

contact information

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www.joshuaclarkson.com

professional experience.

- Assistant Professor of Marketing, University of Cincinnati (2012 – present)

education.

- Ph.D., 2012, Marketing, University of Florida [*Specialization: Consumer Behavior*]
- Ph.D., 2009, Psychology, Indiana University [*Specialization: Social Psychology*]
- M.A., 2003, Psychology, University of North Florida [*Specialization: General Psychology*]
- B.A., 2001, Psychology, University of North Florida

research interests.

- Attitude Structure and Strength
- Persuasion and Resistance to Change
- Self-Control

publications.

peer-reviewed papers.

1. Clarkson, J.N., Schaffer, S.D., & Clarkson, J.J. (2017). The effect of an interprofessional heart failure education program on hospital readmissions. *Journal for Healthcare Quality*, 39, 78-84.
2. Roberts, M.R., Clarkson, J.J., Cummings, E.L.T., & Ragsdale, C.M. (2017). Facilitating emotional regulation: The interactive impact of resource availability and reward processing. *Journal of Experimental Social Psychology*, 69, 65-70.
3. Clarkson, J.J., Smith, E.R., Tormala, Z.L., & Dugan, R.D. (2017). Group identification as a means of attitude restoration. *Journal of Experimental Social Psychology*, 68, 139-145.
4. Clarkson, J.J., Otto, A.S., Hirt, E.R., & Egan, P.M. (2016). The malleable efficacy of willpower theories. *Personality and Social Psychology Bulletin*, 42, 1490-1504.
5. Otto, A.S., Clarkson, J.J., & Kardes, F.R. (2016). Decision sidestepping: How the motivation for closure prompts individuals to bypass decision making. *Journal of Personality and Social Psychology*, 111, 1-16.
6. Rahinel, R., Amaral, N., Clarkson, J.J., & Kay, A.C. (2016). On incidental catalysts of elaboration: Reminders of environmental structure promote effortful thought. *Journal of Experimental Social Psychology*, 64, 1-7.
7. Clarkson, J.J., Chambers, J.R., Hirt, E.R., Otto, A.S., Kardes, F.R., & Leone, C. (2015). The self-control consequences of political ideology. *Proceedings of the National Academy of Sciences*, 112, 8250-8253
8. Petrocelli, J.V., Williams, S.A., & Clarkson, J.J. (2015). The bigger they come, the harder they fall: The paradoxical effect of regulatory depletion on attitude change. *Journal of Experimental Social Psychology*, 58, 82-94.
9. Egan, P.M., Clarkson, J.J., & Hirt, E.R. (2015). Revisiting the restorative effects of positive mood: An expectancy-based approach to self-control restoration. *Journal of Experimental Social Psychology*, 57, 87-99.

10. Clarkson, J.J., Janiszewski, C., & Cinelli, M.D. (2013). The desire for consumption knowledge. *Journal of Consumer Research*, 39(6), 1313-1329.
11. Clarkson, J.J., Valente, M.J., Leone, C., & Tormala, Z.L. (2013). Motivated reflection on attitude-inconsistent information: An exploration of the role of fear of invalidity in self-persuasion. *Personality and Social Psychology Bulletin*, 29, 1559-1570.
12. Clarkson, J.J., Tormala, Z.L., Rucker, D.D., & Dugan, R.G. (2013). The malleable influence of social consensus on attitude certainty. *Journal of Experimental Social Psychology*, 49, 1019-1022.
13. Petrocelli, J.V., Clarkson, J.J., Whitmire, M.B., & Moon, P.E. (2013). When $ab \neq c - c'$: Published errors in the reports of single mediator models. *Behavior Research Methods*, 45, 595-601.
14. Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2011). Cognitive and affective matching effects in persuasion: An amplification perspective. *Personality and Social Psychology Bulletin*, 37, 1415-1427.
15. Tormala, Z.L., Clarkson, J.J., & Henderson, M.D. (2011). Does fast or slow evaluation foster greater certainty? *Personality and Social Psychology Bulletin*, 37, 422-434.
16. Clarkson, J.J., Hirt, E.R., Chapman, D.A., & Jia, L. (2011). The impact of illusory fatigue on executive control: Do perceptions of depletion impair working memory capacity? *Social Psychological and Personality Science*, 2, 229-238.
17. Clarkson, J.J., Tormala, Z.L., & Leone, C. (2011). A self-validation perspective on the mere thought effect. *Journal of Experimental Social Psychology*, 47, 449-454.
18. Petrocelli, J.V., Clarkson, J.J., Tormala, Z.L., & Hendrix, K.S. (2010). Perceiving stability as a means to attitude certainty: The role of implicit theories of attitudes. *Journal of Experimental Social Psychology*, 46, 874-883.
19. Wan, E.W., Rucker, D.D., Tormala, Z.L., & Clarkson, J.J. (2010). The effect of regulatory depletion on attitude certainty. *Journal of Marketing Research*, 47, 531-541.
20. Clarkson, J.J., Hirt, E.R., Jia, L., & Alexander, M.B. (2010). When perception is more than reality: The effect of perceived versus actual resource depletion on self-regulatory behavior. *Journal of Personality and Social Psychology*, 98, 29-46.
21. Clarkson, J.J., Tormala, Z.L., DeSensi, V.D., & Wheeler, S.C. (2009). Does attitude certainty beget self-certainty? *Journal of Experimental Social Psychology*, 45, 436-439.
22. Tormala, Z.L., DeSensi, V.D., Clarkson, J.J., & Rucker, D.D. (2009). Beyond attitude consensus: The social context of persuasion and resistance. *Journal of Experimental Social Psychology*, 45, 149-154.
23. Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2008). A new look at the consequences of attitude certainty: The amplification hypothesis. *Journal of Personality and Social Psychology*, 95, 810-825.
24. Tormala, Z.L., & Clarkson, J.J. (2008). Source trustworthiness and information processing in multiple persuasive message situations: A contextual analysis. *Social Cognition*, 26, 357-367.
25. Tormala, Z.L., & Clarkson, J.J. (2007). Assimilation and contrast in persuasion: The effects of source credibility in multiple message situations. *Personality and Social Psychology Bulletin*, 33, 560-571.
26. Tormala, Z.L., Clarkson, J.J., & Petty, R.E. (2006). Resisting persuasion by the skin of one's teeth: The hidden success of resisted persuasive messages. *Journal of Personality and Social Psychology*, 91, 423-435.

invited chapters.

1. Clarkson, J.J. (forthcoming). Contemporary Methods in Social Influence. In F.R. Kardes, P.M. Herr, & N. Schwarz (Eds.), *Handbook of Research Methods in Consumer Psychology*. New York: Routledge.
2. Clarkson, J.J., Otto, A.S., Hassey, R.V., & Hirt, E.R. (2016). Perceived mental fatigue and self-control. In E.R. Hirt, J.J. Clarkson, & L. Jia (Eds.), *Self-Regulation and Ego Control*. San Diego, CA: Elsevier.
3. Hirt, E.R., Clarkson, J.J., Egan, P.M., & Eyink, J.R. (2016). Restoration effects following depletion: Adventures in the uncanny resilience of man. In E.R. Hirt, J.J. Clarkson, & L. Jia (Eds.), *Self-Regulation and Ego Control*. San Diego, CA: Elsevier.
4. Hirt, E.R., & Clarkson, J.J. (2010). The psychology of fandom: Understanding the etiology, motives, and implications of fanship. In L.R. Kahle & A. Close (Eds.), *Consumer Behavior Knowledge for Effective Sports Marketing* (pp. 59-85). New York: Routledge.

edited books.

1. E.R. Hirt, J.J. Clarkson, & L. Jia (Eds.) (2016). *Self-Regulation and Ego Control*. San Diego, CA: Elsevier.

awards.

- 2017 – Dean’s Award for Faculty Excellence, *University of Cincinnati*
- 2017 – Early Career Award in Attitudes and Social Influence, *Society of Personality and Social Psychology*
- 2016 – Emerging Scholar Award for Research Excellence, Lindner College of Business, *University of Cincinnati*
- 2015 – Inducted Fellow, *Society of Experimental Social Psychology*
- 2012 – Irving J. Saltzman Award for Graduate Excellence, *Indiana University*
- 2004 – Outstanding Graduate Student in Psychology, *University of North Florida*

research fellowships.

- 2017 – The Isaac Manasseh Meyer Research Fellowship, *National University of Singapore*
- 2016/2017 – Summer Research Fellowship, Lindner College of Business, *University of Cincinnati*
- 2016 – Research Fellowship, *Universidade de Lisboa*

grants.

- 2017 – The mental benefits of physical exertion: How athletic performance enhances academic success. *American Athletic Conference Research Grant*: \$6,000.

select media coverage.

Advertising Age, American Thinker, Bloomberg.com, Business Standard, Cincinnati Business Courier, Discover Magazine, LA Times, London Times, New Scientist, Science Daily, The Examiner, The Huffington Post, Washington Post, Yahoo News

presentations.

invited presentations.

1. 2017 – Influencing those who influence us. *Society for Personality and Social Psychology*
2. 2016 – Satisfaction in repetition: The impact of implicit self-theories and preference forecasting on future consumption consistency. *University of Louisville*
3. 2016 – Motivated knowledge acquisition: Implicit self-theories and the preference for knowledge breadth or depth. *University of Lisbon*
4. 2016 – The role of expertise in the emergence of minority influence. *University of Oregon*
5. 2016 – Innovation through deviation: The role of expertise in the emergence of minority influence. *University of Cincinnati Marketing Research Camp*
6. 2015 – Innovation through deviation: The role of expertise in the emergence of minority influence. *Ohio State University Newark*
7. 2015 – Motivated knowledge acquisition: Implicit self-theories and the preference for knowledge breadth or depth. *University of Central Florida*
8. 2014 – Developing or maximizing expertise? How implicit theories shape knowledge preferences. *University of North Florida*
9. 2014 – Developing or maximizing expertise? How implicit theories shape knowledge preferences. *Miami University*
10. 2013 – On the paradox of self-persuasion. *University of Lisbon*
11. 2013 – The effect of waiting on preference commitment. *Northwestern University*
12. 2013 – The desire for consumption expertise. *Indiana University*
13. 2012 – From mental depletion to spontaneous replenishment: A regulatory stimulant hypothesis. *Wake Forest University*
14. 2012 – From mental depletion to spontaneous replenishment: A regulatory stimulant hypothesis. *University of Florida*
15. 2010 – Certainty as a catalyst to change. *Purdue University*

16. 2010 – When perception is more than reality: An exploration of the illusory fatigue phenomenon. *DePauw University*
17. 2010 – Certainty as a catalyst to change. *HEC Paris*
18. 2010 – Group identification as a means of attitude restoration. *University of Florida*
19. 2008 – Exploring the role of confidence in attitude polarization: A self-validation analysis of the mere thought effect. *University of North Florida*

presentations.

1. Kellaris, J., Dugan R.G., Clarkson, J.J., & Sweeney, R. (2017) How verbing weirds the sell: Noun-verb reversal in sales rhetoric. Presentation at the annual Summer Marketing Educators' Conference of the American Marketing Association
2. Dugan, R.G., Clarkson, J.J., & Beck, J. (2017) The role of identification needs in shaping the efficacy of the one for one promotional model. Presentation at the annual Summer Marketing Educators' Conference of the American Marketing Association
3. Otto, A.S., & Clarkson, J.J. (2017). Working hard to take the easy way out. Presentation at the annual meeting of the Midwestern Psychological Association.
4. Ho, M.S., & Clarkson, J.J. (2017). How incidental luck impacts goal pursuit. Presentation at the annual meeting of the Midwestern Psychological Association.
5. Buechner, B.M., Clarkson, J.J., Ho, M.S., Otto, A.S., & Hirt, E.R. (2017). Optimizing self-control as a function of political ideology. Presentation at the annual meeting of the Midwestern Psychological Association.
6. Werg, R., Kardes, F.R., & Clarkson, J.J. (2017). How aging beliefs heighten sensitivity to unknowns for older individuals. Presentation at the annual meeting of the Midwestern Psychological Association.
7. Otto, A.S., Davis, B., Wakefield, K., & Clarkson, J.J. (2017). Improving the efficacy of posted calorie information through the strategic use of provincial norms. Presentation at the annual winter meeting of the American Marketing Association.
8. Clarkson, J.J., Otto, A.S., & Murphy, M.C. (2017). Motivated knowledge acquisition: Implicit self-theories and the preference for knowledge breadth and depth. Presentation at the annual meeting of the Society for Personality and Social Psychology.
9. Otto, A.S., Clarkson, J.J., & Rahinel, R. (2017). The drain of affective decisions. Presentation at the annual meeting of the Society for Personality and Social Psychology.
10. Dugan, R., Clarkson, J.J., & Crolie, C.S. (2017). The role of expertise in the emergence of minority influence. Presentation at the annual meeting of the Society for Personality and Social Psychology.
11. Otto, A.S., Clarkson, J.J., & Rahinel, R. (2017). The drain of affective decisions. Presentation at the annual meeting of the Society for Judgment and Decision-Making.
12. Clarkson, J.J. (2016). How implicit self-theories shape variety-seeking. Paper presentation at the annual meeting of the Ohio State Attitude Cavalcade.
13. Otto, A.S., & Clarkson, J.J. (2016). The drain of emotional decisions. Paper presentation at the annual meeting of the Midwestern Psychological Association.
14. Ho, C.M., & Clarkson, J.J. (2016). The unexpected upside of sub-goal failure. Paper presentation at the annual meeting of the Midwestern Psychological Association.
15. Hirt, E.R., Jia, L., & Clarkson, J.J. (2016). Red light, green light: Depletion as a cue for adaptive self-regulation. Paper presentation at the annual meeting of the Midwestern Psychological Association.
16. Clarkson, J.J., & Dugan, R. (2016). The role of expertise in the emergence of minority influence. Paper presentation at the annual meeting of the Society for Consumer Psychology.
17. Clarkson, J.J., Chambers, J.R., Hirt, E.R., & Otto, A.S. (2016). Self-control consequences of political ideology. Paper presentation at the annual meeting of the Society for Personality and Social Psychology.
18. Dugan, R., Clarkson, J.J., & Schultz, C (2016). On the cutting edge: The relationship between expertise and social influence in evaluating normative and innovative opinion. Presentation at the annual meeting of the Association for Consumer Research.
19. Dugan, R., Clarkson, J.J., & Beck, J. (2016). Why giving to others can both help and hinder persuasion: The influence of product type on one for one promotions. Presentation at the annual meeting of the Association for Consumer Research.
20. Clarkson, J.J. (2015). Innovation through deviation: The role of expertise in the emergence of minority influence. Paper presentation at the annual meeting of the Ohio State Attitude Cavalcade.

21. Rahinel, R., Otto, A.S., Clarkson, J.J., & Grossman, D. (2015). Brand exposure makes decisions easier. Paper presentation at the annual meeting of the Association for Consumer Research.
22. Wright, S.A., Clarkson, J.J., & Kardes, F.R. (2015). The effects of omitting-then-revealing product attribute information: An information revelation effect. Paper presentation at the annual meeting of the Association for Consumer Research.
23. Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2015). Learning to reduce uncertainty: The influence of implicit theories on need for variety. Presentation at the annual meeting of the Association for Consumer Research.
24. Dugan, R.G., & Clarkson, J.J. (2015). Who deserves what?: The differential effects of the “one for one” promotional model on hedonic and utilitarian products. Paper presentation at the annual Summer Marketing Educators' Conference of the American Marketing Association.
25. Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2015). Self-improvement through diversification: The influence of implicit self-theories on consumers' variety-seeking. Paper presentation at the Association for Consumer Research Asia-Pacific Conference.
26. Pogacar, R.E., Clarkson, J.J., & Murphy, M.C. (2015). Implicit theories and the desire for variety. Paper presentation at the annual conference of the Midwestern Psychological Association.
27. Clarkson, J.J., Pogacar, R., & Murphy, M.C. (2015). Developing vs. maximizing expertise: The effect of information goals on knowledge preferences. Paper presentation at the annual summer meeting of the Society for Consumer Psychology.
28. Otto, A.S., Clarkson, J.J., Kardes, F.R. (2015). Why we defer to others: Choice delegation as a means of cognitive closure. Paper presented at the annual meeting for the Society of Consumer Psychology.
29. Clarkson, J.J., Duhachek, A.L., Tormala, Z.L., & Otto, A.S. (2015). The influence of waiting on preference polarization. Paper presentation at the annual meeting of the Society for Consumer Psychology.
30. Hassey, R.V., & Clarkson, J.J. (2015). Conflicting attitudinal norms and self-persuasion: The role of social identity in the mere thought effect. Presentation at the annual meeting of the Society for Consumer Psychology.
31. Clarkson, J.J. (2014). The dual role of thought confidence and thought consistency in the mere thought effect. Invited talk at the annual meeting of the Society of Southeastern Social Psychologists.
32. Hassey, R., Clarkson, J.J., Moreria, S., & Leone, C. (2014). Revisiting social identity in self-persuasion: The effect of conflicting attitudinal norms on mere thought. Invited talk at the annual meeting of the Society of Southeastern Social Psychologists.
33. Krusemark, D., Leone, C., & Clarkson, J.J. (2014). Overthinking one's views: When too much mere thought leads to attitude attenuation. Presentation at the annual meeting of the Society of Southeastern Social Psychologists.
34. Otto, A.S., Clarkson, J.J., Egan, P.M., & Hirt, E.R. (2014). Why believing in either more or less willpower capacity can increase self-control performance: A fluency perspective. Presentation at the annual meeting of the Association for Consumer Research.
35. Clarkson, J.J., Pogacar, R., & Murphy, M.C. (2014). In pursuit of breadth versus depth of knowledge: An implicit theories perspective. Presentation at the annual conference of the Association for Consumer Research.
36. Otto, A.S., Clarkson, J.J., and Kardes, F.R. (2014). Why we decide not to decide? Decision avoidance as a means of cognitive closure. Paper presentation at the annual meeting of the Association for Consumer Research.
37. Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2014). The influence of implicit theories on consumers' variety-seeking behavior. Paper presentation at the annual summer marketing educator's conference of the American Marketing Association.
38. Clarkson, J.J., Pogacar, R., & Murphy, M.C. (2014). Developing versus maximizing expertise: The impact of implicit theories on consumers' knowledge preferences. Paper presentation at the Latin American conference of the Association for Consumer Research.
39. Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2014). The influence of implicit theories on consumers' variety-seeking behavior. Paper presentation at the Latin American conference of the Association for Consumer Research. *Winner, Best Working Paper*
40. Dugan, R.G. & Clarkson, J.J. (2014). The role of expertise in the emergence of minority influence. Paper presentation at the annual conference of the Midwestern Psychological Association.
41. Otto, A.S., Clarkson, J.J., Egan, P.M., & Hirt, E.R. (2014). The malleable efficacy of willpower theories: A fluency perspective. Paper presentation at the annual conference of the Midwestern Psychological Association.
42. Clarkson, J.J., Pogacar, R.E., & Murphy, M.C. (2014). The role of implicit theories in the pursuit of expertise. Paper presentation at the annual conference of the Midwestern Psychological Association.

43. Hirt, E.R., Lewis, N., Clarkson, J.J., & Jia, L. (2014). Social identity on the defense: Differences in reactions to group threat as a function of mode of identification. Paper presentation at the annual conference of the Midwestern Psychological Association.
44. Pogacar, R., Clarkson, J.J., & Murphy, M.C. (2014), Is variety the spice of life? The role of implicit theories in consumers' need for variety. Paper presentation at the annual Mittelstaedt Doctoral Symposium.
45. Dugan, R.G., Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2013). The malleable role of social consensus in pursuit of belonging and uniqueness. Paper presentation at the annual meeting for the Society for Marketing Advances.
46. Cooke, A.D.J., & Clarkson, J.J. (2013). When expectations backfire: How argument order expectancies influence advertisement efficacy. Paper presentation at the international meeting for the Association for Consumer Research.
47. Otto, A.S., Clarkson, J.J., & Kardes, F.R. (2013). Inaction inertia and the need for cognitive closure. Paper presentation at the annual conference of the Midwestern Psychological Association.
48. Clarkson, J.J., Kardes, F.R., Hirt, E.R., Leone, C., & Chambers, J.R. (2013). The influence of political ideology on self-other discrepancies in beliefs of willpower capacity. Paper presentation at the annual conference of the Midwestern Psychological Association.
49. Clarkson, J.J., Petrocelli, J.V., Whitmore, M.B., & Moon, P.E. (2013). How accurate are mediation reports? An equivalence test analysis of errors in mediation. Presentation at the annual conference of the Society for Personality and Social Psychologists.
50. Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2012). Validating the optimal self: Attitude consensus and uniqueness as facilitators of identification motives. Presentation at the annual conference of the Society for Personality and Social Psychologists.
51. Valente, M., Leone, C., & Clarkson, J.J. (2012). On the multi-dimensionality of thought strength. Presentation at the annual conference of the Society for Personality and Social Psychologists.
52. Egan, P.M., Clarkson, J.J., & Hirt, E.R. (2012). The power of perceptions: The relationship between lay theories of restoration and self-regulatory recovery. Presentation the annual meeting of the Society for Personality and Social Psychologists.
53. Chapman, D.A. & Clarkson, J.J. (2012). The impact of self-perceived mental fatigue on regulation of implicit prejudice. Presentation at the annual conference of the Society for Personality and Social Psychologists.
54. Clarkson, J.J. (2012). On the duality of attitudes: Revisiting the link between self-monitoring and symbolic functions. Paper presentation at the annual meeting of the Attitude Cavalcade.
55. Clarkson, J.J., & Cooke, A.D.J. (2012). When expectations backfire: The bias of argument order expectancies on advertisement efficacy. Paper presentation at the annual conference of the Midwestern Psychological Association.
56. Roberts, M. E., Clarkson, J.J., Cummings, E., & Hall, C. (2012). Capitalizing on automatic benefits: The importance of regulatory resources to the successful regulation of anxiety. Paper presentation at the annual conference of the Midwestern Psychological Association.
57. Hirt, E.R., Egan, P.M., & Clarkson, J.J. (2012) Spontaneous resource replenishment: On the road to mental recovery. Paper presentation at the annual conference of the Midwestern Psychological Association.
58. Clarkson, J.J., Janiszewski, C., & Minor, M.D. (2012) Variety-seeking and the desire for consumption expertise. Paper presentation at the annual meeting of the Society for Consumer Psychology.
59. Valente, M., Clarkson, J.J., Leone, C., & Tormala, Z.L. (2011). When consider-the-opposite backfires: Undermining attitude-inconsistent thoughts as a new means of polarization. Paper presentation at the annual conference of the Midwestern Psychological Association.
60. Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2010). Certainty as a catalyst to change. Paper presentation at the annual meeting of the Association for Consumer Research.
61. Clarkson, J.J. (2010). Seeking optimality in the waiting experience: The role of waiting in preference extremity. Paper presentation at the University of Houston Doctoral Symposium.
62. Clarkson, J.J., Hirt, E.R., Alexander, M.B., & Jia, L. (2010). Illusory fatigue in the marketplace: The effects of perceived resource depletion on choice behavior. Paper presentation at the annual meeting of the Society for Consumer Psychology.
63. Clarkson, J.J., Tormala, Z.L., & Duhachek, A.L. (2010). Seeking optimality in the consumer waiting experience: The good and bad of waiting time. Paper presentation at the annual meeting of the Society for Consumer Psychology.

64. Chapman, D.A., Clarkson, J.J., Smith, E.R., & Tormala, Z.L. (2010). When attitudes lead to group defensiveness: The role of attitude uncertainty in response to ingroup threat. Presentation at the annual conference of the Society for Personality and Social Psychologists.
65. Clarkson, J.J., Hirt, E.R., Chapman, D.A., & Jia, L. (2010). The impact of perception on executive control: Does illusory fatigue impair working memory capacity? Presentation at the annual conference of the Society for Personality and Social Psychologists.
66. Tormala, Z.L., Henderson, M.D., & Clarkson, J.J. (2009). It's not just the speed that counts: Perceived evaluation duration and attitude certainty. Paper presentation at the annual meeting of the Association for Consumer Research.
67. Clarkson, J.J., Tormala, Z.L., & Leone, C. (2009). A self-validation analysis of the mere thought effect. Paper presentation at the annual meeting of the Attitude Cavalry.
68. Clarkson, J.J., Hirt, E.R., Chapman, D.A., & Jia, L. (2009). The impact of illusory fatigue on executive control: Do perceptions of depletion impair working memory? Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
69. Chapman, D.A., Clarkson, J.J., Smith, E.R., & Tormala, Z.L. (2009). Group identification as a means of attitude restoration: The bi-directional influence of attitude uncertainty and group identification. Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
70. Chapman, D.A., Clarkson, J.J., Smith, E.R., & Tormala, Z.L. (2009). Group identification as a consequence of attitude uncertainty. Presentation at the annual conference of the Midwestern Psychological Association.
71. Hirt, E.R., Alexander, M.B., & Clarkson, J.J. (2009). Illusory fatigue in the marketplace: The effects of perceived resource depletion on consumer choice. Presentation at the annual conference of the Society for Personality and Social Psychologists.
72. Hendrix, K.S., Clarkson, J.J., & Tormala, Z.L. (2009). Implicit theories of attitude stability: Implications for attitude certainty. Presentation at the annual conference of the Society for Personality and Social Psychology.
73. Clarkson, J.J., & Tormala, Z.L. (2009). From merely thinking to ruminating: The role of time and uncertainty in undoing the mere thought effect. Presentation at the annual conference of the Society for Personality and Social Psychology.
74. Tormala, Z.L., & Clarkson, J.J. (2008). An amplification perspective on attitude certainty. Paper presentation at the annual meeting of the Association for Consumer Research.
75. Wan, E.W., Rucker, D.D., Tormala, Z.L., & Clarkson, J.J. (2008). Feeling fatigued leads to feeling certain: Regulatory resource depletion and attitude certainty. Paper presentation at the annual meeting of the Association for Consumer Research.
76. Tormala, Z.L., & Clarkson, J.J. (2008). Assimilation and contrast in sequential message situations: The role of similarity and dissimilarity mindsets in persuasion. Paper presentation at the annual meeting of the Society for Consumer Psychology.
77. Hirt, E.R., & Clarkson, J.J. (2008). When perception is more than reality: The effects of perceived versus actual resource depletion on thoughtful information processing. Presentation at the annual conference of the Society for Personality and Social Psychologists.
78. Clarkson, J.J., & Tormala, Z.L. (2008). What does it really mean to be certain of an attitude? An amplification hypothesis. Presentation at the annual conference of the Society for Personality and Social Psychologists.
79. DeSensi, V.L., Clarkson, J.J., & Tormala, Z.L. (2007). Beyond attitude consensus: The social context of persuasion and resistance. Presentation at the annual conference of the Society for Personality and Social Psychologists.
80. DeSensi, V.L., Clarkson, J.J., Tormala, Z.L., & Rucker, D.D. (2007). Beyond attitude consensus: The social context of persuasion and resistance. Paper presentation at the annual conference of the Midwestern Psychological Association.
81. Clarkson, J.J., & Tormala, Z.L. (2007). On the dynamic interplay between attitude certainty and attitude ambivalence: The amplification hypothesis. Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
82. Clarkson, J.J., & Tormala, Z.L. (2007). On the dynamic interplay between attitude certainty and attitude ambivalence: The amplification hypothesis. Paper presentation at the annual meeting of the Purdue-Indiana Meeting of Persuasion Sciences.
83. Clarkson, J.J., & Tormala, Z.L. (2006). Persuasion in context: A new perspective on source perceptions. Paper presentation at the annual conference of the Midwestern Psychological Association.
84. Clarkson, J.J., & Tormala, Z.L. (2006). The context of persuasion: A new perspective on source credibility. Presentation at the annual conference of the Society for Personality and Social Psychologists.

85. Clarkson, J.J., DeSensi, V.L., & Tormala, Z.L. (2006). Certainty and the self. Paper presentation at the annual meeting of the Purdue-Indiana Meeting of Persuasion Sciences.
86. Clarkson, J.J., & Tormala, Z.L. (2005). The context of persuasion. Paper presentation at the biennial meeting of the Social Psychologists of Indiana.
87. Hawkins, L.A., & Clarkson, J.J. (2005). Team building in research: A functional perspective. Invited talk at the annual conference of the Society of Southeastern Social Psychologists.
88. Clarkson, J.J., & Leone, C. (2005). Wording effects revisited: New insights from depth of processing models. Paper presentation at the annual conference of the Southeastern Psychological Association. *Finalist, Best Graduate Student Research Award*
89. Leone, C., Hawkins, L.A., & Clarkson, J.J. (2004). Attitudes and Persuasion: Fifty-Years of Theory and Research. Invited talk at the annual conference of the Southeastern Psychological Association.
90. Clarkson, J.J., & Leone, C. (2003) Not knowing...or not thinking? Depth of processing as a moderator of attitude response asymmetries. Presentation at the annual conference of the Society of Southeastern Social Psychologists.
91. Clarkson, J.J., & Leone, C. (2002) Semantics and the need for cognition: A person by situation analysis of response artifacts. Presentation at the annual conference of the Society of Southeastern Social Psychologists.

teaching.

courses.

- Consumer Behavior
- Marketing Management
- Sports Event Marketing (MS/MBA)
- Attitudes and Persuasion (Ph.D.)

awards.

- UC Lindner College of Business Dean's List of Teaching Excellence (2012 – 2017)

service.

scholarly reviewing.

Basic and Applied Social Psychology, British Journal of Psychology, Journal of Consumer Research, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Personality, Journal of Personality and Social Psychology, Motivation & Emotion, Marketing Letters, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, Proceedings of the National Academy of Science, Psychological Bulletin, and Social and Personality Psychological Science.

conference chairs.

- Co-chair, American Psychological Association Conference, Society for Consumer Psychology, 2018
- Co-chair, CLIK CB Forum, University of Louisville, 2017
- Co-chair, Self-Regulation and Ego Depletion Conference, Indiana University, 2016

committees.

- Co-chair, Ph.D. Committee, Marketing Department
- Faculty Recruitment, Marketing Department
- Faculty Development Committee Operations, College of Business
- Suspension/Dismissal Appeals Committee, College of Business

dissertations chaired.

- Ashley Otto (2016), Marketing
- Roseann Hassey (2016), Marketing
- Riley Dugan (2014), Marketing

dissertation member.

- Jeremy Woods (2015), Management
- Julia Clarkson (2015), Nursing

professional affiliations.

- Association for Consumer Research
- Midwestern Psychological Association
- Society of Consumer Psychology
- Society of Experimental Social Psychology
- Society for Personality and Social Psychology