

NORBERT SCHWARZ

CURRICULUM VITAE

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Institute for Social Research
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Education

Dipl.-Soz. Diploma in sociology (Diplom-Soziologe), Universität Mannheim, Germany, after training in sociology, psychology, and political science, 1977.

Dr. phil. Doctor of Philosophy (Dr. phil.) in sociology and psychology (summa cum laude), Universität Mannheim, Germany, 1980.

Dr. phil. habil. "Habilitation" in psychology (Dr. phil. habil.; an advanced German degree beyond the PhD level), Universität Heidelberg, Germany; 1986.

Employment

Current Positions

Charles Horton Cooley Collegiate Professor of Psychology, University of Michigan;
Professor of Business, Stephen M. Ross School of Business, University of Michigan;
Research Professor, Survey Research Center and Research Center for Group Dynamics, Institute for Social Research, University of Michigan

Employment History

01/2002- Professor, Department of Marketing, Ross School of Business, University of Michigan

03/1995- Research Professor, Joint University of Maryland-University of Michigan Program in Survey Methodology, University of Maryland, College Park, MD

01/1993- Professor, Department of Psychology, University of Michigan

01/1993- Research Professor (formerly Senior Research Scientist), Survey Research Center, Institute for Social Research, University of Michigan

01/1993- Research Professor (formerly Senior Research Scientist), Research Center for Group Dynamics, Institute for Social Research, University of Michigan, Ann Arbor, MI

09/1987-12/1992	Scientific Director ("Wissenschaftlicher Leiter," C4), Zentrum für Umfragen, Methoden und Analysen, ZUMA, Mannheim, Germany.
04/1986-12/1992	"Privatdozent", Psychologisches Institut, Universität Heidelberg, Germany.
09/1981-07/1986	Assistant Professor of Psychology ("Hochschulassistent", C 1), Psychologisches Institut, Universität Heidelberg, Germany.
09/1981-09/1983	Fellow, Sonderforschungsbereich 24, Decision Research, Universität Mannheim, Germany
07/1980-08/1981	Post-doctoral fellow, Dept. of Psychology, University of Illinois at Urbana-Champaign (with R. S. Wyer, Jr. and G. L. Clore).
04/1978-07/1980	Lecturer in social psychology ("Lehrbeauftragter"), Universität Mannheim, Germany.

Visiting Appointments

2008	Sonderforschungsbereich 504 "Rationalitätskonzepte, Entscheidungsverhalten und ökonomische Modellierung" (Rationality, Decision Making and Economic Modeling), Universität Mannheim, Germany (June-July)
2007	Hong Kong University of Science and Technology, School of Business and Management, Hong Kong (Jan-May)
2005	ZUMA, Mannheim, Germany (July)
2004	Hong Kong University of Science and Technology, School of Business and Management, Hong Kong (May)
2002	WISE Summer School, University of Warsaw, Poland (July) ZUMA, Mannheim, Germany (June)
2000/01	Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, CA (Aug 2000 – Jul 2001)
2000	ZUMA, Mannheim, Germany (May)
1997	Sonderforschungsbereich 504 "Rationalitätskonzepte, Entscheidungsverhalten und ökonomische Modellierung" (Rationality, Decision Making and Economic Modeling), Universität Mannheim, Germany (July-August)
1995/96	Faculty Associate, Institute for the Humanities, University of Michigan
1994	ZUMA, Mannheim, Germany (July-August)
1994	Kurt Lewin Institute, University of Amsterdam, Amsterdam, The Netherlands (June)
1991	University of Michigan, Department of Psychology and Institute for Social Research, Ann Arbor, MI (Sep-Dec)
1989	Summer School of the European Association of Experimental Social Psychology, University of Tilburg (aka Catholic University of Brabant), Tilburg, The Netherlands (Aug)

1986/87 George A. Miller Visiting Professor, University of Illinois at Urbana -
Champaign
1983 University of Waterloo, Ontario, Canada (Jul-Aug)

Honors

Awards & Fellowships

Returning Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, CA, 2009/10
Distinguished Scientific Achievement Award, Society for Consumer Psychology, 2009
Best Article Award, Journal of Consumer Research & Association for Consumer Research (for Skurnik, Yoon, Park, & Schwarz, JCR, 2005), 2008
Named Charles Horton Cooley Collegiate Professor in the College of Literature, Science, and Arts, University of Michigan, 2007
Fellow, American Psychological Association, 2007
Fellow, Society for Consumer Psychology, 2007
Rackham Distinguished Graduate Mentor Award, Rackham School of Graduate Studies, University of Michigan (a university wide recognition of graduate mentoring), 2006
Thomas M. Ostrom Award for contributions to social cognition research, International Social Cognition Network & Person Memory Interest Group, 2005
Election to the American Academy of Arts and Sciences, 2004
Wilhelm Wundt Medal for distinguished contributions to psychology, German Psychological Association (jointly with Fritz Strack, Würzburg), 2004
Honorary Member (Ehrenmitglied) of the German Psychological Association, 2004
Franco Nicosia ACR Competitive Paper Award, Association for Consumer Research (jointly with Kim Weaver, Stephen Garcia, and Dale Miller), 2004
Fellow, Association for Psychological Science (formerly American Psychological Society), 2002
Thomas M. Ostrom Scholar in Residence, Ohio State University, Columbus, OH, 2002
Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, CA, 2000/01
Excellence in Research Award, University of Michigan, Ann Arbor, 1998
Fellow, Society for Personality and Social Psychology, 1995
Heinz Maier-Leibnitz Preis, Bundesminister für Bildung und Wissenschaft der Bundesrepublik Deutschland (an early scientific contribution award from the Federal Department of Education and Science, Germany), 1986
Feodor Lynen Fellow, Alexander von Humboldt Stiftung, Germany, 1986-87
Post-doctoral fellowship, Deutsche Forschungsgemeinschaft (German Research Council), 1980-81
Undergraduate and graduate fellowships, Friedrich-Ebert-Stiftung, Germany, 1972-1980

Invited Addresses and Workshops (selected)

Society for Applied Research in Memory and Cognition (SARMAC), Lewiston, ME, 2007
Carl Friedrich von Siemens Stiftung, München, Germany, 2007
Jacobs Lecture, International University Bremen, Germany, 2006
Association for Consumer Research, Doctoral Symposium, Orlando, FL, 2006
RAND Summer Institute, Santa Monica, CA, 2006
IC1Conference on “Visual Marketing: Theory and Action,” Ann Arbor, MI, 2005
Summer Institute of the Society for Personality and Social Psychology, 2005
Northern Lights Lectures, University of Tromsø, Tromsø, Norway, 2003
Centers for Disease Control, Behavioral Risk Surveillance System Conference, St. Louis, MO, 2003
National Cancer Institute, Conference on Real-time Data Capture, Charlotte, SC, 2003
Society for Medical Decision Making, Chicago, IL, 2003
Distinguished Lecture, Queens University, Kingston, Ontario, Canada, 2002
Thomas M. Ostrom Lecture, Ohio State University, Columbus, OH, 2002
European Congress of Psychology, London, UK, 2001
Canadian Psychological Association, Quebec, Canada, 2001
Laurent Picard Distinguished Lecture, McGill University, Faculty of Management, Montreal, Canada, 2000
Deutsche Gesellschaft für Psychologie (German Psychological Association), Jena, Germany, 2000
John M. MacEachran Memorial Lectures, University of Alberta, Edmonton, Alberta, Canada, 1995
American Psychological Society, New York, 1995
Society for Judgment and Decision Making, St. Louis, 1994
Midwestern Psychological Association, Chicago, 1994
Morris Hansen Lecture, Washington Statistical Society, Washington, D.C., 1993
European Association of Experimental Social Psychology, Leuven, Belgium, 1992

Grants

Research Grants

“Measuring health-related quality of life in older adults with chronic illness”, co-investigator, with Dylan Smith (PI); National Institute of Aging (AG030177-01A1), 2008-2010.

“Disability, time use, and well-being among middle-aged and older married couples”, Co-PI, with Robert Schoeni (P01 PI), Vicki Freedman (project PI) and others; National Institute of Aging (AG 029409), 2007-2012.

“Behavior on surveys and in the economy using the HRS,” Co-PI, with Robert J. Willis (PI) and others; National Institute of Aging (AG 026571), 2005-2008.

“Ecological validity in patient reported chronic disease outcomes,” Co-PI, with Arthur Stone (PI), Joan Broderick, and Joseph Schwartz; National Institute of Arthritis and Musculoskeletal and Skin Diseases (AR052170), 2004-2009.

“Roybal Center for Research on Experience and Well-Being,” Co-PI, with Daniel Kahneman (PI), Alan Krueger, David Schkade, and Arthur Stone; National Institute of Aging (AG024928), 2004-2009.

"Internet Interviewing and the HRS," Co-PI, with Robert Willis (PI) and others; National Institute of Aging (AG20638), 2002-2005.

“Measuring well-being for social policy: Affective profiles of typical experiences,” Co-PI, with Daniel Kahneman (PI), Alan Krueger, David Schkade, and Arthur Stone; pilot research grant; National Institute of Aging, 2000-2003.

“Measuring social well-being,” Co-PI, with Daniel Kahneman (PI), Alan Krueger, David Schkade, and Arthur Stone; William and Flora Hewlett Foundation, 2000-2003.

"Automatic processes, aging, and illness behavior," Co-PI, with Denise Park (PI), National Institute of Aging (AG11715), 1998-2003.

"Predicting well-being," Co-PI, with Daniel Kahneman (PI) and Ed Diener; Mellon Foundation (No. 19900696), 1998-2001.

"Aging, cognition, and context effects in self-reports," PI, with Denise Park and Bärbel Knäuper, National Institute of Aging (AG14111), 1997-2001.

"Understanding quality of life: The science of enjoyment and suffering," Co-PI, with Daniel Kahneman (PI) and Ed Diener; Russell Sage Foundation, 1995-1996.

"Mood and the action sequence," PI, with Gerd Bohner; Alexander von Humboldt Stiftung, 1995-1997.

"Survey methodological research," Co-PI, with Survey Methods Program, Bureau of Labor Statistics, Washington, D.C., 1995-1999

"Assimilation and contrast in social judgment", Co-PI, with Herbert Bless (PI) and Michaela Wänke, Deutsche Forschungsgemeinschaft (Bl 289/5), 1994-2000.

"Cognitive aspects of survey methodology", PI, with Norman Bradburn, Hans-J. Hippler, and Seymour Sudman; Alexander von Humboldt Stiftung, 1992-1993.

"Cognitive dynamics of proxy responding", PI, U. S. Bureau of the Census (JSA 91-3), 1991-1993.

"Context effects in attitude measurement", PI, with Howard Schuman; Institute for Social Research, University of Michigan, 1991.

"Subjective experiences as information", PI, with Herbert Bless and Gerd Bohner; Deutsche Forschungsgemeinschaft (Schw 278/5), 1990-1994.

"Order effects in survey measurement", PI, Bundesministerium für Forschung und Technologie (SWF0044-6), 1989-1993.

"Cognitive aspects of proxy responding in survey research", Co-PI, with Seymour Sudman (PI) and Johnny Blair, National Science Foundation (SES-8821362), 1989-1991.

"Cognition and affect in social judgment", Co-PI, with Fritz Strack (PI); Deutsche Forschungsgemeinschaft (Str 264/2), 1987-1990.

"Cognitive and affective processes in judgments of well-being", PI, with Fritz Strack; Deutsche Forschungsgemeinschaft (Schw 278/2), 1982-1986.

Training Grants

"Language of survey administration as a source of measurement error," PI, with Robert Groves, dissertation research grant for Emilia Peytcheva; National Science Foundation (SES-0751899), 2008-2009.

"Survey measurement in aging societies," PI, with Norman Brown and Robert Groves, dissertation research grant for Sonja Ziniel; National Science Foundation (SES-0648709), 2007-2008.

"Social psychology," PI, training grant for the Ph.D. program in social psychology at the University of Michigan; National Institute of Mental Health (MH 015801), 2002-2004; 2005-2009.

"Metacognition in health judgment," Sponsor, National Research Service Award for Kim Weaver (post-doc grant); National Institute of Child Health & Human Development, 2004-2006.

"Social judgment," Sponsor, Rothschild Fellowship for Ruth Mayo (post-doc grant); Rothschild Foundation, 2004-2005.

"Age-related differences in belief of false information," Sponsor, National Research Service Award for Ian Skurnik (post-doc grant); National Institute of Aging, 1999-2001.

"Aging and automaticity," Co-Sponsor, National Research Service Award for Alison Chasteen (post-doc grant); National Institute of Aging, 1998-1999.

"Assimilation and contrast," Sponsor, exchange fellowship for Diederik Stapel; Royal Dutch Research Council, 1995.

"Intuitive judgment," Sponsor, post-doc grant for Rolf Reber; Schweizer Nationalfond, 1994-1996.

"Affect and cognition: Accessibility and explanation," Sponsor, National Research Service Award for Alexander Rothman (post-doc grant); National Institute of Mental Health, 1994 to 1996.

"Judgments of attitude strength," Sponsor, SSHRC fellowship for Geoffrey Haddock (post-doc grant); Canadian Research Council, 1994-1996.

"Cognitive aspects of survey methodology," Sponsor, DFG fellowship for Bärbel Knäuper (post-doc grant); Deutsche Forschungsgemeinschaft, 1994-1996.

"Cognitive aspects of survey methodology," Sponsor, post-doc grant for Tracy Wellens; Deutscher Akademischer Austauschdienst, 1990-1991.

Conference Grants

"The aging consumer: Perspectives from psychology and economics," with Aimee Drolet and Carolyn Yoon; Marketing Science Institute and Ross School of Business; Ann Arbor, May 2008.

"Old and new measures of human well-being and their possible significance for policy," with Daniel Kahneman and Ed Diener, National Institute on Aging; Bethesda, MD, January 2000.

"Aging, cognition, and survey measurement," with Bärbel Knäuper, Denise Park, and Seymour Sudman; ISR and Walter Stellner Memorial Fund; Ann Arbor, MI, February 1997.

"Cognitive aspects of survey methodology (CASM II)," with Monroe Sirken and associates; National Center for Health Statistics; Charlottesville, VA, June 1997.

"Scientific perspectives on enjoyment and suffering," with Ed Diener and Daniel Kahneman; Russell-Sage Foundation; Princeton, NJ, November 1996.

"International conference on survey measurement and processing quality," with P. Biemer, M. Collins, E. DeLeeuw, C. Dippo, and D. Trewin; National Science Foundation and American Statistical Association; Bristol, UK, April 1995.

"Contingent valuation research: Estimating the value of non-marketed goods", with W. Pommerehne and A. Roemer; Werner Reimers Stiftung and Thyssen Stiftung; Bad Homburg, Germany, July 1994.

"The measurement of well-being and misery", with D. Kahneman and E. Diener; Woodrow Wilson School of Government, Princeton University; Princeton, NJ, April 1994.

"Assessing cognitive processes: A comparison of strategies", with S. Sudman; ISR and Walter Stellner Memorial Fund; Allerton Park, IL, November 1993.

"Modes of data collection: Their impact on survey measurement", with Hans-J. Hippler; ZUMA; Mannheim, Germany, September 1992.

"Autobiographical memory and the validity of retrospective reports", with S. Sudman; ZUMA and Walter Stellner Memorial Fund; Allerton Park, IL, November 1990.

"Order effects in social and psychological research", with S. Sudman; ZUMA and Walter Stellner Memorial Fund; Nags Head, Kill Devils Hill, NC, October 1989.

"Data collection and the logic of conversation: Implications for social research and psychological experimentation", Zentrum für Umfragen, Methoden und Analysen, ZUMA; Mannheim, Germany, July 1988.

"The social psychology of well-being", with Michael Argyle and Fritz Strack; Reimers Stiftung; Bad Homburg, Germany, July 1987.

"Social information processing and survey methodology", with H.J. Hippler; Zentrum für Umfragen, Methoden und Analysen, ZUMA; Mannheim, Germany, July 1984.

Professional Service

Current Editorial Service

Associate Editor: "Research Dialogue" section of the *Journal of Consumer Psychology* (2005-)

Consulting Editor – journals: *Journal of Personality and Social Psychology* (1990-); *Social Cognition* (1993-); *Personality and Social Psychology Review* (1995-); *Journal of Behavioral Decision Making* (1997-); *Emotion* (2000-); *Field Methods* (2000-); *Applied Cognitive Psychology* (2002-); *Journal of Experimental Psychology: General* (2005-); *Journal of Consumer Research* (2008-)

Consulting Editor – book series: *Cambridge Studies in Political Psychology*, Cambridge University Press (1991-); *Wiley Series in Probability and Statistics: Survey Methodology Section*, John Wiley & Sons (1996-); *Encyclopedia of Survey Research* (Academic Press, 1997-)

Past Editorial Service

Associate editor, *Personality and Social Psychology Bulletin* (1991-1994); Guest Editor, *Social Cognition* (special issue, 1991); Guest Editor, *Cognition & Emotion* (special issue, 2000); Guest Editor, *Journal of Marketing Research* (selected papers)

Consulting editor: *Social Indicator Research* (1987-1996); *Public Opinion Quarterly* (1989-1993; 2003-2006); *Journal of Consumer Psychology* (1991-2005); *European Journal of Social Psychology* (1995-2001); *Journal of Happiness Studies* (1999-2002); *Zeitschrift für Sozialpsychologie* (1992-2005); *International Journal of Public Opinion Research* (2000-2005); *Journal of Experimental Social Psychology* (2002-2005); *Journal of Experimental Psychology: Applied* (2001-2006); *Handbook of Public Opinion Research* (Sage, 2005); *Organizational Behavior and Human Decision Processes* (2004-2007); *Psychological Science* (2006-2007)

Proposal Reviews

Panels: Special Program in Social Cognition, Deutsche Forschungsgemeinschaft (1994-2000)

Ad hoc: Alexander von Humboldt Stiftung; Australian Research Council; Deutsche Forschungsgemeinschaft, Germany; Economic and Social Research Council, Great Britain; Guggenheim Foundation; Israel Science Foundation; National Science Foundation; National Institute of Aging; National Institute of Mental Health; New York University Research Challenge Fund; Research Council of Canada; Russell Sage Foundation; University of London Research Fund.

Advisory Boards

Current: Yaffee Center for Persuasive Communication, University of Michigan Business School (2000-); TESS, Time-Sharing Experiments for the Social Sciences (NSF Center), Ohio State University (2000-); PRIME Research International - F.A.Z. Institute, Mainz, Germany (2003-); Methoden, Daten, & Analysen (GESIS; 2006-); MESS, Measurement and Experimentation in the Social Sciences (University of Tilburg, Netherlands); SHARE, Survey of Health, Ageing and Retirement in Europe (2008-); Bremen International Graduate School of Social Science, University of Bremen & Jacobs University, Germany (2008-)

Past: Conference Board & Group of Thirty, Project on Foreign Currency Exchange Risk (2000-2004); ShockMarket.com, Palo Alto, CA (2000-2001); National Cancer Institute, Conference on Real-Time Data Capture (2003); World Health Organization, SAGE survey (2004-2005); ZUMA, Zentrum für Umfragen, Methoden und Analysen, Mannheim, Germany (2000-2006); COMPARE European Survey Program (2005-2006)

National Academies/ National Research Council

National Research Council/National Academy of Science, Panel on Conceptual Issues of Cost-of-Living Indexes (1999-2001)

Professional Associations Service

Dissertation Award Committee, Society for Experimental Social Psychology (1993,1994); Advisory Council, Board of Directors, Association for Consumer Research (1994-1996); Conference Program Committee, American Association for Public Opinion Research (2001-2003); Publication Task Force, Society for Consumer Psychology (2003-2004); Program Committee, Association for Consumer Research (2004-2005); Distinguished Scientist Award Committee, Society for Experimental Social Psychology (2007); Ostrom Award Committee, Person Memory Interest Group & International Social Cognition Network (2007); Policy Board, *Journal for Consumer Research* (2008-)

Consulting

Consulting and expert witness testimony on cognitive aspects of social science measurement for numerous organizations and legal offices. Past clients include: Bureau of Labor Statistics, Washington, D.C.; Conference Board, New York; Environmental Protection Agency, Washington,

D.C.; F.A.Z. Institute, Mainz, Germany; GfS-Forschungsinstitut, Berne, Switzerland; Natural Damage Assessment, San Diego, CA; ShockMarket.com, Palo Alto, CA; Kirkland & Ellis, Chicago, IL; Piper & Marbury, Washington, D.C.; Garvey, Schubert, & Barer, Seattle, WA; Dorsey & Whitney, Minneapolis, MN; Susman & Godfrey, Houston, TX.

Selected University of Michigan Service

University

Coordinating Committee, Decision Consortium (1997-2000); Coordinating Committee, Interdepartmental Program in Mass Communication Research (1997-2000); Rackham Graduate School, Division III Board (intramural funding in the social sciences, 1998/99; 1999/00, chair); Steering Committee, CARSS -- Center for the Advancement of Research and Solutions for Society (2002-); Provost's Committee on Promotions (2006)

Psychology

Chair, Social Psychology Program (2001-2006; 2007-08); Search Committees (1993; 1995; 1996; 1997; 1998; 2002; 2004); Position Request Committees (1993, chair; 1998, chair; 2005, chair); Graduate Admissions, Social Psychology Program (1993; 1997; 2000 chair; 2002 chair; 2003; 2004; 2008); Promotion / Tenure Review Committees (1998; 2000; 2004; 2005); Augmented Executive Committee (2008-)

Institute for Social Research

Committee on Future Developments (1996/97); Population Studies Center Review (1996/97); Council on ISR Initiatives (1997-2000); Committee on International Relations (1999/00); Katz Dissertation Fellowship Committee (2003-2008).

Survey Research Center

Senior Staff Advisory Committee, Survey Research Center (1993-1995); Promotion / Tenure Review Committees (1993, chair; 1994; 1998; 1999, chair; 2000; 2004, 2005, 2008); Advisory Board, Summer Institute in Survey Techniques (1994-1999); Search Committees (1995; 1998; 1999; 2005); Review of Survey of Consumer Attitudes (1996-1999); Committee on Research Initiatives (2002-2005)

Research Center for Group Dynamics

Organizer, Group Dynamics Seminar (1994; 1996; 1998; 2004); Promotion / Tenure Review Committees (1995; 1999; 2004); Leadership Review Committee (1995/96; 1999/00); Executive Committee (2007-2008)

Professional Association Memberships

Psychology

American Psychological Association; Association for Psychological Science; Deutsche Gesellschaft für Psychologie; European Association of Experimental Social Psychology; International Society for Research on Emotion; Midwestern Psychological Association; Society for Applied Research in Memory and Cognition; Society for Consumer Psychology (APA, Div. 23); Society for Experimental Social Psychology; Society for Judgment and Decision Making; Society for Personality and Social Psychology (APA, Div.8).

Social Sciences

American Association for Public Opinion Research; Association for Consumer Research; Methodensektion der Deutschen Gesellschaft für Soziologie; World Association for Public Opinion Research

Teaching

I participate in the Ph.D. programs in social psychology, survey methods, and marketing. Courses I teach relatively regularly are Attitudes & Social Judgment, Social Cognition, Emotion & Cognition, Research Methods, and Survey Measurement. In addition to academic courses, I conduct workshops on the psychology of self-reports for various government agencies and survey organizations.

Publications

Books

Monographs

Schwarz, N. (1987). *Stimmung als Information: Untersuchungen zum Einfluß von Stimmungen auf die Bewertung des eigenen Lebens*. [Mood as information.] Heidelberg, Germany: Springer Verlag.

Sudman, S., Bradburn, N., & Schwarz, N. (1996). *Thinking about answers: The application of cognitive processes to survey methodology*. San Francisco, CA: Jossey-Bass.

Reissued in *Wiley Series in Survey Methodology*, 2006. New York: Wiley.

Russian translation, 2003 [Translators: M.V. Rassokhina, D.M. Rogozin; Science Editor of translation G.S. Batygin.] Moscow: Public Opinion Foundation.

Schwarz, N. (1996). *Cognition and communication: Judgmental biases, research methods and the logic of conversation*. Hillsdale, NJ: Erlbaum.

Panel on Conceptual, Measurement, and Other Statistical Issues in Developing Cost-of-Living Indexes (2002). *At what price? Conceptualizing and measuring cost-of-living and price indexes*. Washington, DC: National Academy Press.

Free online access:

<http://www.nap.edu/books/0309074428/html/>

Edited volumes

Hippler, H.J., Schwarz, N., & Sudman, S. (Eds.). (1987). *Social information processing and survey methodology*. New York, NY: Springer Verlag.

Strack, F., Argyle, M., & Schwarz, N. (Eds.) (1991). *Subjective well-being. An interdisciplinary perspective*. Oxford, UK: Pergamon.

Free online access:

<http://www.opus-bayern.de/uni-wuerzburg/volltexte/2007/2170/pdf/subjwellbeing.pdf#page=1>

Schwarz, N. & Strack, F. (Eds.) (1991). *Communication and social cognition: Human judgment in its social context*. [Special issue of *Social Cognition*, Vol. 9, whole No. 1, pp. 1- 125] New York: Guilford.

Schwarz, N. & Sudman, S. (Eds.) (1992). *Context effects in social and psychological research*. New York, NY: Springer Verlag.

Schwarz, N., & Sudman, S. (Eds.) (1994). *Autobiographical memory and the validity of retrospective reports*. New York, NY: Springer Verlag.

Schwarz, N., & Sudman, S. (Eds.) (1996). *Answering questions: Methodology for determining cognitive and communicative processes in survey research*. San Francisco: Jossey-Bass.

Reissued in *Wiley Series in Survey Methodology*, 2006. New York: Wiley.

Lyberg, L., Biemer, P., Collins, M., DeLeeuw, E., Dippo, C., Schwarz, N., & Trewin, D. (Eds.) (1997). *Survey measurement and process quality* (Wiley Series in Survey Methodology). Chichester, UK: Wiley.

Kopp, R., Pommerehne, W. W., & Schwarz, N. (Eds.) (1997). *Determining the value of non-marketed goods: Economic, psychological, and policy relevant aspects of contingent valuation methods* (Studies in Risk and Uncertainty, Vol. 10). Boston: Kluwer.

Schwarz, N., Park, D., Knäuper, B., & Sudman, S. (Eds.) (1999). *Cognition, aging, and self-reports*. Philadelphia, PA: Psychology Press.

E-book edition:

<http://www.netlibrary.com/urlapi.asp?action=summary&v=1&bookid=10212>

Sirken, M., Hermann, D., Schechter, S., Schwarz, N., Tanur, J., & Tourangeau, R. (Eds.) (1999). *Cognition and survey research* (Wiley Series in Survey Methodology). New York: Wiley.

Kahneman, D., Diener, E., & Schwarz, N. (Eds.) (1999). *Well-being: The foundations of hedonic psychology*. New York: Russell-Sage.

Paperback edition: Russell-Sage, 2003.

Park, D.C., & Schwarz, N. (Eds.) (2000). *Cognitive aging: A primer*. Philadelphia, PA: Psychology Press.

Spanish translation, 2002. Madrid, Spain: Editorial Medica Panamericana.

Japanese translation, 2004. Kyoto, Japan: Kitaoji Shobo.

Schwarz, N. (Ed.) (2000). *Emotion, cognition, and decision making*. [Also available as special issue of *Cognition and Emotion*, Vol. 14, whole No. 4, pp. 434-606] Philadelphia, PA: Psychology Press.

Tesser, A., & Schwarz, N. (Eds.) (2001). *Blackwell Handbook of Social Psychology: Intraindividual processes*. Oxford, UK: Blackwell.

Paperback edition: Blackwell, 2003.

Wittenbrink, B., & Schwarz, N. (Eds.) (2007). *Implicit measures of attitudes: Procedures and controversies*. New York: Guilford.

Park, D.C., & Schwarz, N. (Eds.) (in press). *Cognitive aging: A primer*. Revised 2nd edition. New York: Psychology Press.

Drolet, A., Yoon, C., & Schwarz, N. (Eds.) (in press). *The aging consumer*. New York: Psychology Press.

Refereed Journals and Annuals

Schwarz, N. (1978). Ein Training kommunikativer Kompetenz für Lehrer. [A communication skills training for teachers.] *Zeitschrift für Gruppenpädagogik*, 4, 326 - 338.

Schwarz, N., Frey, D., & Kumpf, M. (1980). Interactive effects of reading and writing a persuasive essay on attitude change and selective exposure. *Journal of Experimental Social Psychology*, 16, 1 - 17.

Kreft, W., & Schwarz, N. (1980). Ein transferorientiertes Kommunikationstraining kombiniert mit einem Planspiel --Programm und Erfahrungen. [On combining social skills training with simulation games.] *Zeitschrift für Gruppenpädagogik*, 6, 125 - 133.

MAFFIS (1980). Wer wagt noch, seine Meinung zu sagen? [On freedom of speech.] *Psychologie Heute*, 7, 11, 21 - 27.

Reprinted in *Die Seele und die Politik*. (Psychologie Heute Sonderband; 1983, Vol. 5, pp. 80-86). Weinheim, Germany: Beltz.

Schwarz, N., & Strack, F. (1981). Manipulating salience: Causal assessment in natural settings. *Personality and Social Psychology Bulletin*, 6, 554 - 558.

Schwarz, N. (1981). Seating preferences in four social situations in a German sample. *Replications in Social Psychology*, 1, 7 - 9.

Schwarz, N. (1982). Homo Heuristicus: Zur Psychologie des kognitiven Geizhalses. [Invited review of Nisbett & Ross, 1980] *Zeitschrift für Sozialpsychologie*, 13, 343 - 347.

Schwarz, N., & Brand, J. F. (1983). Effects of salience of rape on self-esteem, trust, and sex role attitudes in non-raped women. *European Journal of Social Psychology*, 13, 71 - 76.

Schwarz, N., & Clore, G.L. (1983). Mood, misattribution, and judgments of well-being: Informative and directive functions of affective states. *Journal of Personality and Social Psychology*, 45, 513 - 523.

Reprinted in A. Kruglanski & E.T. Higgins (Eds.) (2003). *Social psychology: A general reader* (pp. 263-272). Philadelphia, PA: Psychology Press.

Reprinted in A.S.R. Manstead (Ed.) (2008). *Psychology of emotions* (SAGE Benchmarks in Psychology). London, UK: Sage Publications.

Schwarz, N. (1984). When reactance effects persist despite restoration of freedom: Investigations of time delay and vicarious control. *European Journal of Social Psychology*, *14*, 405 - 419.

Schwarz, N., Servay, W., & Kumpf, M. (1985). Attribution of arousal as a mediator of the effectiveness of fear-arousing communications. *Journal of Applied Social Psychology*, *15*, 74 - 84.

Schwarz, N., & Wyer, R.S., Jr. (1985). Effects of rank ordering stimuli on magnitude ratings of these and other stimuli. *Journal of Experimental Social Psychology*, *21*, 30 - 46.

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Recent Convention Presentations (2007-)

Chandler, J., & Schwarz, N. (2007, January). *Under the thumb of our fingers: Symbolic body movements influence trait attributions and evaluations*. Society for Personality and Social Psychology, Memphis, TN.

Danielewicz, M., Konrath, S., Pun, C., Schwarz, N., & Shin, H. (2007, January). *Face-ism in politicians' online presentations*. Society for Personality and Social Psychology, Memphis, TN

Song, H., & Schwarz, N. (2007, January). *If it's easy to read, it's easy to do: Processing fluency affects the prediction of effort*. Society of Personality and Social Psychology, Memphis, TN

Song, H., & Schwarz, N. (2007, May). *Processing fluency affects risk perceptions*. Association for Psychological Science, Washington, D.C.

Uskul, A. K., Oyserman, D., & Schwarz, N. (2007, June). *Context effects in surveys used in cross-cultural research: Implications of individualism and collectivism*. European Survey Research Association, Prague.

Schwarz, N. (2007, June). *Sequential choice and the construction of preferences*. Seventh Invitational Choice Symposium, Philadelphia, PA.

Schwarz, N. (2007, July). *The intricacies of setting people straight*. Keynote address, Society for Applied Research in Memory and Cognition (SARMAC), Lewiston, ME

Freedman, V. A., Stafford, F., Conrad, F., Schwarz, N., & Ubel, P. (2007, October). *Designing a time diary to study disability, time use, and well-being among older couples in the Panel Study of Income Dynamics*. International Association of Time Use Researchers, Washington, D.C.

Schwarz, N., Xu, J., Song, H., & Cho, H. (2007, October). From feelings to judgments: Constructing heuristics on the spot. In A. Labroo & A. Mukhopadhyay (chair), *On the metacognition of emotions: What I think about how I feel*. Association for Consumer Research, San Antonio.

Krueger, A., Kahneman, D., Schkade, D., Schwarz, N., & Stone, A.A. (2007, December). *National time accounting: The currency of life*. Conference on National Time Accounting, National Bureau for Economic Research, Cambridge, MA.

Song, H. J., & Schwarz, N. (2008, February). *If it's difficult to pronounce, it must be risky: Processing fluency affects risk perception via feelings of familiarity*. SPSP Pre-conference on Judgment and Decision Making, Albuquerque, NM.

Schwarz, N. (2008, February). *Attitude construction: Evaluation in context*. Invited presentation, SPSP Pre-conference on Attitudes, Albuquerque, NM.

Chandler, J., & Schwarz, N. (2008, February). *Looking on the byte side of life: The cognitive and emotional consequences of thinking of computers as alive*. Society for Personality and Social Psychology, Albuquerque, NM.

Schuldt, J.P., & Schwarz, N. (2008, February). *Do people believe in global warming? Depends on what the weather is like when you ask*. Society for Personality and Social Psychology, Albuquerque, NM.

Schwarz, N., & Song, H. (2008, February). *If it's easy to read, it's easy to do, pretty, good, and true*. In E. Prolin (chair), *Fast and easy: Effects of psychological speed on judgment and emotion*. Society for Personality and Social Psychology, Albuquerque, NM.

Uskul, A.K., Oyserman, D., Schwarz, N., & Lee, S.W.L. (2008, February). *What is asked whom in what way? Interactive effects of culture, question content and format on self-report*. Society for Personality and Social Psychology, Albuquerque, NM.

Chandler, J., Schwarz, N., & Bushman, B. (2008, May). *Including computer game characters as a part of the self*. Midwestern Psychological Association, Chicago, IL.

Szczurek, L., Chandler, J., & Schwarz, N. (2008, May). *The effects of warm and cold descriptors on object perception*. Midwestern Psychological Association, Psy Chi Program, Chicago, IL.

Considine, C., Chandler, J., & Schwarz, N. (2008, May). *Unpredictability and paranoia: The desire to be unknown*. Midwestern Psychological Association, Psy Chi Program, Chicago, IL.

Schwarz, N., Oyserman, D., & Peytcheva, E. (2008, June). *Cognition, communication, and culture: Implications for the survey response process*. International Conference on Survey Methods in Multinational, Multiregional, and Multicultural Contexts – 3mc, Berlin, Germany.

Uskul, A. K., Oyserman, D., & Schwarz, N. (2008, June). *The answers we are likely to get: The interplay between cultural norms of self-presentation and formal features of questionnaires*. International Conference on Survey Methods in Multinational, Multiregional, and Multicultural Contexts – 3mc, Berlin, Germany.

Schwarz, N. (2008, August). *Processing fluency and judgment: Implications for web survey design*. MESS Workshop on Measurement and Experimentation in the Social Sciences, Zeist, The Netherlands.

Schwarz, N. (2008, September). *Discussant*. Conference on Understanding Economic Decision Making, Jackson Hole, WY.

Schwarz, N. (2008, September). *Metacognitive experiences: A feelings-as-information perspective*. Metacognition and Consumer Behavior Conference, Kellogg School of Management, Northwestern University, Evanston, IL.

Schwarz, N. (2008, October). Emergent meaning: Inferences from processing fluency. In E. Smith (chair), *Socially situated cognition*. Society for Experimental Social Psychology, Sacramento, CA.

Park, K., Kim, H., & Schwarz, N. (2008, October). The impact of matching between emotion types and product offerings on evaluations. In P. Mathur (chair), *How do you really feel about it? Emotional processes and product evaluation*. Association for Consumer Research, San Francisco, CA.

Song, H., & Schwarz, N. (2008, October). Safe and easy or risky and burdensome? Fluency effects on effort and risk perception. In A. Labroo (chair), *When the going gets tough: How metacognitive difficulty improves evaluation*. Association for Consumer Research, San Francisco, CA.

Weaver, K., Schwarz, N., Cottone, K., & Daniloski, K. (2008, October). The role of social comparison for maximizers and satisficers: Wanting the best or wanting to be the best? M. L.

Cronley (chair), *I want to be just like them, or do I? Assimilation and contrast effects in consumer judgment*. Association for Consumer Research, San Francisco, CA.

Zhang, C.Y.Z., & Schwarz, N. (2008, October). *Looking for great discounts – how store coupons shape attention, product memory, and store impressions*. Association for Consumer Research, San Francisco, CA.

Zhang, C.Y.Z., & Schwarz, N. (2008, November). *Effective cost based choice*. Society for Judgment and Decision Making, Chicago, IL.