

George Y. Bizer, Ph.D.

Curriculum Vitae
Updated January, 2012

Associate Professor
Department of Psychology
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EDUCATION

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

POSITIONS

Assistant Professor of Psychology, Eastern Illinois University	2001 – 2005
Assistant Professor of Psychology, Union College	2005 – 2010
Associate Professor of Psychology, Union College	2010 –

COURSES TAUGHT

Eastern Illinois University
Introductory Psychology, PSY 1879
Introductory Psychology Honors, PSY 1890
Industrial/Organizational Psychology, PSY 3530
Social Psychology, PSY 3870

Union College
Introductory Psychology, PSY 100
Social Psychology, PSY 230
Experimental Psychology, PSY 300
Seminar: The Seven Deadly Sins, PSY 430

- 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.
- Bizer, G. Y., Larsen, J. T., & Petty, R. E. (2011). Exploring the valence-framing effect: Negative framing enhances attitude strength. *Political Psychology, 32*, 59-80.
- Bizer, G. Y., Hart, J., & *Jekogian, A. M. (2012). Belief in a just world and social dominance orientation: Evidence for a mediational pathway predicting negative attitudes and discrimination against individuals with mental illness. *Personality and Individual Differences, 42*, 428-432.

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, Apr.). 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, Feb.). 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, Mar.). Exploring the straw man logical fallacy. Annual meeting of the Eastern Psychological Association, Boston, MA.
- *Huston, K. L., & Bizer, G. Y. (2008, Mar.). Effect of plastic surgery on males' perceptions of women with the hourglass figure. Annual meeting of the Eastern Psychological Association, Boston, MA.
- *Raftery, J. N., & Bizer, G. Y. (2008, Mar.). 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., *Raftery, J. N., & Petty, R. E. (2009, Feb.). Attitude framing and attitude strength: When negativity matters. Annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
- *Raftery, J. N., & Bizer, G. Y. (2010, Jan.). Negative feedback and performance: The moderating effect of emotion regulation. Annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- *Russo, M., & Bizer, G. Y. (2011, Jan.). Beyond demographics: Individual differences and attitudes toward interfaith marriage. Annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- *Sheldon, S., & Bizer, G. Y. (2012, May). What's more persuasive? How the Internet and newspapers form opinions. Annual meeting of the Midwestern Psychological Association, Chicago, IL

GRANTS AWARDED

Time-Sharing Experiments for the Social Sciences (2005): Data-Collection Grant
 Union College Faculty Research Award (2005): \$1,377
 National Science Foundation Social and Behavioral Sciences Grant (2006): \$40,000
 Marketing Science Institute Research Grant (2009): \$1,500
 Union College Faculty Research Award (2011): \$550

INVITED ACADEMIC PRESENTATIONS

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, 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, Madison	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, Albany	Department of Psychology	October 13, 2008
Queen's University, Kingston	Department of Psychology	November 4, 2011

COMMUNITY PRESENTATION

Schenectady Jewish Community Center (November 15, 2007)

ON-CAMPUS PRESENTATIONS

Innuendoes and straw men, Blue House, February, 2010.
Persuasion for dummies, Messa House, November 2010.

MEDIA

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

Cooper, G. (2006, Oct.). The politics of negativity and fear. *Psychotherapy Networker*, 30, 19.
[Included coverage of Bizer & Petty (2005)].

Borenstein, S. (2006, Nov. 3). Scientists track effects of negative ads.
[Associated Press article included coverage of Bizer & Petty (2005)].

Appearance on WAMC-AM/FM RoundTable Program (2006, Nov. 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)].

Morris, L. B. (2010, March). Critical success. *Allure*, 113.
[Coverage of Raftery & Bizer (2009)].

Liberman, P. (2011, January 31). Love to hate politicians? The valence-framing effect helps explain why attack ads pervade politics. *Psychology Today* (online).
[Coverage of Bizer, Larsen & Petty (2011)].

Stewart, J. (2011, March). Ask for money – And succeed! *Men's Health*.
[brief mention in an infographic describing social-influence techniques].

Sedivy, J. (2011, March). Why do politicians sling mud? Because it sticks. *Psychology Today* (online).
[Included coverage of Bizer & Petty (2005)].

HONORS

American Political Science Association's 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)

For "outstanding teaching" in Honors courses.

National Society of Collegiate Scholars Distinguished Member (2003)

For "outstanding contributions to the classroom, the campus, and the community."

EIU Achievement and Contribution Award, Balanced Category (2004)

For "university-wide excellence in teaching, research, and service."

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

For "excellent teaching."

Psychology and Marketing Featured Article (Oct. 2005)

"Direct evidence of ending-digit drop-off in price information processing"

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

For 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.

Queen's University, Kingston, Ontario, "Distinguished Lecturer" (2011)

REGIONAL, NATIONAL, AND INTERNATIONAL SERVICE

Editorial Board, *Basic and Applied Social Psychology*, 2005 – 2009

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

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

Reviewer for the following journals:

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

Moderator for the following conferences:

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

Reviewer for the following granting 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 (U.S. / University of Chicago)

COLLEGE SERVICE

Member, Dean of Students' ad-hoc Advising Committee (2006)

Moderator, Steinmetz Symposium (2006 – current)

Member, Faculty Review Board (Center II Junior Member; 2007 – 2008)

Member, Human Subjects Review Committee (2008 – 2009)

Chair, Human Subjects Review Committee (2009 – current)

Member, Faculty Review Board Subcommittee on Course Evaluations (2010 – current)

Assessment Manager for International Programs (2010 – current)

Member, Reappointment Review Committee (sp2011)

Guest Lecturer for the following courses:

- Computer Science: Design as if People Mattered, SRS 200: fa2006, fa2007

- Computer Science: User Interface, CSC 280: wi2008

- Economics: Mind of the Entrepreneur, ECO 230: wi2007, wi2008, wi2010, wi2011, wi2012

DEPARTMENTAL SERVICE

Faculty Search Committees

- Member, Visiting Assistant Professor in Social Psychology (2006)
- Member, Visiting Assistant Professor in Personality Psychology (2007)
- Member, Visiting Assistant Professor in Personality / Cognitive Psychology (2009)
- Chair, Visiting Assistant Professor in Cognitive / Developmental Psychology (2009)
- Chair, Visiting Assistant Professor in Cognitive Psychology (2010)

Coordinator, departmental online participant recruitment system (2007-current)

AFFILIATIONS

Association for Psychological Science
Society for Personality and Social Psychology
Society of Experimental Social Psychology