

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

C O N T A C T I N F O

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Position:

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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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Roy J. Bostock Marketing Professor, Duke University (2011-present)  
Professor of Psychology and Neuroscience, Duke University (2008-present)  
Professor of Business Administration, Duke University (2008-2011)  
Associate Professor of Business Administration, Duke University (2003-2008)  
Associate Professor of Psychology and Neuroscience, Duke University (2003-2008)  
Assistant Professor, Psychology, The Ohio State University (1999-2003)

## R E S E A R C H

## P U B L I C A T I O N S

## J O U R N A L   A R T I C L E S

- (1) Rim, S., Min, K., Uleman, J., Chartrand, T.L., & Carlston, D. (in press). An affiliation goal and implicit positivity bias: Evidence for selectivity in spontaneous trait inference. *Journal of Experimental Social Psychology*.
- (2) Yang, L., Cutright, K., Chartrand, T.L., & Fitzsimons, G.J. (in press). Distinctively different: Exposure to multiple brands in low elaboration settings. *Journal of Consumer Research*.
- (3) Wiener, H., & Chartrand, T.L. (accepted pending minor revisions). The effect of voice quality on ad efficacy. *Psychology and Marketing*.
- (4) Chartrand, T.L., & Lakin, J. (2013). The antecedents and consequences of human behavioral mimicry. *Annual Review of Psychology, Vol. 64*, 285-308.
- (5) Yang, L.W., Hansen, J.M., Chartrand, T.L., & Fitzsimons, G.J. (2013). Stereotyping, affiliation, and self-stereotyping of underrepresented groups in the sales force. *Journal of Personal Selling and Sales Management, 33*, 105-116.
- (6) Leander, N.P., Chartrand, T.L., & Bargh, J.A. (2012). You give me the chills: Embodied reactions to inappropriate amounts of behavioral mimicry. *Psychological Science*.
- (7) Cheng, C.M., Govorun, O., & Chartrand, T.L. (2012). Effect of self-awareness on negative affect among individuals with discrepant low self-esteem. *Self & Identity*.
- (8) Chartrand, T.L., & Fitzsimons, G.J. (2011). Nonconscious consumer psychology. *Journal of Consumer Psychology, 21*, 1-3.
- (9) Ferguson, M., Moore, S., & Chartrand, T.L. (2011). Affect in the aftermath: How goal pursuit influences implicit evaluations. *Cognition and Emotion, 25*, 453-465.
- (10) Leander, N.P., Chartrand, T.L., & Wood, W. (2011). Mind your mannerisms: Behavioral mimicry elicits stereotype conformity. *Journal of Experimental Social Psychology, 47*, 195-201.
- (11) Leander, N.P., Shah, J.Y., & Chartrand, T.L. (2011). The object of my protection: Shielding fundamental motives from the implicit motivational influence of others. *Journal of Experimental Social Psychology, 47*, 1078-1087.
- (12) Neal, D. & Chartrand, T.L. (2011). Embodied emotion perception: Amplifying and

- dampening facial feedback modulates emotion perception accuracy. *Social Psychological and Personality Science*, 2, 673-678.
- (13) Schroepfer, K., Rosati, A., Chartrand, T.L., & Hare, B. (2011). Use of “Entertainment” chimpanzees in commercials distorts public perception regarding their conservation status. *Plos ONE* 6(10): e26048.
- (14) Chartrand, T.L., Cheng, C.M., Dalton, A.N, & Tesser, A. (2010). Nonconscious goal pursuit: Isolated incidents or adaptive self-regulatory tool? *Social Cognition*, 28, 569-588.
- (15) Dalton, A. , Chartrand, T.L., & Finkel, E. (2010). The schema-driven chameleon: How mimicry affects executive and self-regulatory resources. *Journal of Personality and Social Psychology*, 98, 605-617.
- (16) Ashton-James, C., & Chartrand, T.L. (2009). Social cues for creativity: The impact of behavioral mimicry on convergent and divergent thinking. *Journal of Experimental Social Psychology*, 45, 1036-1040.
- (17) Ashton-James, C., Maddux, W., Galinsky, A., & Chartrand, T.L. (2009). Who I am depends on how I feel: The role of affect in the expression of culture. *Psychological Science*, 20, 340-346.
- (18) Chartrand, T.L. & van Baaren, R. (2009). Human Mimicry. *Advances in Experimental Social Psychology*, 41, 219-274.
- (19) Ferraro, R., Bettman, J., & Chartrand, T.L. (2009). The power of strangers: The effect of incidental consumer brand encounters on brand choice. *Journal of Consumer Research*, 35, 729-741.
- (20) Leander, N.P., Shah, J.Y., & Chartrand, T.L (2009). Moments of weakness: The implicit context dependencies of temptations. *Personality and Social Psychology Bulletin*, 35, 853-866.
- (21) van Baaren, R., Janssen, L., Chartrand, T., & Dijksterhuis, A. (2009). Where is the love? The social aspects of mimicry. *Philosophical Transactions of the Royal Society B.*, 364, 2381-2389.
- (22) Chartrand, T.L., Fitzsimons, G.M., & Fitzsimons, G.J. (2008). Automatic effects of anthropomorphized objects on behavior. *Social Cognition*, 26, 198-209.
- (23) Chartrand, T.L., Huber, J., Shiv, B., & Tanner, R. (2008). Nonconscious goals and consumer choice. *Journal of Consumer Research*, 35, 189-201.
- \**Runner-up, Best Paper of the Year Award, 2008, JCR.*
- (24) Fitzsimons, G. M., Chartrand, T.L., & Fitzsimons, G. J. (2008). Automatic effects of brand exposure on motivated behavior: How Apple makes you “think different”. *Journal of Consumer Research*, 35, 21-35.

\**Runner-up, Best Paper of the Year Award, 2008, JCR.*

- (25) Johnson, C.S., Norton, M.I., Nelson, L., Stapel, D., & Chartrand, T.L. (2008). The downside of feeling better: Self-regard repair harms performance. *Self and Identity, 7*, 262-277.
- (26) Lakin, J., Chartrand, T.L., & Arkin, R. (2008). I am too just like you: Nonconscious mimicry as an automatic behavioral response to social exclusion. *Psychological Science, 19*, 816-822.
- (27) Tanner, R., Ferraro, R., Chartrand, T.L., Bettman, J., & van Baaren, R. (2008). Of chameleons and consumption: The impact of mimicry on choice and preferences. *Journal of Consumer Research, 34*, 754-766.
- (28) Ashton-James, C., van Baaren, R., Chartrand, T.L., & Decety, J. (2007). Mimicry and me: The impact of mimicry on self-construal. *Social Cognition, 25*, 518- 535.
- (29) Chartrand, T.L., Dalton, A., & Fitzsimons, G.J. (2007). Nonconscious relationship reactance: When significant others prime opposing goals. *Journal of Experimental Social Psychology, 43*, 719-726.
- (30) Finkel, E. J., Campbell, W.K., Brunell, A.B., Dalton, A.N., Scarbeck, S.J. & Chartrand, T.L. (2006). High maintenance interaction: Inefficient social coordination impairs self-regulation. *Journal of Personality and Social Psychology, 91*, 456-475.
- (31) 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.
- (32) 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*.
- (33) Aarts, H., Chartrand, T.L., Custers, R., danner, U., Dik, G., Jefferis, V., & Cheng, C.M. (2005). Social stereotypes and automatic goal pursuit. *Social Cognition, 23*, 465-490.
- (34) Chartrand, T. L. (2005). The role of conscious awareness in consumer behavior. *Journal of Consumer Psychology, 15*, 203-210.
- (35) 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.
- (36) 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.

- (37) Lakin, J., & Chartrand, T.L. (2003). Using nonconscious behavioral mimicry to create affiliation and rapport. *Psychological Science, 14*, 334-339.
- (38) 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.
- (39) 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.
- (40) 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.
- (41) Chartrand, T.L., & Cheng, C.M. (2002). The role of nonconscious goal pursuit in hope. *Psychological Inquiry, 13*, 290-294.
- (42) 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.
- (43) Bargh, J.A., & Chartrand, T.L. (1999). The unbearable automaticity of being. *American Psychologist, 54*, 462-479.
- (44) 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.
- (45) 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.
- (46) 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.
- (47) 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.

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- (49) Lakin, J. & Chartrand, T.L. (2013). Behavioral mimicry as an affiliative response to social exclusion. In C.N. DeWall (Ed.), *The Oxford Handbook of Social Exclusion* (pp. 268-274). New York: Oxford University Press.
- (50) Leander, N.P. & Chartrand, T.L. (2011). Nonconscious Battles of Will: Implicit Reactions Against the Goals and Motives of Others. In J. Forgas, A. Kruglanski, & K. Williams (Eds.), *The Psychology of Social Conflict and Aggression* (pp. 83-102). New York: Psychology Press.
- (51) Ferraro, R., Chartrand, T.L., & Fitzsimons, G. (2009). The effects of incidental brand exposure on consumption. In B. H. Schmitt and D.L. Rogers (Eds.), *Handbook on Brand and Experience Management* (pp. 163-173). Cheltenham, UK and Northampton, MA, USA: Edward Elgar.
- (52) Leander, N.P., Moore, S.M., & Chartrand, T.L. (2009). Mystery moods: Their Origins and Consequences. In G. Moskowitz and H. Grant (Eds.), *The Psychology of Goals*. (pp. 480-504). New York: Guilford Press.
- (53) Chartrand, T.L., & Dalton, A. (2008). Mimicry: Its ubiquity, importance, and functionality. In E. Morsella, J. Bargh, & P. Gollwitzer (Eds.), *Oxford Handbook of Human Action*.(pp. 458-483). Oxford University Press.
- (54) Chartrand, T.L., Dalton, A., & Cheng, C.M. (2008). The antecedents and consequences of nonconscious goal pursuit. In J. Shah & W. Gardner (Eds.), *Handbook of Motivation Science* (pp. 342-355). New York: Guilford.
- (55) Dijksterhuis, A., Chartrand, T.L., & Aarts, H. (2007). Effects of priming and perception on social behavior and goal pursuit. In J.A. Bargh (Ed.), *Social psychology and the unconscious: The automaticity of higher mental processes* (pp. 51-132). Philadelphia: Psychology Press.
- (56) 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.
- (57) 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.
- (58) 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.
- (59) 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.

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- (61) 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: Jeste kameleonem: Automatyczna natura i społeczne znaczenie mimikry). In M. Jarymowicz & R. K. Ohme (Eds.). *Natura automatyzmów* (Nature of Automaticity; pp. 19-23). Warszawa: IPPAN & SWPS.
- (62) Chartrand, T.L., Jefferis, V.E., & Cheng, C.M. (2002). The activation, pursuit, and consequences of nonconscious goals. (Polish translation: Aktywizacja, realizacja i konsekwencje nie wiadomych celów). In M. Jarymowicz & R. K. Ohme (Eds.). *Natura automatyzmów* (Nature of Automaticity; pp. 75-79), Warszawa: IPPAN & SWPS.
- (63) 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* (pp. 221-237). The Netherlands: Kluwer Academic Publishers.
- (64) 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* (pp. 57-74). Philadelphia, PA: Psychology Press.
- (65) 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.

#### E N C Y C L O P E D I A E N T R I E S

- (66) Ashton-James, C. & Chartrand, T.L. (2008). Subliminal suggestion. In W.A. Darity, Jr. (Ed.), *International Encyclopedia of the Social Sciences* (2<sup>nd</sup> Ed.), Volume 8 (pp. 201-202). Detroit, MI: MacMillan Reference USA.
- (67) Chartrand, T.L., & Dalton, A. (2007). Mimicry. In R. Baumeister & K. Vohs (Eds.), *The Encyclopedia of Social Psychology*. Thousand Oaks, Ca: Sage Publications.
- (68) 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.

*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*

- (69) Leander, N.P., Shah, J.Y., & Chartrand, T.L., & Fitzsimons, G.J. (under review). *Reactance and alcohol consumption: Autonomy from prohibitions or peer influences?*
- (70) Min, K., Liu, P., Fitzsimons, G., & Chartrand, T.L. (under review). *Looking forward versus recalling back: How asking questions about future intentions versus past behavior differentially changes future behavior.*
- (71) Min, K., Tanner, R., & Chartrand, T.L. (under revision). *Divergent mindset and framing effects.*
- (72) Wood, S., Poynor, C., & Chartrand, T.L. (under revision). *Individual susceptibility to priming effects.*
- (73) Yang, L.W., Chartrand, T.L., & Fitzsimons, G.J. (under review). *Impression management in joint consumption: Stereotypes as a social tool.*
- (74) Yang, L.W., Chartrand, T.L., & Fitzsimons, G.J. (under review). *How consumers perceive positive stereotypes portrayed in advertisements.*

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

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*C O N F E R E N C E   T A L K S*

- (1) Brick, D., Chartrand, TL, & Fitzsimons, GJ. (2012). Wealth and brand relationships. Symposium talk at Association for Consumer Research, Vancouver, Canada.
- (2) Yang, L., Wang, L., & Chartrand, T.L. (2012). Risk taking and social support. Symposium talk given at Association for Consumer Research, Vancouver, Canada.
- (3) Chartrand, T.L. (2012). The impact of human mimicry. Invited talk at ISCON Preconference, Society for Personality and Social Psychology, San Diego, CA.
- (4) Chartrand, T.L. (2012). Mimicry and nonverbal behavior. Invited talk at the Nonverbal Behavior Preconference, Society for Personality and Social Psychology, San Diego, CA.
- (5) Chartrand, T.L. (2011). *Nonconscious goals and free will*. Invited speaker at "Free will and responsibility: Perspectives from neuroscience, psychology, and philosophy (conference held by Duke Institute for Brain Sciences, Durham, NC)
- (6) Chartrand, T.L. (2011). *Nonconscious influences on consumer behavior*. Keynote speaker at Johan Arndt Marketing Conference, Bergen, Norway

- (7) Ferguson, M., Moore, S., & Chartrand, T.L. (2011). *How the implicit pursuit of a goal influences implicit evaluations*. Symposium: I feel better but I don't know why (chair: Sander Koole). Society for Personality and Social Psychology, San Antonio, TX.
- (8) Leander, P., Chartrand, T.L., & Bargh, J. (2011). You give me the chills: Embodied reactions to implicit mimicry norm violations. Symposium: Bringing the body to ground: The commensurability of physical and social warmth (chairs: John Bargh and Hans IJzerman). Society for Experimental Social Psychology, Washington, D.C.
- (9) Leander, P., & Chartrand, T.L. (2011). *Implicit reaction against others' goals*. Symposium: Minimal social connection in the regulation of subjective states (chairs: Rick Cheung and Curtis Hardin). Society for Personality and Social Psychology, San Antonio, TX.
- (10) Rim, S., Min, K.E., Uleman, J.S., Chartrand, T.L., & Carlston, D.E. (2011). *A functional approach to the stages of spontaneous impression formation: How affiliation goals affect trait activation and binding*. Symposium: Spontaneous and intentional trait inferences: New challenges and bridges (chairs: Rui Costa and Jeff Sherman). Society for Personality and Social Psychology, San Antonio, TX.
- (11) Chartrand, T.L. (2010). *Botox and mimicry*. Symposium: Advances in mimicry research (chairs: Tanya Chartrand and Rick van Baaren). Society for Experimental Social Psychology.
- (12) Cutright, K.M., Yang, L.W., Chartrand, T.L., Fitzsimons, G.J. (2010). *Playing mismatchmaker: The impact of matching versus mismatching brand personalities in incidental brand exposure*. Symposium: The prime of your life: The big picture of small influences (chairs: James Mourey and Carolyn Yoon). Association for Consumer Research, Jacksonville, FL.
- (13) Wood, S., Poynor, C., & Chartrand, T.L. (2010). *Individual susceptibility to priming effects*. Symposium: Priming susceptibility: The role of the self in moderating nonconscious priming effects (chairs: Heather Johnson & Amna Kirmani). Association for Consumer Research, Jacksonville, FL.
- (14) Yang, L.W., Chartrand, T.L., & Fitzsimons, G.J. (2010). *The moderating role of self-construal in selective self-stereotyping*. Symposium: Self-identity amplification: When (and how) situations promote identity congruent behavior (chair: Keri Kettle). Association for Consumer Research, Jacksonville, FL.
- (15) Chartrand, T.L. (2010). *Nonconscious Battles of Will: Implicit Reactions Against the Goals and Motives of Others*. 13th annual Sydney Symposium of Social Psychology, Sydney, Australia.
- (16) Yang, L., Chartrand, T.L., & Fitzsimons, G.J. (2009). *How stereotype targets perceive positive stereotypes*. Association for Consumer Research, Pittsburgh, PA.
- (17) Dalton, A., Fitzsimons, G., Fitzsimons, G., & Chartrand, T.L. (2009). *When does priming*

- cause us to value or devalue a brand?* Association for Consumer Research, Pittsburgh, PA.
- (18) Leander, N.P., Chartrand, T.L., Shah, J. & Fitzsimons, G.J. (2009). *Feeling the pressures: Considering the context-dependencies of reactance motivation in underage alcohol consumption*. Association for Consumer Research, Pittsburgh, PA.
  - (19) Chartrand, T.L. (June, 2009). *Mimicry*. Keynote speaker at LaLonde Marketing Conference, LaLonde, France.
  - (20) Chartrand, T.L. (February, 2009). *Mimicry and persuasion*. Talk given at Attitudes Preconference, Society for Personality and Social Psychology, Tampa, FL.
  - (21) Chartrand, T.L. (October, 2008). *Mimicry*. Symposium: Flexibility in attitudes and action (chair: Allison Ledgerwood). Society for Experimental Social Psychology, Sacramento, CA.
  - (22) Chartrand, T.L. (October, 2008). Discussant. Symposium: *Environmental cues in shopping environments* (chair: Lisa Cavanaugh). Association for Consumer Research, San Francisco, CA.
  - (23) Chartrand, T.L. (February, 2008). *Mystery moods, implicit evaluations, and nonconscious goals*. Symposium: The role of affect in self-regulation (chairs: Tal Ayel and Ayelet Fishbach). Society for Personality and Social Psychology, Albuquerque, NM.
  - (24) Dalton, A., Chartrand, T.L., & Finkel, E. (2007). *The depleted chameleon: Behavioral contagion and self-regulation*. Association for Consumer Research, Memphis, TN.
  - (25) Chartrand, T.L. (May, 2007). *Nonconscious Mimicry*. Invited address given at Midwestern Psychological Association, Chicago, IL.
  - (26) Chartrand, T.L. (April, 2007). *Nonconscious Mimicry: Its ubiquity, functionality, and consequences*. Conference: New Frontiers in Studies on Nonconscious Processes. Banbury Center, Long Island, NY.
  - (27) Chartrand, T.L., Leander, P., & Shah, J. (January, 2007). *Implicit influences of significant others on drug and alcohol use*. Symposium: Automaticity and self regulation: Implications for health and well-being (chairs: Wendy Wood and David Neal). Society for Personality and Social Psychology, Memphis, TN.
  - (28) Chartrand, T.L., Shah, J., & Leander, P. (January, 2007). *Goal contagion: The moderating roles of reactance and closeness to perceived other*. Symposium: (Melissa Ferguson and Ran Hassin, chairs). Society for Personality and Social Psychology, Memphis, TN.
  - (29) Chartrand, T.L. (October, 2006). *Nonconscious goal pursuit and voting behavior*. Talk given at American National Election Studies Conference on voting behavior.
  - (30) Chartrand, T.L., & Ashton-James, C. (October, 2006). *Mimicry and the social self*. Symposium: Embodiment in social perception (chair: Rick van Baaren). Society for

Experimental Social Psychology, Philadelphia, PA.

- (31) Chartrand, T.L. (September, 2006). Discussant. *Recent Research on Implicit Motivation* (chair: Darlene Walsh). Association for Consumer Research, Orlando, FL.
- (32) Chartrand, T.L. (September, 2006). Discussant. Symposium: *Thinking about the future* (chair: Ying Zhang). Association for Consumer Research, Orlando, FL.
- (33) Dalton, A., Chartrand, T.L., & Fitzsimons, G. (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.
- (34) Wood, S., Poynor, C., & Chartrand, T.L. (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.
- (35) 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.
- (36) Dalton, A. & Chartrand, T.L. (February, 2006). *The depleted chameleon: Self-regulatory consequences of social asynchrony*. Society for Consumer Psychology, Winter Cruise Conference.
- (37) 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.
- (38) 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.
- (39) 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.
- (40) Chartrand, T.L. (January, 2005). *Consequences and moderators of nonconscious mimicry*. Social Cognition Preconference, Society for Personality and Social Psychology, New Orleans, LA.
- (41) 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.
- (42) 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.
- (43) 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.
- (44) 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.
- (45) Plenary Session: "Cutting Edge Research -- Theoretical Foundations" (Autumn, 2004), Association for Consumer Behavior Doctoral Consortium, Portland, OR.
- (46) 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.
- (47) 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.
- (48) 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.
- (49) 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.
- (50) 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.
- (51) 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.
- (52) Chartrand, T.L. (May, 2003). *Antecedents of nonconscious goal pursuit*. Midwestern Psychological Association, Chicago, IL.

- (53) 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.
- (54) 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.
- (55) Chartrand, T.L. (January, 2003). *The consequences of nonconscious goal pursuit. Social Psychology Winter Conference, Park City, Utah.*
- (56) 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.*
- (57) Chartrand, T.L. (July, 2002). *Priming and nonconscious goal pursuit. Summer Institute for Political Psychology, Columbus, OH.*
- (58) Chartrand, T. L. (June, 2002). *Aggression as a result of failing at nonconscious goals. Duck Conference for Social Cognition, Duck, NC.*
- (59) National Institute of Drug Abuse meeting on Nonconscious processes in self-regulation: Application to drug abuse and addiction. Bethesda, MD. (Summer, 2002)
- (60) 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.*
- (61) 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.*
- (62) 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.
- (63) 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.
- (64) Chartrand, T.L. (June, 2001). *Nonconscious goal pursuit: Implications for consumer behavior. UC Berkeley Invitational Choice Symposium, Asilomar Conference Center, Monterey, CA.*
- (65) 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.*

- (66) 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.
- (67) Chartrand, T.L. (April, 1999). *The parafoveal vigilance task*. Implicit Social Cognition Conference, Illinois Beach Conference Center, IL.
- (68) Chartrand, T.L. (December, 1998). *Consequences of automatic evaluation for mood and depression*. Conference on Automatic Affective Processing, Leuven, Belgium.
- (69) 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.
- (70) 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.

#### 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 \_\_\_\_\_

Duke: The Psychology of Consumers (undergraduate course)  
OSU: Honors Theses (undergraduate honors seminar)  
OSU: Experimental Social Psychology (undergraduate course)  
OSU: The Unconscious (undergraduate honors seminar)  
OSU: Research in Psychology: An Introduction (undergraduate course)  
New York University: Social Psychology (undergraduate course)  
Barnard College, Columbia University: Research Methods for Personality Psychology  
(undergraduate course)

GRADUATE COURSES TAUGHT \_\_\_\_\_

Duke: Market Intelligence (MBA course)  
Duke: Consumer Behavior (MBA course)  
Duke: Consumer Research Methods (doctoral seminar)  
Duke: Automaticity in Social Psychology (doctoral seminar)  
Duke: Applied Topics in Social Cognition (doctoral seminar)  
OSU: Social Cognition (doctoral lecture course)  
OSU: Automaticity in Social Psychology (doctoral seminar)

ADVISING \_\_\_\_\_

Graduate Advisees

N. Kyle Smith, OSU (co-advisor with John Cacioppo) -- Ph.D. 2001 (placement: Ohio Wesleyan Univ., Psychology)  
Jessica Lakin, OSU (co-advisor with Bob Arkin) – Ph.D. 2003 (placement: Drew University, Psychology)  
Rosellina Ferraro, Duke (co-chair with James Bettman) – Ph.D 2005 (placement: U.Maryland, Marketing)  
Clara Michelle Cheng, OSU (advisor from 2000-2003) – Ph.D. 2006 (placement: American University, Psychology)  
Claire Ashton-James, UNSW (visiting scholar at Duke; advisor from 2005-2007) – Ph.D. 2007 (placement: University of Groningen, Netherlands, Psychology)  
Amy Dalton, Duke (co-chair with James Bettman) -- Ph.D. 2008 (placement: HKUST, Marketing)  
Rob Tanner, Duke (advisor but not dissertation chair) – Ph.D. 2008 (placement: University of Wisconsin, Marketing)  
Pontus Leander, Duke (co-advisor with James Shah) – Ph.D. 2009 (placement: Duke University post-doctoral fellow)  
LinYun Yang, Duke (co-chair with Gavan Fitzsimons) – Ph.D. 2010 (placement: UNC Charlotte, Marketing)  
Kate Min, Duke (co-chair with Jim Bettman and Gavan Fitzsimons)– Ph.D. 2012 (placement: post-doc, Syracuse University)  
Danielle Brick, Duke – Ph.D. Anticipated 2016

Post-Doctoral Advisees

Terrance Horgan, OSU, Ph.D. 2001, - NIMH Training Grant fellow, 2001-2004 (placement: University of Michigan at Flint)  
Pontus Leander, Duke (co-advisor with James Shah), Post-doc 2009-2011 (placement: University of Groningen, Netherlands)  
Lili Wang, Duke (visiting scholar), 2009-2011 (placement: Zhejiang University, China)  
Steven Shephard, Duke (co-advisor with Gavan Fitzsimons). Post-doc 2012-present.  
Steve Prince, Duke (co-advisor with Kevin LaBar and Nancy Zucker). Post-doc 2012-present.

**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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University of Virginia, Psychology (Fall, 2012)  
IDC Herzliya, Israel, Marketing (Spring, 2012)  
University of Texas, Marketing (Spring, 2011)  
University of Illinois, Marketing, Stellner Distinguished Speaker in Marketing (Spring, 2011)  
Duke University, Center for Cognitive Neuroscience, Social Neuroscience series (Spring, 2011)  
University of Miami at Ohio, Psi Chi Speaker of the year (Spring, 2011)  
Boston College, Marketing (Spring, 2010)  
University of New South Wales, Psychology (Spring, 2010)  
University of Western Australia, Marketing (Spring, 2010)  
Melbourne Business School, University of Melbourne (Spring, 2010)  
University of Sydney, Marketing (Spring, 2010)  
University of Miami, Marketing (Spring, 2009)  
University of North Carolina, Psychology (Fall, 2008)  
University of Maryland, Psychology (Fall, 2008)  
Carnegie Mellon, Center for Behavioral Decision Research (Spring, 2007)  
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 (Fall, 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, Psychology (Fall, 2003)  
Stanford University, Marketing (Spring, 2003)  
Lehigh University (Spring, 2003)  
University of California at Berkeley, Psychology (Spring, 2003)  
Kurt Lewin Institute of the Netherlands, University of Nijmegen, Holland. (Spring, 2003)

University of California at Santa Barbara, Psychology (Fall, 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 (Fall, 2001)  
Miami University, Psychology (Spring, 2001)  
University of Chicago, Psychology (Spring, 2001, Winter, 2002)  
Purdue University, Social Psychology (Fall, 2000)  
Denison University, Psychology (Fall, 1999)

## EDITORIAL SERVICE

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### Editorial Boards

- (1) *Journal of Consumer Research* (2008-present)
- (2) *Journal of Consumer Psychology* (2005 - present)
- (2) *Personality and Social Psychology Bulletin* (2002 - present)
- (3) *Social Cognition* (2001 - present)

Associate PI, Time-Sharing Experiments for the Social Sciences (TESS, funded by NSF)

Co-editor (with Gavan Fitzsimons), *Journal of Consumer Psychology*, special issue on nonconscious processes, 2011

## SERVICE TO THE FIELD

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Co-Chair of Annual Conference, Association for Consumer Research (2011, St. Louis)

Member, SESP Executive Committee, 2008-present  
Member, SESP Membership Committee, 2009, 2011  
Chair, SESP Dissertation Award Committee, 2010  
Chair, SESP Membership Committee, 2010  
Chair, SESP Career Trajectory Award, 2011

Keynote speaker, Undergraduate Psychology Majors Union, Duke University, 2011

Speaker, Psychiatric Rounds, Duke Medical School, 2009

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

Ad-hoc reviewer for National Science Foundation, 2000-present.

Program Committee Member, Association for Consumer Research Annual Conference 2005, 2007.

Associate Editor for Competitive Sessions, Association for Consumer Research Annual

Conference, 2008

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

Member of Steering Committee, International Social Cognition Network (ISCON), 2003-2007