

# George Y. Bizer, Ph.D.

Curriculum Vitae  
Updated October, 2009

Assistant Professor  
Department of Psychology  
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## EDUCATION

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B.A. with Honors, with Distinction, Indiana University, 1995

M.A., Ohio State University, 1997  
*Area of specialization*: Social Psychology

Ph.D., Ohio State University, 2001  
*Area of specialization*: Social Psychology  
*Primary minor field of study*: Quantitative Psychology  
*Secondary minor field of study*: Political Psychology  
*Certificate earned*: Teaching of Psychology

## TEACHING AT UNION COLLEGE

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Psychology: Introductory Psychology, PSY 100  
Psychology: Social Psychology, PSY 230  
Psychology: Experimental Psychology, PSY 300  
Economics: Mind of the Entrepreneur, ECO 230: Guest Lecturer, WI2007, WI2008  
Computer Science: Design as if People Mattered, SRS 200: Guest Lecturer, FA2006, FA2007  
Computer Science: User Interface, CSC 280: Guest Lecturer, WI2008

## PUBLICATIONS

\* INDICATES UNDERGRADUATE CO-AUTHOR

- Petty, R. E., Wheeler, S. C., & Bizer, G. Y. (1999). Is there one persuasion process or more? Lumping versus splitting in attitude change theories. *Psychological Inquiry*, 10, 156-163.
- Petty, R. E., Wheeler, S. C., & Bizer, G. Y. (2000). Attitude functions and persuasion: An elaboration likelihood approach to matched versus mismatched messages. In G. Maio & J. Olson (Eds.), *Why we evaluate: Functions of attitudes*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Holbrook, A. L., Bizer, G. Y., & Krosnick, J. A. (2000). Political behavior of the individual. In A. E. Kazdin (Ed.), *Encyclopedia of psychology*. Washington, DC, and New York, NY: American Psychological Association and Oxford University Press.

- Bizer, G. Y., & Krosnick, J. A. (2001). Exploring the structure of strength-related attitude features: The relation between attitude importance and attitude accessibility. *Journal of Personality and Social Psychology, 81*, 566-586.
- Bizer, G. Y., Barden, J. C., & Petty, R. E. (2003). Attitudes. In L. Nadel (Ed.), *Encyclopedia of cognitive science*. London: Macmillan.
- Bizer, G. Y. (2004). Attitudes. In C. Spielberger (Ed.), *Encyclopedia of Applied Psychology*. San Diego, CA: Academic Press.
- Bizer, G. Y., Krosnick, J. A., Holbrook, A. L., Wheeler, S. C., Rucker, D. D. & Petty, R. E. (2004). The impact of personality on cognitive, behavioral, and affective political processes: The effects of need to evaluate. *Journal of Personality, 72*, 995-1027.
- Bizer, G. Y., Visser, P. S., Berent, M. K., & Krosnick, J. A. (2004). Importance, knowledge, and accessibility: Exploring the dimensionality of strength-related attitude properties. In W. E. Saris & P. M. Sniderman (Eds.), *Studies in public opinion: Gauging attitudes, nonattitudes, measurement error and change*. Princeton, NJ: Princeton University Press.
- Petty, R. E., Rucker, D. D., Bizer, G. Y., & Cacioppo, J. T. (2004). The Elaboration Likelihood Model of persuasion. In J. S. Seiter & G. H. Gass (Eds.), *Perspectives on persuasion, social influence and compliance gaining*. Boston: Allyn & Bacon.
- Bizer, G. Y. (2005). A business-game demonstration for the undergraduate industrial / organizational course. *Teaching of Psychology, 32*, 187-189.
- Bizer, G. Y. (2005). Attitude strength. In B. Radcliff & S. Best (Eds.), *Polling America: An encyclopedia of public opinion*. Westport, CT: Greenwood Press.
- Bizer, G. Y., & Petty, R. E. (2005). How we conceptualize our attitudes matters: The effects of valence framing on the resistance of political attitudes. *Political Psychology, 26*, 553-568.
- Bizer, G. Y., & Schindler, R. M. (2005). Direct evidence of ending-digit drop-off in price information processing. *Psychology and Marketing, 22*, 771-783.
- Wheeler, S. C., Petty, R. E., & Bizer, G. Y. (2005). Self-schema matching and attitude change: Situational and dispositional determinants of message elaboration. *Journal of Consumer Research, 31*, 787-797.
- Bizer, G. Y., Tormala, Z. L., Rucker, D. D., & Petty, R. E. (2006). Memory-based versus on-line processing: Implications for attitude strength. *Journal of Experimental Social Psychology, 42*, 646-653.
- Visser, P. S., Bizer, G. Y., & Krosnick, J. A. (2006). Exploring the latent structure of strength-related attitude attributes. *Advances in Experimental Social Psychology, 37*, 1-68.
- \*Weber, C. J., & Bizer, G. Y. (2006). The effects of immediate forewarning of test difficulty on test performance. *Journal of General Psychology, 133*, 277-285.
- Bizer, G. Y. (2007). Political Psychology. In R. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage.

\*Key, M. S., Edlund, J. E., Sagarin, B. J., & Bizer, G. Y. (2009). Individual differences in susceptibility to mindlessness. *Personality and Individual Differences*, 46, 261-264.

Bizer, G. Y., \*Kozak, S. M., & \*Holterman, L. A. (2009). The persuasiveness of the straw man rhetorical technique. *Social Influence*, 4, 216-230.

\*Raftery, J. N., & Bizer, G. Y. (2009). Negative feedback and performance: The moderating effect of emotion regulation. *Personality and Individual Differences*, 47, 481-486.

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CONFERENCE PRESENTATIONS

\* INDICATES UNDERGRADUATE CO-AUTHOR

Bizer, G. Y. & Hirt, E. R. (1995, May). Of O.J. and Tonya: Preexisting impressions and the innuendo effect. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y., & Krosnick, J. A. (1996, May). Attitude accessibility and importance revisited. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y., Wheeler, S. C., & Petty, R. E. (1998, May). Appeals to self-schema as a determinant of elaboration. In R. E. Petty (Chair), Social determinants and consequences of aspects of the self-concept. Symposium presentation at the annual meeting of the American Psychological Society, Washington, DC.

Bizer, G. Y., & Krosnick, J. A. (2000, May). The importance and accessibility of attitudes: Helping explain the structure of strength-related attitude attributes. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y., & Petty, R. E. (2001, Feb.). Question-framing effects on attitude strength. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Krosnick, J. A., & Bizer, G. Y. (2001, Feb.). Exploring the structure of strength-related attitude features: The relation between attitude importance and attitude accessibility. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Bizer, G. Y., & Krosnick, J. A. (2001, May). Need to evaluate and need for cognition predict political attitudes and behavior. Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y., & Petty, R. E. (2001, Oct.). An implicit measure of price perception: Exploring the odd-pricing effect. Annual meeting of the Association for Consumer Research, Austin, TX.

Bizer, G. Y., & Petty, R. E. (2002, Jan.). Attitude framing can affect attitude strength. Annual meeting of the Society for Personality and Social Psychology, Savannah, GA.

Bizer, G. Y., Petty, R. E., & Schindler, R. M. (2002, May). Psychological insights into the odd-pricing effect: Is \$2.99 cheaper than \$3.00? Annual meeting of the Midwestern Psychological Association, Chicago, IL.

Bizer, G. Y., Krosnick, J. A., Holbrook, A. H., Petty, R. E., Rucker, D. D., & Wheeler, S. C. (2002, Sept.). The impact of personality on political beliefs and behavior: Need for cognition and need to evaluate. Annual meeting of the American Political Science Association, Boston, MA.

- Bizer, G. Y., & Petty, R. E. (2003, Feb.). Attitude framing and attitude strength: Why “opposers” are more resistant to persuasion. Annual meeting of the Society for Personality and Social Psychology, Los Angeles, CA.
- Krosnick, J. A., Bizer, G. Y., Holbrook, A. L., Rucker, D. D., & Wheeler, S. C. (2003, May). The impact of personality on political beliefs, attitudes, and behavior: Need for cognition and need to evaluate. Annual meeting of the American Psychological Society, Atlanta, GA.
- Schindler, R. M., & Bizer, G. Y. (2003, May). Effect of leftmost digits on impressions of price difference. University of Illinois Behavioral Pricing Conference, Champaign, IL.
- Bizer, G. Y., & Petty, R. E. (2004, Jan.). Generalizability of the valence-framing effect. Annual meeting of the Society for Personality and Social Psychology, Austin, TX.
- \*Weber, C. J., & Bizer, G. Y. (2004, April). The effects of perceived test difficulty on test performance. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Bizer, G. Y., Tormala, Z. T., Rucker, D. D., & Petty, R. E. (2005, Jan.). On-line versus memory-based processing: Implications for attitude strength. Annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Anand, S. N., Krosnick, J. A., Mulligan, K., Smith, W., Green, M. C., & Bizer, G. Y. (2005, May). Effect of respondent motivation and task difficulty on nondifferentiation in ratings: A test of satisficing theory predictions. Annual meeting of the American Association for Public Opinion Research, Miami, FL.
- Bizer, G. Y., & Petty, R. E. (2007, Jan.). Negatively framed attitudes are stronger than positively framed attitudes. In J. T. Larsen (Chair), Political cognition: The causes and consequences of construals. Symposium presentation at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Holbrook, A. L., Bizer, G. Y., Rucker, D. D., Krosnick, J. A., Petty, R. E., & Wheeler, S. C. (2007, Jan.). The impact of personality on political beliefs, attitudes, and behavior: Need for cognition and need to evaluate. In K. H. Trzesniewski & M. B. Donnellan (Chairs), Incorporating the analysis of archival data into the toolkit of the social-personality psychologists. Symposium presentation at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- \*Key, M. S., Edlund, J. E., Bizer, G. Y., & Sagarin, B. J. (2007, May). Individual differences and the mindlessness heuristic. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Bizer, G. Y., \*Kozak, S. M., & \*Holterman, L. A. (2008, February). The straw man logical fallacy: Dispositional and situational moderators of its persuasiveness. Annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- \*Holterman, L. A., \*Kozak, S. M., & Bizer, G. Y. (2008, March). Exploring the straw man logical fallacy. Annual meeting of the Eastern Psychological Association, Boston, MA.
- \*Huston, K. L., & Bizer, G. Y. (2008, March). Effect of plastic surgery on males’ perceptions of women with the hourglass figure. Annual meeting of the Eastern Psychological Association, Boston, MA.

\*Raferty, J. N., & Bizer, G. Y. (2008, March). Personal relevance as a moderator of the valence framing effect. Annual meeting of the Eastern Psychological Association, Boston, MA.

Bizer, G. Y., Larsen, J. T., \*Raferty, J. N., & Petty, R. E. (2009, February). Attitude framing and attitude strength: When negativity matters. Annual meeting of the Society for Personality and Social Psychology, Tampa, FL.

#### INVITED ACADEMIC PRESENTATIONS

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Ohio State University / Group for Attitudes and Persuasion (May 30, 2002)  
University of Tokyo / Department of Social Psychology (August 7, 2002)  
Purdue University / Department of Psychology (February 21, 2003)  
Washington University in St. Louis / Department of Psychology (March 14, 2003)  
Ohio State University / Group for Attitudes and Persuasion (November 14, 2003)  
University of Chicago / Department of Psychology (December 5, 2003)  
University of Wisconsin / Department of Psychology (April 12, 2004)  
Xavier University / Department of Psychology (April 15, 2004)  
Santa Clara University / Department of Psychology (November 15, 2004)  
Agnes Scott College / Department of Psychology (November 22, 2004)  
Northern Illinois University / Department of Psychology (February 23, 2005)  
Bates College / Department of Psychology (November 1, 2005)  
University of Massachusetts - Amherst / Social Psychology Area (February 24, 2006)  
State University of New York at Albany / Department of Psychology (October 13, 2008)

#### COMMUNITY PRESENTATION

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Schenectady Jewish Community Center (November 15, 2007)

#### MEDIA COVERAGE OF RESEARCH

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Pearson, H. (2004, September 20). Personality predicts politics. *Nature* (online edition).  
[Coverage of Bizer et al. (2004)].

Cooper, G. (2006, October). The Politics of Negativity and Fear. *Psychotherapy Networker*, 30, 19.  
[Included coverage of Bizer & Petty (2005)].

Borenstein, S. (2006, November 3). Scientists track effects of negative ads.  
[Article by the Associated Press included coverage of Bizer & Petty (2005). The article was published in the print and/or online versions of over 100 newspapers, including the *New York Times*, the *Boston Herald*, and the *Atlanta Journal-Constitution*, as well as CNN.com and MSNBC.com.]

Appearance on WAMC-AM/FM RoundTable Program (2006, November 15). [Discussed negative political advertising with hosts and callers during a 30-minute segment]

Jones, D., & Motluck, A. (2008, May 10). How to get exactly what you want: Lifting the lid on the science of persuasion. *New Scientist*, 198, 32-37. [Included coverage of Bizer & Petty (2005)].

## HONORS AND AWARDS

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Indiana University Psychology Department's J. R. Kantor Prize (1995)

*Awarded by the department faculty to the outstanding graduating undergraduate psychology major.*

Ohio State University Graduate Fellow (1995-1996)

National Institute for Mental Health Pre-Doctoral Traineeship (1996-1997)

American Political Science Association – Best Paper Prize (2002)

*Awarded by the APSA Section on Elections, Public Opinion and Voting Behavior for “The impact of personality on political beliefs and behavior: Need for cognition and need to evaluate,” paper presented at the September 2002 meeting of the American Political Science Association.*

EIU Psychology Department Outstanding Faculty Member of the Year (2003)

*Awarded by the student-members of the EIU chapter of Psi Chi.*

EIU Distinguished Honors Faculty Award – Nominee (2002, 2003)

*Nominated for the EIU Honors College's award for outstanding teaching in Honors courses.*

National Society of Collegiate Scholars Distinguished Member (2003)

*Awarded by the student-members of the EIU chapter for “outstanding contributions to the classroom, the campus, and the community.”*

EIU Achievement and Contribution Award, Balanced Category (2004)

*Awarded for university-wide excellence in teaching, research, and service.*

EIU College of Sciences Outstanding Faculty Award – Nominee (2005)

*Nominated by the College of Sciences Student Advisory Committee in recognition of excellent teaching.*

*Psychology and Marketing* Featured Article (October 2005)

*“Direct evidence of ending-digit drop-off in price information processing”*

Union College Stillman Prize for Outstanding Teaching – Finalist (2006)

*Criterion: Making the classroom “a place which combines excitement, joy, and challenge.”*

Union College Department of Psychology Outstanding Faculty Member of the Year (2006)

*Awarded by the student-members of the Union College chapter of Psi Chi.*

Seton Hall University / New Jersey Policy Research Organization “Bright Idea Award” (2006)

*Awarded for “Direct evidence of ending-digit drop-off in price information processing,” paper co-authored with Robert M. Schindler.*

## RESEARCH RECOGNITION EARNED BY UNDERGRADUATE STUDENTS

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Presentation at Mid-America Undergraduate Psychology Research Conference (2003)  
First-Authored Presentation at Midwestern Psychological Association (2004)  
Union College Internal Education Foundation Grants (14 students; \$4,751 total since 2005)  
Union College Summer Research Fellows (2006, 2009)  
Presentations at National Conference for Undergraduate Research (2 in 2008)  
First-Authored Presentations at Eastern Psychological Association (3 in 2008)

## GRANTS AWARDED

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EIU Council on Faculty Research Award (2002): \$4,000  
EIU Council on Faculty Research Award (2003): \$4,000  
EIU Council on Faculty Research Award (2004): \$4,000

EIU Redden Fund for the Improvement of Undergraduate Instruction (2004): \$1,295  
EIU Redden Fund for the Improvement of Undergraduate Instruction (2004): \$1,198

Time-Sharing Experiments for the Social Sciences (2005): Data-Collection Grant

Union College Research Award (2005): \$1,377

National Science Foundation Social and Behavioral Sciences Grant (2006): \$40,000

Marketing Science Institute Research Grant (2009): \$1,500

## DEPARTMENTAL SERVICE

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Faculty Search Committee – Visiting Assistant Professor in Social Psychology (2006)  
Faculty Search Committee – Visiting Assistant Professor in Personality Psychology (2007)  
Faculty Search Committee – Visiting Assistant Professor in Personality / Cognitive Psychology (2009)

Coordinator, [freud.union.edu](http://freud.union.edu) online participant recruitment system (2007-current)

## COLLEGE SERVICE

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Member, Dean of Students' ad-hoc Advising Committee (2006)  
Moderator, Steinmetz Symposium (spring term, 2006, 2007, 2008, 2009)  
Member, Faculty Review Board (Center II Junior Member; 2007 – 2008)  
Member, Human Subjects Review Committee (2008 – 2009)  
Chair, Human Subjects Review Committee (2009 – current)

REGIONAL, NATIONAL, AND INTERNATIONAL SERVICE

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Editorial Board, *Basic and Applied Social Psychology*, 2005 – current

Publications Committee, Society for the Teaching of Psychology (APA Division 2), 2005 – 2008

Competitive Paper Reviewer, Association for Consumer Research, 2006 – current

Ad-hoc reviewer for the following journals:

<i>American Political Science Review</i>	<i>Personality and Individual Differences</i>
<i>Basic and Applied Social Psychology</i>	<i>Political Behavior</i>
<i>Human Communication Research</i>	<i>Political Communication</i>
<i>Journal of Consumer Psychology</i>	<i>Political Psychology</i>
<i>Journal of Experimental Social Psychology</i>	<i>Psychological Science</i>
<i>Journal of Genetic Psychology</i>	<i>Psychology and Marketing</i>
<i>Journal of Personality and Social Psychology</i>	<i>Public Opinion Quarterly</i>
<i>Journal of Politics</i>	<i>Social Influence</i>
<i>Marketing Letters</i>	<i>Teaching of Psychology</i>
<i>Personality and Social Psychology Bulletin</i>	

Moderator for the following conferences:

- Mid-America Undergraduate Psychology Research Conference
- Midwestern Psychological Association
- Fordham University Pricing Conference

Ad-hoc grant reviewer for the following organizations:

- National Science Foundation (U.S.)
- Nova Scotia Health Research Foundation (Canada)
- Organization for Scientific Research (Netherlands)
- Social Sciences and Humanities Research Council (Canada)
- Time-Sharing Experiments for the Social Sciences

AFFILIATIONS

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- Association for Psychological Science
- Society for Experimental Social Psychology
- Society for Personality and Social Psychology (APA Division 8)