

VITA
Wendy Wood

I. Contact

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II. University Degrees

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

III. Academic Positions and Chairs

2022-present	Emeritus Provost Professor of Psychology and Business, Univ of Southern California
2019-present	Scientific Advisor, Catalyst Behavioral Sciences
2018	Sorbonne-INSEAD Distinguished Visiting Chair of Behavioral Science
2012 – 2015	Vice Dean (Social Sciences), Dornsife College, University of Southern California
2009 – 2022	Provost Professor of Psychology and Business, University of Southern California
2004 – 2009	James B. Duke Professor of Psychology and Neuroscience, Joint Appointment Fuqua School of Business, Duke University
2003 – 2008	Co-Director, Social Science Research Institute, Duke University
2001 - 2003	Associate Vice President for Research, TAMU
2000 - 2003	Ella C. McFadden Professor of Liberal Arts, TAMU
1982 - 2003	Assistant to Full Professor, Texas A&M University
1980 - 1982	Assistant Professor, University of Wisconsin-Milwaukee

IV. Awards and Recognitions

President, Association for Psychological Science, 2022-2025
Career Contribution Award, Society for Personality and Social Psychology, 2021
Executive Committee, Scientific Expert Action Network, National Academies, 2021-24
Distinguished Scientific Contribution Award, Attitudes and Social Influence, Society for Personality and Social Psychology, 2020
President, Society for Personality and Social Psychology, 2015-2017
International Scientific Advisory Board, Wellcome Trust: Behavior Change by Design, Cambridge, UK, 2019-22
Best Paper of 2010 Award, *Journal of Consumer Psychology*
School of Social Sciences International Academic Advisory Board, Singapore Management Univ, 2016-18
Hovland Lectureship 2007, Yale University
Helen Putnam Fellow 2007-8, Radcliffe Institute for Advanced Study, Harvard University
Finalist, Otto Klineberg Award for best paper in 2003 on intercultural and international relations, Society for the Psychological Study of Social Issues
Texas A&M University Association of Former Students 2001 Distinguished Research Award
Texas A&M University Undergraduate Honors Program 1991 Teaching Award
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 on Habits and Model-Free Control, *Frontiers in Psychology* (2019)
 Co-Editor, Special Issue on Habit-Driven Consumer, *Journal of the Association of Consumer Research* (2018)
 Senior Disciplinary Editor, *Behavioral Science and Policy* (2013 -2017)
 Ad hoc Editor: *Personality and Social Psychology Bulletin* (2010, 2011)
 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)

Other Service (Recent)

2019-2020	Member, Dornsife Committee on Appointments, Promotion, and Tenure
2018-19	Member, University Committee on Appointments, Promotion, and Tenure, USC
2015-18	President of Society for Personality and Social Psychology
2012-2018	Member of Executive Committee, Society for Personality and Social Psychology
2012-2015	Secretary/Treasurer of Society for Personality and Social Psychology
2009-2012	Member (sometimes Chair), USC Committee on Appointments, Promotion, & Tenure
2011	APA, Chair of Selection Committee for Early Career Awards
2010	Co-Director, USC Strategic Planning Committee on Faculty and Academic Climate
2010	Chair, SPSP Publications Committee
2010	Director of Graduate Studies, Department of Psychology, USC
2009	Member, Distinguished Scientific Review Panel, NIH Stimulus Funding Initiative
2007-2009	Member, SPSP Publications Committee
2005-2007	Member, Duke University Academic Leadership Council
2005-2006	Member, Duke University Planning and Steering Committee
2005	Member, Theoretical Innovation Prize Selection Committee, SPSP
2004	Program Chair, Annual Meeting of Society for Experimental Social Psychology
2004-2009	Director, Interdisciplinary Initiative in Social Psychology, Duke University
2003-2006	Executive Committee Member, Society for Experimental Social Psychology
2000-2001	Chair, College of Liberal Arts Research Review Committee, TAMU
1999-2002	Member, Risk Prevention and Health Behavior review panel, NIMH
1998, 99, 00, 06	Society for Experimental Social Psychology Membership Committee
1997-1999	Member, College of Liberal Arts Tenure and Promotion Committee, TAMU
1996-2003	Director, TAMU Women's Faculty Network Mentoring Program

VI. Professional Papers

A. Book

Wood, W. (2019). *Good habits, bad habits*. New York, NY: Farrar, Straus and Giroux.

Next Big Idea Club selection, *Publishers' Weekly* starred review, *New Yorker* magazine review,
Translated into 22 different languages

B. Peer-Reviewed Articles

Under review

Wood, W. Habits, goals, and the power to change unwanted behaviors. Invited article, *Current Directions in Psychology*.

Labrecque, J., Lee, K., & Wood, W. Context-response associations drive habits. Invited revision, *Journal of the Experimental Analysis of Behavior*.

2023

Wood, W., & Mazar, A. (in press). Habits are not goal dependent: Commentary on Buabang et al. (2023). *Journal of Experimental Psychology: General*.

Ceylan, G., Diehl, K., & Wood, W. (2023). From mentally doing to actually doing: A meta-analysis of induced positive consumption simulations. *Journal of Marketing*. Available online ahead of print.

Ceylan, G., Anderson, I. A., & Wood, W. (2023). Habitual, not lazy or biased: Sharing false news depends on social media users' habits. *Proceedings of the National Academy of Sciences*, 120 (4), e2216614120.

Anderson, I. A., & Wood, W. (2023). Social motivations' limited influence on habitual behavior: Tests from social media engagement. *Motivation Science*, 9(2), 107–119.

2022

Mazar, A., Tomaino, G., Carmon, Z., & Wood, W. (2022). Americans discount the effect of friction on voter turnout. *Proceedings of the National Academy of Sciences*, 119 (34), e2206072119.

Hackel, L., Kogon, D., Amodio, D., & Wood, W. (2022). Group value learned through interactions with members: A reinforcement learning account. *Journal of Experimental Social Psychology*, 99, 104267.

Mazar, A., Itzhakov, G., Lieberman, A., & Wood, W. (2022). The unintentional nonconformist: Habits promote resistance to social influence. *Personality and Social Psychology Bulletin*.

Mazar, A., & Wood, W. (2022). Illusory feelings, elusive habits: Explanations of behavior overlook habits. *Psychological Science*, 33(4) 563–578.

Wood, W., Mazar, A., & Neal, D. (2022). Habits and goals in human behavior: Separate but interacting influences. *Perspectives on Psychological Science*, 17(2), 590-605.

2021

Mazar, A., Tomaino, G., Carmon, Z., & Wood, W. (2021). Sustaining sustainability: Lessons from the psychology of habits. *Behavioral Science & Policy*, 7, 75-89.

Anderson, I. A., & Wood, W. (2021). Habits and the electronic herd: The psychology behind social media's successes and failures. *Consumer Psychology Review*, 4, 83-99.

2018

Carden, L., & Wood, W. (2018). Habit formation and change. *Current Opinion in Behavioral Science*, 20, 117-122.

Hayes, T., Lee, J. C., & Wood, W. (2018). Ideological group influence: The central role of message meaning. *Social Influence*, 13, 1-17.

Itzhakov, G., Uziel, L., & Wood, W. (2018). When attitudes and habits don't correspond: Self-control depletion increases persuasion but not behavior. *Journal of Experimental Social Psychology*, 75, 1-10.

Lee, J. C., Hall, D. L., & Wood, W. (2018). Experiential or material purchases? Social class determines purchase happiness. *Psychological Science*, 29, 1031-1039.

2017

Labrecque, J., Wood, W., Neal, D. T., & Harrington, N. (2017). Habit slips: When consumers unintentionally resist new products. *Journal of the Academy of Marketing Science*, 45, 119-133.

Eagly, A. H., & Wood, W. (2017). Janet Spence: Innovator in the study of gender. *Sex Roles*, 77, 725-733.

Carden, L., Wood, W., Neal, D. T., & Pascoe, A. (2017). Incentives activate a control mind-set: Good for deliberate behaviors, bad for habit performance. *Journal of the Association for Consumer Research*, 2, 279-290.

Wood, W. (2017). Habits in personality and social psychology. *Personality and Social Psychology Review*, 21, 389-403.

Thomadsen, R., Roederkerk, R. P., Amir, O., Arora, N., Bollinger, B., Hansen, K., ... & Sudhir, K. (2018). How context affects choice. *Customer Needs and Solutions*, 5, 3-14.

2016

Wood, W., & Rünger, D. (2016). Psychology of habits. *Annual Review of Psychology*, 67, 289-314.

Khashe, S., Heydarian, A., Becerik-Gerber, B., & Wood, W. (2016). Exploring the effectiveness of social messages on promoting energy conservation behavior in buildings. *Building and Environment*, 102, 83-94.

Lin, P., Wood, W., & Monterosso, J. (2016). Healthful eating habits protect against temptations. *Appetite*, 103, 432-440.

Wood, W., & Neal, D. T. (2016). Habit-based behavior change interventions. *Behavioral Science & Policy*, 2, 71-84.

2015

- Tate, E., Wood, W., Liao, Y., & Dunton, G. (2015). Do stressed mothers have heavier children? A meta-analysis on the association between maternal stress and child body mass index. *Obesity Reviews* 16, 351-361.
- Wood, W. (2015). Reply to Gangestad's commentary. *Emotion Review*, 1754073915580401.
- Labrecque, J., & Wood, W. (2015). What measures of habit strength to use? Commentary on Gardner (2014). *Health Psychology Review*, 9, 303-310.
- Sczesny, S., Moser, F., & Wood, W. (2015). Beyond sexist beliefs: How do people decide to use gender-inclusive language? *Personality and Social Psychology Bulletin*, 41, 943-954
- Wood, W., & Eagly, A. H. (2015). Two traditions of research on gender identity: Personality traits and self-categorization. *Sex Roles*, 73, 461-473.
- Wood, W., & Eagly, A. H. (2015). Authors' Reply: Comments on "Two Traditions of Research on Gender Identity: Personality Traits and Self-Categorization." *Sex Roles*, 73, 497-501.
- Rothman, A. J., Gollwitzer, P. M., Grant, A. M., Neal, D. T., Sheeran, P., & Wood, W. (2015). Hale and hearty policies: How psychological science can create and maintain healthy habits. *Perspectives in Psychological Science*, 10, 701-705.
- Khashe, S., Heydarian, A., Gerber, D., Becerik-Gerber, B., Hayes, T., & Wood, W. (2015). Influence of LEED branding on building occupants' pro-environmental behavior. *Building and Environment*, 94, 477-488.
- Heydarian, A., Carneiro, J. P., Gerber, D., Becerik-Gerber, B., Hayes, T., & Wood, W. (2015). Immersive virtual environments versus physical built environments: A benchmarking study for building design and user-built environment explorations. *Automation in Construction*, 54, 116-126.

2014

- Wood, W., Kressel, L., Joshi, P., & Louie, B. (2014). Meta-analysis of women's mate preferences across the menstrual cycle. *Emotion Review*, 6, 232-252.
- Wood, W. (2014). Once again: Menstrual cycles and mate preferences. *Emotion Review*, 6, 263-265.
- Wood, W., & Carden, L. (2014). Elusiveness of menstrual cycle effects on mate preferences: Comment on Gildersleeve, Haselton, & Fales (2014). *Psychological Bulletin*, 140, 1265-1271.

2013

- Neal, D. T., Wood, W., & Drolet, A. (2013). Habits can aid goal adherence: Profits and pitfalls of strong habits under self-control depletion. *Journal of Personality and Social Psychology*, 104, 959-975.
- Eagly, A. H., & Wood, W. (2013). The nature-nurture debates: 25 Years of challenges in understanding the psychology of gender. *Perspectives on Psychological Science*, 8, 340-357.

Eagly, A. H., & Wood, W. (2013). Feminism and evolutionary psychology: Moving forward. *Sex Roles*, 69, 549-556.

Wood, W., & Eagly, A. H. (2013). Biology or culture alone cannot account for human sex differences and similarities. *Psychological Inquiry*, 24, 241-247.

2012

Wood, W., & Eagly, A. H. (2012). Biosocial construction of sex differences and similarities in behavior. In J. M. Olson & M. P. Zanna (Eds.), *Advances in experimental social psychology* (Vol. 46, pp. 55-124). London, UK: Elsevier.

Neal, D. T., Wood, W., Labrecque, J., & Lally, P. (2012). How do habits guide behavior? Perceived and actual triggers of habits in daily life. *Journal of Experimental Social Psychology*, 48, 492-498.

Wood, W., & Hayes, T. (2012). Social influence on consumer decisions: Motives, modes, and consequences. *Journal of Consumer Psychology*, 22, 324-238.

2011

Eagly, A. H., & Wood, W. (2011). Feminism and the evolution of sex differences and similarities. *Sex Roles*, 64, 758-767.

Richman, L., Van Dellen, M., & Wood, W. (2011). How women cope: Being a numerical minority in a male-dominated profession. *Journal of Social Issues*, 67, 492-509.

Neal, D. T., Wood, W., Wu, M., & Kurlander, D. (2011). The pull of the past: When do habits persist despite conflict with motives? *Personality and Social Psychology Bulletin*, 37, 1428-1437.

Aldrich, J. H., Montgomery, J., & Wood, W. (2011). Turnout as a habit. *Political Behavior*, 33, 535-563.

2010

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.

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*, 36, 499-511.

Guerrero Witt, M., & Wood, W. (2010). Self-regulation of gendered behavior in everyday life. *Sex Roles*, 62, 635-646.

Wood, W., & Ridgeway, C. L. (2010). Gender: An interdisciplinary perspective. *Social Psychology Quarterly*, 73, 334-339.

Leander, N. P., Chartrand, T. L., & Wood, W. (2010). Mind your mannerisms: Eliciting stereotype conformity through behavioral mimicry. *Journal of Experimental Social Psychology*, 47, 195-201.

2009

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.

**Winner of the best article of the year, *Journal of Consumer Psychology*

2008

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.

2007

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.

2006

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.

2005

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*, 88, 918-933.

Eagly, A. H., & Wood, W. (2005). Universal sex differences across patriarchal cultures ≠ evolved psychological dispositions. *Behavioral and Brain Sciences*, 28, 281-283.

2004

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.

2003

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

2002

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.

2001

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.

2000

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.

1999

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:

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

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

1998

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.

1997

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.

1996

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* (4th ed.). Boston: McGraw-Hill.

1994

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.

1993

Grossman, M., & Wood, W. (1993). Sex differences in emotional intensity: A social role explanation. *Journal of Personality and Social Psychology*, 65, 1010-1022.

1992

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.

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.

1991

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.

1990

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.

1989

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.

1988

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.

1987

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.

1986

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.

1985

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.

Earlier

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.

C. Book Chapters

Mazar, A., & Wood, W. (2018). Defining habit in psychology. In B. Verplanken (Ed.), *The psychology of habit* (pp. 13-29). Switzerland: Springer.

Wood, W. (2016). Habits in self-control. In K. Vohs & R. Baumeister (Eds.), *Handbook of self-control* (3rd ed., pp. 95-108). New York, NY: Guilford.

Rünger, D., & Wood, W. (2015). Forming and changing health habits. In C. Roberto and I. Kawachi (Eds.), *Behavioral economics and public health* (pp. 69-100). New York, NY: Oxford University Press.

Wood, W., Labrecque, J., Lin, P.-Y., & Ruenger, D. (2014). Habits in dual process models. In J. Sherman, B. Gawronski, & Y. Trope (Eds.), *Dual process theories of the social mind* (pp. 371-385). New York: Guilford.

Wood, W. (2012, May 25). On ruts and getting out of them. *Science*, 336, 980-981.

Eagly, A. H., & Wood, W. (2012). Social role theory. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook of theories of social psychology* (pp. 458-476). Thousand Oaks, CA: Sage.

Wood, W., & Dhar, R. (2011). Consumer habits and purchase behavior. In J. W. Alba (Ed.), *Consumer insights: Findings from behavioral research* (pp. 91-92). Cambridge, MA: Marketing Science Institute.

Wood, W., & Eagly, A. H. (2010). Gender. In S. Fiske, D. T. Gilbert, & G. Lindzey (Eds.), *Handbook of social psychology* (Vol. 1, 5th ed., pp. 629-667). New York: John Wiley.

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.

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* (2nd ed., pp. 455-472). New York: Russell Sage.

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VII. Recent Colloquia and Invited Addresses

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| February, 2004 | Colloquium at University of Houston, Marketing Dept |
| March, 2004 | Colloquium at University of North Carolina, Psychology Department |
| September, 2004 | Keynote Speaker, 100 th anniversary of the German Psychological Association, Goettingen, Germany |
| November, 2004 | Keynote Speaker, annual conference of Society for Southeastern Social Psychologists. Clemson University |
| February, 2005 | Presentation at University of Virginia, social psychology group |
| February, 2006 | Keynote Speaker, Gender Conference, Radford University. |
| March, 2006 | Keynote Speaker, Gender Development Conference, University of Santa Cruz. |
| January, 2007 | Invited Speaker, Evolutionary Psychology Preconference, Society for Personality and Social Psychology |
| September, 2007 | Radcliffe Fellow Lecture, Harvard University. |
| November, 2007 | Colloquium, Marketing Department, University of Southern California. |
| December, 2007 | Colloquium, Psychology Department, California State University, San Diego. |
| March, 2008 | Colloquium, Psychology Department, University of Connecticut, Storrs. |
| March, 2008 | Invited speaker, NIH Conference on Decision Making in Eating Behavior, Bethesda, MD. |
| May, 2008 | Invited speaker, Interdisciplinary Habits Conference, University of London School of Epidemiology, London, UK. |
| September, 2008 | Invited speaker, Psychology Department, Yale University, New Haven. |
| February, 2009 | Keynote Speaker, Self Preconference, Society for Personality and Social Psychology, Tampa, FL |
| April, 2009 | Colloquium, Graduate School of Business, University of Chicago, Chicago, IL. |
| August, 2009 | Invited Address at annual meeting of the American Psychological Association, Toronto |
| September, 2009 | Keynote speaker at the meeting of the British Psychological Society, Sheffield, England |
| November, 2009 | Invited speaker at the Bridging Social Psychologies Conference, Chicago. |
| December, 2009 | Invited speaker, Department of Psychology, Claremont University. |
| January, 2010 | Invited Colloquium, BDM, University of California-Los Angeles. |
| December, 2010 | Invited Colloquium, School of Management, Yale University. |

April, 2011	Invited participant, Habit, Emotion, and Deliberation Conference at Wharton School of Management, University of Pennsylvania, Philadelphia
April, 2011	Invited speaker, Western Psychological Association Conference, Los Angeles, CA.
May, 2011	Invited symposium, Association of Psychological Science, Washington, D.C.
April, 2012	Keynote Speaker, Annual Gender Conference, Pennsylvania State University.
April, 2012	Invited speaker, Habits and Organizations Conference at Wharton School of Management, University of Pennsylvania, Philadelphia
June, 2012	Keynote Address, Marie Curie Training Network on Language, Cognition, and Gender, Potsdam, Germany
June, 2012	Invited speaker, Habits and the Absent Mind Conference, Essen Germany
July, 2012	Invited speaker, China and India Conference, Yale University.
September, 2012	Invited debate. Society for Experimental Social Psychology, Austin, TX.
November, 2012	Invited speaker, University of California, Irvine
January, 2013	Talk at the University of Utah Winter Conference, Park City, Utah.
March, 2013	Colloquium, Wharton School, University of Pennsylvania, Philadelphia.
May, 2013	Keynote address, National Center for Women in Technology, Tucson, AZ
June, 2013	Invited speaker, Choice Conference, Netherlands.
July 2013	Invited speaker, Managerial Agility and Innovation Meeting, Arison School of Business, Herzliya, Israel.
February, 2014	Invited speaker, LILA Conference, School of Education, Harvard University.
March, 2014	Invited speaker, Kennedy School of Government, Harvard University.
May, 2014	Invited Address, Association for Psychological Science annual meeting, San Francisco
August, 2014	Invited Address, American Psychological Association annual meeting, Washington DC.
October, 2014	Invited speaker, World Bank, Washington, D.C.
April, 2015	Colloquium, Department of Psychology, University of California-Irvine
April, 2015	Invited speaker, ConAgra Conference, Wharton School of Business,
May, 2015	Colloquium, School of Management, Yale University.
October, 2015	Invited speaker, Rand Corporation, Los Angeles.
November, 2015	Colloquium, Claremont Graduate University, Claremont, CA.
November, 2015	Social Psychology Speaker Series, New York University, NY.
January, 2016	Presidential Address, Society for Personality and Social Psychology Annual Conference, San Diego, CA.
February, 2016	Invited Speaker, New England Journal of Medicine Catalyst symposium. University of Pennsylvania, Philadelphia
February, 2016	Colloquium, Positive Psychology, University of Pennsylvania, Philadelphia.
April, 2016	Colloquium, Marketing Dept. University of Colorado, Boulder.
April, 2016	Colloquium, MIT Sloan School of Management, Boston.
July, 2016	Presidential Address, Division 8, American Psychological Association Annual Conference. Denver, CO.
September, 2016	Keynote Speaker, Occupational Science Annual Conference, Los Angeles, CA.
October, 2016	Colloquium, University of Arizona, Tucson Psychology Dept.
January, 2017	Keynote speaker, Self-regulation Preconference, SPSP Annual Conference, San Antonio, TX.
February, 2017	Colloquium, Department of Psychology, Singapore Management University, Singapore
April, 2017	Greenwald Commemorative Lecture, Ohio State University, Department of Psychology
May, 2017	Colloquium, Psychology and Neuroscience, Dartmouth College, Hanover, NH
November, 2017	Keynote speaker: Nudgeapalooza. Georgetown University, Washington, D.C.
January, 2018	Installation of Distinguished Chair, Sorbonne University, Paris, France

May, 2018	Colloquium, Psychology Department, University of Bath, UK
October, 2018	Colloquium, Business School, George Washington University, Washington, DC
April, 2019	Invited address at annual meeting of Midwestern Psychological Association, Chicago, IL.
May, 2019	Invited symposium at annual meeting of American Psychological Association, Washington, DC
September, 2019	Keynote speaker: Behavior Change by Design annual conference, Cambridge Univ, UK
February, 2020	Colloquium, Business School, Tulane University, New Orleans, LA
July, 2020	Keynote speaker, UC-London Behavior Change for Health Conference
October, 2020	Invited speaker, Univ of Minnesota Conference on Replicability of Science
November, 2020	Distinguished lecture, Center for Neural and Cognitive Sciences, Univ of Hyderabad, India
January, 2021	Invited speaker, Harvard Club, Washington DC
March, 2021	Invited speaker, P&G HR International
April, 2021	Keynote speaker, Rethinking Prevention, Gottlieb Duttweiler Institute, Switzerland
May, 2021	Keynote speaker, Habits Conference, Utrecht University, Netherlands
May, 2021	Keynote speaker, P&G International Pride Event
October 2021	Speaker, Social Psychology Group, University of Maryland
October, 2021	Keynote speaker, Sustaining Behavior Change Conference, University of Colorado
November, 2021	Colloquium, Psychology Department, Georgetown University
February, 2022	Keynote Speaker, Australasian Society for Behavioural Health and Medicine
February, 2022	Colloquium, School of Business, Rensselaer Polytechnic Institute
February, 2022	Speaker, Marketing Group, University of Maryland
April, 2022	Keynote speaker, Produce for Better Health Foundation, Phoenix, AZ
May, 2022	Invited presentation, Association for Psychological Science, Chicago, IL
August, 2022	Invited speaker, American Psychological Association, Minneapolis, MN
October, 2022	Invited Plenary Speaker, Association for Consumer Research, Denver, CO
November, 2022	Keynote, Yale Center for Customer Insights: Learning from Leaders
February, 2023	Invited speaker, Social Media Preconference, SPSP, Atlanta, GA
April, 2023	Keynote speaker, Sustainable Packaging Coalition, Austin, TX
August, 2023.	Invited speaker, Triennial CHOICE Conference, INSEAD, Fontainebleau, France
October, 2023.	Invited Plenary Speaker, Association for Consumer Research, Seattle, WA

VIII. Teaching Interests

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

IX. Legal Cases: Retained, Deposed and/or Testified at Trial

Pods International v. U-Haul International, United States District Court Middle District of Florida, Tampa Division.

Pepsico v. Rise Brewing Co., United States District Court, Southern District of New York

Delta Airlines vs. Marriott Hotels, United States District Court, Northern District of Georgia, Atlanta Division

Thermolife v. Human Power of N, United States District Court Western District of Texas, Waco Division

World Champ Tech vs. Peloton Interactive, United States District Court Northern District of California, San Francisco Division

X. 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, Role: PI Title: Sex Differences in Group Interaction and Group Performance, \$33,400
1986-1988	Rockefeller Foundation Award Role: 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
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	NSF Research Experiences for Undergraduates Award Role: PI \$4000
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
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: I. Lipkus) Title: Increasing Attention to Smoking Risk Messages \$279,907
2008-2010	National Science Foundation Major Instrumentation Award Role: Co-PI (PI: Mark Leary) Title: Labmobile for Human Subjects Research \$251,098
2010-2012	Procter & Gamble Award Role: PI Title: Product Use in College Student Consumers \$172,000
2011	Del Amo Foundation Award Role: PI Title: Connecting Social Psychology at USC with Spain \$3400
2012- 2015	University of Southern California, College 2020 Program Award Role: PI Title: Adapting to Downturn, Rising with Recovery, \$300,000
2012- 2015	National Science Foundation, SEP Program Award Role: Co-PI (PI: B. Berckerik-Gerber) Title: Creating an Energy Literate Society of Humans, Buildings, And Agents for Sustainable Energy Management, \$1,550,000
2015	NSF Research Experiences for Undergraduates Award Role: PI \$9914
2014-2017	Templeton Foundation Award Role: PI Title: Automated Self-Control: The Neuropsychology of Developing Good Habits \$926,218
2019-2023	Centers for Disease Control InGear Diabetes Prevention Award Role: Co-PI Title: Development and Validation of a New Enrollment and Retention Behavior Change (EAR-BC)

2019-2024 \$1,112,000
National Institute of Aging Roybal Center Award
Role: PI Title: Roybal Center for Therapeutic Optimization using Behavioral Science
\$187,515