

VITA  
Wendy Wood

I. Contact

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II. University Degrees

B.S. 1975                      University of Illinois, Champaign: Major - Psychology  
M.S. 1978, Ph.D. 1980      University of Massachusetts, Amherst – Social Psychology

III. Academic Experience

1980 - 1982                  Assistant Professor, University of Wisconsin-Milwaukee  
1982 - 2003                  Assistant to Full Professor, Texas A&M University  
2000 - 2003                  Ella C. McFadden Professor of Liberal Arts, TAMU  
2001 - 2003                  Associate Vice President for Research, TAMU  
2004 – 2009                  James B. Duke Professor of Psychology and Neuroscience, Duke University  
2003 – 2008                  Co-Director, Social Science Research Institute, Duke University  
2005 – 2009                  Joint Appt. in Fuqua School of Business, Duke University  
2009 – present              Provost Professor of Psychology and Business, University of Southern California

IV. Professional Memberships

Fellow, Society for Personality and Social Psychology (Div 8) APA  
Fellow, American Psychological Society  
Fellow, Society for Experimental Social Psychology  
Founding Member, Society for Research Synthesis Methodology

V. Editorial Service

Co-Editor: *Special Issue. Journal of Public Policy and Marketing* (2006)  
Associate Editor: *Psychological Review* (2006-2010)  
Associate Editor: *American Psychologist* (2005)  
Associate Editor: *Personality and Social Psychology Review* (1999-2000)  
Associate Editor: *Journal of Personality and Social Psychology: ASC* (1992-94)  
Associate Editor: *Personality and Social Psychology Bulletin* (1987-90)  
Consulting Editor Currently: *Social Influence, Media Psychology, Group Processes and Intergroup Relations, Psychological Review, Personality and Social Psychology Bulletin*  
Consulting Editor Previously: *Psychological Bulletin, Journal of Personality and Social Psychology: IRGP, Journal of Personality and Social Psychology: ASC, Journal of Experimental Social Psychology*

**Other Service (Recent)**

1998, 99, 00, 06	Society for Experimental Social Psychology Membership Committee
1996-2003	Director, TAMU Women's Faculty Network Mentoring Program
1997-1999	Member, College of Liberal Arts Tenure and Promotion Committee, TAMU
1999-2002	Member, Risk Prevention and Health Behavior review panel, NIMH
2000-2001	Chair, College of Liberal Arts Research Review Committee, TAMU
2003-2006	Executive Committee Member, Society for Experimental Social Psychology
2004	Program Chair, Annual Meeting of Society for Experimental Social Psychology
2004-present	Director, Interdisciplinary Initiative in Social Psychology, Duke University
2005	Member, Theoretical Innovation Prize Selection Committee, SPSP
2005-2006	Member, Duke University Planning and Steering Committee
2005-2007	Member, Duke University Academic Leadership Council
2007-2009	Member, SPSP Publications Committee
2009	Member, Distinguished Scientific Review Panel, NIH Stimulus Funding Initiative
2010	Chair, SPSP Publications Committee

**VI. Professional Papers****A. Articles and Book Chapters**

Eagly, A. H., Wood, W., & Chaiken, S. (1978). Causal inferences about communicators and their effect on opinion change. *Journal of Personality and Social Psychology, 36*, 424-435.

Wood, W., & Eagly, A. H. (1981). Stages in the analysis of persuasive messages: The role of causal inferences and message comprehension. *Journal of Personality and Social Psychology, 40*, 246-259.

Eagly, A. H., Wood, W., & Fishbaugh, L. (1981). Sex differences in conformity: Surveillance by the group as a determinant of male nonconformity. *Journal of Personality and Social Psychology, 40*, 384-394.

Eagly, A. H., Chaiken, S., & Wood, W. (1981). An attribution analysis of persuasion. In J. H. Harvey, W. Ickes, & R. F. Kidd (Eds.), *New directions in attribution research*. Hillsdale, N.J.: Erlbaum.

Wood, W. (1982). The retrieval of attitude-relevant information from memory: Effects on susceptibility to persuasion and on intrinsic motivation. *Journal of Personality and Social Psychology, 42*, 798-810.

Eagly, A. H., & Wood, W. (1982). Inferred sex differences in status as a determinant of gender stereotypes about social influence. *Journal of Personality and Social Psychology, 43*, 915-928.

Wood, W., Polek, D., Aiken, C. (1985). Sex differences in group task performance. *Journal of Personality and Social Psychology, 48*, 63-71.

Wood, W., Kallgren, C., & Preisler, R. M. (1985). Access to attitude-relevant information in memory as a determinant of persuasion: The role of message attributes. *Journal of Experimental Social Psychology, 21*, 73-85.

Eagly, A. H., & Wood, W. (1985). Gender and influenceability: Stereotype vs. behavior. In V. E. O'Leary, R. K. Unger, & B. S. Wallston (Eds.), *Women, gender, & social psychology*. Hillsdale, NJ: Erlbaum.

- Wood, W., & Karten, S. (1986). Sex differences in interaction style as a product of perceived sex differences in competence. *Journal of Personality and Social Psychology, 50*, 341-347.
- Wood, W., Jones, M., & Benjamin, L. T., Jr. (1986). Surveying psychology's public image. *American Psychologist, 41*, 947-953.
- Kallgren, C. A., III, & Wood, W. (1986). Access to attitude-relevant information in memory as a determinant of attitude-behavior consistency. *Journal of Experimental Social Psychology, 22*, 328-338.
- Wood, W., & Worchel, S. (1987). On the influence of minorities. *Contemporary Psychology, 32*, 240-241.
- Wood, W. (1987). A meta-analytic review of sex differences in group performance. *Psychological Bulletin, 102*, 53-71.
- Wood, W., & Kallgren, C. A. III. (1988). Communicator attributes and persuasion: A function of access to attitude-relevant information. *Personality and Social Psychology Bulletin, 14*, 172-182.
- Wood, W. (1988). Influence and persuasion. In A. Campbell (Ed.), *Male and female*. Oxford, England: Andromeda.
- Wood, W., Rhodes, N., & Whelan, M. (1989). Sex differences in positive well-being: A consideration of emotional style and marital status. *Psychological Bulletin, 106*, 249-264.
- Wood, W. (1990). Generalizing sociology. *Contemporary Psychology, 34*, 383-385.
- Wood, W. (1990). Perspectives on research classics: Knowledge about retrieval. *Contemporary Social Psychology, 14*, 183-185.
- Eagly, A. H., & Wood, W. (1991). Explaining sex differences in social behavior: A meta-analytic perspective. *Personality and Social Psychology Bulletin, 17*, 306-315.
- Wood, W., Wong, F., & Chachere, J. G. (1991). Effects of media violence on viewers' aggression in unconstrained social interaction. *Psychological Bulletin, 109*, 371-383.
- Wood, W., & Rhodes, N. D. (1992). Sex differences in interaction style in task groups. In C. Ridgeway (Ed.), *Gender, interaction, and inequality* (pp. 97-121). New York: Springer-Verlag.
- Simpson, J., & Wood, W. (1992). Where is the group in social psychology? An historical overview. In S. Worchel, W. Wood, & J. Simpson (Eds.), *Group process and productivity: The Texas A&M Symposium on group dynamics*. Newbury Park, CA: Sage.
- Rhodes, N. D., & Wood, W. (1992). Self-esteem and intelligence affect influenceability: The role of message reception. *Psychological Bulletin, 111*, 156-169.
- Worchel, S., Wood, W., & Simpson, J. (1992). *Group process and productivity: The Texas A&M Symposium on group dynamics*. Newbury Park, CA: Sage.
- Grossman, M., & Wood, W. (1993). Sex differences in emotional intensity: A social role explanation. *Journal of Personality and Social Psychology, 65*, 1010-1022.

- Eagly, A. H., & Wood, W. (1994). Using research syntheses to plan future research. In H. Cooper & L. Hedges (Eds.), *Handbook of research synthesis* (pp. 485-500). New York: Russell Sage.
- Wood, W., & Stagner, B. H. (1994). Are some people easier to influence than others? In T. Brock and S. Shavitt (Eds.), *Psychology of persuasion* (pp. 149-174). Boston: Allyn & Bacon.
- Wood, W., Lundgren, S., Ouellette, J., Busceme, S., & Blackstone, T. (1994). Minority influence: A meta-analytic review of social influence processes. *Psychological Bulletin*, *115*, 323-345.
- Wood, W., Rhodes, N. D., & Biek, M. (1995). Working knowledge and attitude strength: An information-processing analysis. In R. Petty & J. Krosnick (Eds.), *Attitude strength: Antecedents and consequences* (pp. 283-313). Hillsdale, NJ: Erlbaum.
- Chaiken, S., Wood, W., & Eagly, A. H. (1996). Principles of persuasion. In E. T. Higgins & A. Kruglanski (Eds.), *Social psychology: Handbook of basic mechanisms and processes* (pp. 702-742). Hillsdale, NJ: Erlbaum.
- Biek, M., Wood, W., & Chaiken, S. (1996). Knowledge, affect, and bias: Objective and motivated processing of persuasive messages. *Personality and Social Psychology Bulletin*, *22*, 547-556.
- Shackelford, S., Wood, W., & Worchel, S. (1996). Behavioral styles and the influence of women in mixed-sex groups. *Social Psychology Quarterly*, *59*, 284-293.
- Wood, W., Pool, G., Leck, K., & Purvis, D. (1996). Self-definition, defensive processing, and influence: The normative impact of majority and minority groups. *Journal of Personality and Social Psychology*, *71*, 1181-1193.
- Reprinted in:  
A. Pines & C. Maslach (Eds.) (2002). *Experiencing social psychology: Readings and projects* (4<sup>th</sup> ed.). Boston: McGraw-Hill.
- Wood, W., Christensen, P. N., Hebl, M. R., & Rothgerber, H. (1997). Sex-typed norms, affect, and the self. *Journal of Personality and Social Psychology*, *73*, 523-535.
- Prislin, R., Wood, W., & Pool, G. (1998). Structural consistency and the deduction of specific from general attitudes. *Journal of Experimental Social Psychology*, *34*, 66-89.
- Ouellette, J., & Wood, W. (1998). Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior. *Psychological Bulletin*, *124*, 54-74.
- Pool, G. J., Wood, W., & Leck, K. (1998). The self-esteem motive in social influence: Agreeing with valued majorities and disagreeing with derogated minorities. *Journal of Personality and Social Psychology*, *75*, 967-975.
- Wood, W. (1999). Motives and modes of processing in the social influence of groups. In S. Chaiken & Y. Trope (Eds.), *Dual process theories in social psychology* (pp. 547-570). New York: Guilford Press.
- Eagly, A. H., & Wood, W. (1999). The origins of aggression sex differences: Evolved dispositions versus social roles. *Behavioral and Brain Sciences*, *2*, 223-224.

Eagly, A. H., & Wood, W. (1999). The origins of human sex differences: Evolved dispositions versus social roles. *American Psychologist*, *54*, 408-423.

Reprinted in:

Jubilant, B. M. (Ed.) (2000). *Annual Editions: Biopsychology 00/01*. New York: Dushkin.

Travis, C. (Ed.) (2003). *Evolution, gender, and rape*. Cambridge, MA: MIT Press.

Alexander, M. G., & Wood, W. (2000). Men, women, and the role of positive emotions in social interaction. In A. H. Fischer (Ed.), *Gender and emotion* (pp. 189-210). Cambridge: Cambridge University Press.

Wood, W. (2000). Attitude change: Persuasion and social influence. *Annual Review of Psychology*, *51*, 539-570.

Wood, W., & Eagly, A. H. (2000). A call to recognize the breadth of evolutionary perspectives: Sociocultural theories and evolutionary psychology. *Psychological Inquiry*, *11*, 52-55.

Eagly, A. H., Wood, W., & Diekmann, A. (2000). Social role theory of sex differences and similarities: A current appraisal. In T. Eckes & H. M. Trautner (Eds.), *The developmental social psychology of gender* (pp. 123-174). Mahwah, NJ: Erlbaum.

Wood, W., & Eagly, A. H. (2000). Once again: The origin of sex differences. *American Psychologist*, *55*, 1062-1063.

Boldry, J., Wood, W., & Kashy, D. (2001). Sex stereotypes and the evaluation of men and women in military training. *Journal of Social Issues*, *57*, 689-706.

Wood, W., & Eagly, A. H. (2002). A cross-cultural analysis of the behavior of women and men: Implications for the origin of sex differences. *Psychological Bulletin*, *128*, 699-727.

Reprinted in

Cai, D. (Ed.). (2010). *Intercultural communication: Benchmarks in communication*. Thousand Oaks, CA: Sage.

Orina, M., Wood, W., & Simpson, J. A. (2002). Styles of influence in close relationships. *Journal of Experimental Social Psychology*, *38*, 459-472.

Wood, W., Quinn, J. M., & Kashy, D. (2002). Habits in everyday life: Thought, emotion, and action. *Journal of Personality and Social Psychology*, *83*, 1281-1297.

Wood, W., & Quinn, J. M. (2003). Forewarned and forearmed? Two meta-analytic syntheses of forewarnings of influence appeals. *Psychological Bulletin*, *129*, 119-138.

Wood, W., & Christensen, P. N. (2003). Quantitative research synthesis across studies, paradigms, and time. In C. Sansone, C. C. Morf, & A. T. Panter (Eds.), *Handbook of methods in social psychology* (pp. 335-356). Thousand Oaks, CA: Sage.

Quinn, J. M., & Wood, W. (2004). Forewarnings of influence appeals: Inducing resistance and acceptance. In E. S. Knowles and J. A. Linn (Eds.), *Persuasion and resistance* (pp. 193-214). Mahwah, NJ: Erlbaum.

Eagly, A. H., Wood, W., & Johannesen-Schmidt, M. C. (2004). The social role theory of sex differences and similarities: Implications for partner preference. In A. H. Eagly, A. Beall, & R. J. Sternberg (Eds.), *Psychology of gender* (2<sup>nd</sup> ed, pp. 269-295). New York: Guilford.

- Wood, W., & Quinn, J. M. (2004). Habits and the structure of motivation in everyday life. In J. Forgas, K. Williams, & B. VonHippel (Eds.), *The 6<sup>th</sup> annual Sydney Symposium on Social Psychology*.
- Christensen, P. N., Rothgerber, H., Wood, W., & Matz, D. C. (2004). Social norms and the self: A motivational model of normative impact. *Personality and Social Psychology Bulletin*, *30*, 1295-1309.
- Matz, D., & Wood, W. (2005). Cognitive dissonance in groups: The consequences of disagreement. *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, *88*, 22-37.
- Wood, W., Tam, L., & Guerrero Witt, M. (2005). Changing circumstances, disrupting habits. *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, *88*, 918-933.
- Prislin, R., & Wood, W. (2005). Social influence: The role of social consensus in attitudes and attitude change. In D. Albaraccin, B. T. Johnson, & M. P. Zanna (Eds.), *Handbook of attitudes and attitude change* (pp. 671-706). Hillsdale, NJ: Erlbaum.
- Eagly, A. H., & Wood, W. (2005). Universal sex differences across patriarchal cultures ≠ evolved psychological dispositions. *Behavioral and Brain Sciences*, *28*, 281-283.
- Verplanken, B., & Wood, W. (2006). Changing and breaking consumer habits. *Journal of Public Policy and Marketing*, *25*, 90-103.
- Lynch, J. G., & Wood, W. (2006). Special issue editors' statement: Helping consumers help themselves. *Journal of Public Policy and Marketing*, *25*, 1-7.
- Neal, D. T., Wood, W., & Quinn, J. M. (2006). Habits: A repeat performance. *Current Directions in Psychological Science*, *15*, 198-202.
- Eagly, A. H., & Wood, W. (2006). Three ways that data can misinform: Inappropriate partialling, small samples, and anyway, they're not playing our song. *Psychological Inquiry*, *17*, 131-137.
- Christensen, P. N., & Wood, W. (2006). Effects of media violence on viewers' aggression in unconstrained social interaction. In R. Preiss, B. M. Gayle, N. Burrell, M. Allen, & J. Bryant (Eds.), *Mass media research: Advances through meta-analysis* (pp.145-168). Mahwah, NJ: Erlbaum.
- Wood, W., & Eagly, A. H. (2007). Social structural origins of sex differences in human mating. In S. Gangestad & J. A. Simpson (Eds.), *The evolution of mind: Fundamental questions and controversies* (383-390). New York: Guilford.
- Wood, W., & Neal, D. T. (2007). A new look at habits and the habit-goal interface. *Psychological Review*, *114*, 843-863.
- Ji Song, M., & Wood, W. (2007). Habitual purchase and consumption: Not always what you intend. *Journal of Consumer Psychology*, *17*, 261-276.
- Neal, D. T., & Wood, W. (2007). Linking addictions to everyday habits and plans. *Behavioral & Brain Sciences*, *31*, 455-456.

- Matz, D. C., Hofstede, P. M., & Wood, W. (2008). Extraversion as a moderator of the cognitive dissonance associated with disagreement. *Personality and Individual Differences, 45*, 401-405.
- Neal, D. T., & Wood, W. (2009). Automaticity *in situ*: Direct context cuing of habits in daily life. In E. Morsella, J. A. Bargh, & P. M. Gollwitzer (Eds.), *Oxford handbook of human action* (p. 442-457). New York: Oxford University Press.
- Wood, W., & Eagly, A. H. (2009). Testing theories and conducting research from meta-analytic syntheses. In H. Cooper, L. Hedges, & J. Valentine (Eds.), *Handbook of research synthesis and meta-analysis* (2<sup>nd</sup> ed, pp. 455-472). New York: Russell Sage.
- Wood, W. & Eagly, A. H. (2009). Gender identity. In M. Leary & R. Hoyle (Eds.), *Handbook of individual differences in social behavior* (pp. 109-128). New York: Guilford.
- Tam, L., Ji, M., & Wood, W. (2009). Brand loyalty is not habitual. In D. MacInnis, C. W. Park, & J. Priester (Eds.), *Handbook of brand relationships*. M. E. Sharpe, Inc.
- Rothman, A. J., Sheeran, P., & Wood, W. (2009). Reflective and automatic processes in the initiation and maintenance of food choices. *Annals of Behavioral Medicine, 28* (Suppl), 4-17.
- Wood, W., & Neal, D. T. (2009). The habitual consumer. *Journal of Consumer Psychology, 19*, 579-592.
- Hall, D., Matz, D. C., & Wood, W. (2010). Why don't we practice what we preach? A meta-analysis of religious racism. *Personality and Social Psychology Review, 14*, 126-139.
- Wood, W., & Eagly, A. H. (2010). Gender. In S. Fiske, D. T. Gilbert, & G. Lindzey (Eds.), *Handbook of social psychology* (Vol. 1, 5<sup>th</sup> ed., pp. 629-667). New York: John Wiley.
- Quinn, J. M., Pascoe, A. M., Wood, W., & Neal, D. T. (2010). Can't help yourself? Monitor those bad habits. *Personality and Social Psychology Bulletin*.
- Eagly, A. H., & Wood, W. (in press). Social role theory. In P. Van Lange, A. Kruglanski, & E. T. Higgins (Eds.), *Handbook of theories in social psychology*. London: Sage
- Richman, L., Van Dellen, M., & Wood, W. (in press). How women cope: Being a numerical minority in a male-dominated profession. *Journal of Social Issues*.
- Guerrero Witt, M., & Wood, W. (in press). The self-regulation of gender. *Sex Roles*.
- Leander, N. P., Chartrand, T. L., & Wood, W. (in press). Mind your mannerisms: Eliciting stereotype conformity through behavioral mimicry. *Journal of Experimental Social Psychology*.
- Wood, W., & Ridgeway, C. L. (in press). An interdisciplinary approach to gender. *Social Psychology Quarterly*.

## B. Manuscripts

- Aldrich, J. H., Montgomery, J., & Wood, W. (under review). Repeated turnout as a habit.

Neal, D. T., Pascoe, A. T., & Wood, W. (under review). Effects of goal enhancement on habit based responding.

Neal, D. T., Wood, W., & Wu, M. (under review). Habitual eating: Places trump preferences.

Pascoe, A. M., Neal, D. T., Toner, K., & Wood, W. (under review). Habits as external self-regulation.

Carten, D. M., Larrick, R., & Wood, W. (in progress). Misperceptions of Influence: Why others influence us when we neither think they do nor want them to.

## VII. Recent Presentations

### A. Recent Colloquia and Invited Addresses

- |                 |  |
|-----------------|--|
| May, 1996       | Invited speaker at the Adversity Conference, University of Massachusetts, Amherst. Title: Self and group identity.   |
| April, 1997     | Colloquium at Tulane University. Title: Sex-typed norms, affect, and the self  |
| November, 1997  | Colloquium at University of Texas-Arlington. Title: Norms, affect, and the self.   |
| February, 1998  | Colloquium at Southern Methodist University. Title: Group identity, influence, and self-esteem   |
| April, 1998     | Invited speaker at the annual meeting of the Midwestern Psychological Association, Chicago   |
| September, 1998 | Colloquium at Case Western Reserve University. Title: Group identity, self identity, and social influence.   |
| October, 1998   | Invited speaker at the Amsterdam Conference on Minority Influence, sponsored by the European Association for Social Psychology. Title: Group and personal identity in social influence |
| January, 1999   | Invited speaker at the annual meeting of the Social Psychologists in Texas, Austin. Title: Group identity and social influence   |
| April, 1999     | Colloquium at the University of Michigan. Title: Group identity, self identity, and social influence   |
| June, 1999      | Invited speaker at the annual meeting of the American Psychological Society, Denver. Title: Techniques of Meta-analysis  |
| June, 2000      | Invited symposium at the annual meeting of the American Psychological Society, Miami. Title: Origins of Sex Differences  |
| July, 2000      | Presentation at the European Association of Experimental Social Psychology Meeting on the Psychology of Attitudes, Wales. Title: Group identity and social influence                   |
| October, 2000   | Colloquium at Stanford University Business School. Title: Habits and the Prediction of Behavior in Everyday Life   |
| November, 2000  | Invited speaker, University of Texas-Austin. Title: Habits and the Prediction of Behavior in Everyday Life   |
| January, 2001   | Invited speaker at the annual meeting of the Social Psychologists in Texas, Ft. Worth. Title: A Cross-Cultural Analysis of the Behavior of Women and Men                               |
| February, 2001  | Invited speaker at the meeting, Experience-Based Decision Making, Heidelberg, Germany. Title: Habits in Everyday Life  |
| March, 2001     | University Colloquium at Northern Illinois University. Title: A Cross-Cultural Analysis of the Behavior of Women and Men   |
| April, 2001     | Presentation at the European Association of Experimental Social Psychology Meeting on Gender, Graz, Austria. Title: A Cross-Cultural Analysis of the Behavior of Women and Men         |
| August, 2001    | Central symposium, Biannual Meeting of the Interamerican Society of Psychology, Santiago, Chile. Title: A Cross-Cultural Analysis of the Behavior of Women and Men                     |



- October, 2001 Invited speaker, Groups Preconference, the annual meeting of the Society for Experimental Social Psychology, Spokane, WA. Title: A Groupy Perspective on Attitudes: The Study of Social Influence
- January, 2002 Invited speaker, Attitudes Preconference, the annual meeting of the Society for Personality and Social Psychology, Savannah, GA. Title: Habits in Everyday Life
- April, 2002 Invited speaker, conference on Resistance in Influence. University of Arkansas. Title: Forewarning and Resistance
- May, 2002 Colloquium at Northwestern University. Title: Habits in Everyday Life
- March, 2003 Presentation at Sydney Symposium on Social Psychology. Title: Habits: Acting Without Thinking
- April, 2003 Colloquium at Ohio State University. Title: Habits: Acting Without Thinking
- November, 2003 Invited speaker at the National Cancer Institute Workshop, Integrating Message Effects and Behavior Change Theories in the Prevention, Treatment, and Cure of Cancer, Philadelphia. Title: Habits: Limitations on Message Effects
- February, 2004 Colloquium at University of Houston, Marketing Dept. Title: Habits and Intentions as Guides to Action
- March, 2004 Colloquium at University of North Carolina. Title: Habits and Repetition in Everyday Life
- September, 2004 Keynote Speaker, 100<sup>th</sup> anniversary of the German Psychological Association, Goettingen, Germany. Title: Habits and the Power of Repetition in Daily Life.
- November, 2004 Keynote Speaker, annual conference of Society for Southeastern Social Psychologists. Clemson University. Title: Habits and the Power of Repetition
- February, 2005 Presentation at University of Virginia. Title: Habits and the Power of Repetition
- February, 2006 Keynote Speaker, Gender Conference, Radford University. Title: Snips and Snails...and all Things Nice: Evolutionary Origins of Gender
- March, 2006 Keynote Speaker, Gender Development Conference, University of Santa Cruz. Title: Evolutionary Origins of Gender Differences and Similarities
- January, 2007 Invited Speaker, Evolutionary Psychology Preconference, Society for Personality and Social Psychology
- March, 2007 Hovland Memorial Lecture, Yale University. Title: Origins of Human Sex Differences and Similarities
- September, 2007 Radcliffe Fellow Lecture, Harvard University. Title: Origins of Human Sex Differences and Similarities
- November, 2007 Colloquium, Marketing Department, University of Southern California. Title: Habit Stability and Change
- December, 2007 Colloquium, Psychology Department, California State University, San Diego. Title: Habit Stability and Change
- March, 2008 Colloquium, Psychology Department, University of Connecticut, Storrs. Title: Habits as Self-Regulation
- March, 2008 Invited speaker, NIH Conference on Decision Making in Eating Behavior, Bethesda, MD. Title: Habitual Eating
- May, 2008 Invited speaker, Interdisciplinary Habits Conference, University of London School of Epidemiology, London, UK. Title: Habit Performance and Change
- September, 2008 Invited speaker, Psychology Department, Yale University, New Haven. Title: Habits as Self-Regulation
- February, 2009 Keynote Speaker, Self Preconference, Society for Personality and Social Psychology, Tampa, FL Title: Habits as Self-Regulation
- April, 2009 Colloquium, Graduate School of Business, University of Chicago, Chicago, IL. Title: Habits as Self-Regulation
- August, 2009 Invited Address at annual meeting of the American Psychological Association, Toronto.

	Title: Habits of Everyday Life
September, 2009	Keynote speaker at the meeting of the British Psychological Society, Sheffield, England.
	Title: Habits as Self-Regulation
November, 2009	Invited speaker at the Bridging Social Psychologies Conference, Chicago. Title: Explaining gender differences and similarities
December, 2009	Invited speaker, Department of Psychology, Claremont University. Title: Habits as Self-Regulation
January, 2010	Colloquium speaker, BDM, University of California-Los Angeles. Title: Habits as Self-Regulation

## B. Papers Presented at Recent Professional Meetings

- Wood, W. (2002, October). Discussant in symposium, Group-based perspectives on normative behavior. The annual meeting of Society for Experimental Social Psychology, Columbus, Ohio.
- Wood, W. (2003, January). Sex differences across cultures: What do they tell us about the origins of sex differences? Paper presented at the Social Psychology Winter Conference, Park City, Utah.
- Matz, D., & Wood, W. (2003, February). Cognitive dissonance in groups. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles.
- Wood, W. (2003, February). Discussant in symposium, New directions in attitude research. Annual meeting of the Society for Personality and Social Psychology, Los Angeles.
- Guerrero-Witt, M., Wood, W., & Tam, L. (2003, June). Changing circumstances, changing habits. Poster presented at the annual meeting of the American Psychological Society, Atlanta.
- Matz, D., & Wood, W. (2004, February). Arousal and group disagreement. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin.
- Quinn, J. M., & Wood, W. (2004, February). Individual differences in habit performance. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin.
- Guerrero-Witt, M., & Wood, W. (2004, February). Self-regulation and sex-typed self-concept. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin.
- Wood, W., & Quinn, J. M. (2004, June). Habit change by accident and by design. Paper presented at the biannual meeting of the European Association for Experimental Social Psychology, Wurzburg, Germany.
- Guerrero-Witt, M., Wood, W., & Tam, L. (2005, January). Habits and change in circumstances. Poster presented at the annual conference of the Society for Personality and Social Psychology, New Orleans.
- Quinn, J. M., & Wood, W. (2005, January). Everyday habit change. Poster presented at the annual conference of the Society for Personality and Social Psychology, New Orleans.
- Neal, D., & Wood, W. (2005, January). Habitual immunity and goal-pursuit: On the intersection of self-control and automaticity. Poster presentation at the Society for Personality and Social Psychology, New Orleans.
- Wood, W., & Verplanken, B. (2005, June). Breaking and creating consumer habits. Paper presented at JPP&M conference, Helping Consumers Help Themselves, Duke University.
- Neal, D., & Wood, W. (2005, September). A portrait of the psychological control of habits. International Society for New Institutional Economics annual conference, Barcelona.
- Guerrero Witt, M., & Wood, W. (2006, June). Self-regulation of gendered behavior in everyday life. Poster presented at the biennial conference of the Society for the Psychological Study of Social Issues, Long Beach, CA.
- Neal, D. T., & Wood, W. (2007, January). Habits and the immunization of self-regulation in daily life. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Pascoe, A. T., & Wood, W. (2007, January). Does ego-depletion exist? Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.

- Neal, D. T., Wood, W., & Ji, M. F. (2007, June). Basic processes of habitual control and their implications for consumer behavior and brand loyalty. Paper presented at the annual conference of the Advertising and Consumer Psychology Conference, Santa Monica, CA.
- Pascoe, A. T., & Wood, W. (2007, August). Habits and organizational routines. Paper presented at the annual meeting of the Academy of Management, Philadelphia, PA.
- Neal, D. T., & Wood, W. (2007, October). Triggers of real-world habits: Implications for consumer behavior. Paper presented at the annual meeting of the Association for Consumer Research, Memphis, TN.
- Neal, D. T., Pascoe, A., & Wood, W. (2008, January). Effortless perfection: The paradoxical effects of explicit and implicit goal priming on habitual responding. Paper presented at the Society for Personality and Social Psychology, Albuquerque, NM.
- Pascoe, A. T., Neal, D. T., & Wood, W. (2008, June). Changing everyday habits. Paper presented at the annual meeting of the Association for Psychological Science, Chicago, IL.
- Wood, W., Neal, D. T., & Pascoe, A. T. (2008, July). A new look at habits. Paper presented at the International Congress for Psychology meeting, Berlin, Germany.
- Neal, D. T., Pascoe, A. T., & Wood, W. (2008, August). Health habits. Paper presented at the annual meeting of the American Psychological Association, Chicago, IL.
- LaBrecque, J., Neal, D. T., & Wood, W. (2010, January). How do people detect when habits have gone wrong? Poster to be presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas.

### VIII. Teaching Interests

Social psychology	Research synthesis
Psychology of gender	Research techniques in social psychology/consumer behavior
Attitudes and social influence	Consumer behavior

### IX. Research Grants and Awards

1981	University of Wisconsin Summer Research Fellowship
1982	University of Wisconsin Summer Research Fellowship
1983	Texas A&M University Proposal Incentive Award
1984	Texas A&M University Summer Research Fellowship
1984-1985	National Institute of Health Award, PI Title: Sex Differences in Group Interaction and Group Performance, \$33,400
1986-1988	Rockefeller Foundation Award, PI, Title: Sex Differences in Group Performance, \$46,500
1987	Texas A&M University Summer Research Fellowship
1988	Texas A&M University Faculty Research Leave
1989	Texas A&M University Summer Research Fellowship
1991	Texas A&M University Undergraduate Honors Program Teacher/Scholar Award
1992-1994	National Institute of Health Award Role: PI Title: Processes of Minority Influence \$48,000
1994	Texas A&M University Faculty Research Leave
1994	Texas A&M University Program to Enhance Scholarly and Creative Activities Award
1996-1999	National Science Foundation Award, SBR-9514537 Role: PI Title: A Self-Definitional Model of Minority and Majority Influence, \$213,500 1997: REU supplement in support of undergraduate education
1999	Texas A&M University Faculty Research Leave
2000	Texas A&M University Program to Enhance Scholarly and Creative Activities Award

- 2000-2005 National Institute of Mental Health Award R01 MH619000-01  
Role: PI  
Title: Habits and the Self-Regulation of Behavior, \$438,600
- 2001 Texas A&M University Association of Former Students Distinguished Research Award
- 2003 Finalist, Otto Klineberg Award for best paper of the year on intercultural and international relations, Society for the Psychological Study of Social Issues
- 2006 American Psychological Association Conference Award, PI (with J. Krosnick, A. Lupia, J. Aldrich). Title: Psychology of American National Election Studies, \$16,000
- 2007-2010 National Science Foundation Advance Program Award SBE-05-48323  
Role: Co-PI (PI: Kristina Johnson)  
Title: Target of Opportunity Strategies, \$599,826
- 2007-2009 National Institutes of Health Award R01 CA114389  
Role: Co-PI (PI: Isaac Lipkus)  
Title: Increasing Attention to Smoking Risk Messages \$279,907
- 2007-2008 Helen Putnam Fellow, Radcliffe Institute for Advanced Study, Harvard University  
Title: Evolutionary Models of Human Mate Preferences \$71,000
- 2008-2010 National Science Foundation Major Instrumentation Award  
Role: Co-PI (PI: Mark Leary)  
Title: Labmobile for Human Subjects Research \$251,098