theory in the study of attitude change," American Psychological Association, Washington, D.C.
- Love, R. E., & Greenwald, A. G. (1970, May). Nonreactive, nonverbal measures of attitudinal responses to television editorials. Midwestern Psychological Association, Cincinnati.
- Greenwald, A. G. (1970, November). Evidence of both perceptual filtering and response suppression for rejected messages in selective attention. Psychonomic Society, San Antonio, Texas.
- Gillig, P. M., & Greenwald, A. G. (1971, May). A cognitive response analysis of the sleeper effect. Midwestern Psychological Association, Detroit.
- Greenwald, A. G., & Gillig, P. M. (1971, September). A cognitive response analysis of the sleeper effect. American Psychological Association, Washington, DC.
- Greenwald, A. G., & Shulman, H. G. (1972, May). Can the "psychological refractory period effect" in choice reaction time be eliminated? Midwestern Psychological Association, Cleveland.
- Greenwald, A. G. (1972, September). Inferences about ideomotor mechanisms from double stimulation research. In Symposium on "Information processing," American Psychological Association, Honolulu.
- Greenwald, A. G. (1972, November). Timesharing as a function of ideomotor compatibility: Further evidence. Psychonomic Society, St. Louis.
- Greenwald, A. G., Gross, A. E., & Ostrom, T. M. (1973, May). Influence of demand characteristics on post hoc reports of voting behavior. Midwestern Psychological Association, Chicago.
- Greenwald, A. G. (1973, October). Consequences of prejudice against the null hypothesis. Invited paper, Society of Experimental Social Psychology, Iowa City.
- Ronis, D. L., & Greenwald, A. G. (1974, May). Primacy and recency in persuasion as a function of the timing of the opposed messages and the opinion measure. Midwestern Psychological Association, Chicago.
- Rosenberg, K. E., & Greenwald, A. G. (1975, May). Selective attention as a function of the cue relevance of the distracting stimuli. Midwestern Psychological Association, Chicago.
- Cacioppo, J. T., & Greenwald, A. G. (1976, May). The temporal course of opinion change following forewarning. Midwestern Psychological Association, Chicago.
- Greenwald, A. G., & Rosenberg, K. E. (1976, August). Sequential effects of distracting stimuli in a selective attention reaction time task. Invited paper, Seventh International Symposium on Attention and Performance, Senanque, France.
- Greenwald, A. G., & Rosenberg, K. E. (1976, November). On doing two things at once: III. The proper single-task control condition. Psychonomic Society, St. Louis.
- Baumgardner, M. H., Leippe, M. R., & Greenwald, A. G. (1977, May). Effects of topic characteristics on persistence of persuasion. Midwestern Psychological Association, Chicago.

- Greenwald, A. G. (1977, October). Twenty years of cognitive dissonance: Comments on the evolution of a theory. Invited paper, Society of Experimental Social Psychology, Austin, Texas.
- Leippe, M. R., Baumgardner, M. H., & Greenwald, A. G. (1977, November). Associative interference and persistence of persuasion. Psychonomic Society, Washington, D.C.
- Greenwald, A. G. (1978, November). Concept of the totalitarian ego. Invited paper, Society of Experimental Social Psychology, Princeton, New Jersey.
- Greenwald, A. G. (1979, May). Environmental structure and cognitive structure. Invited paper, Conference on Cognition, Social Behavior, and the Environment, Vanderbilt University, Nashville, Tennessee.
- Greenwald, A. G. (1979, November). Timesharing, ideomotor compatibility, and automaticity. Invited paper, Human Factors Society, Boston.
- Greenwald, A. G., Leavitt, C., & Obermiller, C. (1980, September). What is low consumer involvement? In Symposium on "Perspectives on consumer involvement," American Psychological Association, Montreal.
- Leavitt, C., Greenwald, A. G., & Obermiller, C. (1980, October). What is low involvement low in? In Symposium on "Low involvement theory," Association for Consumer Research, Washington, D.C.
- Breckler, S. J., & Greenwald, A. G. (1981, May). Favorable self-referent judgments are made faster than nonfavorable ones. Midwestern Psychological Association, Detroit.
- Breckler, S. J., Banaji, M. R., Greenwald, A. G., & Pratkanis, A. R. (1981, August). An experimental analog of the self as a memory system. American Psychological Association, Los Angeles.
- Pratkanis, A. R., & Greenwald, A. G. (1981, August). Consumer involvement and persisting impact of brand evaluations. American Psychological Association, Los Angeles.
- Greenwald, A. G., Banaji, M. R., Pratkanis, A. R., & Breckler, S. J. (1981, November). A centrality effect in recall. Psychonomic Society, Philadelphia.
- Greenwald, A. G. Self and memory. (1982, January). Invited paper, Seventh Interdisciplinary Conference, Jackson Hole, Wyoming.
- Breckler, S. J., & Greenwald, A. G. (1982, April). Location of the self in multidimensional trait space. Eastern Psychological Association, Baltimore.
- Devine, P. G., & Greenwald, A. G. (1982, April). The self-generation component of imagery: Greater recall for own than others' images. Eastern Psychological Association, Baltimore.
- Pratkanis, A. R., & Greenwald, A. G. (1982, April). A reawakening of the sleeper effect in persuasion? Eastern Psychological Association, Baltimore.
- Greenwald, A. G., & Leavitt, C. (1982, June). The psychology of audience involvement. Invited paper, Conference on Consumer Involvement, New York University, New York.
- Banaji, M. R., & Greenwald, A. G. (1982, August). The second-generation effect: Support for an encoding centrality principle. American Psychological Association, Washington, D.C.
- Breckler, S. J., & Greenwald, A. G. (1982, August). Location of the self in multidimensional trait space. In Symposium on "Measurement and functioning of self-esteem," American Psychological Association, Washington, D.C.
- Kidd, G. R., & Greenwald, A. G. (1982, August). Attentional requirements for the establishment of memory for serial structure. American Psychological Association, Washington, D.C.
- Pratkanis, A. R., & Greenwald, A. G. (1982, August). Cognitive structure and the sleeper effect: A progress report. In Symposium on "Cognitive structure and attitude change," American Psychological Association, Washington, D.C.
- Greenwald, A. G., & Kidd, G. R. (1982, November). Can you learn a series of digits without attending to their order? Psychonomic Society, Minneapolis.

- Greenwald, A. G., & Leavitt, C. (1983, May). Cognitive theory and audience involvement. Presented at Second Conference on Advertising and Consumer Psychology, Chicago.
- Pratkanis, A. R., & Greenwald, A. G. (1983, May). Toward a reliable sleeper effect in persuasion. Presented at Midwestern Psychological Association, Chicago.
- Pratkanis, A. R., & Greenwald, A. G. (1983, May). A reliable sleeper effect in persuasion: Implications for opinion change theory and research. Presented at Second Conference on Advertising and Consumer Psychology, Chicago.
- Banaji, M. R., & Greenwald, A. G. (1984, April). When does self-reference facilitate recall? Presented at Eastern Psychological Association, Baltimore.
- Banaji, M. R., & Greenwald, A. G. (1984, May). Self-generated information aids memory at retrieval. Presented at Midwestern Psychological Association, Chicago.
- Greenwald, A. G. (1984, July). Analysis of cognitive aspects of the self-concept. Presented at International Conference on Self and Identity, Cardiff, Wales.
- Greenwald, A. G. (1984, August). Totalitarian egos vs. totalitarian societies. Invited address presented at American Psychological Association, Toronto.
- Greenwald, A. G. (1984, August). Self-knowledge and self-deception. In Symposium on "Self-deception: Theoretical and empirical advances," American Psychological Association, Toronto.
- Banaji, M. R., Bellezza, F. S., & Greenwald, A. G. (1985, March). Are women more emotional?: Gender differences in reported emotional response do not translate to recall. Presented at Eastern Psychological Association, Boston.
- Greenwald, A. G., Bellezza, F. S., & Banaji, M. R. (1985, May). Individual differences in access to self-relevant knowledge. Presented at Midwestern Psychological Association, Chicago.
- Johnson, M. M. S., & Greenwald, A. G. (1985, May). Does the generation effect apply to stimuli as well as to responses? Presented at Midwestern Psychological Association, Chicago.
- Greenwald, A. G. (1985, June). Totalitarian egos in personalities of democratic leaders. Presented at International Society of Political Psychology, Washington, DC.
- Breckler, S. J., & Greenwald, A. G. (1985, August). Public, private, and collective facets of self-esteem. In Symposium on "Self-esteem maintenance: theory and evidence," American Psychological Association, Los Angeles.
- Greenwald, A. G., & Liu, T. J. (1985, November). Limited unconscious processing of meaning. Presented at Psychonomic Society, Boston.
- Greenwald, A. G. (1986, April). How shall the self's identity be conceived? In Symposium on "Integrative approaches to self, ego, and identity," University of Notre Dame, Notre Dame, Indiana.
- Breckler, S. J., Greenwald, A. G., & Wiggins, E. C. (1986, April). Public, private, and collective self-evaluation: Measurement of individual differences. Paper presented at invited international exchange (Poland-USA) conference on "Self and Social Involvement," Princeton, NJ.
- Carnot, C. G., Greenwald, A. G., Hartlage, S., & Varley, M. (1986, May). Increasing voting behavior by asking people if they expect to vote. Presented at Midwestern Psychological Association, Chicago.
- Johnson, M. M. S., & Greenwald, A. G. (1986, May). Liking for name letters: Mere exposure or ego attachment? Presented at Midwestern Psychological Association, Chicago.
- Lynn, A. R., & Greenwald, A. G. (1986, May). The mere exposure effect: An informative failure to replicate. Presented at Midwestern Psychological Association, Chicago.
- Greenwald, A. G. (1987, August). How shall the self be conceived? In Symposium on "Fifty years of personality psychology," American Psychological Association, New York City.

- Greenwald, A. G. (1987, October). What do we mean when we say "subliminal"? Invited paper, Society of Experimental Social Psychology, Charlottesville, Virginia.
- Klinger, M. R., & Greenwald, A. G. (1988, April). Priming of evaluative judgments by dichoptically masked words. Presented at Midwestern Psychological Association, Chicago.
- Greenwald, A. G. (1988, June). Self-knowledge and self-deception. Presented at International Gulf-Bridging Conference on Defense Mechanisms, Self-Deception, and Cognitive Error, Nieborow, Poland.
- Greenwald, A. G., & Klinger, M. R. (1988, June). Unconscious processing of word meaning. Presented at International Gulf-Bridging Conference on Defense Mechanisms, Self-Deception, and Cognitive Error, Nieborow, Poland.
- Greenwald, A. G., & Klinger, M. R. (1988, November). Semantic analysis of dichoptically masked words. Paper presented at meetings of the Psychonomic Society, Chicago.
- Klinger, M. R., Greenwald, A. G., & Vande Kamp, M. E. (1989, May). Increasing voter turnout by vanity-assisted consciousness raising. Presented at Midwestern Psychological Association, Chicago.
- Vande Kamp, M. E., Kerr, K. L., & Greenwald, A. G. (1989, May). Is high self-esteem a precondition of "normal" behavior? Presented at Midwestern Psychological Association, Chicago.
- Klinger, M. R., & Greenwald, A. G. (1989, May). In search of reliable unconscious priming effects. Presented at Midwestern Psychological Association, Chicago.
- Greenwald, A. G., & Klinger, M. R. (1989, November). Further tests for unconscious processing of dichoptically masked words. Paper presented at meetings of the Psychonomic Society, Atlanta.
- Greenwald, A. G. (1989, November). What cognitive representations underlie social attitudes? Paper presented at meetings of the Psychonomic Society, Atlanta.
- Pratkanis, A. R., Eskenazi, J., & Greenwald, A. G. (1990, April). On the ineffectiveness of subliminal self-help audiotapes. Presented at Western Psychological Association, San Bernadino, CA.
- Majer, K., Vande Kamp, M. E., & Greenwald, A. G. (1990, May). Further research on limiting conditions of the mere exposure effect. Presented at Midwestern Psychological Association, Chicago.
- Greenwald, A. G., Spangenberg, E. R., & Klinger, M. R. (1990, August). Which subliminal effects should we worry about? In Symposium on "Subliminal Perception: Does it Have Practical Applications?" American Psychological Association, Boston.
- Greenwald, A. G. (1990, August). What cognitive representations underlie prejudice? Invited address, American Psychological Association, Boston.
- Greenwald, A. G. (1991, March). Implicit self-reference: Indirect measurement of self-cognition and self-esteem. Invited address at International Conference, "Cognition, Social Cognition, and the Question of the Self," Aix-en-Provence, France.
- Banaji, M. R., & Greenwald, A. G. (1991, June). Measuring implicit attitudes. In Symposium, "The Psychological Unconscious," American Psychological Society, Washington, DC.
- Banaji, M. R., & Greenwald, A. G. (1991, June). Implicit attitudes and unconscious prejudice. Invited presentation at Seventh Ontario Symposium on Personality and Social Psychology, "The Psychology of Prejudice," Waterloo, Ontario.
- Greenwald, A. G. (1991, October). Under what conditions should replication be required before publication. Invited presentation at Social Psychophysiology Group pre(SESP)-meeting, Columbus, OH.
- Greenwald, A. G. (1991, November). Subliminal semantic activation between objective and subjective thresholds. Paper presented at meetings of the Psychonomic Society, San Francisco, CA.
- Lowy, E., Word, S., & Greenwald, A. G. (1992, May). Placebo effects of subliminal self-help tapes. Presented at Midwestern Psychological Association, Chicago.

- Greenwald, A. G. (1992, August). Subliminal semantic activation and subliminal snake oil. In Symposium on "Subliminal Influence: For Better or for Nought?" American Psychological Association, Washington, DC.
- Greenwald, A. G. (1992, August). Unconscious cognition is real, but simpler than psychoanalysts believe. In Symposium on "Conscious and Unconscious Processes: Toward the Second Century," American Psychological Association, Washington, DC.
- Greenwald, A. G., & Draine, S. C. (1993, April). Do subliminal stimuli enter the mind unnoticed? Tests with a new method. Paper presented at 25th Carnegie Symposium on Cognition, Pittsburgh, PA.
- Greenwald, A. G., & Draine, S. C. (1993, November). Do subliminal stimuli enter the mind unnoticed? Tests with a new method. Paper presented at meetings of the Psychonomic Society, Washington, DC.
- Gillmore, G. M., & Greenwald, A. G. (1994, April). The effects of course demands and grading leniency on student ratings of instruction. Paper presented at meetings of American Educational Research Association, Orlando, FL.
- Draine, S. C., & Greenwald, A. G. (1994, May). Dissociation of unconscious semantic activation from conscious cognition. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Jost, J. T., Banaji, M. R., & Greenwald, A. G. (1994, July). Experiments on (Un)consciousness raising: Exploring the false fame bias in feminist samples. Paper presented at meetings of the American Psychological Society, Washington, DC.
- Walsh, W. A., Banaji, M. R., Hughes, R., & Greenwald, A. G. (1994, July). Race stereotyping in identification of criminals and politicians. Paper presented at meetings of the American Psychological Society, Washington, DC.
- Greenwald, A. G. (1994, October). Is it time to abandon the tripartite conception of attitude? Paper presented at meetings of the Society of Experimental Social Psychology, Reno, NV.
- Draine, S. C., & Greenwald, A. G. (1995, May). Response deadline increases masked evaluative priming. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Greenwald, A. G., & Draine, S. C. (1995, July). Investigating cognition at the objective threshold: Method and results. In Symposium, "Unconscious Perception and the Objective Threshold," American Psychological Society, New York City.
- Walsh, W. A., Banaji, M. R., & Greenwald, A. G. (1995, July). A failure to eliminate race bias in judgments of criminals. Paper presented at meetings of the American Psychological Society, New York City.
- Greenwald, A. G. (August, 1995, August). Applying social psychology to reveal a major flaw in student evaluations of teaching. Invited Address at meetings of American Psychological Association, New York City.
- Abrams, R. L., Draine, S. C., & Greenwald, A. G. (1995, November). Temporal signature of subliminal semantic priming. Paper presented at meetings of the Psychonomic Society, Los Angeles, CA.
- Greenwald, A. G., & Draine, S. C. (1995, November). Empirically distinguishing conscious from unconscious cognition. In Symposium, "Relations Between Conscious and Unconscious Cognition," Psychonomic Society, Los Angeles, CA.
- Draine, S. C., & Greenwald, A. G. (1996, June). Unconscious processing of two-word negations: A "not bad" experiment. Paper presented at meetings of the American Psychological Society, San Francisco, CA.
- Glaser, J., Banaji, M. R., & Greenwald, A. G. (1996, July). Automatic prejudice: Evaluative priming of race categories. Paper presented at meetings of the American Psychological Society, San Francisco, CA.
- Schwartz, J. L. K., Greenwald, A. G., & Banaji, M. R. (1996, July). A novel approach to implicit attitude measurement: The implicit association task. Paper presented at meetings of the American Psychological Society, San Francisco, CA.

- McGhee, D. E., Greenwald, A. G., & Banaji, M. R. (1996, July). The implicit association task reveals unconscious racial stereotypes. Paper presented at meetings of the American Psychological Society, San Francisco, CA.
- Greenwald, A. G. (1996, October). Implicit self-esteem: The measure. Paper presented at the Self pre-conference meeting, Sturbridge, MA.
- Rudman, L. A., Greenwald, A. G., & McGhee, D. E. (1996, October). Powerful women, warm men? The implicit associations among gender, potency, and nurturance. Paper presented at meetings of the Society for Experimental Social Psychology, Sturbridge, MA.
- Farnham, S. D., & Greenwald, A. G. (1997, April). Assessment of Implicit Self-Esteem Using the Implicit Association Test. Poster presented at meetings of the Western Psychological Association, Seattle, WA.
- Greenwald, A. G. (1997, April). A method for revealing implicit attitudes, prejudices, stereotypes, and self-esteem. Invited presentation at meetings of the Western Psychological Association, Seattle, WA.
- Greenwald, A. G., & Banaji, M. R. (1997, June). Implicit measurement reveals unconscious operation of prejudices and stereotypes. Invited presentation at Conference on What Does Implicit Cognition Tell Us about Consciousness? Claremont, CA.
- Greenwald, A. G., & Spangenberg, E. R. (1997, August). Self-prophecy and induced hypocrisy as methods for increasing political participation. Invited presentation at Conference on The Practice of Social Influence in Established and Emerging Democracies. Krakow, Poland.
- Greenwald, Anthony G. (1997, October). Using the Implicit Association Test to work toward a unified theory of social cognition. Paper presented at meetings of the Person Memory Interest Group, Kingston, Ontario, Canada.
- Banaji, M. R., Greenwald, A.G., & Rosier, M. (1997, October). Implicit esteem: When collectives shape individuals. Paper presented at the Preconference on Self, Toronto, Canada
- Greenwald, A. G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Rosier, M. (1998, March). Prologue to a unified theory of attitudes, stereotypes, and self-concept. Presentation at International Symposium on Affect and Cognition, Sydney, Australia.
- Greenwald, A. G., & Abrams, R. L. (1998, April). Simple mental feats that require conscious cognition (because unconscious cognition can't do them). Plenary address to conference, "Toward a Science of Consciousness 1998 ('Tucson III')", Tucson, AZ.
- Nosek, B. A., Banaji, M. R., & Greenwald, A. G. (1998, April). Gender Differences in Implicit Attitude and Self-Concept toward Mathematics and Science. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Mellott, D. S., & Greenwald, A. G. (1998, April). Do older adults show automatic ageism? Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Citrin, L. B., & Greenwald, A. G. (1998, April). Measuring Implicit Cognition: Psychologists' and Entomologists' Attitudes toward Insects. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Greenwald, A. G., & Gillmore, G. M. (1998, April). The Positive Relationship between Course Grades and Course Ratings: What Is the Cause and What, If Anything, Should Be Done about It? Participation in debate moderated by W. J. McKeachie at meetings of the American Educational Research Association. San Diego, CA.
- Swanson, J. E., & Greenwald, A. G. (1998, May). Do Implicit Attitudes and Implicit Self-Concept Distinguish between Vegetarians and Omnivores? Validating the Implicit Association Test. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Kim, D-Y., & Greenwald, A. G. (1998, May). Voluntary Controllability of Implicit Cognition: Can Implicit Attitudes Be Faked? Paper presented at meetings of the Midwestern Psychological Association, Chicago.

- Farnham, S. D., & Greenwald, A. G. (1998, May). Implicit Balance of Personal and Social Identity: I am good + I am Female = Female is Good. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Rosier, M., Banaji, M. R., & Greenwald, A. G. (1998, May). Implicit and Explicit Self-Esteem and Group Membership. Paper presented at meetings of the Midwestern Psychological Association, Chicago.
- Nosek, B., Banaji, M. R., & Greenwald, A. G. (1998, May). Math = Bad + Male, Me = Good + Female, Therefore Math ...Me. Paper presented at meetings of the American Psychological Society, Washington, DC.
- Dasgupta, N., McGhee, D. E., Greenwald, A. G., & Banaji, M. R. (1998, May). The influence of stimulus frequency on implicit racial attitude. Paper presented at meetings of the American Psychological Society, Washington, DC.
- Greenwald, A. G. (1998, October). Theory and uses of the implicit association test. Paper presented at meetings of the Society of Experimental Social Psychology, Lexington, KY.
- Abrams, R. L., & Greenwald, A. G. (1998, November). When letters mean more than words: Unconscious cognition's limited analytic capability. Paper presented at meetings of the Psychonomic Society, Dallas, TX.
- Greenwald, A. G. (1998, December). Unconscious roots of prejudice and stereotyping. J. R. Nuttin Lecture, Leuven, Belgium.
- Banaji, M.R., Park, J., & Greenwald, A.G. (1999, April). Two mechanisms of social judgment: An application of signal detection theory to uncover the bases of stereotyping. Paper presented at meetings of the Eastern Psychological Association, Providence, RI.
- Dasgupta, N., & Greenwald, A.G. (1999, June). Exposure to admired group members reduces implicit prejudice. Paper presented at meetings of the American Psychological Society, Denver, CO.
- Farnham, S. D., & Greenwald, A. G. (1999, June). In-group favoritism = implicit self-esteem X in-group identification. Paper presented at meetings of the American Psychological Society, Denver, CO.
- Swanson, J. E., & Greenwald, A. G. (1999, June). I'm good + I smoke = smoking is good? Testing balance among cognitions. Paper presented at meetings of the American Psychological Society, Denver, CO.
- Mellott, D. S., & Greenwald, A. G. (1999, June). Measuring implicit ageism: Comparing the Implicit Association Test and priming methods. Paper presented at meetings of the American Psychological Society, Denver, CO.
- Brunel, F. F., Collins, C. M., Greenwald, A. G., & Tietje, B. C. (1999, October). Making the private public, accessing the inaccessible: Marketing applications of the Implicit Association Test. Paper presented at meetings of the Association for Consumer Research, Columbus, Ohio.
- Greenwald, A. G. (1999, October). Avoiding wasted effort on illusory competition among theories. Paper presented at meetings of the Society of Experimental Social Psychology, St. Louis, MO.
- Greenwald, A. G. (1999, October). Studying stigmatized identities using the Implicit Association Test. Paper presented at meetings of the Self Preconference, St. Louis, MO.
- Greenwald, A. G., & Abrams R. L. (1999, November). Dumb or smart? Subliminal perception of valence uses small pieces of words. Paper presented at meetings of the Psychonomic Society, Los Angeles, CA.
- Greenwald, R. G., & Abrams, R. L. (2000, February). Raindrop in a river: The paradox of ephemeral subliminal priming of evaluation. Paper presented at meetings of the Society of Personality and Social Psychology, Nashville, TN.
- Greenwald, R. G., & Abrams, R. L. (2000, April). Momentary decortication by visual masking: The paradox of ephemeral subliminal priming of evaluation. Paper presented at meetings of the Society of Experimental Psychologists, Santa Cruz, CA.
- Hummert, M. L., Garstka, T. A., Greenwald, A. G., Mellott, D. S., O'Brien, L., Lewis, L., Geiger, W., Mei-Chen, L., & Zhang, Y. B. (2000, April). Implicit associations, age stereotypes and identity. Paper presented at the Cognitive Aging Conference, Atlanta, GA.

- Mellott, D. S., & Greenwald, A. G. (2000, May). Measuring Implicit Ageism: Do the Implicit Association Test and Semantic Priming Measure the Same Construct? Paper presented at meetings of the Midwestern Psychological Association, Chicago, IL.
- Cook, K., Park, L., & Greenwald, A. G. (2000, June). Implicit associations and women's commitment to math, science, and engineering. Paper presented at meetings of the American Psychological Society, Miami Beach, FL.
- Greenwald, A. G. (2000, October). Prejudiced, Who ME? Keynote address to annual meeting of Washington State Association for Multicultural Education, Seattle, WA.
- Banaji, M. R., & Greenwald, A. G. (2000, October). Point counterpoint: Evaluating the Implicit Association Test. Paper presented at meetings of the Person Memory Interest Group, Helen, GA.
- Abrams, R. L., & Klinger, M. R., & Greenwald, A. G. (2000, November). Learned mapping of stimuli to categories (not responses) revealed by subliminal semantic priming. Paper presented at meetings of the Psychonomic Society, New Orleans, LA.
- Greenwald, A. G. (2001, April). The resting parrot, the dessert stomach, and other perfectly defensible theories. Paper presented at conference, "The Yin and Yang of Progress in Social Cognition," New Haven, CT.
- Greenwald, A. G. (2001, May). Validity of the Implicit Association Test. Invited address at "Munich Encounters on Cognition and Action: Cognition and Action in Social Life," Munich, Germany.
- Greenwald, A. G., & Oakes, M. A. (2001, May). Targets of discrimination: The effect of race in a time-pressured criminal-identification task. Paper presented at "Special Interest Meeting on Affective Priming and Implicit Stereotyping," Lignely, Belgium.
- Greenwald, A. G. (2001, October). Nothing so practical as a good method. Invited address at meeting of the Person Memory Interest Group, Coeur d'Alene, ID.
- Greenwald, A. G. (2001, October). What's wrong with the IAT? Invited presentation at meeting of the Society of Experimental Social Psychology, Spokane, WA.
- Greenwald, A. G. (2002, April). Illusory competition between theories. Paper presented at annual meeting of the Society of Experimental Psychologists, Berkeley, CA.
- Greenwald, A. G., & Abrams, R. L. (2002, November). Visual masking reveals two qualitatively different levels of unconscious cognition. Presented at the 43rd Annual Meeting of the Psychonomic Society, Kansas City, MO.
- Chen, D. H., Greenwald, A. G., & Yamaguchi, S. (2003, June). Cross-Cultural Comparisons of Implicit and Explicit Self-Esteem. Presented at the 5th annual meeting of the NorthWest Cognition and Memory Conference, Seattle, WA.
- McCauley, J., & Greenwald, A. G. (2003, June). Exposure to Native-American mascots does not change implicit or explicit attitudes toward Native-Americans. Presented at the 5th annual meeting of the NorthWest Cognition and Memory Conference, Seattle, WA.
- Greenwald, A. G. (2003, September). Validity of the Implicit Association Test. Presented at the annual meeting of the Japanese Psychological Association, Tokyo.
- Dimofte, C., Yalch, R. F., & Greenwald, A. G. (2003, October). Brand Names as Sources and Targets of Tangential Implicit Associations. Presented at annual meeting of the Association for Consumer Research, Toronto, Canada.
- Maison, D., Greenwald, A. G., & Bruin, R. H. (2003, October). Implicit Consumer Ethnocentrism – an Example of Dissociation between Explicit and Implicit Preference. Presented at annual meeting of the Association for Consumer Research, Toronto, Canada.
- Greenwald, A. G. (2003, September). Validity of the Implicit Association Test. Presented at the annual meeting of the Japanese Society of Social Psychology, Tokyo.

- Pinter, B., & Greenwald, A. G. (2004, January). Understanding implicit partisanship: Enigmatic (but genuine) group identification and attraction. Presented at the 5th annual meeting of the Society of Personality and Social Psychology, Austin, TX.
- Gibson, L.A., Banaji, M.R., Nosek, B.A., & Greenwald, A.G. (2004, January). The pervasive implicit association of "Weapons" with "Black Americans". Presented at the 5th annual meeting of the Society of Personality and Social Psychology, Austin, TX.
- Chen, D. H., Greenwald, A. G., & Yamaguchi, S. (2004, January). Higher implicit, lower implicit self-esteem in Japan than in North America: An effect of collectivistic culture? Presented at the 5th annual meeting of the Society of Personality and Social Psychology, Austin, TX.
- Greenwald, A. G. (2004, January). Revised top ten list of things wrong with the IAT. Presented at the Attitudes Preconference, Austin, TX.
- McCauley, J., & Greenwald, A. G. (2004, January). Demographic correlations of implicit and explicit racial bias. Presented at the 5th annual meeting of the Society of Personality and Social Psychology.
- Greenwald, A. G. (2004, June). Implications of IAT findings for the definition of attitude. Presented at the EAESP Small Group Conference on Conscious and Unconscious Attitudinal Processes, Madrid.
- Greenwald, A. G., Gibson, L. A., Banaji, M. R., & Nosek, B. A. (2004, September). Pervasive implicit stereotypic association of weapons with blacks. Presented at the conference, Policing Racial Bias, Stanford, CA.
- Kawakami, K., Greenwald, A. G., Phills, C., Freed, G., & Mackenzie, J. (2005, January). Impact of social category activations on the self. Presented at the 6th annual meeting of the Society of Personality and Social Psychology, New Orleans, LA.
- Greenberg, A., & Greenwald, A. G. (2005, May). Visual Information Processing: A Priming Approach. Poster presented at the 7th annual meeting of Northwest Cognition and Memory, Bellingham, WA.
- Zayas, V., Osterhout, L., & Greenwald, A. G. (2005, May). Motor and semantic activation in masked priming: Evidence of response competition. Presented at the 7th annual meeting of Northwest Cognition and Memory, Bellingham, WA.
- Schnabel, K., & Greenwald, A. G. (2005, September). Schwache Frau = Schlechte Frau? Kontrolle unerwünschter Valenzeffekte bei der impliziten Diagnostik [Weak woman = bad woman? Control of unwanted valence effects in implicit diagnostics]. Poster presentation at the 8th meeting of the Personality Psychology and Psychological Assessment branch of the German Society of Psychology. Warburg, Germany.
- Sabin, J. A., Greenwald A. G., & Rivara F. P. (2005, December). Measuring health care provider implicit racial bias: Using the Implicit Association Test in health care research. Presented at the 133rd annual meeting of the American Public Health Association, Philadelphia, PA.
- Cvencek, D., & Greenwald, A. G. (2006, January). Identifying faking on the Implicit Association Test. Presented at the 7th annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Ostafin, B. D., Greenwald, A. G., Stabbert, J. P., & Geerts, A. (2006, January). Improving the correlation between the IAT and alcohol use with Approach-Avoid attribute categories. Presented at the 7th annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Sriram, N., & Greenwald, A. G. (2006, January). The Brief IAT: Setting salience asymmetry aside. Presented at the 7th annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Pinter, B., & Greenwald, A. G. (2006, January). Developing an improved (and deception-free) minimal group induction procedure. Presented at the 7th annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Lindgren, K.P., Shoda, Y., Greenwald, A.G., & George, W.H. (2006, January). Sexual or friendly? The nature of peoples automatic associations about men, women, and self. Presented at the 7th annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Perkins, A. W., Forehand, M. R., Greenwald, A. G., & Pinter, B. (2006, January). Implicit attitudes produced as a result of associating self with neutral objects. Presented at the 7th annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.

Cvencek, D., & Greenwald, A. G. (2006, May). Replicable unconscious valence and gender priming with word fragments. Presented at the 8th annual meeting of Northwest Cognition and Memory, Vancouver, BC, Canada.

Greenwald, A. G. (2006, June). Catching consciousness unaware: Using *modus tollens* to establish what conscious cognition does. Invited keynote address to 10th annual meeting of the Association for the Scientific Study of Consciousness. Oxford, UK.

Research Grants (AGG is Principal Investigator on all of these)				
Dates	Title of Award	Sponsoring Agency	Grant No.	Amount
1965-66	The Role of Punishment in Human Learning	Ohio State U. Office of Research		\$2,600
1966-69	Propaganda Effectiveness: An Analysis in Terms of Learning	Mershon Center for Education in National Security, Ohio State U.		\$29,663
1966-67	Response Selection and Sensory Feedback	National Institute of Mental Health	MH-13372	\$4,200
1967-70	Effectiveness of Persuasive Messages	National Science Foundation	GS-1601	\$39,900
1970-72	Initial Opinion and Response to Persuasion	National Science Foundation	GS-3050	\$45,400
1971-74	Mechanisms of Voluntary Action and Voluntary Attention	National Institute of Mental Health	MH-20527	\$55,222
1974-76	Mechanisms of Voluntary Action and Voluntary Attention	National Institute of Mental Health	MH-20527	\$62,927
1974-75	Research in Persuasive Communication	National Science Foundation	GS-42981	\$45,900
1976-78	Research in Persuasive Communication	National Science Foundation	BNS-7611175	\$64,200
1978-81	Attention and Preparation in Rapid Performance	National Institute of Mental Health	MH-31762	\$90,237
1978-81	Research in Persuasive Communication	National Institute of Mental Health	MH-32317	\$93,314
1983-85	Research in Persuasive Communication	National Science Foundation	BNS-8217006	\$72,698
1988-91	Research in Persuasive Communication: Subliminal Processes	National Institute of Mental Health	MH-41328	\$95,120
1992-94	Implicit Attitudes, Implicit Stereotypes, and Prejudice	National Science Foundation	DBC-9205890	\$52,545
1995-97	Implicit Attitudes, Implicit Stereotypes, and Prejudice	National Science Foundation	SBR-9422242	\$100,000
1992-97	Research in Persuasive Communication: Subliminal Processes	National Institute of Mental Health	MH-41328	\$324,193
1997-04	Investigations of Unconscious and Implicit Cognition	National Institute of Mental Health	MH-41328	\$483,406
1997-99	Implicit Social Cognition	National Science Foundation	SBR-9710172	\$115,000
1998-04	Implicit and Unconscious Cognition	National Institute of Mental Health	MH-01533	\$490,050
1999-05	Implicit Social Cognition	National Institute of Mental Health	MH-57672	\$568,086

PhDs supervised

Year	Name	Dissertation Title	Employment
1968	Stuart M. Albert	<i>A Cognitive Response Analysis of Counterattitudinal Role Playing</i>	University of Minnesota, School of Management
1968	Dallas M. Cullen	<i>Attitude Measurement by Cognitive Sampling</i>	University of Alberta, Edmonton, Coll. of Business
1972	Robert E. Love	<i>Failure of Inadvertent Nonverbal Behaviors to Reflect Attitudes Toward Communications</i>	American University
1972	Dorothy Markiewicz	<i>The Effects of Humor on Persuasion</i>	Concordia University, Montreal
1973	Paulette M. Gillig	<i>Evaluation Apprehension and its Effect on Responses to Counterattitudinal Information</i>	Wright State University, School of Medicine
1977	John T. Cacioppo	<i>Heart Rate, Cognitive Response, and Persuasion</i>	University of Chicago
1977	David L. Ronis	<i>Does the Relative Impact of the Better Rehearsed of Two Opposed Messages Increase Over Time?</i>	University of Michigan, Institute for Social Research
1977	Gary L. Wells	<i>Social and Self Perceptions of Attitudes as a Functions of Relevancy Information</i>	Iowa State University
1978	Michael H. Baumgardner	<i>Associative Learning Theory and Decay of Persuasion</i>	President, Burke Marketing Services, Cincinnati
1979	Michael R. Leippe	<i>Message exposure duration and attitude change: An information processing analysis of persuasion</i>	St. Louis University
1983	Steven J. Breckler	<i>Structural Equation Models of the Affective, Behavioral, and Cognitive Components of Attitude</i>	National Science Foundation, Social Psychology Program
1984	Anthony R. Pratkanis	<i>Attitudes and Memory: The Heuristic and Schematic Functions of Attitudes</i>	University of California, Santa Cruz
1986	Mahzarin R. Banaji	<i>Affect and Memory: An Experimental Investigation</i>	Harvard University
1986	Mitzi M. S. Johnson	<i>The Initial Letter Effect: Ego-Attachment or Mere Exposure?</i>	University of Kentucky, Medical School
1991	Mark R. Klinger	<i>Conscious and Unconscious Processes in the Mere Exposure Effect</i>	University of Alabama
1997	Sean C. Draine	<i>Analytic Limitations of Unconscious Language Processing</i>	Microsoft Corporation
1999	Shelly D. Farnham	<i>From Implicit Self-esteem to In-group Favoritism</i>	Microsoft Corporation
2000	Richard L. Abrams	<i>Unconscious Analysis of Nonadjacent Letters in Four- and Five- Letter Words</i>	University of Washington
2001	Jane E. Swanson	<i>Investigating Implicit and Explicit Cognitions Associated with Smoking</i>	
2002	Mark E. Vande Kamp	<i>Auditory Implicit Association Tests</i>	
2003	Deborah S. Mellott	<i>Measuring Implicit Attitudes and Stereotypes: Increasing Internal Consistency Reveals the Convergent Validity of IAT and Priming Measures</i>	

Unpublished Manuscripts

- Greenwald, A. G. (1959). *Aggressive behavior: A functional classification and a cross-cultural study*. Undergraduate thesis in Scholars of the House Program, Yale University.
- Greenwald, A. G. (1963). *Value change and its effects on behavior*. Ph.D. dissertation, Harvard University, Department of Social Relations.
- Greenwald, A. G. (1964). Behavior change mediated by change in belief. *Educational Testing Service Research Bulletin 64-28*, Princeton, NJ.
- Greenwald, A. G. (1964). Skill and motivation as separable components of performance. *Educational Testing Service Research Bulletin 64-47*, Princeton, NJ.
- Greenwald, A. G. (1964). Information versus reward as the active ingredient of reinforcement in the acquisition of skilled performance. *Educational Testing Service Research Bulletin 64-48*, Princeton, NJ.
- Greenwald, A. G. (1964). Behavior change mediated by change of belief: The role of commitment prior to the influence attempt. *Educational Testing Service Research Bulletin 64-50*, Princeton, NJ.
- Greenwald, A. G. (1964). Learning theory: Some revised basic laws and concepts of performance, reward, and punishment. *Educational Testing Service Research Bulletin 64-58*, Princeton, NJ.
- Greenwald, A. G. (1965). Formal statement of a new approach to learning theory. *Educational Testing Service Research Memorandum 65-7*, Princeton, NJ.
- Greenwald, A. G. (1965). Punishment as a means of increasing the "strength" of a response. *Educational Testing Service Research Memorandum 65-8*, Princeton, NJ.
- Greenwald, A. G. (1988). *Levels of representation*. University of Washington.