

Anthony G Greenwald

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

184
papers

41,992
citations

76
h-index

191
g-index

191
ext. papers

46,257
ext. citations

5.3
avg, IF

7.65
L-index

| # | Paper | IF | Citations |
|-----|---|------|-----------|
| 184 | Implicit-Bias Remedies: Treating Discriminatory Bias as a Public-Health Problem.. <i>Psychological Science in the Public Interest: A Journal of the American Psychological Society</i> , 2022 , 23, 7-40 | 18.6 | 8 |
| 183 | Meta-Analytic Use of Balanced Identity Theory to Validate the Implicit Association Test. <i>Personality and Social Psychology Bulletin</i> , 2021 , 47, 185-200 | 4.1 | 10 |
| 182 | Best research practices for using the Implicit Association Test. <i>Behavior Research Methods</i> , 2021 , 1 | 6.1 | 8 |
| 181 | Self-esteem, Expressions of 2020 , 399-404 | | |
| 180 | Implicit Social Cognition. <i>Annual Review of Psychology</i> , 2020 , 71, 419-445 | 26.1 | 60 |
| 179 | Early implicit-explicit discrepancies in self-esteem as correlates of childhood depressive symptoms. <i>Journal of Experimental Child Psychology</i> , 2020 , 200, 104962 | 2.3 | 6 |
| 178 | Self-esteem, Expressions of 2020 , 399-404 | | |
| 177 | Relationship between the Implicit Association Test and intergroup behavior: A meta-analysis. <i>American Psychologist</i> , 2019 , 74, 569-586 | 9.5 | 161 |
| 176 | Redefine statistical significance. <i>Nature Human Behaviour</i> , 2018 , 2, 6-10 | 12.8 | 1168 |
| 175 | An AI stereotype catcher. <i>Science</i> , 2017 , 356, 133-134 | 33.3 | 10 |
| 174 | Implicit Racial Bias in Medical School Admissions. <i>Academic Medicine</i> , 2017 , 92, 365-369 | 3.9 | 145 |
| 173 | Persons or Situations? Individual Differences Explain Variance in Aggregated Implicit Race Attitudes. <i>Psychological Inquiry</i> , 2017 , 28, 297-300 | 2 | 7 |
| 172 | Mental ownership: Does mental rehearsal transform novel stimuli into mental possessions?. <i>Journal of Experimental Social Psychology</i> , 2017 , 73, 125-135 | 2.6 | 1 |
| 171 | The implicit revolution: Reconceiving the relation between conscious and unconscious. <i>American Psychologist</i> , 2017 , 72, 861-871 | 9.5 | 84 |
| 170 | Unconscious conditioning: Demonstration of existence and difference from conscious conditioning. <i>Journal of Experimental Psychology: General</i> , 2017 , 146, 1705-1721 | 4.7 | 15 |
| 169 | Earl Busby Hunt (1933-2016). <i>American Psychologist</i> , 2017 , 72, 183 | 9.5 | |
| 168 | Implicit measures for preschool children confirm self-esteem's role in maintaining a balanced identity. <i>Journal of Experimental Social Psychology</i> , 2016 , 62, 50-57 | 2.6 | 50 |

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| 167 | Statistically small effects of the Implicit Association Test can have societally large effects. <i>Journal of Personality and Social Psychology</i> , 2015 , 108, 553-61 | 6.5 | 327 |
| 166 | Providers' Implicit and Explicit Stereotypes About Mental Illnesses and Clinical Competencies in Recovery. <i>Social Work in Mental Health</i> , 2015 , 13, 495-513 | 0.8 | 1 |
| 165 | Understanding and using the brief Implicit Association Test: recommended scoring procedures. <i>PLoS ONE</i> , 2014 , 9, e110938 | 3.7 | 85 |
| 164 | With malice toward none and charity for some: ingroup favoritism enables discrimination. <i>American Psychologist</i> , 2014 , 69, 669-84 | 9.5 | 190 |
| 163 | I drink therefore I am: validating alcohol-related implicit association tests. <i>Psychology of Addictive Behaviors</i> , 2013 , 27, 1-13 | 3.4 | 104 |
| 162 | Understanding and Using the Brief Implicit Association Test: I. Recommended Scoring Procedures. <i>SSRN Electronic Journal</i> , 2013 , | 1 | 4 |
| 161 | Overweight people have low levels of implicit weight bias, but overweight nations have high levels of implicit weight bias. <i>PLoS ONE</i> , 2013 , 8, e83543 | 3.7 | 54 |
| 160 | Process evidence for the question-behavior effect: Influencing socially normative behaviors. <i>Social Influence</i> , 2012 , 7, 211-228 | 0.5 | 12 |
| 159 | In perfect harmony: synchronizing the self to activated social categories. <i>Journal of Personality and Social Psychology</i> , 2012 , 102, 562-75 | 6.5 | 35 |
| 158 | There Is Nothing So Theoretical as a Good Method. <i>Perspectives on Psychological Science</i> , 2012 , 7, 99-108 | 9.8 | 160 |
| 157 | The associations of clinicians' implicit attitudes about race with medical visit communication and patient ratings of interpersonal care. <i>American Journal of Public Health</i> , 2012 , 102, 979-87 | 5.1 | 439 |
| 156 | The influence of implicit bias on treatment recommendations for 4 common pediatric conditions: pain, urinary tract infection, attention deficit hyperactivity disorder, and asthma. <i>American Journal of Public Health</i> , 2012 , 102, 988-95 | 5.1 | 274 |
| 155 | Measuring implicit attitudes of 4-year-olds: the preschool implicit association test. <i>Journal of Experimental Child Psychology</i> , 2011 , 109, 187-200 | 2.3 | 80 |
| 154 | Math-gender stereotypes in elementary school children. <i>Child Development</i> , 2011 , 82, 766-79 | 4.9 | 380 |
| 153 | God and Country: The Partisan Psychology of the Presidency, Religion, and Nation. <i>Political Psychology</i> , 2011 , 32, 459-484 | 3.6 | 23 |
| 152 | Unintentional covert motor activations predict behavioral effects: Multilevel modeling of trial-level electrophysiological motor activations. <i>Psychophysiology</i> , 2011 , 48, 208-17 | 4.1 | 4 |
| 151 | Asking about well-being gets you half an answer: Intra-individual processes of implicit and explicit job attitudes. <i>Journal of Organizational Behavior</i> , 2011 , 32, 672-687 | 6.9 | 32 |
| 150 | Using the Implicit Association Test to Assess Children's Implicit Attitudes toward Smoking. <i>Journal of Applied Social Psychology</i> , 2010 , 40, 2387-2406 | 2.1 | 26 |

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|-----|--|------|------|
| 149 | Faking of the Implicit Association Test Is Statistically Detectable and Partly Correctable. <i>Basic and Applied Social Psychology</i> , 2010 , 32, 302-314 | 1.1 | 67 |
| 148 | Correlational biases in mean response latency differences. <i>Statistical Methodology</i> , 2010 , 7, 277-291 | | 15 |
| 147 | No measure is perfect, but some measures can be quite useful. <i>Experimental Psychology</i> , 2010 , 57, 238-42.5 | | 7 |
| 146 | Physicians' implicit and explicit attitudes about race by MD race, ethnicity, and gender. <i>Journal of Health Care for the Poor and Underserved</i> , 2009 , 20, 896-913 | 1.4 | 277 |
| 145 | The Brief Implicit Association Test. <i>Experimental Psychology</i> , 2009 , 56, 283-94 | 1.5 | 307 |
| 144 | National differences in gender-science stereotypes predict national sex differences in science and math achievement. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 2009 , 106, 10593-7 | 11.5 | 552 |
| 143 | What (and Where) Is the Ethical Code Concerning Researcher Conflict of Interest?. <i>Perspectives on Psychological Science</i> , 2009 , 4, 32-5 | 9.8 | 3 |
| 142 | Implicit Race Attitudes Predicted Vote in the 2008 U.S. Presidential Election. <i>Analyses of Social Issues and Public Policy</i> , 2009 , 9, 241-253 | 0.9 | 124 |
| 141 | Understanding and using the Implicit Association Test: III. Meta-analysis of predictive validity. <i>Journal of Personality and Social Psychology</i> , 2009 , 97, 17-41 | 6.5 | 1882 |
| 140 | (Part of) the case for a pragmatic approach to validity: comment on De Houwer, Teige-Mocigemba, Spruyt, and Moors (2009). <i>Psychological Bulletin</i> , 2009 , 135, 373-376 | 19.1 | 23 |
| 139 | Landy Is Correct: Stereotyping Can Be Moderated by Individuating the Out-Group and by Being Accountable. <i>Industrial and Organizational Psychology</i> , 2008 , 1, 430-435 | 0.5 | 7 |
| 138 | Drinking without thinking: an implicit measure of alcohol motivation predicts failure to control alcohol use. <i>Behaviour Research and Therapy</i> , 2008 , 46, 1210-9 | 5.2 | 84 |
| 137 | Physician implicit attitudes and stereotypes about race and quality of medical care. <i>Medical Care</i> , 2008 , 46, 678-85 | 3.1 | 202 |
| 136 | Assessment of Individual Differences in Implicit Cognition. <i>European Journal of Psychological Assessment</i> , 2008 , 24, 210-217 | 2.2 | 69 |
| 135 | Understanding and using the implicit association test: V. measuring semantic aspects of trait self-concepts. <i>European Journal of Personality</i> , 2008 , 22, 695-706 | 5.1 | 26 |
| 134 | Will you read this article's abstract? Theories of the questionBehavior effect. <i>Journal of Consumer Psychology</i> , 2008 , 18, 102-106 | 3.1 | 23 |
| 133 | Personality and implicit social cognition research: past, present and future. <i>European Journal of Personality</i> , 2007 , 21, 371-382 | 5.1 | 16 |
| 132 | Priming of semantic classifications by novel subliminal prime words. <i>Consciousness and Cognition</i> , 2007 , 16, 63-83 | 2.6 | 69 |

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|-----|--|-----|------|
| 131 | Apparent universality of positive implicit self-esteem. <i>Psychological Science</i> , 2007 , 18, 498-500 | 7.9 | 191 |
| 130 | Pervasiveness and correlates of implicit attitudes and stereotypes. <i>European Review of Social Psychology</i> , 2007 , 18, 36-88 | 5.5 | 641 |
| 129 | Implicit Bias: Scientific Foundations. <i>California Law Review</i> , 2006 , 94, 945 | | 395 |
| 128 | Scale Invariant Contrasts of Response Latency Distributions. <i>SSRN Electronic Journal</i> , 2006 , | 1 | 4 |
| 127 | Why so little faith? A reply to Blanton and Jaccard's (2006) skeptical view of testing pure multiplicative theories.. <i>Psychological Review</i> , 2006 , 113, 170-180 | 6.3 | 27 |
| 126 | Why so little faith? A reply to Blanton and Jaccard's (2006) skeptical view of testing pure multiplicative theories: Postscript.. <i>Psychological Review</i> , 2006 , 113, 180-180 | 6.3 | |
| 125 | Consequential validity of the implicit association test: comment on Blanton and Jaccard (2006). <i>American Psychologist</i> , 2006 , 61, 56-61; discussion 62-71 | 9.5 | 76 |
| 124 | Understanding and using the Implicit Association Test: II. Method variables and construct validity. <i>Personality and Social Psychology Bulletin</i> , 2005 , 31, 166-80 | 4.1 | 702 |
| 123 | Clarifying the role of the "other" category in the self-esteem IAT. <i>Experimental Psychology</i> , 2005 , 52, 74-9 | 1.5 | 61 |
| 122 | Explorer les attitudes et croyances implicites : lancement d'un site internet en langue française. <i>Les Cahiers Internationaux De Psychologie Sociale</i> , 2005 , Numéro 66, 81 | 0.3 | 0 |
| 121 | A reminder about procedures needed to reliably produce perfect timesharing: comment on Lien, McCann, Ruthruff, and Proctor (2005). <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 2005 , 31, 221-5 | 2.6 | 9 |
| 120 | Validity of the salience asymmetry interpretation of the implicit association test: comment on Rothermund and Wentura (2004). <i>Journal of Experimental Psychology: General</i> , 2005 , 134, 420-5; author reply 426-30 | 4.7 | 53 |
| 119 | The Implicit Association Test's DMeasure Can Minimize a Cognitive Skill Confound: Comment on McFarland and Crouch (2002). <i>Social Cognition</i> , 2004 , 22, 673-684 | 1.2 | 51 |
| 118 | Exploring Implicit Partisanship: Enigmatic (But Genuine) Group Identification and Attraction. <i>Group Processes and Intergroup Relations</i> , 2004 , 7, 283-296 | 1.9 | 12 |
| 117 | On doing two things at once: IV. Necessary and sufficient conditions: Rejoinder to Lien, Proctor, and Ruthruff (2003). <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 2004 , 30, 632-6 | 2.6 | 9 |
| 116 | Is the Implicit Association Test a Valid and Valuable Measure of Implicit Consumer Social Cognition?. <i>Journal of Consumer Psychology</i> , 2004 , 14, 385-404 | 3.1 | 183 |
| 115 | Predictive Validity of the Implicit Association Test in Studies of Brands, Consumer Attitudes, and Behavior. <i>Journal of Consumer Psychology</i> , 2004 , 14, 405-415 | 3.1 | 216 |
| 114 | Understanding and using the implicit association test: I. An improved scoring algorithm. <i>Journal of Personality and Social Psychology</i> , 2003 , 85, 197-216 | 6.5 | 3496 |

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|-----|--|-----|------|
| 113 | On doing two things at once: III. Confirmation of perfect timesharing when simultaneous tasks are ideomotor compatible. <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 2003 , 29, 859-68 | 2.6 | 40 |
| 112 | Long-term semantic memory versus contextual memory in unconscious number processing. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 2003 , 29, 235-47 | 2.2 | 114 |
| 111 | "Understanding and using the Implicit Association Test: I. An improved scoring algorithm": Correction to Greenwald et al. (2003).. <i>Journal of Personality and Social Psychology</i> , 2003 , 85, 481-481 | 6.5 | 42 |
| 110 | Targets of discrimination: Effects of race on responses to weapons holders. <i>Journal of Experimental Social Psychology</i> , 2003 , 39, 399-405 | 2.6 | 121 |
| 109 | The First Ontological Challenge to the IAT: Attitude or Mere Familiarity?. <i>Psychological Inquiry</i> , 2003 , 14, 238-243 | 2 | 22 |
| 108 | The First Ontological Challenge to the IAT: Attitude or Mere Familiarity?. <i>Psychological Inquiry</i> , 2003 , 14, 238-243 | 2 | 14 |
| 107 | E-Research: Ethics, Security, Design, and Control in Psychological Research on the Internet. <i>Journal of Social Issues</i> , 2002 , 58, 161-176 | 3.2 | 182 |
| 106 | Subliminal words activate semantic categories (not automated motor responses). <i>Psychonomic Bulletin and Review</i> , 2002 , 9, 100-6 | 4.1 | 77 |
| 105 | Subgroup Prejudice Based on Skin Color Among Hispanics in the United States and Latin America. <i>Social Cognition</i> , 2002 , 20, 198-226 | 1.2 | 127 |
| 104 | Using the implicit association test to measure age differences in implicit social cognitions.. <i>Psychology and Aging</i> , 2002 , 17, 482-495 | 3.6 | 148 |
| 103 | Implicit partisanship: Taking sides for no reason.. <i>Journal of Personality and Social Psychology</i> , 2002 , 83, 367-379 | 6.5 | 56 |
| 102 | Harvesting implicit group attitudes and beliefs from a demonstration web site.. <i>Group Dynamics</i> , 2002 , 6, 101-115 | 3.4 | 756 |
| 101 | Math = male, me = female, therefore math [me].. <i>Journal of Personality and Social Psychology</i> , 2002 , 83, 44-59 | 6.5 | 587 |
| 100 | A unified theory of implicit attitudes, stereotypes, self-esteem, and self-concept. <i>Psychological Review</i> , 2002 , 109, 3-25 | 6.3 | 1052 |
| 99 | Using the implicit association test to measure age differences in implicit social cognitions. <i>Psychology and Aging</i> , 2002 , 17, 482-95 | 3.6 | 34 |
| 98 | Math = male, me = female, therefore math not = me. <i>Journal of Personality and Social Psychology</i> , 2002 , 83, 44-59 | 6.5 | 63 |
| 97 | Implicit partisanship: taking sides for no reason. <i>Journal of Personality and Social Psychology</i> , 2002 , 83, 367-79 | 6.5 | 10 |
| 96 | Implicit Self-Concept and Evaluative Implicit Gender Stereotypes: Self and Ingroup Share Desirable Traits. <i>Personality and Social Psychology Bulletin</i> , 2001 , 27, 1164-1178 | 4.1 | 235 |

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| 95 | Using the Implicit Association Test to investigate attitude-behaviour consistency for stigmatised behaviour. <i>Cognition and Emotion</i> , 2001 , 15, 207-230 | 2.3 | 140 |
| 94 | Using the Implicit Association Test to investigate attitude-behaviour consistency for stigmatised behaviour. <i>Cognition and Emotion</i> , 2001 , 15, 207-230 | 2.3 | 132 |
| 93 | On the malleability of automatic attitudes: Combating automatic prejudice with images of admired and disliked individuals.. <i>Journal of Personality and Social Psychology</i> , 2001 , 81, 800-814 | 6.5 | 687 |
| 92 | Health of the Implicit Association Test at age 3. <i>Experimental Psychology</i> , 2001 , 48, 85-93 | 1.5 | 229 |
| 91 | "Measurement error in subliminal perception experiments: Simulation analyses of two regression methods" Comment on Miller (2000).. <i>Journal of Experimental Psychology: Human Perception and Performance</i> , 2000 , 26, 1506-1508 | 2.6 | 9 |
| 90 | Using the Implicit Association Test to measure self-esteem and self-concept.. <i>Journal of Personality and Social Psychology</i> , 2000 , 79, 1022-1038 | 6.5 | 1004 |
| 89 | Automatic Preference for White Americans: Eliminating the Familiarity Explanation. <i>Journal of Experimental Social Psychology</i> , 2000 , 36, 316-328 | 2.6 | 239 |
| 88 | Parts outweigh the whole (word) in unconscious analysis of meaning. <i>Psychological Science</i> , 2000 , 11, 118-24 | 7.9 | 207 |
| 87 | Using the implicit association test to measure self-esteem and self-concept. <i>Journal of Personality and Social Psychology</i> , 2000 , 79, 1022-38 | 6.5 | 133 |
| 86 | Measuring the Automatic Components of Prejudice: Flexibility and Generality of the Implicit Association Test. <i>Social Cognition</i> , 1999 , 17, 437-465 | 1.2 | 180 |
| 85 | Social Influence by Requesting Self-Prophecy. <i>Journal of Consumer Psychology</i> , 1999 , 8, 61-89 | 3.1 | 55 |
| 84 | Using statistical adjustment to reduce biases in student ratings.. <i>American Psychologist</i> , 1999 , 54, 518-519.5 | 1.5 | 20 |
| 83 | Measuring individual differences in implicit cognition: The implicit association test.. <i>Journal of Personality and Social Psychology</i> , 1998 , 74, 1464-1480 | 6.5 | 7039 |
| 82 | An unbiased errors-in-variables approach to detecting unconscious cognition. <i>British Journal of Mathematical and Statistical Psychology</i> , 1998 , 51 (Pt 2), 253-67 | 2.8 | 26 |
| 81 | Replicable unconscious semantic priming.. <i>Journal of Experimental Psychology: General</i> , 1998 , 127, 286-303.7 | 3.7 | 440 |
| 80 | Correcting for measurement error in detecting unconscious cognition: Comment on Draine and Greenwald (1998).. <i>Journal of Experimental Psychology: General</i> , 1998 , 127, 318-319 | 4.7 | 23 |
| 79 | Distinguishing unconscious from conscious cognition--reasonable assumptions and replicable findings: Reply to Merikle and Reingold (1998) and Doshier (1998).. <i>Journal of Experimental Psychology: General</i> , 1998 , 127, 320-324 | 4.7 | 22 |
| 78 | Distinguishing unconscious from conscious cognition--reasonable assumptions and replicable findings: reply to Merikle and Reingold (1998) and Doshier (1998). <i>Journal of Experimental Psychology: General</i> , 1998 , 127, 320-4 | 4.7 | 10 |

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| 77 | How useful are student ratings? Reactions to comments on the current issues section.. <i>American Psychologist</i> , 1998 , 53, 1228-1229 | 9.5 | 8 |
| 76 | No pain, no gain? The importance of measuring course workload in student ratings of instruction.. <i>Journal of Educational Psychology</i> , 1997 , 89, 743-751 | 5.3 | 145 |
| 75 | Validity concerns and usefulness of student ratings of instruction.. <i>American Psychologist</i> , 1997 , 52, 1182-1186 | 2.07 | |
| 74 | Grading leniency is a removable contaminant of student ratings.. <i>American Psychologist</i> , 1997 , 52, 1209-1217 | 3.00 | |
| 73 | Three cognitive markers of unconscious semantic activation. <i>Science</i> , 1996 , 273, 1699-702 | 33.3 | 518 |
| 72 | Modeling unconscious gender bias in fame judgments: finding the proper branch of the correct (multinomial) tree. <i>Consciousness and Cognition</i> , 1996 , 5, 221-5 | 2.6 | 4 |
| 71 | Effect sizes and p values: what should be reported and what should be replicated?. <i>Psychophysiology</i> , 1996 , 33, 175-83 | 4.1 | 258 |
| 70 | Implicit social cognition: attitudes, self-esteem, and stereotypes. <i>Psychological Review</i> , 1995 , 102, 4-27 | 6.3 | 4023 |
| 69 | Activation by marginally perceptible ("subliminal") stimuli: Dissociation of unconscious from conscious cognition.. <i>Journal of Experimental Psychology: General</i> , 1995 , 124, 22-42 | 4.7 | 218 |
| 68 | Unconscious priming of association judgments.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1995 , 21, 569-581 | 2.2 | 26 |
| 67 | Implicit gender stereotyping in judgments of fame.. <i>Journal of Personality and Social Psychology</i> , 1995 , 68, 181-198 | 6.5 | 253 |
| 66 | Preferences Need No Inferences?: The Cognitive Basis of Unconscious Mere Exposure Effects 1994 , 67-85 | | 19 |
| 65 | What You Expect Is What You Believe (But Not Necessarily What You Get): A Test of the Effectiveness of Subliminal Self-Help Audiotapes. <i>Basic and Applied Social Psychology</i> , 1994 , 15, 251-276 | 1.1 | 12 |
| 64 | An ethnic bias in scientific citations. <i>European Journal of Social Psychology</i> , 1994 , 24, 623-639 | 2.9 | 24 |
| 63 | Consumer involvement, message attention, and the persistence of persuasive impact in a message-dense environment. <i>Psychology and Marketing</i> , 1993 , 10, 321-332 | 3.9 | 29 |
| 62 | Dissonance and Self-Theory: Fifteen More Years. <i>Psychological Inquiry</i> , 1992 , 3, 329-331 | 2 | 3 |
| 61 | New look 3. Unconscious cognition reclaimed. <i>American Psychologist</i> , 1992 , 47, 766-79 | 9.5 | 591 |
| 60 | A Field Test of Subliminal Self-Help Audiotapes: The Power of Expectancies. <i>Journal of Public Policy and Marketing</i> , 1992 , 11, 26-36 | 3.8 | 2 |

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| 59 | Double-Blind Tests of Subliminal Self-Help Audiotapes. <i>Psychological Science</i> , 1991 , 2, 119-122 | 7.9 | 92 |
| 58 | Visual masking and unconscious processing: differences between backward and simultaneous masking?. <i>Memory and Cognition</i> , 1990 , 18, 430-5 | 2.2 | 3 |
| 57 | What cognitive representations underlie social attitudes?. <i>Bulletin of the Psychonomic Society</i> , 1990 , 28, 254-260 | | 31 |
| 56 | A Sociocognitive Model of Attitude Structure and Function. <i>Advances in Experimental Social Psychology</i> , 1989 , 22, 245-285 | 4.2 | 24 |
| 55 | Unconscious processing of dichoptically masked words. <i>Memory and Cognition</i> , 1989 , 17, 35-47 | 2.2 | 178 |
| 54 | The generation effect extended: memory enhancement for generation cues. <i>Memory and Cognition</i> , 1989 , 17, 673-81 | 2.2 | 24 |
| 53 | The self as a memory system: Powerful, but ordinary.. <i>Journal of Personality and Social Psychology</i> , 1989 , 57, 41-54 | 6.5 | 118 |
| 52 | Recent perspectives on unconscious processing: Still no marketing applications. <i>Psychology and Marketing</i> , 1988 , 5, 337-353 | 3.9 | 27 |
| 51 | Is Self-Esteem a Central Ingredient of the Self-Concept?. <i>Personality and Social Psychology Bulletin</i> , 1988 , 14, 34-45 | 4.1 | 93 |
| 50 | Attention, Rehearsal, and Memory for Serial Order. <i>American Journal of Psychology</i> , 1988 , 101, 259 | 0.5 | 9 |
| 49 | In search of reliable persuasion effects: III. The sleeper effect is dead: Long live the sleeper effect.. <i>Journal of Personality and Social Psychology</i> , 1988 , 54, 203-218 | 6.5 | 139 |
| 48 | On the use of "theory" and the usefulness of theory.. <i>Psychological Review</i> , 1988 , 95, 575-579 | 6.3 | 8 |
| 47 | A Social-Cognitive Account of the Self Development 1988 , 30-42 | | 11 |
| 46 | Increasing voting behavior by asking people if they expect to vote.. <i>Journal of Applied Psychology</i> , 1987 , 72, 315-318 | 7.4 | 193 |
| 45 | Under what conditions does theory obstruct research progress?. <i>Psychological Review</i> , 1986 , 93, 216-229 | 6.3 | 494 |
| 44 | Consumer-Product and Sociopolitical Messages for Use in Studies of Persuasion. <i>Personality and Social Psychology Bulletin</i> , 1986 , 12, 536-538 | 4.1 | 5 |
| 43 | Words high and low in pleasantness as rated by male and female college students. <i>Behavior Research Methods</i> , 1986 , 18, 299-303 | | 94 |
| 42 | How Shall the Self be Conceived?1. <i>Journal for the Theory of Social Behaviour</i> , 1985 , 15, 311-329 | 1.2 | 21 |

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|----|---|------|------|
| 41 | Audience Involvement in Advertising: Four Levels. <i>Journal of Consumer Research</i> , 1984 , 11, 581 | 6.3 | 680 |
| 40 | In search of reliable persuasion effects: II. Associative interference and persistence of persuasion in a message-dense environment.. <i>Journal of Personality and Social Psychology</i> , 1983 , 45, 524-537 | 6.5 | 18 |
| 39 | Delayed Persuasion as a Consequence of: Associative Interference: A Context Confusion Effect. <i>Personality and Social Psychology Bulletin</i> , 1982 , 8, 644-650 | 4.1 | 6 |
| 38 | Self and Memory. <i>Psychology of Learning and Motivation - Advances in Research and Theory</i> , 1981 , 15, 201-236 | 1.4 | 38 |
| 37 | On the Conceptual Disconfirmation of Theories. <i>Personality and Social Psychology Bulletin</i> , 1981 , 7, 131-137 | 4.7 | 21 |
| 36 | The totalitarian ego: Fabrication and revision of personal history.. <i>American Psychologist</i> , 1980 , 35, 603-613 | 6.8 | 1476 |
| 35 | Dissonance theory revised again: Comment on the paper by Fazio, Zanna, and Cooper. <i>Journal of Experimental Social Psychology</i> , 1979 , 15, 62-69 | 2.6 | 8 |
| 34 | Cognitive Responses to Persuasion as Mediators of Opinion Change. <i>Journal of Social Psychology</i> , 1978 , 104, 231-241 | 2.3 | 22 |
| 33 | Twenty years of cognitive dissonance: Case study of the evolution of a theory.. <i>Psychological Review</i> , 1978 , 85, 53-57 | 6.3 | 167 |
| 32 | In search of reliable persuasion effects: I. A computer-controlled procedure for studying persuasion.. <i>Journal of Personality and Social Psychology</i> , 1977 , 35, 548-569 | 6.5 | 31 |
| 31 | "Does the Good Samaritan Parable Increase Helping? A Comment on Barley and Batson's No-Effect Conclusion": Erratum.. <i>Journal of Personality and Social Psychology</i> , 1976 , 33, 54-54 | 6.5 | 2 |
| 30 | Within-subjects designs: To use or not to use?. <i>Psychological Bulletin</i> , 1976 , 83, 314-320 | 19.1 | 257 |
| 29 | Transhistorical Lawfulness of Behavior: A Comment on Two Papers. <i>Personality and Social Psychology Bulletin</i> , 1976 , 2, 391-391 | 4.1 | 21 |
| 28 | Consequences of prejudice against the null hypothesis.. <i>Psychological Bulletin</i> , 1975 , 82, 1-20 | 19.1 | 782 |
| 27 | On the inconclusiveness of crucial cognitive tests of dissonance versus self-perception theories. <i>Journal of Experimental Social Psychology</i> , 1975 , 11, 490-499 | 2.6 | 58 |
| 26 | Significance, nonsignificance, and interpretation of an ESP experiment. <i>Journal of Experimental Social Psychology</i> , 1975 , 11, 180-191 | 2.6 | 6 |
| 25 | Does the Good Samaritan parable increase helping? A comment on Darley and Batson's no-effect conclusion.. <i>Journal of Personality and Social Psychology</i> , 1975 , 32, 578-583 | 6.5 | 21 |
| 24 | Is it time to lay the sleeper effect to rest?. <i>Journal of Personality and Social Psychology</i> , 1974 , 29, 132-136 | 6.5 | 48 |

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|----|--|-----|-----|
| 23 | On doing two things at once. II. Elimination of the psychological refractory period effect. <i>Journal of Experimental Psychology</i> , 1973 , 101, 70-6 | | 210 |
| 22 | Evidence of both perceptual filtering and response suppression for rejected messages in selective attention. <i>Journal of Experimental Psychology</i> , 1972 , 94, 58-67 | | 35 |
| 21 | On doing two things at once: time sharing as a function of ideomotor compatibility. <i>Journal of Experimental Psychology</i> , 1972 , 94, 52-7 | | 186 |
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| 6 | Measuring the Nonconscious | | 1 |

| | | |
|---|---|----|
| 5 | Implicit Indicators of Women's Persistence in Math, Science, and Engineering. <i>Psi Chi Journal of Undergraduate Research</i> ,145-152 | 2 |
| 4 | The Implicit Association Test at age 20: What is known and what is not known about implicit bias | 8 |
| 3 | Redefine statistical significance | 17 |
| 2 | Using Implicit Association Tests for the Assessment of Implicit Personality Self-Concept508-528 | 24 |
| 1 | The resting parrot, the dessert stomach, and other perfectly defensible theories.275-285 | 4 |