

## **VITA**

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### **EDUCATION**

Ph.D. Social Psychology, University of Illinois at  
Urbana-Champaign, Champaign, Illinois,  
January, 1993.  
M.A. Clinical Psychology, Indiana University,  
Bloomington, Indiana, May, 1988.  
B.A. Psychology, University of Illinois at Urbana-  
Champaign, Champaign, Illinois, 1984.

### **PROFESSIONAL EXPERIENCE**

8/01 to Present Professor at New Mexico State University  
8/98 To 8/01 Associate Professor at New Mexico State  
University  
8/94 to 8/98 Assistant Professor at New Mexico State  
University  
8/92 to 8/94 Assistant Professor at Virginia Tech

## **INTEREST AREAS**

General interest in social cognition. Particular interests in understanding how self-cognitions are organized, the interrelationships between self-cognitions and presumed determinants of behavior (e.g., attitudes, subjective norms, control beliefs, and behavioral intentions), and the cognitive and affective processes underlying attributions. Additional interest in methodological, statistical, and philosophical issues pertaining to science.

## **CLASSES TAUGHT**

Undergraduate: Introductory Psychology, Personality Psychology, Social Psychology, Social Cognition, Cognitive Psychology, Experimental Methods, Advanced Experimental Methods.  
Graduate: Social Psychology, Social Methods, Social Cognition, Philosophy of Science.

## **RESEARCH**

### **Refereed Publications**

Clayton, K. D., & Trafimow, D. (in press). A test of three hypotheses concerning attributions towards female promiscuity. *Social Science Journal*.

Trafimow, D., Madson, L., & Gwizdowski, I. (in press). Introductory psychology students' perceptions of alternatives to research participation. *Teaching of Psychology*.

Verplanken, B., Friberg, O., Wang, C. E., Trafimow, D., & Woolf, K. (2007). Mental Habits: Metacognitive reflection on negative self-thinking. *Journal of Personality and Social Psychology*, 92, 526-541.

Chadwick, R. A., Bromgard, G., Bromgard, I., & Trafimow, D. (2006). An index of specific behaviors in the moral domain. *Behavior Research Methods*, 38, 692-697.

Bromgard, G. D., Trafimow, D., & Bromgard, I. K. (2006). Valence of self-cognitions: The positivity of individual self-statements. *The Journal of Social Psychology*, 146, 85-94.

Trafimow, D. (2005). The ubiquitous Laplacian assumption: Reply to Lee and Wagenmakers. *Psychological Review*, 112, 669-674.

Trafimow, D., Bromgard, I.K., Finlay, K. A., Ketelaar, T. (2005). The role of affect in determining the attributional weight of immoral behaviors. *Personality and Social Psychology Bulletin*, 31, 935-948.

Brown, J., Trafimow, D., & Gregory, W. L. (2005). The generality of negative hierarchically restrictive behaviors. *British Journal of Social Psychology*. *British Journal of Social Psychology*, 44, 3-13.

Trafimow, D., Kiekel, P. A., & Clason, D. (2004). The simultaneous consideration of between-participants and within-participants analyses in research on predictors of behaviors: The issue of dependence. *European Journal of Social Psychology*, 34, 703-711.

Trafimow, D., Armendariz, M. L., & Madson, L. (2004). A test of whether attributions provide for self-enhancement or defense. *Journal of Social Psychology*, 144, 453-463.

Trafimow, D. (2004). Problems With Change in  $R^2$  as Applied to Theory of Reasoned Action Research. *British Journal of Social Psychology*, 43, 515-530.

Trafimow, D., Sheeran, P., Lombardo, B., Finlay, K. A., Brown, J., & Armitage, C. J. (2004). Affective and Cognitive Control of Persons and Behaviors. *British Journal of Social Psychology*, 43, 207-224.

Sheeran, P., Trafimow, D., & Armitage, C. J. (2003). Predicting behaviour from perceived behavioural control: Tests of the accuracy assumption of the theory of planned behaviour. *British Journal of Social Psychology*, 42, 393-410.

Trafimow, D. (2003). Hypothesis testing and theory evaluation at the boundaries: Surprising insights from Bayes's theorem. *Psychological Review*, 110, 526-535.

Brown, J. & Trafimow, D. (2003). The generalization of the negativity effect to self-attributions. *Psychological Reports*, 93, 638-640.

Trafimow, D., & Madson, L. (2003). The importance of traits, group memberships, and relationships. *The Social Science Journal*, 40, 447-457.

Reeder, G. D., Kumar, S., Hessson-McInnis, M. S., & Trafimow, D. (2002). Inferences about the morality of an

aggressor: The role of perceived motive. *Journal of Personality and Social Psychology*, 83, 789-803.

Cassidy, M. A., & Trafimow, D. (2002). The influence of patriarchal ideology on outcomes of legal decisions involving woman battering cases: An analysis of five historical eras. *The Social Science Journal*, 39, 235-245.

Trafimow, D., Brown, J., Grace, K., Thompson, L., & Sheeran, P. (2002). The relative influence of attitudes and subjective norms from childhood to adolescence: Between-participants and within-participants analyses. *The American Journal of Psychology*, 115, 395-414.

Brown, J., Thompson, L. A., & Trafimow, D. (2002). The father-daughter relationships rating scale. *Psychological Reports*, 90, 212-214.

Trafimow, D., & Finlay, K. A. (2002). The prediction of attitudes from beliefs and evaluations: The logic of the double negative. *British Journal of Social Psychology*, 41, 77-86.

Trafimow, D., Sheeran, P., Conner, M., & Finlay, K. A. (2002). Evidence that perceived behavioral control is a multidimensional construct: Perceived control and perceived difficulty. *British Journal of Social Psychology*, 41, 101-121.

Sheeran, P., Trafimow, D., Finlay, K. A., & Norman, P. (2002). Evidence that the type of person affects the strength of the perceived behavioural control-intention relationship. *British Journal of Social Psychology*, 41, 253-270.

Finlay, K. A., Trafimow, D., & Villarreal, A. (2002). Predicting exercise and health behavioral intentions: Attitudes, subjective norms, and other behavioral determinants. *Journal of Applied Social Psychology*, 32, 342-358.

Trafimow, D. (2001). The effects of trait type and situation type on the generalization of trait expectancies across situations. *Personality and Social Psychology Bulletin*, 11, 1463-1468.

Trafimow, D., & Finlay, K. A. (2001). Evidence for improved sensitivity of within-participants analyses in tests of the theory of reasoned action. *The Social Science Journal*, 38, 629-635.

Trafimow, D., Reeder, G. D., & Bilsing, L. M. (2001). Everybody is doing it: The effects of base rate information on

correspondent inferences from violations of perfect and imperfect duties. *The Social Science Journal*, 38, 421-433.

Paul, J., Costley, D. L., Howell, J. P., Dorfman, P. W., & Trafimow, D. (2001). The effects of charismatic leadership on followers' self-concept accessibility. *Journal of Applied Social Psychology*, 31, 1821-1844.

Trafimow, D., & Finlay, K. A. (2001). An investigation of three models of multitrait representations. *Personality and Social Psychology Bulletin*, 27, 226-241.

Trafimow, D., & Finlay, K. A. (2001). The accessibility of group memberships. *The Journal of Social Psychology*, 141, 509-522.

Trafimow, D., & Finlay, K. A. (2001). The accessibility and importance of group memberships. *European Journal of Social Psychology*, 31, 37-43.

Madson, L., & Trafimow, D. (2001). Gender comparisons in the private, collective, and allocentric selves. *The Journal of Social Psychology*, 141, 551-559.

Trafimow, D. (2001). Condom use among American students: The importance of confidence in normative and attitudinal perceptions. *The Journal of Social Psychology*, 141, 49-59.

Trafimow, D., & Finlay, K. A. (2001). The relationship between normatively versus attitudinally controlled people and normatively versus attitudinally controlled behaviors. *The Social Science Journal*, 38, 203-216.

Trafimow, D. (2000). Habit as both a direct cause of intention to use a condom and as a moderator of the attitude-intention and subjective norm-intention relations. *Psychology and Health*, 15, 383-393.

Duran, A., & Trafimow, D. (2000). Cognitive organization of beliefs for and against performing a behavior. *The Journal of Social Psychology*, 140, 179-187.

Finlay, K. A., Trafimow, D., & Moroi, E. (1999). The importance of subjective norms on intentions to perform health behaviors. *Journal of Applied Social Psychology*, 29, 2381-2393.

Trafimow, D., & Trafimow, S. (1999). Mapping imperfect and perfect duties on to hierarchically and partially restrictive

trait dimensions. *Personality and Social Psychology Bulletin*, 25, 686-695.

Sheeran, P., Orbell, S., & Trafimow, D. (1999). Does the temporal stability of behavioral intentions moderate intention-behavior and past behavior-future behavior relations? *Personality and Social Psychology Bulletin*, 25, 721-730.

Trafimow, D., & Gannon, T. (1999). What if your daughter married a Jew?: The dissociation of stereotypic trait judgments from prejudicial attitudes. *The Social Science Journal*, 36, 299-311.

Trafimow, D., & Borrie, W. T. (1999). Influencing future behavior by priming past behavior: A test in the context of Petrified Forest National Park. *Leisure Sciences*, 21, 31-42.

Trafimow, D., & Sheeran, P. (1998). Some tests of the distinction between cognitive and affective beliefs. *Journal of Experimental Social Psychology*, 34, 378-397.

Trafimow, D. (1998). The implications of success for hierarchically and partially restrictive ability dimensions. *Social Cognition*, 15, 312-326.

Trafimow, D., & Smith, M. D. (1998). An extension of the "two-baskets" theory to Native Americans. *European Journal of Social Psychology*, 28, 1015-1019.

Finlay, K. A., & Trafimow, D. (1998). The relationship between the private self and helping victims of AIDS. *Journal of Applied Social Psychology*, 28, 1800-1811.

Trafimow, D. (1998). Situation-specific effects in person memory. *Personality and Social Psychology Bulletin*, 24, 314-321.

Trafimow, D., & Trafimow, J. H. (1998). Predicting back pain sufferers' intentions to exercise. *The Journal of Psychology: Interdisciplinary and Applied*, 132, 581-592.

Ybarra, O., & Trafimow, D. (1998). How priming the private self or collective self affects the relative weights of attitudes or subjective norms. *Personality and Social Psychology Bulletin*, 24, 362-370.

Trafimow, D., & Duran, A. (1998). Some tests of the distinction between attitude and perceived behavioural control. *British Journal of Social Psychology*, 37, 1-14.

Trafimow, D. (1998). Attitudinal and normative processes in health behavior. *Psychology and Health, 13*, 307-317.

Finlay, K. A., Trafimow, D., & Jones, D. (1997). Predicting health behaviors: Between-subjects and within-subjects analyses. *Journal of Applied Social Psychology, 27*, 2015-2031.

Trafimow, D., & Porter, P. P. (1997). A comparison of updating and explanation as causes of the incongruity effect on person memory. *The Journal of Social Psychology, 137*, 412-420.

Trafimow, D., Silverman, E. S., Fan, R. M., Law, J. S. F. (1997). The effects of language and priming on the relative accessibility of the private self and the collective self. *Journal of Cross-Cultural Psychology, 28*, 107-123.

Brady, L. K., Trafimow, D., Eisler, R. M., & Southard, D. R. (1996). The role of causal attributions in competitive situations. *Sex Roles, 35*, 639-650.

Trafimow, D. (1996). The importance of attitudes in the prediction of college students' intentions to drink. *Journal of Applied Social Psychology, 26*, 2167-2188.

Trafimow, D., & Finlay, K. A. (1996). The importance of subjective norms for a minority of people: Between-subjects and within-subjects analyses. *Personality and Social Psychology Bulletin, 22*, 820-828.

Trafimow, D., & Miller, A. (1996). Predicting and understanding mental practice. *The Journal of Social Psychology, 136*, 173-180.

Trafimow, D., & Fishbein, M. (1995). Do people really distinguish between behavioral and normative beliefs? *British Journal of Social Psychology, 34*, 257-266.

Trafimow, D., & Radhakrishnan, P. (1995). The cognitive organization of sex and occupation stereotypes. *British Journal of Social Psychology, 34*, 189-197.

Fishbein, M., Trafimow, D., Middlestadt, S. E., Helquist, M., Francis, C., & Eustace, M. A. (1995). Using an AIDS KABP survey to identify determinants of condom use among sexually active adults from St. Vincent & The Grenadines. *Journal of Applied Social Psychology, 25*, 1-20.

Trafimow, D. (1994). Predicting intentions to use a condom from perceptions of normative pressure and confidence in those perceptions. *Journal of Applied Social Psychology, 24*, 2151-2163.

Trafimow, D., & Fishbein, M. (1994). The moderating effect of behavior type on the subjective norm-behavior relationship. *The Journal of Social Psychology, 134*, 755-763.

Trafimow, D., & Schneider, D. J. (1994). The effects of behavioral, situational, and person information on different attribution judgments. *Journal of Experimental Social Psychology, 30*, 351-369.

Trafimow, D., & Fishbein, M. (1994). The importance of risk in determining the extent to which attitudes affect intentions to wear seat belts. *Journal of Applied Social Psychology, 24*, 1-11.

Trafimow, D., & Sniezek, J. A. (1994). Perceived expertise and its effect on confidence. *Organizational Behavior and Human Decision Processes, 57*, 290-302.

Borrie, W. T., & Trafimow, D. (1994). Behavioral intentions for a leisure setting: The priming hypothesis. In A. Watson & V. J. Freysinger (Eds.), *Abstracts from the 1994 Symposium on Leisure Research*. Arlington, VA: National Recreation and Park Association.

Trafimow, D., & Wyer, R. S., Jr. (1993). Cognitive representation of mundane social events. *Journal of Personality and Social Psychology, 64*, 365-376.

Fishbein, M., Middlestadt, S.E., & Trafimow, D. (1993). Social norms for condom use: Implications for HIV prevention interventions of a KABP survey with heterosexuals in the eastern Caribbean. *Advances in Consumer Research, 20*, 292-296.

Fishbein, M., Trafimow, D., Francis, C., Helquist, M., Eustace, M. A., Ooms, M., & Middlestadt, S. E. (1993). AIDS knowledge, attitudes, beliefs and practices (KABP) in two Caribbean countries: A comparative analysis. *Journal of Applied Social Psychology, 23*, 687-702.

Trafimow, D., & Davis, J. H. (1993). The effects of anticipated informational and normative influence on perceptions of hypothetical opinion change. *Basic and Applied Social Psychology, 14*, 487-496.

Trafimow, D., Triandis, H. C., & Goto, S. G. (1991). Some

tests of the distinction between the private self and the collective self. *Journal of Personality and Social Psychology*, 60, 649-655.

### **Book Chapters (by invitation)**

Trafimow, D. (2000). A theory of attitudes, subjective norms, and private versus collective self-concepts. In Deborah Terry & Michael Hogg (Eds.), *Attitudes, behavior, and social context: The role of norms and group membership* (pp. 47-65). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Trafimow, D. (2000). Attitudinal and normative processes in health behavior. In P. Norman, C. Abraham, And M. Conner (Eds.), *Understanding and changing health behavior: From health beliefs to self-regulation* (pp. 101-114). Amsterdam, Netherlands: Harwood Academic Publishers.

Triandis, H. C., & Trafimow, D. (2001). Culture and its implications for intergroup relations. In Rupert Brown & Sam Gaertner (Eds.), *Blackwell Handbook in Social Psychology, Volume 4: Intergroup processes* (pp. 367-385). Great Britain: Blackwell Publishers Ltd.

Triandis, H. C., & Trafimow, D. (2001). Cross-national prevalence of collectivism. In Constantine Sedikides & Marilynn Brewer (Eds.), *Individual self, relational self, and collective self* (pp. 259-276). USA: Taylor and Francis.

Trafimow, D., & Trafimow, S. (2001). Mapping perfect and imperfect duties onto hierarchically and partially restrictive trait dimensions. In J. Dienhart, D. Moberg, & R. Duska (Eds.), *The next phase of business ethics: Integrating psychology and ethics* (pp. 103-124). Amsterdam: Elsevier Science/JAI Press.

Trafimow, D. (2004). Attitude measurement. In R. Lee (Ed.), *Encyclopedia of Applied Psychology, Vol. 1* (pp. 233-244). New York: Academic Press.

Trafimow, D., & Sheeran, P. (2004). A theory about the translation of cognition into affect and behavior. In G. Maio & G. Haddock (Eds.), *Contemporary perspectives in the psychology of attitudes: The Cardiff Symposium* (pp. 57-76). London: Psychology Press.

Reeder, G. D., & Trafimow, D. (2005). Attributing motives to other people. In B. F. Malle & S. D. Hodges (Eds.), *Other minds: How humans bridge the divide between self and others* (pp. 106-123). New York: Guilford Publications, Inc.

Trafimow, D., & Clayton, K. D. (2006). The Self in its Cultural Context: Effects on Content and Processes. In A. P. Prescott (Ed.), *The concept of the self in psychology* (pp. 113-127). Hauppauge, New York: Nova Science Publishers, Inc.

Trafimow, D. (in press). Collectivistic cultures. In R. Baumeister and K. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage Publications, Inc.

Trafimow, D. (2007). Normative beliefs. In M. Gerrard & K. D. McCaul (Eds.), *Health Behavior Constructs: Theory, Measurement, and Research*. National Cancer Institute Website: <http://cancercontrol.cancer.gov/constructs>.

### **Invited Presentations**

Trafimow, D., Bromgard, I. K., Finlay, K. A., & Ketelaar, T. (2005). The role of affect in determining the attributional weight of immoral behaviors. 14<sup>th</sup> General Meeting of the European Association of Experimental Social Psychology, Würzburg, Germany, July 21.

Trafimow, D. (2005). Discussant in Symposium (Bas Verplanken, Convenor). Beyond repetition: Advances in theory and research on habits and routines. 14<sup>th</sup> General Meeting of the European Association of Experimental Social Psychology, Würzburg, Germany, July 21.

Trafimow, D. (2005). Why common sense does not work in the social sciences. University of Tromsø, Tromsø, Norway, February 16.

Trafimow, D. (2005). The multiplicative invalidity problem and its implications for complex correlational models. University of Tromsø, Tromsø, Norway, February 17.

Trafimow, D. (2002). Private, collective, and relational selves. University of Mannheim, Mannheim, June 6, 2002.

Trafimow, D. (2001). Attributional Processes. Würzburg University, Würzburg, June 28.

Trafimow, D. (2000). Attributions in social psychology. Freie Universität, Berlin, August 14.

Trafimow, D. (2000). A potpourri of findings in social psychology. University of Sussex, Sussex, September 5.

Trafimow, D. (2000). To be or not to be: How people assign traits to others. University of Amsterdam, Amsterdam, September 19.

Trafimow, D. (2000). Attitudes, norms, culture, and behavior. XXVII International Congress of Psychology, Stockholm, Sweden, July 23-28.

Trafimow, D. (1999). Hierarchically restrictive traits are more generalizable across situations than partially restrictive traits. 11<sup>th</sup> Annual Convention of the American Psychological Society, Denver, Colorado.

### **Miscellaneous Presentations**

Kumar, S., Reeder, G. D., & Trafimow, D. (2000). Attributions of morality for aggression: Motives make a difference. Meeting of the Midwestern Psychological Association, Chicago, Illinois.

Sheeran, P., & Trafimow, D. (2000). Salient goals, attitudes and behaviour. European Association of Experimental Social Psychology Small Group Meeting on the Psychology of Attitudes, July 26-28, Newtown, Wales.

Sheeran, P., & Trafimow, D. (2000). Salient goals and the theory of planned behaviour: Why people decide not to use condoms. 14<sup>th</sup> Conference of the European Health Psychology Society, University of Leiden, The Netherlands, August 16-19, 2000.

Waller, M., Renfro-Fernandez, L., Duran, A., Trafimow, D., & Madson, L. (1999). Perceptions of sexual orientation: A hierarchically restrictive trait. Paper presented at the 11<sup>th</sup> Annual Convention of the American Psychological Society, Denver, Colorado.

Duran, A., & Trafimow, D. (1998). Attitude and perceived behavioral control: Is there a difference? Poster session. Western Psychological Association. New Mexico.

Waller, M. W., Renfro, L., Duran, A., & Trafimow, D. (1998). Perception of sexual preference: A hierarchical trait. Poster session. Western Psychological Association. New Mexico.

Finlay, K. A., Moroi, E., Trafimow, D., Villarreal, A. (1998). Ethnicity differentials on empathy related feelings toward ingroups and outgroups. Poster session. Western Psychological Association. New Mexico.

Finlay, K. A., Trafimow, D., & Moroi, E. (1998). The importance of subjective norms in predicting health behaviors. Poster session. Western Psychological Association. New Mexico. April 1998.

Fishbein, M., Trafimow, D., & Middlestadt, S. E. (1994). AIDS KABP differences between English and Patois speaking residents of St. Lucia: Effects of language on culture. Paper presented at the 23rd annual meeting of the Society for Cross-Cultural Research, Santa Fe, New Mexico.

Fishbein, M., Middlestadt, S., Chan, D. K-S, & Trafimow, D. (1992). Predicting and understanding AIDS-related behaviors in culturally diverse populations: Some applications of the theory of reasoned action. Paper presented at the 21st annual meeting of the Society for Cross-Cultural Research, Santa Fe, New Mexico.

Fishbein, M., Middlestadt, S.E., & Trafimow, D. (October, 1992). Social norms for condom use: Implications for HIV prevention interventions of a KABP survey with heterosexuals in the eastern Caribbean. Paper presented at the annual meeting of the Association for consumer research.

Fishbein, M., Middlestadt, S. E., Trafimow, D., Francis, C., & Helquist, M. (1991). Using KABP's to test theories of behavior change. Paper presented at the Academy for Educational Developments AIDSCOM task force meeting, Washington D.C.

Francis, C., Helquist, M., Fishbein, M., Trafimow, D., & Middlestadt, S. E. (1991). The role of social norms in promoting condom use among heterosexuals in the Eastern Caribbean. Paper presented at USAID's Second Annual AIDS Prevention Conference, Rosslyn, Virginia.

### **Technical Reports**

Fishbein, M., & Trafimow, D. (1991). *Descriptive Analyses: KABP Survey--St. Lucia*. Final report prepared for AIDSCOM.

Fishbein, M., & Trafimow, D. (1991). *Descriptive Analyses:KABP Survey--St. Vincent*. Final report prepared for AIDSCOM.

Fishbein, M., & Trafimow, D. (1991). *Getting people to use condoms: Recommendations for a media campaign based on data from the St. Lucia KABP Survey*. Final report prepared for AIDSCOM.

Fishbein, M., & Trafimow, D. (1991). *Getting people to use condoms: Recommendations for a media campaign based on data from the St. Vincent KABP Survey*. Final report prepared for AIDSCOM.

**Reviewed Manuscripts for the Following Journals**

*Social Cognition (Editorial Board)*  
*British Journal of Social Psychology (Editorial Board)*  
*Personality and Social Psychology Bulletin*  
*Journal of Personality and Social Psychology*  
*Journal of Experimental Social Psychology*  
*European Journal of Social Psychology*  
*Journal of Applied Social Psychology*  
*Journal of Social Psychology*  
*British Journal of Health Psychology*  
*Journal of Business and Psychology*  
*Journal of Cross-Cultural Psychology*  
*Journal of Sport and Exercise Psychology*  
*Psychological Review*  
*Psychological Science*  
*American Psychologist*  
*Media Psychology*  
*Psychology and Health*  
*Human Communication Research*

**Editorial Board:** Social Cognition

**Associate Editor (Previously):** *The Social Science Journal*