

Kenneth G. DeMarree (he/him)
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Academic Positions

2018 - Associate Professor, Department of Psychology, University at Buffalo
2019 - 2020 Visiting Associate Professor, Graduate School of Business, Seoul National University
2013 - 2018 Assistant Professor, Department of Psychology, University at Buffalo
2008 - 2013 Assistant Professor, Department of Psychology, Texas Tech University

Education

2008 Ph.D. Social Psychology, Ohio State University
2003 M.A. Social Psychology, Ohio State University
2001 B.A. Psychology, University of Rochester

Grant Support

See end of cv for list of other submitted grants

2017-2019 “Decentering in Daily Life: Underlying Mechanisms and Impact on Well-Being.” National Center for Complementary and Integrative Health (NCCIH/NIH) (1R21AT009470-01). \$275,000 direct costs (\$416,712 total). Kristin Naragon-Gainey & Kenneth G. DeMarree, PIs

2012-2015 “Mimicry and Confidence: New Insights into the Positive (and Negative) Consequences of Behavioral Mimicry.” National Science Foundation (BCS-1145739). \$95,996 direct costs (\$133,141 total). Kenneth G. DeMarree, PI

2008 “Regulatory Focus as a Determinant of Feelings of Ambivalence and Ambivalence Reduction” (with S. C. Wheeler) Time-sharing Experiments for the Social Sciences (TESS). Award involved the collection of 7896 respondent questions using a nationally-representative subject pool

Publications

*indicates co-author was a student when work was conducted.

Books

1. Briñol, P., & DeMarree, K. G. (Eds.). (2012). *Social Metacognition*. New York, NY: Psychology Press.
2. Lodi-Smith, J., & DeMarree, K. G. (Eds.). (2017). *Self Concept Clarity: Perspectives on Assessment, Research, and Application*. New York, NY: Springer.

Journal Articles

1. DeMarree, K. G., Wheeler, S. C., & Petty, R. E. (2005). Priming a new identity: Effects of non-self stereotype primes and self-monitoring on the self-concept. *Journal of Personality and Social Psychology*, 89, 657-671.

2. Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2007). Understanding the role of the self in prime to behavior effects: The Active-Self Account. *Personality and Social Psychology Review*, *11*, 234-261. *** **International Social Cognition Network best paper award** ***
3. DeMarree, K. G., Petty, R. E., & Briñol, P (2007). Self-certainty: Parallels to attitude certainty. *International Journal of Psychology and Psychological Therapy*, *7*, 159-188.
4. Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2007). The effect of self-affirmation in non-threatening persuasion domains: Timing affects the process. *Personality and Social Psychology Bulletin*, *33*, 1533-1546.
5. Petty, R. E., Briñol, P., & DeMarree, K. G. (2007). The Meta-Cognitive Model (MCM) of attitudes: Implications for attitude measurement, change, and strength. *Social Cognition [Special issue: What is an attitude?]*, *25*, 657-686.
6. DeMarree, K. G., Petty, R. E., & Briñol, P (2007). Self & attitude strength parallels: Focus on accessibility. *Social and Personality Psychology Compass*, *1*, 441-468.
7. Wheeler, S. C., Morrison, K. R., DeMarree, K. G., & Petty, R. E. (2008). Does self-consciousness increase or decrease priming effects? It depends. *Journal of Experimental Social Psychology*, *44*, 882-889.
8. Petty, R. E., DeMarree, K. G., Briñol, P., Horcajo, J., & Strathman, A. J. (2008). Need for cognition can magnify or attenuate priming effects in social judgment. *Personality and Social Psychology Bulletin*, *34*, 900-912.
9. Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2008). A match made in the laboratory: Persuasion and matches to primed traits and stereotypes. *Journal of Experimental Social Psychology*, *44*, 1035-1047.
10. Brunell, A. B., Gentry, W. A., Campbell, W. K., Hoffman, B. J., Kuhnert, K. W., & DeMarree, K. G. (2008). Leader emergence: The case of the narcissistic leader. *Personality and Social Psychology Bulletin*, *34*, 1663-1676.
11. DeMarree, K. G. & Loersch, C. (2009). Who am I and who are you? Priming and the influence of self versus other focused attention. *Journal of Experimental Social Psychology*, *45*, 440-443.
12. Wheeler, S. C. & DeMarree, K. G. (2009). Multiple mechanisms of prime-to-behavior effects. *Social and Personality Psychology Compass*, *3*, 566-581.
13. DeMarree, K. G., Petty, R. E., & Strunk, D. R. (2010). Self-esteem accessibility as attitude strength: On the durability and impactfulness of accessible self-esteem. *Personality and Social Psychology Bulletin*, *36*, 628-641.
14. Briñol, P., DeMarree, K. G., & *Smith, K. R. (2010). The role of embodied change in perceiving and processing facial expressions of others. *Behavioral and Brain Sciences*, *33*, 437-438.
15. DeMarree, K. G., Morrison, K. R., Wheeler, S. C., & Petty, R. E. (2011). Self-ambivalence and resistance to subtle self-change attempts. *Personality and Social Psychology Bulletin*, *37*, 674-686.
16. *Randolph-Seng, B., Reich, D. A., & DeMarree, K. G. (2012). On the nonconscious antecedents of social identification: Ingroup salience, outgroup salience, or both? *Social Cognition*, *30*, 341-355.
17. *Watson, N. L., *VanderVeen, J. W., Cohen, L. M., DeMarree, K. G., & Morrell, H. E. R. (2012). Examining the interrelationships between social anxiety, smoking to cope, and cigarette craving. *Addictive Behaviors*, *37*, 986-989.
18. DeMarree, K. G., Loersch, C., Briñol, P., Petty, R. E., Payne, B. K., & Rucker, D. D. (2012). From primed construct to motivated behavior: Validation processes in goal pursuit. *Personality and Social Psychology Bulletin*, *38*, 1659-1670.
19. *Gottlieb, J. C., Cohen, L. M., DeMarree, K. G., Treloar, H. R., & McCarthy, D. M. (2013). The development and psychometric evaluation of the smokeless tobacco expectancies scale (STES). *Psychological Assessment*, *25* 997-1001.

20. DeMarree, K. G., & Rios, K. (2014). Understanding the relationship between self-esteem and self-clarity: The role of desired self-esteem. *Journal of Experimental Social Psychology, 50*, 202-209.
21. DeMarree, K. G., Wheeler, S. C., Briñol, P., & Petty, R. E. (2014). Wanting other attitudes: Actual-desired attitude discrepancies predict feelings of ambivalence and ambivalence consequences. *Journal of Experimental Social Psychology, 53*, 5-18.
22. DeMarree, K. G., Briñol, P., & Petty, R. E. (2014). The effects of power on prosocial outcomes: A self-validation analysis. *Journal of Economic Psychology, 42*, 20-30.
23. Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2014). Understanding prime-to-behavior effects: Insights from the active-self account. *Social Cognition, 32*, 225-239.
24. Rios, K. DeMarree, K. G., & *Statzer, J. (2014). Attitude certainty and conflict style: Divergent effects of correctness and clarity. *Personality and Social Psychology Bulletin, 40*, 819-830.
25. *Shoots-Reinhard, B. L., Petty, R. E., DeMarree, K. G., & Rucker, D. D. (2015). Personality certainty and politics: Increasing the predictive utility of individual-difference inventories. *Political Psychology, 36*, 415-430.
26. DeMarree, K. G., Briñol, P., & Petty, R. E. (2015). Reducing subjective ambivalence by creating doubt: A metacognitive approach. *Social Psychological and Personality Science, 6*, 731-739.
27. Briñol, P., DeMarree, K. G., & Petty, R. E. (2015). Validating a primed identity leads to expectations of group-relevant outcomes. *International Journal of Social Psychology, 30*, 614-630.
28. Serra, M. J. & DeMarree, K. G. (2016). Unskilled and unaware in the classroom: College students' desired grades bias their grade predictions. *Memory and Cognition, 44*, 1127-1137.
29. DeMarree, K. G., Rios, K., *Randell, J. A., Wheeler, S. C., Reich, D. A., & Petty, R. E. (2016). Wanting to be different predicts non-motivated change: Actual-desired self-discrepancies and susceptibility to subtle change inductions. *Personality and Social Psychology Bulletin, 42*, 1709-1722.
30. DeMarree, K. G., Clark, C. J., Wheeler, S. C., Briñol, P., & Petty, R. E. (2017). On the pursuit of desired attitudes: Wanting a different attitude affects information processing and behavior. *Journal of Experimental Social Psychology, 70*, 129-142.
31. Naragon-Gainey, K. & DeMarree, K. G. (2017). Structure and validity of measures of decentering and defusion. *Psychological Assessment, 29*, 935-954.
32. Naragon-Gainey, K. & DeMarree, K. G. (2017). Decentering attenuates the associations of negative affect and positive affect with psychopathology. *Clinical Psychological Science, 5*, 1027-1047.
33. Hartman, R. O., Dieckmann, N. F., Sprenger, A. M., Stastny, B. J., & DeMarree, K. G. (2017). Modeling attitudes toward science: Development and validation of the credibility of science scale (CoSS). *Basic and Applied Social Psychology, 39*, 358-371.
34. *Light, A., Rios, K., & DeMarree, K. G. (2018). Self-uncertainty and the influence of alternative goals on self-regulation. *Personality and Social Psychology Bulletin, 44*, 24-36.
35. *Itzchakov, G., DeMarree, K. G., Kluger, A. N., & Turjeman-Levi, Y. (2018). The listener sets the tone: High quality listening increases attitude clarity and behavior-intention consequences. *Personality and Social Psychology Bulletin, 44*, 762-778.
36. *Watson, N. L., DeMarree, K. G., & Cohen, L. M. (2018). Cigarette craving and stressful social interactions: The roles of state and trait social anxiety and smoking to cope. *Drug and Alcohol Dependence, 185*, 75-81.
37. *Weng, J. & DeMarree, K. G. (2019). An examination of whether mindfulness can predict the relationship between objective and subjective attitudinal ambivalence. *Frontiers in Psychology, 10*, 854.
38. DeMarree, K. G., Naragon-Gainey, K., & *Giancola, A. (2019). Decentering constructs predict experience and tolerance of pain: Evidence from a cold pressor study. *International Journal of Social Psychology (Special issue on Meta-Cognitive Processes of Thought Separation), 34*, 535-562.

39. DeMarree, K. G., Petty, R. E., & Briñol, P., & *Xia, J. (2020). Documenting individual differences in the propensity to hold attitudes with certainty. *Journal of Personality and Social Psychology*, *119*, 1239-1265.
40. Tierney, W., Hardy, J. H., III., Ebersole, C., Viganola, D., Clemente, E., Gordon, M., Hoogeveen, S., Haaf, J., Dreber, A.A., Johannesson, M., Pfeiffer, T., Chapman, H., Gantman, A., Vanaman, M., DeMarree, K.G., Igou, E., Wylie, J., Storbeck, J., Andreychik, M.R., McPhetres, J., Vaughn, L.A., Culture and Work Forecasting Collaboration, & Uhlmann, E. L. (2021). A creative destruction approach to replication: Implicit work and sex morality across cultures. *Journal of Experimental Social Psychology*, *93*, 104060.
41. DeMarree, K. G. & Naragon-Gainey, K. (2022). Individual differences in the contents and form of present-moment awareness: The Multidimensional Awareness Scale. *Assessment*, *29*, 583-602.
42. Horcajo, J., Briñol, P., Paredes, B., Petty, R. E., DeMarree, K. G., & See, Y. H. M. (2022). Attitude polarization as a function of mortality salience: A meta-cognitive analysis. *Psicothema*, *34*, 226-232.
43. Itzchakov, G., & DeMarree, K. G. (2022). Attitudes in an interpersonal context: Psychological safety as a route to attitude change. *Frontiers in Psychology*.

Book Chapters and Other Publications

1. Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2005). The roles of the self in priming-to-behavior effects. In A. Tesser, J. V. Wood & D. A. Stapel (Eds.), *On Building, Defending and Regulating the Self: A Psychological Perspective* (pp. 245-271). New York: Psychology Press.
2. Briñol, P., Petty, R. E., Gallardo, I., & DeMarree, K. G. (2006). The role of self-affirmation in consumer persuasion. *Advances in Consumer Research*, *33*, 509-510.
3. DeMarree, K. G. & Petty, R. E. (2007). The elaboration likelihood model. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology* (Vol. 1, pp. 280-283). Thousand Oaks, CA: Sage Publications.
4. DeMarree, K. G. (2009). Credibility. In D. Matsumoto (Ed.), *Cambridge Dictionary of Psychology* (p. 141). New York, NY: Cambridge University Press.
5. Briñol, P., DeMarree, K. G., & Petty, R. E. (2010). Processes by which confidence (vs. doubt) influence the self. In R. M. Arkin, K. C. Oleson & P. J. Carroll (Eds.), *The uncertain self: A handbook of perspectives from social and personality psychology* (pp. 13-35). New York, NY: Psychology Press.
6. Briñol, P. & DeMarree, K. G. (2012). Social metacognition: Thinking about thinking in social psychology. In P. Briñol, & K.G. DeMarree (Eds.) *Social Metacognition* (pp. 1-18). New York, NY: Psychology Press.
7. DeMarree, K. G. & Morrison, K. R. (2012). What do I think about who I am? Metacognition and the self-concept. In P. Briñol, & K.G. DeMarree (Eds.) *Social Metacognition* (pp. 103-119). New York, NY: Psychology Press.
8. Wheeler, S. C., DeMarree, K. G., & Petty, R. E. (2014). Understanding prime-to-behavior effects: Insights from the active-self account. In D. C. Molden (Ed.), *Understanding Priming Effects in Social Psychology* (pp. 114-128). New York, NY: Guilford Press.
9. Briñol, P., DeMarree, K. G., & Petty, R. E. (2015). Being threatened and being a threat can increase reliance on thoughts: A self-validation approach. In P. J. Carroll, R. M. Arkin, & A. Wichman (Eds.), *Handbook of personal security* (pp. 37-54). New York, NY: Psychology Press.
10. DeMarree, K. G. & Lodi-Smith, J. (2017). An overview of Self-Concept Clarity: Definitions, empirical themes, and introduction to the volume. Introduction to J. Lodi-Smith & K. G. DeMarree (Eds.) *Self Concept Clarity: Perspectives on Assessment, Research, and Application* (pp. xiii-xx). New York, NY: Springer.

11. DeMarree, K. G. & *Bobrowski, M. E. (2017). Structure and validity of self-concept clarity measures. In J. Lodi-Smith & K. G. DeMarree (Eds.) *Self Concept Clarity: Perspectives on Assessment, Research, and Application* (pp. 1-17). New York, NY: Springer.
12. Lodi-Smith, J. & DeMarree, K. G. (2017). Common themes and future directions for self-concept clarity research. In J. Lodi-Smith & K. G. DeMarree (Eds.) *Self Concept Clarity: Perspectives on Assessment, Research, and Application* (pp. 243-249). New York, NY: Springer.
13. Wheeler, S. C. & DeMarree (2019). Prevalence, antecedents, and consequences of actual-desired attitude discrepancies. In A. Reed & M. Forehand (Eds.) *Handbook of Research on Identity Theory in Marketing* (346–359). Northampton, MA: Elgar.

Manuscripts Under Review/Revision

- Vaidis, D. C., Slegers, W. A., Priolo, D., Bran, A., van Leeuwen, F., DeMarree, K. G., Fayant, M.-P., Sætrevik, B., Ross, R. M., Ghasemi, O., Roberts, A. J., Gourdon-Kanhukamwe, A., Schmidt, K., Protzko, J. et al. (2021). Registered Replication Report: A Multi-Lab Replication of the Induced Compliance Paradigm of Cognitive Dissonance. *Advances in Methods and Practices in Psychological Science*. Stage 1 preregistered proposal accepted.
- *Sgherza, T., DeMarree, K. G., & Naragon-Gainey, K., (2022). *Testing the Mindfulness-to-Meaning Theory in Daily Life*. Revised manuscript under review.
- Naragon-Gainey, K., DeMarree, K. G., Kyron, M. J., *McMahon, T. P., *Park, J., *Biehler, K. M. (2022). *Decentering from emotions in daily life: Dynamic associations with affect, symptoms, and wellbeing*. Under revision for invited resubmission.
- Gallardo, I., Briñol, P., Petty, R. E., DeMarree, K. G., & Pinto, J. (2021). *Self-Affirmation Can Validate Any Mental Content Leading to Opposite Effects in Cognitive Dissonance*. Under revision for invited resubmission.
- Moreno, L., Paretto, A. K., Horcajo, J., Briñol, P., Petty, R. E., See, Y. H. M., & DeMarree, K. G. (2022). *The Effects of Perceived COVID-19 Threat on Compensatory Conviction, Thought Reliance, and Attitudes*. Initial submission under review.
- DeMarree, K. G., Naragon-Gainey, K. & *Giancola, A. (2022). *Further validation of the Multidimensional Awareness Scale using cognitive and behavioral outcomes*. Initial submission under review.

Manuscripts in Preparation

- *Vaughan-Johnston, T. I., Fabrigar, L. R., *Xia, J., DeMarree, K. G. & Clark, J. K., (2022). *Desired Attitudes Motivate Actual Attitude Change*.
- *Xia, J., Clark, J. K., *Vaughan-Johnston, T. I., DeMarree, K. G. & Fabrigar, L. R. (2022). *Wishful Metacognition: Thought Liking as a Mechanism for Attitude Change*.
- Tierney, W., et al., (2021). *Replication ring examining the robustness of priming effects on judgments and behaviors*.
- Kyron, M. J., Naragon-Gainey, K., & DeMarree, K. G. (2022). *Emotion Regulation Strategies in Daily Life: A Dynamic Multilevel Approach to Examine Patterns of Vulnerability*.
- Bylsma, L. M., Naragon-Gainey, K., DeMarree, K. G., *McMahon, T. P., *Park, J., *Biehler, K. (2022). *Heart rate variability and emotion regulation in daily life*.

Honors and Awards

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| 2008 | ISCON Best Paper Award (for Wheeler, DeMarree, & Petty, 2007) |
| 2011 | Nominated for Outstanding Faculty Mentor (TTU Center for Undergraduate Research) |
| 2013 | Fellow, Society of Experimental Social Psychology |

2013 Fellow, Psychonomic Society
2016, 2021 UUP Professional Development Award
2018 Fellow, Midwestern Psychological Association
2021 Excellence in Teaching Award, Department of Psychology, University at Buffalo
2021 Fellow, Society for Personality and Social Psychology

Teaching

Undergraduate Courses

Social Cognition
Cross-Cultural Psychology
Research Methods / Scientific Inquiry
Social Psychology

Graduate Courses

Attitudes & Social Cognition
The Self
Advanced Social Psychology
Automaticity and Control in Social Psychology

International Guest Teaching

Guest lectures in organizational behavior / human resource courses, Universidad Autónoma de Madrid (2011, 2012, 2013).
Seminar in Consumer Behavior: Attitudes and Persuasion, Seoul National University (2019)
Guest lecture in educational psychology, Korea University (2019)

Professional Affiliations

Society for Personality and Social Psychology
Society of Experimental Social Psychology
Midwestern Psychological Association
Psychonomic Society
Society for the Improvement of Psychological Science

Service

Department & University Service

2008-2011 Graduate Studies committee (TTU Psychology)
2008 Research objectives committee (TTU Psychology)
2010 A&S Writing Advisory committee (TTU)
2010-2013 Diversity Enhancement committee (TTU Psychology)
2010-2013 MentorTech program (TTU)
2010-2011 Institutional Review Board, alternate member (TTU)
2011-2013 Institutional Review Board (TTU)
2013-2018, 2020-2021 Graduate Admissions committee (UB Psychology)
2016-2018, 2020-2022 RPG committee (UB Psychology)

2016-2018 Policy and Planning committee (UB Psychology)
2017, 2021 Rice Award committee (UB Psychology)
2018-2019 Personnel committee (UB Psychology)
2020- Equity & Inclusion committee (Co-chair 2021-) (UB Psychology)

Conference Service and Organization

2013-2015 Co-organizer: SPSP Attitudes Preconference (with Kim Rios)
2014- Local representative: Midwestern Psychological Association
2017-2018 Single Presenter Panel: Society for Personality and Social Psychology annual meeting
2018-2019 Symposium Panel: Society for Personality and Social Psychology annual meeting

Editorial Service

Associate Editor:

Self and Identity 2016-2020

Editorial board member:

Journal of Experimental Social Psychology 2012-2016

Frontiers in Psychology: Personality and Social Psychology 2014-2021

Ad hoc reviewer for:

Psychological Science

Personality and Social Psychology Review

Journal of Personality and Social Psychology

Personality and Social Psychology Bulletin

Journal of Experimental Social Psychology

Journal of Personality

Social Psychological and Personality Science

Journal of Experimental Psychology: General

Assessment

Personality and Individual Differences

Psychonomic Bulletin & Review

Self and Identity

Emotion

European Journal of Social Psychology

British Journal of Social Psychology

Motivation and Emotion

Journal of Educational Psychology

Basic and Applied Social Psychology

Journal of Applied Social Psychology

Journal of the Association for Consumer

Research

Mass Communication and Society

International Journal of Research in Marketing

Analyses of Social Issues and Public Policy

Cultural Diversity & Ethnic Minority Psychology

Social Psychology (ZfP)

Psychophysiology

PLOS One

Media Psychology

National Science Foundation

Time-sharing Experiments for the Social

Sciences (TESS)

European Association of Social Psychology

SPSP Graduate Travel Awards