

Jamie Barden

Curriculum Vita

Department of Psychology
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Academic Positions

2017-present Professor, Department of Psychology, Howard University

2010-2017 Associate Professor, Department of Psychology, Howard University

2005-2010 Assistant Professor, Department of Psychology, Howard University

Education

Ph.D. Psychology, Ohio State University, 2005, Specialization: Social Psychology,
Minor: Quantitative Psychology.

M.A. Psychology, Ohio State University, 2001, Specialization: Social Psychology.

B.A. Psychology, Grinnell College, 1997, Phi Beta Kappa.

Grants

NAEP-Howard Statistics and Evaluation Institute. (2013-2018). Educational Testing Service and the NAEP-Howard University Collaborative (Role: PI with Lloyd Ren Sloan): \$199,000.

Collaborative Research: Stereotype Validation and Intellectual Performance. (2012-2016). National Science Foundation (Role: PI): \$190,000.

NAEP-Howard Statistics and Evaluation Institute. (2012-2013). Educational Testing Service and the NAEP-Howard University Collaborative (Role: PI with Lloyd Ren Sloan): \$77,000.

Racial Identity Development as a Self-Regulatory Process. (2007-2009). Howard University Faculty Research Award: \$69,000.

Ambivalence as a Path to Reducing Prejudice Against Gays Within the African American Community. (2006). American Psychological Foundation, Wayne F. Placek Award: \$4,500.

Journal Articles

- Van Camp, D., Barden, J., & Sloan, L. R. (2016). Social and individual religious orientations exist within both intrinsic and extrinsic religiosity. *Archive for the Psychology of Religion, 1*, 22-46.
- Clark, J. K., Thiem, K. C., Barden, J., O'Rourke, J. L., & Evans, A. T. (2015). Stereotype validation: The effects of activating negative stereotypes after intellectual performance. *Journal of Personality and Social Psychology, 108*, 531-552.
- Gwinn, J., Barden, J., Judd, C. M. (2015). Face recognition in the presence of angry expressions: A target-race effect rather than a cross-race effect. *Journal of Experimental Social Psychology, 58*, 1-10.
- Barden, J., & Tormala, Z. L. (2014). Elaboration and attitude strength: The new meta-cognitive perspective. *Social and Personality Psychology Compass, 8*, 17-29.
- Barden, J., Rucker, D. D., Petty, R. E., & Rios, K. (2014). Order of actions mitigates hypocrisy judgments for ingroup more than outgroup members. *Group Processes and Intergroup Relations, 17*, 590-601.
- Brunell, A. B., Staats, S., Barden, J., & Hupp, J. M. (2011). Narcissism and academic dishonesty: The exhibitionism dimension and the lack of guilt. *Personality and Individual Differences, 50*, 323-328.
- Van Camp, D., Barden, J., & Sloan, L. R. (2010). Predictors of Black students' race-related reasons for choosing a HBCU and intentions to engage in racial identity relevant behaviors. *The Journal of Black Psychology, 36*, 226-250.
- Van Camp, D., Barden, J., Sloan, L. R., & Clarke, R. P. (2009). Choosing an HBCU: An opportunity to pursue racial self-development. *The Journal of Negro Education, 78*, 457-468.
- Barden, J., & Petty, R. E. (2008). The mere perception of elaboration creates attitude certainty: Exploring the thoughtfulness heuristic. *Journal of Personality and Social Psychology, 95*, 489-509.
- Briñol, P., Petty, R. E., & Barden, J. (2007). Happiness versus sadness as a determinant of thought-confidence in persuasion: A self-validation analysis. *Journal of Personality and Social Psychology, 93*, 711-737.
- Barden, J., Rucker, D. D., & Petty, R. E. (2005). "Saying one thing and doing another": Examining the impact of event order on hypocrisy judgments of others. *Personality and Social Psychology Bulletin, 31*, 1463-1474.

Journal Articles (continued)

Maddux, W. W., Barden, J., Brewer, M. B., & Petty, R. E. (2005). Saying no to negativity: The effects of context and motivation to control prejudice on automatic evaluative responses. *Journal of Experimental Social Psychology, 41*, 19-35.

Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2004). Contextual moderation of racial bias: The impact of social roles on controlled and automatically activated attitudes. *Journal of Personality and Social Psychology, 87*, 5-22.

Book Chapters

Barden, J. & Petty, R. E. (2012). Persuasion. In V. S. Ramachandran (Ed.), *Encyclopedia of Human Behavior, 2nd Edition*. (pp. 96-102). San Diego: Elsevier.

Petty, R. E., Barden, J., & Wheeler, S. C. (2009). The Elaboration Likelihood Model of persuasion: Health promotions for sustained behavioral change. In R. J. DiClemente, R. A. Crosby, & M. Kegler (Eds.), *Emerging theories in health promotion practice and research, 2nd Edition*. (pp. 185-214). San Francisco: Jossey-Bass.

Barden, J. (2007). Forewarning. In R. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage, Vol. 1, pp. 358-359.

Bizer, G. Y., Barden, J. C., & Petty, R. E. (2003). Attitudes. In L. Nadel (Ed.), *Encyclopedia of Cognitive Science*. London: Macmillan.

Petty, R. E., Barden, J., & Wheeler, S. C. (2002). The Elaboration Likelihood Model of persuasion: Health promotions that yield sustained behavioral change. In R. J. DiClemente, R. A. Crosby, & M. Kegler (Eds.), *Emerging theories in health promotion practice and research: Strategies for improving public health*. (pp. 71-99). San Francisco: Jossey-Bass.

Manuscript

Barden, J., Kopp, B., Petty, R. E. & Luttrell, A. (in prep). Ease of retrieval and the thoughtfulness heuristic: Distinct meta-cognitive paths to attitude certainty and behavior change.

Presentations

- Barden, J., (2017). *Race matching of advertising has mixed effects*. Poster session presented at the Society of Personality and Social Psychologists, San Antonio, TX.
- Barden, J. (2016). *Race tailoring for Blacks in advertising: Why it works and for whom it doesn't*. Poster session presented at the Society for Consumer Psychology Boutique Conference on Identity-Related Consumption, Chicago, IL.
- Barden, J. (2015). *Establishing a non-elaborative path to attitude certainty via accessibility and perceived accessibility*. An invited paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., Luttrell, A., Kopp, B., & Petty, R. E. (2015). *Perceived ease reflecting attitude accessibility: A distinct mechanism from persuasion antecedents to strength consequences*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Long Beach, CA.
- Barden, J., Clark, J. K., & Thiem, K. C. (2014). *Danger after the test: Negative stereotypes validate poor performance*. Paper presented at the groups pre-conference at the annual meeting of the Society of Experimental Social Psychology, Columbus, Ohio.
- Barden, J., Rucker, D. D., Petty, R. E., & Morrison, K. R. (2014). *Order of actions mitigates hypocrisy judgments, but differentially for ingroup and outgroup members*. Paper presented at the annual meeting of the International Society of Justice Research, New York, NY.
- Barden, J., & Clark, J. K. (2014). *Activating stereotypes post-performance: Negative consequences for Blacks' math ability beliefs*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Orehek, E. (2010). *Positive and negative effects of Obama on academic task performance*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Orehek, E. (2010). *Good feelings and poor performance: The reverse "Obama effect"*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Las Vegas, NV.
- Barden, J. (2009). *Putting on the brakes of workplace discrimination: Controlled and automatic processes*. Presenter and panel discussant at the John M. Olin Conference on Combating Workplace Discrimination, University of Virginia Law School, Charlottesville, VA.

Presentations (continued)

- Van Camp, D., Sloan, L. R. & Barden, J. (2009). *Religious Identity: Personal or Social (or both)?* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.
- Kopp, B., Barden, J., & Petty, R. E. (2009). *Elaboration antecedents result in attitude strength through two separate paths: Parallel mediation by accessibility and amount of thought.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.
- Barden, J., Rucker, D. D., Petty, R. E., & Morrison, K. R. (2009). *Ambiguous actions foster moral double standards: Social group matching biases judgments of hypocrisy in others.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.
- Barden, J., Van Camp, D., & Sloan, R. (2008). *Choosing a historically black college as racial identity development.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Van Camp, D., Barden, J., Clarke, R. P., & Sloan, L. R. (2008). *A self-regulatory approach to group identity development.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Albuquerque, NM.
- Barden, J., Camp, D., & Sloan, L. R. (2007). *Prejudice against gay men: Exploring determinants within the African American community.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Memphis, TN.
- Barden, J., Rucker, D. R., & Petty, R. E. (2006). *Seeing a hypocrite or not depends on the eye of the beholder.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Petty, R. E. (2006). *A comprehensive process from antecedents of elaboration to strength consequences: Mediation by the perception of the extent of elaboration.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Palm Springs, CA.
- Barden, J., & Petty, R. E. (2005). *A meta-cognitive revision: Perceived amount of thought provides a mechanism behind attitude certainty.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Presentations (continued)

Barden, J., & Petty, R. E. (2005). *The process through which message relevant elaboration determines attitude certainty*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, New Orleans, LA.

Barden, J., Rucker, D. D., & Petty, R. E. (2004). *Hypocrisy of others: Why is saying one thing and (then) doing another more hypocritical than the reverse?* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Briñol, P., Petty, R. E., Barden, J., & Horcajo, J. (2004). Changing automatic attitudes with persuasive messages. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

Barden, J., Rucker, D. D., & Petty, R. E. (2004). Hypocrisy of others. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Austin, TX.

Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2003). *Where do automatic racial attitudes come from? Asian-Americans use stereotypes and Asian immigrants use intergroup affect*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Barden, J., Rucker, D. D., & Petty, R. E. (2003). *So what if you don't practice what you preach? The antecedents and consequences of judging other's hypocrisy*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Los Angeles, CA.

Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2002). *Contextual constraint: The places where implicit and explicit attitudes converge*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2002). *Physical context moderates implicit and explicit racial attitudes*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Savannah, GA.

Maddux, W. W., Barden, J., Brewer, M. B., & Petty, R. E. (2002). *Contextually cued correction: The effects of motivation and context on implicit racial attitudes*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Savannah, GA.

Presentations (continued)

Maddux, W. W., & Barden, J. (2001). *Motivation to control prejudice and its effect on implicit racial attitudes*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Maddux, W. W., & Barden, J. (2001). *Context as a moderator of automatic responses to racial stimuli*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

Le, B., & Barden, J. (1997). *A bias in physical attractiveness ratings of familiar targets*. Poster session presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Barden, J., & Lopatto, D. E. (1996). *How negative mood affects performance on inductive and deductive tasks*. Poster session presented at the annual meeting of Grinnell College Summer Research participants, Grinnell, Iowa.

Invited Colloquia and Panels

American Psychological Association Meeting, Washington, D.C.

American Psychological Foundation Grant Awardee Panel (August 2017)

George Mason University, I/O Area Brown Bag (September, 2015)

Midwestern Psychological Association Meeting, Chicago, IL,

Workshop Panel (April 2015)

University at Buffalo—SUNY, Department of Psychology (March, 2015)

University at Buffalo—SUNY, DeMarree Lab (March, 2015)

Educational Testing Service (ETS), Princeton, NJ (July, 2014)

Ohio University, Psychology Department Colloquium Series (October, 2013)

Ohio State University, Social Psychology-GAP lab (October, 2013)

Grinnell College, Alumni Symposium on Psychology and Race (November, 2012)

University of Maryland, Social-Decision-Organizational Psychology Colloquium

Series (November, 2009)

University of Virginia, John M. Olin Conference on Combating Workplace

Discrimination (April, 2009)

Howard University, Assistant Professors Research Group (October, 2008)

Virginia Commonwealth University, Department of Psychology (September, 2008)

INSEAD Business School, Fontainebleau, France (May, 2007)

Université de Lausanne, Department of Psychology, Switzerland (May, 2007)

Ohio State University, Social Psychology-GAP lab (March 2006)

Howard University, Department of Psychology (April, 2005)

University at Buffalo—SUNY, Department of Psychology (December, 2004)

Courses Taught

Howard University

Intergroup Dynamics and Race Relations (Graduate)
Group Dynamics (Graduate)
Basic and Contemporary Issues in Attitudes and Persuasion (Graduate)
Attitudes and Social Cognition (Graduate)
Quantitative Research Methods and Statistics Workshop (Graduate)
Introduction to SPSS Workshop (Graduate)

Social Psychology (Undergraduate)
Experimental Psychology with Lab (Undergraduate)
Design and Analysis with Lab (Undergraduate)
Research Methods and Statistics I (Undergraduate)

Ohio State University

Introduction to Social Psychology (Undergraduate)

Editing and Reviewing

Associate Editor: Basic and Applied Social Psychology, 2011-2013

Editorial Board: Self and Identity, 2010-present
Basic and Applied Social Psychology, 2014-present

Grant Review Panels: National Science Foundation
American Psychological Foundation
Israel Science Foundation

Ad Hoc Journal Review: Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Psychology: General, European Journal of Social Psychology, Social Cognition, Journal of Applied Social Psychology, Journal of Communication, Political Psychology, Psychonomic Bulletin and Review, British Journal of Social Psychology, Group Processes and Intergroup Relations, Psychological Reports, Social Psychology, Sex Roles, Journal of Black Psychology, Journal of Business Ethics, Criminal Justice Review, Race and Social Problems, The Spanish Journal of Psychology.

General Service

Group Processes and Intergroup Relations Pre-Conference Co-organizer,
Society of Personality and Social Psychologists Conference, 2012
Symposium Moderator, Midwestern Psychological Association Meeting, 2009
Intel Science Talent Search, Award Judge, Science Talent Institute 2009-present
Interdisciplinary Programs Task Force, Howard University
Sabbatical Committee, Howard University
Colloquium Series Founder and Chair, Department of Psychology, 2008-present
www.coas.howard.edu/psychology/colloquiumseries
Search Sub-Committee Chair for Quantitative Psychology Position, 2015

Webmaster, Department of Psychology, 2008-present
www.coas.howard.edu/psychology (Undergraduate)
gs.howard.edu/graduate-programs/psychology (Graduate)

Professional Development

Website Builder Training, Graduate School, Howard University
Designing Syllabi, CETLA, Howard University
Matching Content and Activities with Objectives, CETLA, Howard University
Department Web Management Training, COAS, Howard University
Teaching Large Classes Workshop, CETLA, Howard University
Unconscious Bias Training for Hiring, Howard University
Title IX Training, General Council's Office, Howard University
Higher-Education Assessment Workshop, OIAE, Howard University
Moderation and Mediation Analysis, Kansas Summer Institute, Hayes and Preacher
Grant Writing Workshop, Graduate School, Howard University
Introduction to Blackboard, CETLA, Howard University

Honors and Awards

Primary contact for Educational Testing Service (ETS) paid summer research internships for 16 undergraduate and graduate students (2012-2016, \$120,000).

Primary contact with University of California, Davis for undergraduate summer research internships (2012, \$5,000 to one student).

Fellow, Society of Experimental Social Psychology (2011).

Baumgardner Travel Grant (2004), \$500.

Edward F. Hayes Graduate Research Forum Award (2002), \$200.

Summer fellowship in support of summer teaching assistant training program (July-September 2002).

National Institute for Mental Health Pre-Doctoral Traineeship (2000-2001).

Ohio State University Fellowship (1999).

Media Coverage

“Leonardo DiCaprio may be a hypocrite, but climate change is still real.” ZME Science News Site, 3/2/2016.

<http://www.zmescience.com/ecology/climate/hypocrisy-climate-climate-change/>
“Stereotyping Sticks” *Science*, 4/24/2015, a photo and summary of Guinn, Barden and Judd (2015).

American Psychological Association Social Media Pages, which has 20,000+ recipients, 4/15/2015, had Clark, Thiem, Barden, O’Rourke, & Evans (2015), as a featured article.

“Do we really want consistent politicians?” *National Public Radio, Talk of the Nation*, 3/6/2012

“Inconsistency: The real hobgoblin” *National Public Radio, Morning Edition*, 3/6/2012

“We’re Still Puzzled” *New York Review of Books*, 11/8/2012

“Larry Craig isn’t a hypocrite” *Time*, 9/16/2007

Professional Affiliations

Society of Personality and Social Psychology

Society for Experimental Social Psychology

Midwestern Psychological Association