

Brad J. Sagarin

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Academic Employment History

Associate Professor, Social/Organizational Area, Department of Psychology,
Northern Illinois University, DeKalb, IL
August, 2005 – present

Assistant Professor, Social/Organizational Area, Department of Psychology,
Northern Illinois University, DeKalb, IL
August, 1999 – August, 2005

Education

Ph.D. (1999). Social Psychology, Arizona State University, Tempe, AZ
Dissertation: “Avoiding Threats to the Vulnerable Self: The Motivations and
Mechanisms of Resistance to Persuasion.” Chair: Dr. Robert Cialdini

Comprehensive paper: “Statistical Approaches for Handling Non-Compliance in
Randomized Experiments: An Introduction.” Chair: Dr. Stephen West

M.A. (1996). Social Psychology, Arizona State University, Tempe, AZ
Thesis: “Dissembler’s Distrust: Suspicion as a Consequence of Undiscovered
Deception.” Chair: Dr. Robert Cialdini

B.S. (1988). Computer Science and Engineering
Massachusetts Institute of Technology, Cambridge, MA

Honors and Awards

Faculty Research and Artistry Grant, Graduate School, Northern Illinois University, 2001
National Science Foundation Graduate Fellowship, 1995-1998
Graduate Academic Scholarship, Arizona State University, 1994-1999
James McCormack Award for undergraduate research, MIT, 1986

Research Interests

Attitude change; resistance to persuasion; deception, jealousy, and infidelity;
evolutionary psychology; human sexuality; statistical approaches to missing data
and non-compliance

Peer-Reviewed Journal Articles

- Guadagno, R. E., & Sagarin, B. J. (in press). Sex differences in jealousy: An evolutionary perspective on online infidelity. *Journal of Applied Social Psychology*.
- Edlund, J. E., & Sagarin, B. J. (2009). Sex differences in jealousy: Misinterpretation of non-significant results as refuting the theory. *Personal Relationships*, *16*, 67-78.
- Edlund, J. E., Sagarin, B. J., Skowronski, J. J., Johnson, S. J., & Kutter, J. (2009). Whatever happens in the laboratory stays in the laboratory: The prevalence and prevention of participant crosstalk. *Personality and Social Psychology Bulletin*, *35*, 635-642.
- Farc, M. & Sagarin, B. J. (2009). Using attitude strength to predict registration and voting behavior in the 2004 U. S. presidential elections. *Basic and Applied Social Psychology*, *31*, 160-173.
- Key, M. S., Edlund, J. E., Sagarin, B. J., & Bizer, G. Y. (2009). Individual differences in susceptibility to mindlessness. *Personality and Individual Differences*, *46*, 261-264.
- Sagarin, B. J., Cutler, B., Cutler, N., Lawler-Sagarin, K. A., & Matuszewich, L. (2009). Hormonal changes and couple bonding in consensual sadomasochistic activity. *Archives of Sexual Behavior*, *38*, 186-200.
- Sagarin, B. J., & Skowronski, J. J. (2009). The implications of imperfect measurement for free-choice carry-over effects: Reply to M. Keith Chen's (2008) "Rationalization and cognitive dissonance: Do choices affect or reflect preferences?" *Journal of Experimental Social Psychology*, *45*, 421-423.
- Sagarin, B. J., & Skowronski, J. J. (2009). In pursuit of the proper null: Reply to Chen and Risen (2009). *Journal of Experimental Social Psychology*, *45*, 428-430.
- Farc, M. M., & Sagarin, B. J. (2008). The role of individual characteristics in predicting the stability of party identification: A cross-cultural study. *Applied Psychology: An International Review*, *57*, 373-396.
- Budden, J. S., & Sagarin, B. J. (2007). Implementation intentions, occupational stress, and the exercise intention-behavior relationship. *Journal of Occupational Health Psychology*, *12*, 391-401.
- Coutinho, S. A., Hartnett, J. L., & Sagarin, B. J. (2007). Understanding promiscuity in strategic friend selection from an evolutionary perspective. *North American Journal of Psychology*, *9*, 257-274.
- Coutinho, S. A., & Sagarin, B. J. (2007). Instilling resistance to scarcity advertisements. *Studies in Learning, Evaluation, Innovation, and Development*, *4*, 54-66.

- Edlund, J. E., Sagarin, B. J., & Johnson, B. S. (2007). Reciprocity and the belief in a just world. *Personality and Individual Differences, 43*, 589-596.
- Cialdini, R. B., Demaine, L. J., Sagarin, B. J., Barrett, D. W., Rhoads, K., & Winter, P. L. (2006). Managing social norms for persuasive impact. *Social Influence, 1*, 3-15.
- Edlund, J. E., Heider, J. D., Scherer, C. R., Farc, M. M., & Sagarin, B. J. (2006). Sex differences in jealousy in response to actual infidelity. *Evolutionary Psychology, 4*, 462-470.
- Scherer, C. R., & Sagarin, B. J. (2006). Indecent influence: The positive effects of obscenity on persuasion. *Social Influence, 1*, 138-146.
- Houle, B. J., Sagarin, B. J., & Kaplan, M. F. (2005). A functional approach to volunteerism: Do volunteer motives predict task preference? *Basic and Applied Social Psychology, 27*, 337-344.
- Sagarin, B. J. (2005). Reconsidering evolved sex differences in jealousy: Comment on Harris (2003). *Personality and Social Psychology Review, 9*, 62-75.
- Sagarin, B. J., & Lawler-Sagarin, K. A. (2005). Critically evaluating competing theories: An exercise based on the Kitty Genovese murder. *Teaching of Psychology, 32*, 167-169.
- Becker, D. V., Sagarin, B. J., Guadagno, R. E., Millevoi, A., & Nicastle, L. D. (2004). When the sexes need not differ: Emotional responses to the sexual and emotional aspects of infidelity. *Personal Relationships, 11*, 529-538.
- Sagarin, B. J., & Guadagno, R. E. (2004). Sex differences in the contexts of extreme jealousy. *Personal Relationships, 11*, 319-328.
- Sagarin, B. J., Becker, D. V., Guadagno, R. E., Nicastle, L. D., & Millevoi, A. (2003). Sex differences (and similarities) in jealousy: The moderating influence of infidelity experience and sexual orientation of the infidelity. *Evolution and Human Behavior, 24*, 17-23.
- Sagarin, B. J., Britt, M. A., Heider, J. D., Wood, S. E., & Lynch, J. E. (2003). Bartering our attention: The distraction and persuasion effects of on-line advertisements. *International Journal of Cognitive Technology, 8*, 4-17.
- Maner, J. K., Luce, C. L., Neuberg, S. L., Cialdini, R. B., Brown, S., & Sagarin, B. J. (2002). The effects of perspective taking on motivations for helping: Still no evidence for altruism. *Personality and Social Psychology Bulletin, 28*, 1601-1610.
- Sagarin, B. J., Cialdini, R. B., Rice, W. E., & Serna, S. B. (2002). Dispelling the illusion of invulnerability: The motivations and mechanisms of resistance to persuasion. *Journal of Personality and Social Psychology, 83*, 526-541.

- Winter, P. L., Sagarin, B. J., Rhoads, K., Barrett, D. W., & Cialdini, R. B. (2000). Choosing to encourage or discourage: Perceived effectiveness of prescriptive versus proscriptive messages. *Environmental Management*, 26, 589-594.
- Sagarin, B. J., Rhoads, K., & Cialdini, R. B. (1998). Deceiver's distrust: Denigration as a consequence of undiscovered deception. *Personality and Social Psychology Bulletin*, 24, 1167-1176.
- Winter, P. L., Cialdini, R. B., Bator, R. J., Rhoads, K., & Sagarin, B. J. (1998). An analysis of normative messages in signs at recreation settings. *Journal of Interpretation Research*, 3, 39-47.
- Neuberg, S., Cialdini, R. B., Brown, S., Luce, C., Sagarin, B. J., & Lewis, B. (1997). Does empathy lead to anything more than superficial helping? Comment on Batson et al. (1997). *Journal of Personality and Social Psychology*, 73, 510-516.

Chapters in Edited Books

- Sagarin, B. J., & Wood, S. E. (2007). Resistance to influence. In A. R. Pratkanis (Ed.), *The science of social influence: Advances and future progress* (pp. 321-340). New York: Psychology Press.
- Cialdini, R. B., & Sagarin, B. J. (2005). Interpersonal influence. In T. Brock & M. Green (Eds.), *Persuasion: Psychological insights and perspectives* (pp. 143-169). Newbury Park, CA: Sage Press.
- Sagarin, B. J., Britt, M. A., Heider, J. D., Wood, S. E., & Lynch, J. E. (2005). Intrusive technology: Bartering and stealing consumer attention. In W. R. Walker, & D. J. Herrmann (Eds.), *Cognitive technology: Essays on the transformation of thought and society* (pp. 69-88). Jefferson, NC: McFarland & Company, Inc. Publishers.
- Sagarin, B. J., & Cialdini, R. B. (2004). Creating critical consumers: Motivating receptivity by teaching resistance. In E. S. Knowles, & J. A. Linn (Eds.), *Resistance and persuasion* (pp. 259-282). Mahwah, NJ: Lawrence Erlbaum Associates.
- Cialdini, R. B., Sagarin, B. J., & Rice, W. E. (2001). Training in ethical influence. In J. M. Darley, D. M. Messick, & T. R. Tyler (Eds.), *Social influences on ethical behavior in organizations* (pp. 137-153). Mahwah, NJ: Lawrence Erlbaum Associates.
- West, S. G., & Sagarin, B. J. (2000). Participant selection and loss in randomized experiments. In L. Bickman (Ed.), *Research design: Donald Campbell's legacy* (Vol. 2) (pp. 117-154). Thousand Oaks, CA: Sage.

Additional Publications

Mortensen, C. R., & Sagarin, B. J. (in press). *Instructor's manual and test bank for Cialdini, Influence: Science and practice, fifth edition*. Boston, MA: Allyn & Bacon.

Sagarin, B. J. (2007). Door-in-the-face technique. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of social psychology* (pp. 262-263). Thousand Oaks, CA: Sage.

Sagarin, B. J. (2007). Foot-in-the-door technique. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of social psychology* (pp. 354-355). Thousand Oaks, CA: Sage.

Sagarin, B. J. (2000). *Instructor's manual and test bank for Cialdini, Influence: Science and practice, fourth edition*. Boston, MA: Allyn & Bacon.

Manuscripts Under Review

Johnson, S. J., & Sagarin, B. J. (under review). Sexism and religious orientation.

Lawler-Sagarin, K. A., & Sagarin, B. J. (under review). Using the World Wide Web in a nonmajors' science class to promote student engagement.

Patock-Peckham, J. A., Cialdini, R. B., Aiken, L. S., Sagarin, B. J., & Gerend, M. A. (under review). Matching risk with the persuasive tactic: Preventing sexually transmitted diseases with symbolic experience and self-affirmation

Wilkinson, W., & Sagarin, B. J. (under review). Psychological predictors of pro-gay activism behavior.

Manuscripts in Preparation

Cialdini, R. B., Demaine, L. J., Barrett, D. W., Sagarin, B. J., & Rhoads, K. (in preparation). The poison parasite defense: A strategy for sapping a stronger opponent's persuasive strength.

Sagarin, B. J., Becker, D. V., Guadagno, R. E., Wilkinson, W., & Nicastle, L. D. (in preparation). A reproductive threat-based model of evolved sex differences in jealousy.

Sagarin, B. J., Serna, S. B., & Cialdini, R. B. (in preparation). The iron fist and the velvet glove: Overt and subtle methods of instilling resistance to illegitimate influence.

Sagarin, B. J., West, S. G., & Ritchie, T. D. (in preparation). Statistical approaches for handling non-compliance in randomized experiments: An introduction.

Conference Presentations

- Comber, E. M., & Sagarin, B. J. (2009, May). *Can standard measures help diagnose abuse among sadomasochistic participants?* Poster to be presented at the 2009 Alternative Sexualities Conference, Chicago, IL.
- Johnson, S. J., & Sagarin, B. J. (2009, May). *Sexism and religious orientation*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Sagarin, B. J., Martin, A. L., Coutinho, S. A., & Edlund, J. E. (2009, May). *A meta-analysis of continuous measure sex difference in jealousy studies*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Edlund, J. E., & Sagarin, B. J. (2009, February). *Mate value and its effect on mate selection*. Poster presented at the Tenth Annual Meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Johnson, S. J., & Sagarin, B. J. (2009, February). *Religious orientation and attitudes toward women*. Poster presented at the Tenth Annual Meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Sagarin, B. J., Martin, A. L., Coutinho, S. A., & Edlund, J. E. (2009, February). *A meta-analysis of studies examining sex differences in jealousy using continuous measures*. Poster presented at the Tenth Annual Meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Edlund, J. E., & Sagarin, B. J. (2008, May). *The prevalence and prevention of participant crosstalk in an undergraduate subject pool*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Edlund, J. E., & Sagarin, B. J. (2008, February). *Sex differences in jealousy: Characteristics of the rival matter*. Poster presented at the Ninth Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Kruse, S. A., Okdie, B. M., Hull, C. A., Sagarin, B. J., & Guadagno, R. E. (2008, February). *Mate selection and attitudes toward infidelity: A new twist*. Poster presented at the Ninth Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Edlund, J. E., & Sagarin, B. J. (2007, May). *Sex differences in jealousy: Effects of scaling*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Key, M. S., Edlund, J. E., Bizer, G. Y., & Sagarin, B. J. (2007, May). *Individual differences and the mindlessness heuristic*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.

- Sagarin, B. J. (2007, May). *Statistical approaches for handling non-compliance in randomized experiments*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Edlund, J. E., & Sagarin, B. J. (2007, January). *Crosstalk amongst non-naïve participants*. Poster presented at the Eighth Annual Meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Edlund, J. E., Farc, M., Heider, J. D., Scherer, C. R., Ritchie, T. D., Lopez, M. D., Sagarin, B. J., & Buller, D. J. (2006, May). *Male sexual jealousy: Paternal uncertainty or lost paternity opportunities?* Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Scherer, C. R., & Sagarin, B. J. (2006, May). *Profanity and persuasion 2: Mediators and moderators of the effect*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Farc, M., & Sagarin, B. J. (2006, January). *Using attitude strength to predict registration and voting behavior in the 2004 U. S. Presidential Election*. Poster presented at the Seventh Annual Meeting of the Society for Personality and Social Psychology, Palm Springs, CA.
- Scherer, C. R., & Sagarin, B. J. (2006, January). *Profanity and persuasion 2: Mediators and moderators of the effect*. Poster presented at the Seventh Annual Meeting of the Society for Personality and Social Psychology, Palm Springs, CA.
- Edlund, J. E., Heider, J. D., Scherer, C. R., Farc, M., Buller, D. J., & Sagarin, B. J. (2005, May). *Sex differences in jealousy in response to actual infidelity*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Farc, M., & Sagarin, B. J. (2005, May). *The role of individual characteristics in predicting the stability of party identification: A cross-cultural study*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Heider, J. D., Scherer, C. R., Sagarin, B. J., & Edlund, J. E. (2005, May). *Measuring gender differences in reactions to infidelity: Importance of administration medium*. Poster presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Sagarin, B. J., Britt, M. A., Heider, J. D., Wood, S. E., & Lynch, J. E. (2005, May). *Intrusive technology: Bartering and stealing consumer attention*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Sagarin, B. J., Houle, B. J., Sibisi, L. B. T., & Commisso, M. A. (2005, May). *Marriage preferences in a modern polygamous society*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.

- Scherer, C. R. & Sagarin, B. J. (2005, May). *Indecent influence: The positive effects of profanity on persuasion*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Phelan, J. C., Silber, D. H., Laurino, A. J., & Sagarin, B. J. (2005, March). *Comparing human interface devices for chemical informatics*. Paper presented at the 229th meeting of the American Chemical Society, San Diego, CA.
- Heider, J. D., Scherer, C. R., & Sagarin, B. J. (2005, January). *Measuring gender differences in reactions to infidelity: Mode of administration matters*. Poster presented at the Evolutionary Psychology Pre-Conference of the Society for Personality and Social Psychology's annual meeting, New Orleans, LA.
- Scherer, C. R., & Sagarin, B. J. (2005, January). *Profanity and persuasion: A positive relationship*. Poster presented at the Sixth Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Sagarin, B. J., Houle, B. J., Sibisi, L. B. T., & Commisso, M. A. (2004, May). *Marriage perceptions and preferences in a modern polygamous society*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Scherer, C. R., & Sagarin, B. J. (2004, May). *Profanity, persuasion, & credibility*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, IL.
- Sagarin, B. J. (2004, April). *Bartering our attention: Are we squandering a limited and valuable resource?* Paper presented at the 2004 meeting of the Social Psychologists of Chicago, Chicago, IL.
- Farc, M., & Sagarin, B. J. (2004, January). *Higher order attitudes: Predicting activist behavior for and against the war in Iraq*. Poster presented at the Fifth Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.
- Sagarin, B. J., Britt, M. A., Heider, J. D., Wood, S. E., & Lynch, J. E. (2003, June). *Intrusive technology: Bartering and stealing consumer attention*. Paper presented at Winston-Salem State University's Cognitive Technology conference, Winston-Salem, NC.
- Houle, B. J., & Sagarin, B. J. (2003, May). *Volunteerism: Examining the relationship between situation and motives*. Poster presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Patock-Peckham, J. A., Cialdini, R. B., Sagarin, B. J., Gerend, M., & Aiken, L. S. (2003, May). *Piercing the illusion of invulnerability to std risk*. Paper presented at the 2003 meeting of the Western Psychological Association, Vancouver, BC.

- Sagarin, B. J. (2003, May). *Bartering our attention: Are we squandering a limited and valuable resource?* Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Scherer, C., Houle, B., & Sagarin, B. J. (2003, May). *Perceptions of cellular phones: A benefit or nuisance?* Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Sagarin, B. J., Cutler, B., & Cutler, N. (2003, February). *Hormonal changes and couple bonding in consensual sadomasochistic activity.* Poster presented at the Fourth Annual Meeting of the Society for Personality and Social Psychology, Los Angeles, CA.
- Sagarin, B. J., & Cialdini, R. B. (2002, October). *Creating critical consumers: Motivating receptivity by teaching resistance.* Paper presented at the 2002 conference of the Society of Experimental Social Psychology, Columbus, OH.
- Heider, J., Sagarin, B. J., Britt, M. A., Wood, S. E., & Lynch, J. (2002, May). *Squandering our limited attention: The distraction and persuasion effects of advertisements in software products.* Poster presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Sagarin, B. J., & Becker, D. V. (2002, May). *The abnormality of the heterosexual male: Sex, sexual orientation, and the evolutionary explanation for sex differences in jealousy.* Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Sagarin, B. J., Cutler, B., & Cutler, N. (2002, May). *The physiological and psychological effects of consensual sadomasochistic activity.* Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Serna, S. B., & Sagarin, B. J. (2002, May). *Who are wedding ceremonies for?* Poster presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Wood, S. E., Panchal, A. J., Houle, B. J., Scherer, C. R., Heider, J. D., Lynch, J. E., Dixon, A., & Sagarin, B. J. (2002, May). *"If that phone rings one more time...": Consumer perceptions of intrusive marketing.* Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Sagarin, B. J., & Cialdini, R. B. (2002, April). *Creating critical consumers: Motivating receptivity by teaching resistance.* Paper presented at the University of Arkansas Symposium on Resistance and Persuasion, Fayetteville, AK.
- Sagarin, B. J., Britt, M. A., Wood, S., Heider, J., & Lynch, J. (2002, February). *Squandering our limited attention: The distraction and persuasion effects of advertisements in software products.* Poster presented at the Third Annual Meeting of the Society for Personality and Social Psychology, Savannah, GA.

- Patock-Peckham, J. A., Cialdini, R. B., Newton, C., Gerend, M., Aiken, L. S., & Sagarin, B. J. (2001, June). *An alcohol expectancy intervention for drinking and driving: Puncturing the illusion of invulnerability*. Poster presented at the Research Society on Alcoholism, Montreal, Canada.
- Houle, B. J., Sagarin, B. J., & Kaplan, M. F. (2001, May). *A functional approach to volunteerism: Do volunteer motives predict task selection?* Poster presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Sagarin, B. J., Seidelman, K. E., Peryer, L., Heider, J., & Serna, S. B. (2001, May). *Do men and women feel extreme jealousy in different types of relationships? Sex differences in the contexts of jealousy and envy*. Paper presented at the Midwestern Psychological Association's annual meeting, Chicago, Illinois.
- Peryer, L. C., & Sagarin, B. J. (2001, April). The puzzle of polygamy: Can the evolutionary explanation for jealousy account for polygamous societies? Paper presented at the 23rd Annual Psi Chi Undergraduate Psychology Research Symposium, Madison, Wisconsin.
- Barrett, D. W., Cialdini, R. B., Demaine, L., Sagarin, B. J., & Rhoads, K. (2001, February). *The poison parasite: Turning an ad against itself*. Poster presented at the Second Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Sagarin, B. J., & Serna, S. B. (2001, February). *Self-presentation, media effects, and resistance to persuasion*. Poster presented at the Second Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Sagarin, B. J., Becker, D. V., Guadagno, R. E., Nicastle, L. D., & Millevoi, A. (2000, August). *Beyond forced-choice: Evolutionary responses to sexual and emotional infidelities*. Poster presented at the American Psychological Association's annual conference, Washington, DC.
- Cialdini, R. B., & Sagarin, B. J. (2000, February). *Instilling resistance to deceptive persuasive appeals by dispelling the illusion of invulnerability*. Paper presented at the Society for Personality and Social Psychology's annual meeting, Nashville, TN.
- Rice, W. E., Guadagno, R. E., & Sagarin, B. J. (1999, August). *The Internet: A tool for locating and investigating academic positions*. Poster presented at the American Psychological Association's annual conference, Boston, MA.
- Sagarin, B. J., & West, S. G. (1999, August). *Statistical approaches for handling non-compliance in randomized experiments: An introduction*. Poster presented at the American Psychological Association's annual conference, Boston, MA.

- Rice, W. E., Sagarin, B. J., & Cialdini, R. B. (1999, February). *The resistance enhancing effect of perceived vulnerability to unethical influence*. Paper presented at the Society for Consumer Psychology's winter conference, St. Petersburg, FL.
- Sagarin, B. J., Cialdini, R. B., & Rice, W. E. (1998, August). *Creating critical consumers: Instilling resistance to unethical persuasion*. Paper presented at the American Psychological Association's annual conference, San Francisco, CA.
- Cialdini, R. B., Sagarin, B. J., & Rice, W. E. (1998, January). *Training in ethical influence*. Paper presented at the Kellogg Graduate School of Business's Conference on Social Influence and Ethics in Organizations, Evanston, IL.
- Winter, P. L., Cialdini, R. B., Bator, R., Rhoads, K., & Sagarin, B. J. (1997, October). *Are agencies providing the right message? An examination of normative information in recreation settings*. Paper presented at the meetings of the National Recreation and Park Association, Salt Lake City, UT.
- Sagarin, B. J., Rice, W. E., & Cialdini, R. B. (1997, April). *Teaching critical appraisal and resistance to authority-based influence*. Poster presented at the Western Psychological Association's annual conference, Seattle, WA.
- Sagarin, B. J., Rhoads, K., & Cialdini, R. B. (1996, August). *Dissembler's distrust: Suspicion as a consequence of undiscovered deception*. Poster presented at the American Psychological Association's annual conference, Toronto, Ontario.

Invited Presentations

- Sagarin, B. J. (2009, February). *The psychology of beating PAC and grassroots volunteer fatigue*. Presentation given at the Innovate to Motivate 2009 conference. New Orleans, LA.
- Sagarin, B. J. (2009, January). *Evolutionary psychology: Exploring Darwin's psychological legacy*. Presentation given at the NIU College of Liberal Arts and Sciences' Lifelong Learning Institute, DeKalb, IL.
- Sagarin, B. J. (2008, November). *Measuring audience attitudinal and behavioral effects*. Presentation given at the Monitor Group's workshop on Persuasive Visual Media and Audience Analysis. New York City, NY.
- Sagarin, B. J. (2008, July). *Instilling and overcoming resistance to influence*. Presentation given at the Government Affairs Directors Institute 2008 conference for the National Association of REALTORS. Jackson Hole, WY.
- Sagarin, B. J. (2008, February). *Instilling and overcoming resistance to influence*. Presentation given at the Innovate to Motivate 2008 conference. Orlando, FL.

- Sagarin, B. J. (2007, December). *MOEs: Sorting out the good and bad advice from academic psychology*. Presentation given at the NATO Joint Senior Psychological Operations Conference, Hurlburt Field, FL.
- Sagarin, B. J. (2007, September). *Influence measures of effectiveness*. Presentation given via VTC at the Joint Operational Influence Seminar, Hurlburt Field, FL.
- Sagarin, B. J. (2007, May). *Influence measures of effectiveness*. Presentation given at the Joint Operational Influence Seminar, Hurlburt Field, FL.
- Sagarin, B. J. (2007, March). *Hormonal changes and couple bonding in consensual sadomasochistic activity*. Seminar given at Cornell University, Ithaca, NY.
- Sagarin, B. J. (2006, December). *Influence measures of effectiveness*. Presentation given at the NATO Joint Senior Psychological Operations Conference, Hurlburt Field, FL.
- Sagarin, B. J. (2006, October). *Influence measures of effectiveness*. Presentation given at the Joint Operational Influence Seminar, Hurlburt Field, FL.
- Rhoads, K., & Sagarin, B. J. (2006, March). *Immediate influence & advanced influence course*. Presentation given to Tactical PSYOP Support in OEF/OIF, 2nd POG, Ft. Bragg, NC.
- Sagarin, B. J. (2006, February). *Evolutionary psychology: Exploring Darwin's psychological legacy*. Presentation given at the Darwin Day Celebration of the Humanists of West Suburban Chicago, Naperville, IL.
- Sagarin, B. J. (2005, October). *Instilling and overcoming resistance to persuasion*. Presentation given at the NATO Joint Senior Psychological Operations Conference, Hurlburt Field, FL.
- Sagarin, B. J. (2004, September). *Bartering our attention: Are we squandering a limited and valuable resource?* Seminar given at the University of Illinois at Chicago, Chicago, IL.
- Sagarin, B. J. (2004, February). *Bartering our attention: Are we squandering a limited and valuable resource?* Seminar given at the University of Chicago, Chicago, IL.
- Sagarin, B. J. (2003, May). *Intrusive marketing and illegitimate influence: The ethics and practice of resistance to persuasion*. Seminar given at Union College, Schenectady, NY.
- Sagarin, B. J. (2002, October). *The abnormality of the heterosexual male: Sex, sexual orientation, and the evolutionary explanation for sex differences in jealousy*. Seminar given at the University of Illinois at Chicago, Chicago, IL.

Sagarin, B. J. (2002, September). *Bartering our attention: Are we squandering a limited and valuable resource?* Seminar given at Purdue University, West Lafayette, IN.

Sagarin, B. J. (2002, March). *The abnormality of the heterosexual male: Sex, sexual orientation, and the evolutionary explanation for sex differences in jealousy.* Seminar given at the University of Wisconsin-Madison, Madison, WI.

Sagarin, B. J. (2000, April). *Dispelling the illusion of invulnerability: A method to instill resistance to deceptive persuasion.* Seminar given at the University of Illinois at Urbana-Champaign, Urbana, IL.

Sagarin, B. J. (1999, November). *Dispelling the illusion of invulnerability: A method to instill resistance to deceptive persuasion.* Seminar given at the University of Illinois at Chicago, Chicago, IL.

Teaching Experience

Multiple Regression, Northern Illinois University

This graduate course covers multiple regression and related statistical topics including correlation, regression with continuous and categorical independent variables, mediation and moderation, and curvilinear effects.

Student evaluations (on a 1-5 scale with 1 = highest):

Spring, 2006: 1.60; Spring, 2008: 1.39

Attitude Change, Northern Illinois University

This graduate course examines the contemporary and classic literature on attitudes, focusing primarily on the theories of attitude structure, attitude formation, and attitude change.

Student evaluations (on a 1-5 scale with 1 = highest):

Spring, 2000: 1.27; Spring, 2002: 1.27; Spring, 2004: 1.16; Fall, 2005: 1.52; Spring, 2008: 1.30

Evolutionary Psychology, Northern Illinois University

This graduate course explores the theoretical foundations of evolutionary psychology, the empirical support for its theories, the criticisms and competing explanations, the epistemological challenges faced by evolutionary psychological researchers, and the accurate and inaccurate representations of evolutionary psychology in the lay press.

Student evaluations (on a 1-5 scale with 1 = highest):

Fall, 2002: 1.22; Fall, 2004: 1.07, Fall, 2006: 1.00, Fall, 2008: 1.14

Laboratory in Personality and Social Psychology, Northern Illinois University

Course activities include the design, implementation, and analysis of a dissonance experiment using the counterattitudinal essay paradigm. Responsibilities include supervising graduate teaching assistants.

Student evaluations (on a 1-5 scale with 1 = highest):

Fall, 1999: 1.24 (section 1), 1.29 (section 2); Spring, 2000: 1.03; Fall, 2000: 1.16
Spring, 2001: 1.05; Fall, 2001: 1.31, 1.22; Spring, 2002: 1.13; Fall, 2002: 1.32

Spring, 2003: 1.45, 1.32; Fall, 2003: 1.38, 1.41; Spring, 2004: 1.27
Fall, 2004: 1.25; Spring, 2005: 1.18, 1.49; Spring, 2006: 1.31, Fall, 2006: 1.09
Fall, 2007: 1.08

Social Psychology, Northern Illinois University

Undergraduate social psychology covers research methodology, ethics, social thinking, social influence, and social relations.

Student evaluations (on a 1-5 scale with 1 = highest):

Fall, 2000: 1.41; Spring, 2001: 1.35; Fall, 2005: 1.41

Teaching Assistant, Psychometrics, Arizona State University, Spring, 1999

Assisted with graduate level psychometrics.

Laboratory Instructor, Experimental Psychology, Arizona State University

Responsibilities included developing and delivering lectures on experimental design, methodology, statistical analysis, and ethics, grading lab reports, writing and administering tests, and assigning semester grades.

Student evaluations (on a 1-5 scale with 1 = highest):

Fall, 1994: 1.36; Spring, 1995: 1.50

Senior Instructor, Internal Training, Oracle Corporation, April, 1990 – August, 1991.

Taught over 30 classes covering both technical subjects and communication skills.

Teaching Interests

Undergraduate: Introductory Psychology, Social Psychology, Social Influence, Introductory Statistics, Advanced Statistics, Research Methods

Graduate: Social Influence, Attitude Change, Evolutionary Psychology, Analysis of Variance, Multiple Regression, Multivariate Statistics, Structural Equation Modeling

Teaching Award

Named one of Oracle Corporation's Top Ten Instructors of 1991

Masters and Dissertation Committees

Co-chair, Barbara Houle's dissertation committee, defense: April, 2001

Chair, John Edlund's dissertation committee, defense: March, 2008

Chair, Cory Scherer's dissertation committee, defense: June, 2006

Chair, Wayne Wilkinson's dissertation committee, defense: June, 2008

Chair, Sarah Wood's dissertation committee, defense: August, 2006

Chair, Amy Martin's dissertation committee

Chair, Pamela Baumer's masters committee, defense: December, 2006

Chair, Jill Budden's masters committee, defense: September, 2005

Chair, Evelyn Comber's masters committee, defense: January, 2007
Chair, John Edlund's masters committee, defense: February 2006
Chair, Magdalena Farc's masters committee, defense: June, 2003
Chair, Sara Johnson's masters committee, defense: June, 2008
Chair, Amy Martin's masters committee, defense: March, 2006
Chair, Cory Scherer's masters committee, defense: August, 2003
Chair, Wayne Wilkinson's masters committee, defense: August, 2004
Chair, Scott Key's masters committee
Chair, Lily Patel's masters committee
Chair, Sherman Serna's masters committee

Member, Jill Budden's dissertation committee, defense: March, 2007
Member, Savia Coutinho's dissertation committee, defense: September, 2005
Member, Rachel DeMuth's dissertation committee, defense: March, 2006
Member, Magdalena Farc's dissertation committee, defense: September, 2007
Member, Jeremy Heider's dissertation committee, defense: June, 2005
Member, Julie Hook's dissertation committee, defense: June, 2001
Member, John Kulas's dissertation committee, defense: March, 2002
Member, Stacy LeFevre's dissertation committee, defense: October, 2003
Member, Jennifer Lonergan's dissertation committee, defense: July, 2002
Member, Timothy Ritchie's dissertation committee, defense: October, 2006
Member, Joanne Roberts's dissertation committee, defense: March, 2002
Member, Jolene Skinner's dissertation committee, defense: March, 2006
Member, Donna Sweeney's dissertation committee, defense: January, 2002
Member, Kristian Veit's dissertation committee, defense: March, 2006
Member, Lisa Getta's dissertation committee
Member, Jessica Hartnett's dissertation committee
Member, Brian Johnson's dissertation committee
Member, Patrick King's dissertation committee
Member, Hope Long's dissertation committee

Member, Jeremy Heider's masters committee, defense: March, 2003
Member, Lisa Konick's masters committee, defense: June, 2003
Member, John Kulas's masters committee, defense: October, 1999
Member, Lisa Getta Kunysz's masters committee, defense: May, 2005
Member, Dayla Randolph's masters committee, defense: October, 2004
Member, Karen Schnite's masters committee, defense: March, 2004
Member, Kristian Veit's masters committee, defense: October, 2003
Member, Sarah Wood's masters committee, defense: August, 2003
Member, Lauren Irwin's masters committee
Member, Debora Jeske's masters committee
Member, Paula Lindsay's masters committee
Member, Randy McCarthy's masters committee
Member, Brett Wells's masters committee
Member, Nicole Wyingarden's masters committee
Member, Andrea Zimmerman's masters committee

Quantitative and Methodological Training

Classes: Analysis of variance, Regression, Research methods, Quasi-experimental design, Multivariate statistics, Regression graphics, Structural equation modeling, Psychometrics, Meta-analysis

Statistics packages: SPSS, SAS, LISREL (structural equation modeling), EQS (SEM), D-STAT (meta-analysis), R-CODE (regression graphics)

Computer languages and operating systems: C (programming language), Visual Basic (programming language), HTML (web page language), SQL (database language), UNIX, Windows

Academic Service

Associate Editor, *Basic and Applied Social Psychology*, 2007, 2008, 2009

Editorial Board, *Social Influence*, 2005, 2006, 2007, 2008, 2009

Ad Hoc Editorial Consultant

American Psychologist, 2006

Basic and Applied Social Psychology, 2000, 2002, 2005, 2006

Biology Letters, 2005

Evolution and Human Behavior, 2003, 2007

Evolutionary Psychology, 2007, 2008

Journal of Applied Social Psychology, 2000, 2005, 2006

Journal of Experimental Social Psychology, 2006, 2007, 2008

Journal of Personality and Social Psychology: Attitudes and Social Cognition, 2002

Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes, 2005

Journal of Social and Personal Relationships, 2005, 2006

Multivariate Behavioral Research, 2000

Personal Relationships, 2003, 2005, 2006

Personality and Individual Differences, 2005, 2008

Personality and Social Psychology Bulletin, 2006, 2007

Personality and Social Psychology Review, 2004

Proceedings of the Royal Society B: Biological Sciences, 2005

Psychological Methods, 1998, 2000, 2001, 2005, 2006

Social Cognition, 2002, 2005

Reviewed Conformity chapter of Aronson, Wilson, and Akert's (1999) *Social Psychology*.

Reviewed Attitudes and Social Influence chapters of Kenrick, Neuberg, and Cialdini's (2005) *Social Psychology*.

Reviewed proposals for Division 5 (Evaluation, Measurement, and Statistics) for the American Psychological Association's 2000 and 2004 annual conferences.

Reviewed proposals for the Society for Consumer Psychology's 2002 annual conference.

Reviewed dissertation proposals for the Society for Consumer Psychology's 2001 and 2002 dissertation competitions.

Acted as a statistical consultant for Northwestern University's Science and Engineering Research and Teaching Synthesis (SERTS) project, 2001 – 2002.

Participated in a panel discussion *Incorporating LGBT issues into the curriculum* for Northern Illinois University's Multicultural Curriculum Transformation Institute, May, 2009.

Participated in a panel discussion *Dual career couples: A panel discussion with faculty on challenges in the academic lifestyle* for Northwestern University's Beyond Books seminar series, January, 2001.

Chaired the Northern Illinois University Psychology Department's Colloquium Committee, 2001 – 2003. Served on committee, 2000 – 2001.

Serve on the Northern Illinois University College of Liberal Arts and Sciences' College Council, 2005 – present.

Serve on the Northern Illinois University College of Liberal Arts and Sciences' Graduate Council, 2008 – present.

Serve on Northern Illinois University's Special Hearing Board, 2006 – present.

Served on Northern Illinois University's Doctoral Dissertation Completion Fellowship Committee, 2008.

Served on the Northern Illinois University Psychology Department's Personnel Committee, 2004 – 2006.

Served on the Northern Illinois University Psychology Department's Policy and Planning Committee, 2002 – 2003.

Served on the Northern Illinois University Psychology Department's Ad Hoc Web Site Committee, 2000, 2004.

Served on the Northern Illinois University Social Psychology faculty search committee, 2004 – 2005.

Served on the Arizona State University Psychology Department's Technology Committee, 1996 - 1999. Responsibilities included developing and maintaining the ASU Department of Psychology's World Wide Web site.

Media and Community Service

Interviewed by Esty Dinur on WORT's (89.9 FM in Madison, WI) hour-long call-in program "A Public Affair" on the topics of social influence, resistance to persuasion, and ethics, December 4, 2002.

Interviewed by Robert Epstein, editor-in-chief of Psychology Today magazine, on Psychology Today Live on the topics of social influence and resistance to persuasion, May 18, 2001.

Consulted for the public television show "Mental Engineering," a program that offers analysis and commentary on television commercials, 2000 – 2001, 2005.

Spoke with reporters from the Agency France Press, the Daily Herald, the Economist, the Elgin Courier, the Kane County Chronicle, the Pittsburgh Post-Gazette, the Rockford Register Star, Scanamerica, the Standard Examiner, and the Washington Post.

Developed normative-based public service announcements for television and radio designed to increase recycling under a grant from Arizona Clean and Beautiful and the State of Arizona.

Developed and presented lectures with Kelton Rhoads on cult influence techniques to the Mesa Rotary Club, April, 1997, the Tempe Kiwanis Club, May, 1997, and the Phoenix Arcadia Rotary Club, October, 1997.

Developed and presented a lecture on advertising and persuasion to the Consumer Advocacy Council of DeKalb County, October, 2004.

Corporate Experience

Development Manager, Network Products Division, Oracle Corporation,
September, 1991 – June, 1994

Senior Instructor, Internal Training Department, Oracle Corporation,
April, 1990 – August, 1991

Software Developer, Tools Division, Oracle Corporation,
June 1988 – March, 1990

Professional Memberships

American Psychological Association, member (1995 – present)
Division 5 (Evaluation, Measurement, and Statistics)
Division 8 (Society for Personality and Social Psychology)
Division 9 (Society for the Psychological Study of Social Issues)
Division 23 (Society for Consumer Psychology)

Division 44 (Society for the Psychological Study of Lesbian, Gay, and Bisexual
Issues)
American Psychological Society, member (1996 – present)
Human Behavior and Evolution Society (2001 – present)

References

Available upon request